

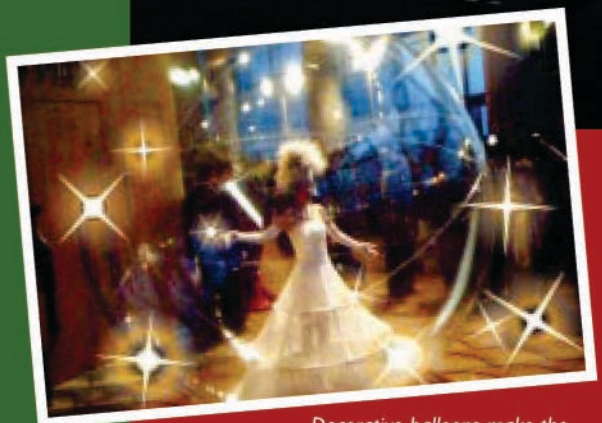
# An experience of a lifetime when Amway goes to Hong Kong



Companies worldwide are taking advantage of Hong Kong's unique attractions for a huge variety of corporate events. No matter whether you are planning a mega-event, a regional conference, a corporate meeting or an incentive trip, few destinations can match Hong Kong's diversity of activities, sights and venues.

The experience and spirit of Hong Kong's many tourism professionals will also guarantee that your event will be successful and a motivation booster for the attendees. And don't forget the Hong Kong Tourism Board is always ready to offer free advice on venues and social programmes, as well as a full range of marketing tools.

Read the testimonial inside – and book your next event here ...



*Decorative balloons make the Grand Hall setting even more attractive.*



Kaoru Nakajima relaxes in the private gym of the InterContinental Hong Kong's magnificent Presidential Suite while he gazes out over the amazing skyline of Hong Kong Island and Victoria Harbour.

Mr Nakajima's reward of a stay in the Presidential Suite is perfect for him as he is used to being treated like a president. As the top distributor for Amway Japan Ltd he spends his life travelling for both business and pleasure.

"I have been to Hong Kong many times and I just love coming here. The city has beautiful scenery and is so energetic," he says.

Mr Nakajima is used to luxury, but this trip was so full of excitement that it made him feel exceptionally rewarded. The suite is the largest of its kind in the city and one of the most spectacular in Asia. Wherever Mr Nakajima stands, inside the room or out on the terrace, he has a stunning view of Hong Kong. Mr Nakajima estimates that he has taken part in some 100 incentive trips to destinations around the world. Hong Kong is definitely one of his favourite cities. "It is so convenient to walk around here, the transportation system is superb and taxis are inexpensive. I



*Hong Kong, with its breathtaking skyline (top), inspires Amway Japan's David D Ussery (middle) and boosts motivation among the distributors, such as Kaoru Nakajima (left) and Aki and Yoshinori Hanawa (right).*

had some fabulous dim sum and did some shopping at my favourite store. I love to shop in Hong Kong, since brand names are cheaper here than they are in Tokyo."

### **Their dream come true**

If Mr Nakajima is a veteran delegate, Aki Hanawa and her son, Yoshinori Hanawa,

from Sapporo are newcomers. After working for five years as distributors of Amway products in Japan, they earned the reward they had been dreaming of: a trip to Hong Kong!

"I was so thrilled when I learned that we were going to come here," says Mr Hanawa, who had never before been

overseas. "I had heard so many positive things about Hong Kong and Jackie Chan is absolutely one of my favourite actors."

Mrs Hanawa says she is very fond of Chinese food. "I have tasted it in Japan, but here in Hong Kong it is less expensive and tastes better."

### **Team-building essential**

For Amway Japan's President, David D Ussery, Hong Kong is not a new destination. He has been to the city several times before on similar meetings as the head of Amway South Korea.

"This type of seminar is very important for the company. We focus on team-building, where we can strengthen the relationships between our distributors and create a feeling that they belong to the company, even if they are independent business owners," he says.

"We looked for a truly motivating destination that could also offer plenty of shopping and dining. The Japanese are the world's greatest shoppers and Hong Kong has what they are looking for. The city is compact, and has nice hotels and great restaurants, so it is a very popular destination among our distributors."



*The delegates are impressed with the harbour view – and with the chartered Chinese junk.*

Amway Japan spends a significant part of its total annual sales on overseas incentive programmes. For the 2006 leadership seminar, Hong Kong was chosen for the first time since 1992 as a destination. In previous years, the company had held similar events in Honolulu and Singapore.

"Hong Kong is an attractive destination in many ways, not least that the travelling time from Japan is so short," says Mr Ussery.

