

Electrolux chooses Hong Kong as hub for multi-destination trip



"An absolutely magnificent trip, which I definitely give five out of five stars!" This is what a European company executive said recently about Hong Kong after taking part in an incentive trip there with some 100 of his customers and their spouses, during which the group enjoyed a unique combination of business and leisure on a multi-destination voyage.

Choosing Hong Kong as a hub for your incentive travel offers maximum flexibility, enabling you to mix East and West, urban and rural, and work and play. For example, you can combine an educational visit to factories in mainland China to witness the burgeoning economy first-hand with a relaxing cruise that offers spectacular scenery and beautiful beaches, as well as a glimpse of Asia's rich history and culture.

What's more, as the hub for both these activities, Hong Kong itself provides a diversity of activities, sights and venues that few destinations can match.

Read on to find out more about this exciting option - and book your next incentive event in Hong Kong!



Electrolux's top retailers are entertained by traditional cultural performance during their farewell dinner in Hong Kong.



The guests feel exceptionally rewarded to enjoy the magnificent Victoria Harbour.

A highlight of the trip was the five-day cruise on the South China Sea, with two stopovers in Vietnam and one on the Chinese beach resort island of Hainan. The cruise offered good conference possibilities, but the group also had time to see some of Hong Kong's attractions, as well as to enjoy great dining experiences and fun shopping.

"This has been an absolutely magnificent trip, which I definitely give five out of five stars," says Mikael Bragd, chief executive officer of Electrolux Home Products Sweden.

Hong Kong: the No. 1 choice

The lucky participants on this trip were selected via a sales competition, and comprised store owners and management from retailers that sell Electrolux kitchen and cleaning appliances.

"We wanted to find a place that not everybody had been to. Our starting point was also that we wanted to take the opportunity to allow our retailers to see the Chinese manufacturing boom with their own eyes. Furthermore, it had to be a place where you can keep a group of almost 200 people together. In that sense, a cruise ship is a good option since its self-contained environment allows members of the group to get to know one another better and make stronger connections," says Bragd.



A ferry excursion with excellent seafood on Lamma Island.

Not many white goods retailers in Europe have been able to go and see where the products they sell are actually made and shipped - and then combine the conferences with a relaxing and exciting cruise. However, this scenario came true in March 2008 for a group of retailers of the home appliances global market leader, Electrolux, when they were invited on a memorable trip to Hong Kong.



Participants go bargain-hunting at street markets during their free time.

The nine-day programme included visits to the Electrolux factory in China and Hong Kong's gigantic container port. Hong Kong is known as a gateway to China and the factory is located just across the border from Hong Kong, offering convenient access.



The nine-day programme included a visit to the Electrolux factory in China.



Participants visited the Container Terminals to learn the logistics of Electrolux products.

© Copyrights of Modern Terminals



"Hong Kong turned out to be the best alternative," says Peter Brodén, planner of the event.

His colleague, Peter Brodén, controller and head of sales support, adds: "We had some discussions about going to Beijing or to South Africa, but Hong Kong turned out to be absolutely the best alternative. The combination of going to a big city close to China and having the possibility to go on a cruise made Hong Kong the indisputable number one choice."

Most of the people on the trip had not visited Hong Kong previously. "But we had heard a lot about the city. We knew that it is the 'Pearl of Asia', and we have seen it in movies and read about it in books," says Bragd.

Electrolux Sweden has arranged similar trips previously, but Bragd says, "this was much better". This was the first time the company had chosen to visit Hong Kong and the group was larger than on any previous incentive trip.



"Hong Kong has so much to be proud of," says Mikael Bragd, chief executive officer of Electrolux Home Products Sweden.

Many alternatives in Hong Kong

Both before and after the cruise, the participants had the chance to enjoy a rich programme of activities in Hong Kong. They went on a sightseeing tour, stopping at Victoria Peak, with its spectacular views over the city, and the large open-air Stanley Market, a paradise for bargain-hunters, had a Chinese dim sum lunch in the Jumbo Floating Restaurant and dinner aboard a sightseeing ferry in the magnificent Victoria Harbour.

On another day, the group went on a ferry excursion to the charming island of Lamma, where a myriad of restaurants serve excellent seafood. One night, a gala dinner was organised at one of Hong Kong's private clubs, the Aberdeen Marina Club, during which, in addition to a welcoming lion dance, a cultural bazaar showcasing flour doll-making, name-carving on chopsticks and Chinese knotting was arranged to give each delegate a truly unforgettable "East meets West" experience.

A spectacular cruise

As an Asian hub for cruising, Hong Kong offers a choice of different operators with alternative itineraries. The Electrolux group chose to go with Royal Caribbean International's *Rhapsody of the Seas* on a route that included Vietnam and Hainan (China).

