



Top Indian Battery Dealers Dub
Hong Kong the Perfect
Incentive Destination



Hong Kong - Converging Team Spirit for Inspiring Corporate Events

Savvy corporate organisations

have discovered that Hong Kong is unsurpassed as a destination for meetings and incentive travel. Stunning sights, delicious cuisine and a vast array of shopping and entertainment opportunities are just a few reasons companies bring their staff to Asia's world city.

The city recently hosted a visit by Exide Industries Limited, the largest battery manufacturer and exporter in South Asia. With 200 offices across India, Exide has 4,000 employees and 7,000 dealers in its extensive network. This was the company's first incentive trip to Hong Kong and its largest ever overseas delegation.

Choosing Hong Kong as the ideal setting to reward and motivate outstanding corporate achievement, the battery manufacturer scheduled ample sightseeing and free time in the city. The itinerary was the perfect motivation for the company's leading dealers.

Arnab Saha, Exide's vice president for marketing, explained why the company chose Hong Kong: **"This world-class city offers so much to our staff and at reasonable rates. With all the sightseeing tours and nightlife options, we're getting good value for money." His comments reflect some of the many reasons why Hong Kong has come to be regarded as the ultimate incentive travel destination.**

Hong Kong – The Perfect Package

Greater purchasing power and an increasingly competitive economy have made India's incentive travel market one of the fastest-growing on the planet. Hong Kong is well-positioned to capitalise on this trend by offering Indian passport holders visa free entry.

Exide's objectives for this Hong Kong trip were the same as those of many corporate groups booking Meetings, Incentives, Conferences and Exhibitions (MICE) excursions – to reward and motivate staff. In all, the company treated more than 1,400 of its most productive battery dealers who collectively contribute to over 90 per cent of Exide's business.

Saha described the trip as focused on "relationship building". In addition to the value for money, the company was attracted to Hong Kong's unrivalled combination of superb meeting and lodging facilities, outstanding dining and diverse sightseeing, shopping and nightlife options.

For starters, travel ease worked in the city's favour. "Flight connections from India to Hong Kong are good," said Saha. A wide selection of convenient flights was crucial because delegates came from multiple Indian cities. "Every nook and corner of India is here," he explained. "That's important when you're bringing 1,450 dealers".

The city's large-scale lodging capacities also give it an enormous advantage over other destinations. "In Hong Kong we had four or five hotel options that could accommodate everybody under one roof – that's 750 rooms," said travel coordinator Akash Sheth. "From an organiser's perspective, the logistics became much simpler."

Both Exide and its travel agency Raj Travel World praised Hong Kong not just for its vibrant attractions but also for its proximity to Macau, a former Portuguese enclave located a mere 80 kilometres west of the city. Apart from enjoying Hong Kong, delegates met in Macau for a conference outlining major company goals. The opportunity to tour Hong Kong as well as Macau proved irresistible for a company keen to combine as many activities as possible in one trip.



Highlighting Hong Kong's extraordinary pull, when Exide announced last year that the city was the company's reward and incentive trip destination, the number of eligible participants outpaced all previous company trips by 25 per cent. Obviously the dealers enthusiastically supported Exide's decision.

Fast Facts

Name	: Exide Industries Ltd
Chairman	: Rajesh Kapadia
Founded	: 31 January 1947 (as Associated Battery Makers Ltd)
Headquarters	: India
Number of employees	: 4,000
Number of dealers	: 7,000
Business nature	: Manufacturing
Products	: Automotive, industrial and submarine batteries
Reward scheme	: All-expenses-paid trip for top-selling dealers
Website	: www.exideindustries.com

Trip Essential to Exide's Future

As a dynamic, international financial centre and home to a host of the world's leading multinational companies, Hong Kong is no stranger to the work-hard-play-hard lifestyle. The city's attractions, activities and ambience make it a natural fit for incentive trips for high-performing business executives.

The Exide delegation travelled to Hong Kong as part of the company's dealer loyalty programme. Participants qualified based on their sales volume over a three-year period. "They sell only Exide batteries in spite of lots of competition," explained Saha. "We're number one and the oldest battery company in India. These dealers are very valuable to us".

Some loyal dealers possess decades of precious experience. "It's a very competitive market in India," conceded Saha. "If I can't keep them motivated, they will look elsewhere to purchase their batteries and sell. This trip is very, very important".

Exide chose Hong Kong in September 2010 and every month thereafter Saha sent letters to his top 2,300 dealers, saying, "This is your target to go to Hong Kong. Try and achieve this". Incentive travel is so essential that it was featured in the company's most recent five-year business plan.

Divided into two groups, the delegates' itinerary ran five days, with two nights each in Hong Kong and Macau. After a welcome lunch at Panda Hotel hosted by Meetings and Exhibitions Hong Kong (MEHK), a division of the Hong Kong Tourism Board, the Exide dealers relaxed on a harbour cruise that finished with an up-close view of the dazzling *Symphony of Lights* show.

The first full day began with a scenic coach ride leading delegates around Hong Kong Island to visit the Peak Tram, Madame Tussauds, Repulse Bay and Aberdeen. The second day was mostly open except for a group lunch at an authentic Indian restaurant in Tsim Sha Tsui.

