

MEDIA RELEASE

MEET TAIWAN High Fives Singapore In Returning Roadshow To Launch Latest Incentive Travel Campaign

Singapore, 22 June 2018 – The MEET TAIWAN networking event returns for its annual Singapore destination roadshow with their latest MICE and incentive travel campaign, High Five Taiwan. Organised by the Taiwan External Trade Development Association (TAITRA) and powered by TTG Events, a delegation of 9 Taiwanese MICE companies that include representatives from travel agencies, airlines, venues, DMCs and Taipei City Government, will meet about 80 buyers and media with strong interests in Taiwan on 27 June 2018 at Mandarin Orchard Hotel.

Guests also get to experience Taiwan's 360 'High Five Taiwan' campaign with an immersive glimpse into the beauty of Taiwan's nature, food, sights, people and culture, and tradition within the metropolitan city through a VR showcase.

Shared Jessie Tseng, Executive Director of MEET TAIWAN, "Taiwan is rated one of the most ideal destinations for incentive travels within Asia. Nature and culture surrounds us and we have exceptionally modern facilities coupled with technology and mature infrastructure, numerous resources within our MICE programme, and most importantly, the Taiwanese enthusiasm and hospitality that shine through to make every trip to Taiwan unforgettable."

MEET TAIWAN is Taiwan's one-stop MICE promotion programme for international and domestic MICE companies keen on bringing their events to the territory with key services including matchmaking with local industries, bidding assistance, the provision of cloud technology and mobile application services for new shows and conferences, subsidies and flexible entry permits, corporate social responsibility and corporate incentive itineraries.

Notably, the half-day event will elaborate on the incentives of MICE in Taiwan. Taipei city government representatives will present to buyers and media on the many initiatives and subventions they can enjoy. Representative from the iconic Taipei Nangang Exhibition Center, Taiwan's largest tradeshow venue, will unveil details of their second mega hall slated to officially open early 2019 but has already started taking venue bookings.

The roadshow will culminate in a themed panel discussion by Eagle Tour, Lion Travel Service, and Taiwan Tour Travel on the ease of creating unforgettable experiences in Taiwan 'as easy as ABC' through their specialties in catering for Halal travel, Young Generation and Life Experiences tours, cultural hands-on activities, and unique itineraries on food and train travel tours; followed by a one-on-one table top session, a networking lunch and lucky draw to win a ticket to Taipei sponsored by EVA Air & China Airlines.

The Asia Super Team campaign also returns with the theme 'Dare To Future'. Each year, a chosen corporate team from 8 targeted countries – Korea, Japan, Singapore, Malaysia, Indonesia, Thailand, Vietnam, and the Philippines – come to Taiwan and compete while experiencing Taiwan's MICE facilities, scenic locations, cultures, and unique city features through play. The winning team is then awarded a Taiwan incentive travel package valued at USD 50,000.



The 9 Taiwanese companies that will exclusively flown in for the networking event are Eagle Tour, Lion Travel Service Co., Ltd., MSL Group, Taiwan Tour, ABLY Conference and Exhibition, Taipei Nangang Exhibition Center, Taipei City Government, EVA Air, and China Airlines

If you are a buyer interested to attend this event in Singapore, contact us at rsvp.events@ttgasia.com.

This is just one of the targeted roadshows and events powered by IT&CM Events on behalf of destinations and brands to help achieve market activation, outreach and promotional goals in the region through our extensive network and expertise in MICE. To find out more about how you can engage us to further your campaigns, contact itcmevents@ttgasia.com.

About MEET TAIWAN

Taiwan's MICE Promotion Program (MEET TAIWAN)

The Bureau of Foreign Trade (BOFT) under the Ministry of Economic Affairs (MOEA) has been sparing no efforts to improve Taiwan's MICE industry since 2009. For continued investment in the industry, Taiwan's MICE Promotion Program (MEET TAIWAN) , was launched to steer Taiwan's MICE industry to shine on the global stage.

Taiwan's MICE Promotion Program is aimed at turning Taiwan into a leader for outstanding MICE services with the long-term objective to enhance the quality and efficiency of services, strengthen Taiwan's brand and sharpen the competitive edge in the global market and make Taiwan one of the top destinations for MICE business.

The task force under the program will continue to exploit advantages of Taiwan's MICE industry to attract more business opportunities, maximize the visibility of MEET TAIWAN and increase international recognition of Taiwan's MICE industry. By doing so Taiwan's MICE industry services could become more visible internationally bringing more international MICE events to Taiwan.

About IT&CM Events

Leading MICE Events In Asia-Pacific and China

This series of leading MICE events converge the World's business events players at 2 top industry destinations every year. IT&CMA (Bangkok, Thailand) and IT&CM China (Shanghai) are at the centre of business events demand and activity in the Asia-Pacific and China markets respectively. Each of these Incentive Travel & Conventions, Meetings (IT&CM) events is dedicated to the business, education and networking agendas of its MICE delegates, encompassing Association, Luxury Travel and Corporate sectors.

The IT&CM Events series is founded and organised by TTG Events, a business group of TTG Asia Media.
www.itcmevents.com

Media Contact

Nana Di (Ms.)

Project Manager, MEET TAIWAN

Email: nanadi@taitra.org.tw