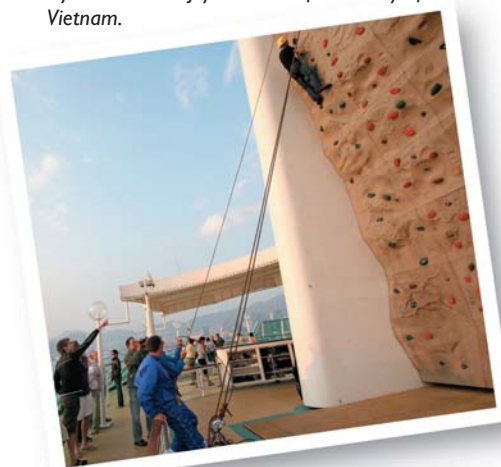
Rhapsody of the Seas offers excellent conference sessions, fine dining experiences and international-standard stage performances. A range of different activities, such as a rock climbing wall, dancing classes and wine-tasting, cater to the needs of different types of passengers of all ages.

The group boarded *Rhapsody of the Seas* from Ocean Terminal, which is located conveniently in Tsimshatsui, right in the heart of Hong Kong. Indeed, just around the corner are many tourist attractions, one of Hong Kong's largest shopping malls, and plenty of fabulous dining and entertainment opportunities.

"The cruise was spectacular," says



The Electrolux group chartered traditional-style boats to enjoy the beautiful scenery of Vietnam.



A range of activities and fine dining experience are offered during the five-day cruise.

Brodén, who was responsible for planning the trip. "There were so many contrasts within just a few days. We embarked in the cosmopolitan city of Hong Kong and then we arrived in rural Vietnam, with its beautiful scenery and landscapes, where we had the chance to see rice fields and water buffaloes. After that, we arrived at the rapidly growing city of Sanya on Hainan Island, with its hundreds of skyscrapers. It was really amazing!"

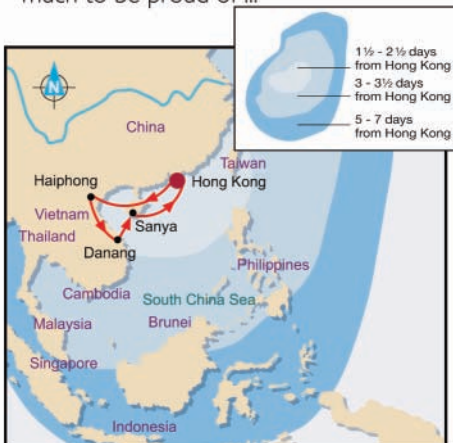


Mikael Rönnbro is impressed by the many alternatives which Hong Kong can offer as an incentive destination.

Major investment - high return

The trip was a major investment for Electrolux Sweden, but CEO Bragd is sure that the company will earn a high return: "Our guests represented a major portion of the entire Swedish market. With a trip such as this, we hope that we can encourage these important customers to be even more successful, which will benefit both sides."

Bragd says that he will definitely return to Hong Kong as a tourist: "Hong Kong is one of the finest spots in the whole world. The blend of East and West is incredible and the city has so much to be proud of..."



A highlight of the trip was the five-day cruise on the South China Sea, with two stopovers in Vietnam and one in China.

The perfect concept

Conferences were held for retailers to understand Electrolux products and market trends better.



"Going on a cruise is a fantastic way to travel," says Mikael Rönnbro, president of Elspar; a chain with some 98 home appliances stores all over Sweden, who was one of the guests invited by Electrolux to take part in the incentive trip to Hong Kong.

Rönnbro, who is an experienced traveller, went on a similar cruise organised by Electrolux in the Mediterranean in 2001.

"This is the perfect concept," he says. "A big group can be kept together, with no risk that anyone will get lost. You can relax in the sun and see exciting new places. You can also make many new friends and business contacts."

On board the ship, the guests were also given the opportunity to sign up for training sessions that gave them more knowledge about Electrolux products.

Rönnbro also appreciated the visits to the factory in China and the Kwai Chung container port in Hong Kong.

"I got a greater insight into both the manufacturing process and the logistics. When a product in a store sells out, you need to order new stock. I now understand the process better."

Rönnbro was invited to take his wife on the trip, but she had to stay at home to take care of their baby. However, he would like to take her with him on a return trip to Hong Kong as a tourist: "I was here in 1990, but so much has happened since then. My wife would really enjoy all the shopping opportunities and the restaurants here serve extremely good food."

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.

Information is correct as of July 2008, but is subject to change without prior notice. The Hong Kong Tourism Board disclaims any liability for the quality or fitness for the purpose of third-party products or services, or for any errors or omissions.

© Copyright Hong Kong Tourism Board 2008



4893768005457



0708