Saha said a stress-free schedule was an appropriate reward since "they've already travelled long hours." He estimated that most Exide dealers journeyed at least 10 hours within India before flying to Hong Kong. "They had three hours of conference time, but we made sure they had four nights of fun and games to enjoy and recharge," he added. "That is the point of this trip".



Exide's Arnab Saha praised the city's hospitality industry.



Hong Kong Proves Big Hit with Delegates

Delegates came from many different parts of India but were united in their enthusiasm for Hong Kong. Rangig Paul, a gregarious character and legendary dealer who has worked with Exide for 52 years, first visited Hong Kong more than 15 years ago. In addition to praising Hong Kong's clean streets and nightlife, Paul was highly impressed with the food: "[The] food is excellent. Not only good, but excellent!"

Then there was Mahender Kumarora, a 10-year company veteran and the top-selling Exide dealer in Delhi. Before visiting Hong Kong, Kumarora said he became impressed by what he had heard and researched online. "I could see it was a world city," he said. As a result, Kumarora was especially

eager "to know about the culture of Hong Kong". He was also most grateful to Exide. "I'm enjoying this wonderful experience and am highly motivated after meeting other number-one dealers from around India," he said.

V.R. Mohan Rao, a top-selling 25-year Exide dealer from Hyderabad, India, said this was his sixth incentive trip with Exide, making his positive comments on Hong Kong particularly striking. "Out of the other countries I have seen, Hong Kong is the best," raved Mr Rao, who had just visited Hong Kong eight months prior on a personal vacation. "Before they announced this trip, I had wanted to visit Hong Kong again. I like the city very much".



Rangig Paul of Calcutta plans to keep returning to Hong Kong.



Mahender Kumarora of Delhi was fascinated by the culture and felt inspired.



V.R. Mohan Rao of Hyderabad called Hong Kong his favourite destination.



Travel agent staff extended a warm welcome and useful tourist information to delegates upon their arrival.



A photo opportunity with a wax replica of Bollywood star Amitabh Bachnan offered a hint of home.

Personal Touch for 'Most Important Conference'

Immediately sensing the magnitude of this conference, MEHK worked hard to help Exide realise its objectives by helping organise logistics. Gilly Wong, general manager at MEHK, noted that communications with the company started over one year before the trip, when Hong Kong was shortlisted as an incentive destination. MEHK's assistance intensified when Exide later advised that Hong Kong had been chosen. "We provided them with suggestions on itinerary, accommodation as well as sightseeing options," said Wong. Travel coordinator Sheth deeply appreciated the help MEHK extended.

"The Hong Kong Tourism Board is very pro-active whether it's sharing information or assisting you in getting better rates or giving you more conference venue options," remarked Sheth, a travel industry veteran who has organised dozens of Hong Kong trips. "Besides MEHK, all the land operators, partners and suppliers have been supportive".

Lodging host Panda Hotel helped by providing early group check-in and function rooms for baggage storage. These perks were crucial to accommodate a large amount of luggage for guests with varied arrival and departure schedules. Panda's food and beverage team even put together special menus designed by the hotel's Indian chef and kept the restaurant's hours flexible for the delegation.

Sheth heaped praise on the entire Hong Kong hotel industry. "The moment they knew we were shortlisting Hong Kong as a destination, all the hotels were not just promoting their own property but were promoting Hong Kong as a destination collectively," he said. "That was a huge plus point. When you have five companies going the extra mile that makes a big impression".



Veteran travel agent Akash Sheth was impressed by Hong Kong's pro-active tourism personnel.



Chefs at lodging host Panda Hotel prepared Indian-themed menus to the delight of delegates.

Overwhelming Success Ensures Return Trip

Hong Kong made such a favourable impression that the company has already made plans to send another delegation of dealers next year. Asked what most impressed him about this experience, Sheth reiterated the enduring virtue of value for money.

"At the end of the day, as a salesman pitching a destination, the number of inclusions I can promote for Hong Kong as compared to other places makes it much easier for me to close the deal," he said.

And by combining Macau with Hong Kong, the company wonderfully converged possibilities for a multifaceted, fruitful and fun trip. "You've got nightlife, shopping and a lot of sightseeing," Sheth said when reflecting on Hong Kong's unique appeal. "There's something for everyone".

Exide dealer Rao now plans to send his daughters and their families on a vacation to explore the city as well. Perhaps it was he who best captured the upbeat feeling of all the Exide delegates when he said "each and every person once in his life must visit Hong Kong!"

The Exide delegation's enjoyable experiences are exactly what successful companies have in mind when they choose Hong Kong as a place to reward productivity as well as boost morale.

With its boundless positive energy, enterprising spirit and wealth of interesting leisure options, it's easy to understand why Hong Kong is an ideal incentive destination.



The world-famous floating Jumbo Restaurant was one of many stunning dining experiences delegates enjoyed.



Hong Kong's enticing shopping choices range from bustling street markets to sophisticated indoor malls.

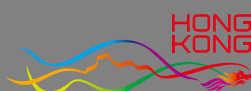


The city's vibrant lifestyle and diverse offerings guarantee unforgettable memories from a place that is always inspiring.

Website: mehongkong.com



HONG KONG TOURISM BOARD



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