### **Exceeded expectations**

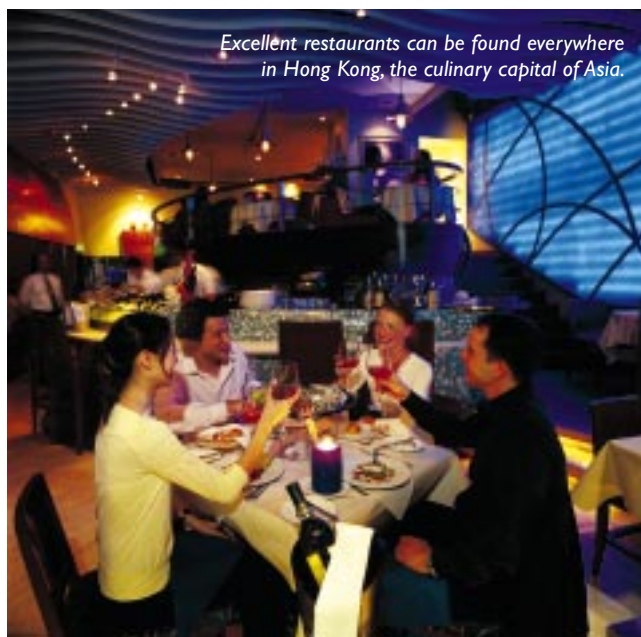
"To arrange a trip such as this, we have to start three to five years in advance,"

says Hiroyuki Kondo, Amway Japan's Business Incentive Strategy Manager.

"As we have to start planning this trip several years ahead, there are inevitably some adjustments to our accommodation requirements. The arrangements for this trip have worked very well. The four hotels and the convention centre have all been very cooperative and flexible. When we told the hotels that there would be more people than we had originally planned for, they tried their best to accommodate our needs," says Mr Kondo.



*Shopping is a major part of Hong Kong's lifestyle.*



*Excellent restaurants can be found everywhere in Hong Kong, the culinary capital of Asia.*

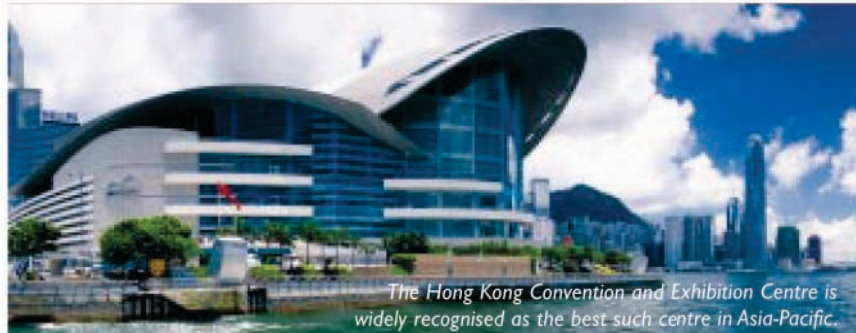
"Sometimes, the schedule has been tight; for example when the Grand Hall had to be transformed from a business session to a Gala Banquet venue in just a few hours. But it worked out just perfectly and I am impressed by the flexibility and the 'no worries' attitude from the HKCEC."

Mr Kondo also finds Hong Kong a very appealing destination. "When Hong Kong was chosen, we knew that the participants would have great expectations, so we tried to organise a meeting that had a good balance between business sessions and leisure activities," he says.



*Hiroyuki Kondo, who planned this trip, is very happy with the arrangements.*

The Hong Kong Tourism Board encourages international corporations to hold their meetings and incentive travel activities in Hong Kong. For more information about how the Board can assist in these areas, please visit [www.DiscoverHongKong.com/mice](http://www.DiscoverHongKong.com/mice).



*The Hong Kong Convention and Exhibition Centre is widely recognised as the best such centre in Asia-Pacific.*

## Three memorable days in Hong Kong

For three days, the nearly 2,000 delegates of the Amway Japan seminar experienced several of Hong Kong's major attractions.

The welcome reception and a product session were held in the Ballroom of the InterContinental Hong Kong hotel, located on the Kowloon waterfront and one of the world's top hotels for both business and leisure.

The business session was held in the Grand Hall of the Hong Kong Convention and Exhibition Centre (HKCEC), which, over the years, has been recognised several times as the best such centre in Asia-Pacific. This magnificent venue, located on the Victoria Harbour waterfront on Hong Kong Island, is also a famous landmark on the city's spectacular skyline.

For Amway, this type of event is a multi-million-dollar investment involving interactive solutions and multimedia in the business session. Hong Kong was able to live up to the company's exacting demands, clearly demonstrating that the HKCEC – and the city itself – has both the capacity and the capability to hold events of this kind.

The theme for the business session was "Yes, You Can." Amway's production team took advantage of the spacious venue by hanging huge balloons from the ceiling, symbolising the Universe and sending the message to the distributors that anything and everything in the world is possible.

However, at a business seminar such as this, it is also important for the attendees to be inspired and motivated by the leisure activities. So, by taking some time away from the business sessions, whether just a few hours or a whole day, they can learn about the local culture and the daily lives of the local people.

Amway Japan's distributors were offered plenty of such opportunities to choose from during their stay in Hong Kong. For example, they were able to see some of the city's diverse scenery, which includes something for everyone, from lush green hills and valleys to the cosmopolitan, unique East-Meets-West culture of this bustling metropolis.

Visitors can enjoy the breathtaking night views of the city from the top of Victoria Peak, visit temples rich in Chinese culture, or even spend a day having fun at such new attractions as Hong Kong Disneyland.

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