



*Erina Finds the Recipe  
for Incentive Success  
in Hong Kong*



## Hong Kong – Converge Team Spirit for Inspiring Corporate Events

**More and more** organisations are combining incentive travel programmes with corporate events, such as annual kick-offs or sales training sessions. These hybrid MICE packages revitalise and recharge incentive winners and provide the business with an extra return on their investment.

Hong Kong's easy accessibility, unparalleled infrastructure and international popularity, has given the city a proven track record for attracting MICE events from virtually every industry. Japan's Erina Co., Inc., is a perfect example.

Erina is committed to energising its employees and recognising outstanding performance. The cosmetics and lifestyle products firm recently brought 1,800 of its top sales performers to Hong Kong and Macau as a reward.

Hong Kong is not a new rewards destination for Erina. This time, however, the firm combined pleasure with business, taking the opportunity to stage a variety of business seminars and training workshops as well as introducing its agents to the myriad cultural, retail and dining delights of Hong Kong.

"Our people like to have a good time and Hong Kong is a good place for that. The meeting facilities are also excellent and, for a company like ours, that is just as important as having fun," said the President of Erina, Allen Artiss.

### Hong Kong is a Popular City for Hardworking Make-up Marketers

Erina is one of Japan's best-known cosmetics firms. It follows a direct sales model, reaching customers through a network of more than 500,000 sales agents located all over Japan. And, while most of Erina's agents are part-timers, the core of the company's sales force is a dedicated group of full-time marketers, mostly women.

Keeping its extended sales team motivated is one of the cornerstones of Erina's business. Its agents are a mix of all ages, and some of the most successful are mature women who know and use its products themselves. However, they all have something in common – a love of shopping, dining and travel – which makes selecting a popular motivational destination so important.

Hong Kong certainly delivered the motivational goods. Starting with a harbour cruise, guaranteed to knock the socks off even the most jaded visitors, the Erina group hit all of Hong Kong's hot spots. From the pinnacle of sightseeing experiences – the spectacular nighttime vista on offer from Hong Kong's Victoria Peak – Erina transported its most treasured agents from one unique experience to the next.





## Fast Facts

Name	: Erina Co., Inc. (株式会社エリナ)
President	: Allen K. Artiss
Founded	: 29 August, 1970
Headquarters	: 18F, Shiodome Sumitomo Building, 1-9-2, Higashi-Shimbashi, Minato-ku, Tokyo 105-0021
No. of employees	: More than 500,000 distributors, mostly women
Business nature	: Network marketing
Products	: Cosmetics, nutritional supplements, concentrated detergents
Rewards scheme	: Direct sales on a 100 per cent commission basis. Two annual incentive trips organised to reward the top distributors
Website:	<a href="http://www.erina.co.jp">http://www.erina.co.jp</a> (in Japanese only)

Determined shoppers were enraptured by their visit to one of Hong Kong's oldest markets, the Cat Street Bazaar, where dozens of antique and curio vendors are crammed together in a 65-metre slice of retail heaven. Cultural appetites were assuaged by a visit to one of the most beautiful and best known religious sites in the city, the Man Mo Temple. Gourmets were satisfied by numerous dinners from a variety of countries, including traditional Chinese food as well as the ultimate in colonial-era grandeur at the unique Repulse Bay.

According to Mr Artiss, Hong Kong has always been a popular destination for Erina. It was chosen again because many of Erina's younger agents had not visited the city before. In addition, Hong Kong's location just a few flying hours from Japan, meant the company could bring more agents than usual. This time some 1,800 were invited to join the fun.

## Hassle Free Arrangements are Hong Kong's Hallmark

Incentive travel is such an important part of Erina's business model that the company has a team dedicated to planning and executing incentive programmes.

"We hold one of these trips every six months, and it takes at least six months to organise each one," Mr Artiss said.

With so much to manage, Erina is always grateful for local help. According to Mr Artiss, the assistance provided by Hong Kong is among the best the company has ever enjoyed.

For example, for its latest trip Erina needed to arrange 10 aircraft to fly its 1,800 agents to Hong Kong, and organise scores of hotels and rooms to accommodate them on arrival. That's a tall order for any destination, but something that Hong Kong managed with characteristic smoothness.

**"Hong Kong made the lives of our organisers much easier than virtually anywhere else. These trips require a great deal of preparation and we know we can get the help we need in Hong Kong,"**

*Allen Artiss, President, Erina Japan Co Inc*



*Erina's youthful President, Allen Artiss, had no qualms in pronouncing Hong Kong "almost the perfect destination."*

One especially pleasant surprise greeted Mr Artiss on the first day of the trip when he realised the sailing junk hired for the 'Welcome to Hong Kong' harbour cruise was fitted with a huge Erina logo.

"That is the kind of extra care one would not typically find elsewhere. The Hong Kong Tourism Board's dedicated MEHK team did a really good job there," he said.

"Hong Kong is almost a perfect destination. You can experience so much that would be very difficult to find anywhere else," he said.



## Erina Says “Hai” to Hong Kong

Erina’s President, Allen Artiss recognises Hong Kong’s pulling power as a business and leisure destination. He is not surprised that the city has become Asia’s premier MICE venue and is now well on its way to staking a claim as the world’s most popular incentives playground. However, he notes that Hong Kong has always held a special attraction for Japanese visitors.

“Hong Kong is close to Japan, has an extraordinary variety of food and shopping options and there are much fewer language issues for Japanese people than many other places,” he said.

Erina also considers serious issues when choosing an appropriate destination for such a large number of incentive travellers, all of whom are women. Safety is top of the list.

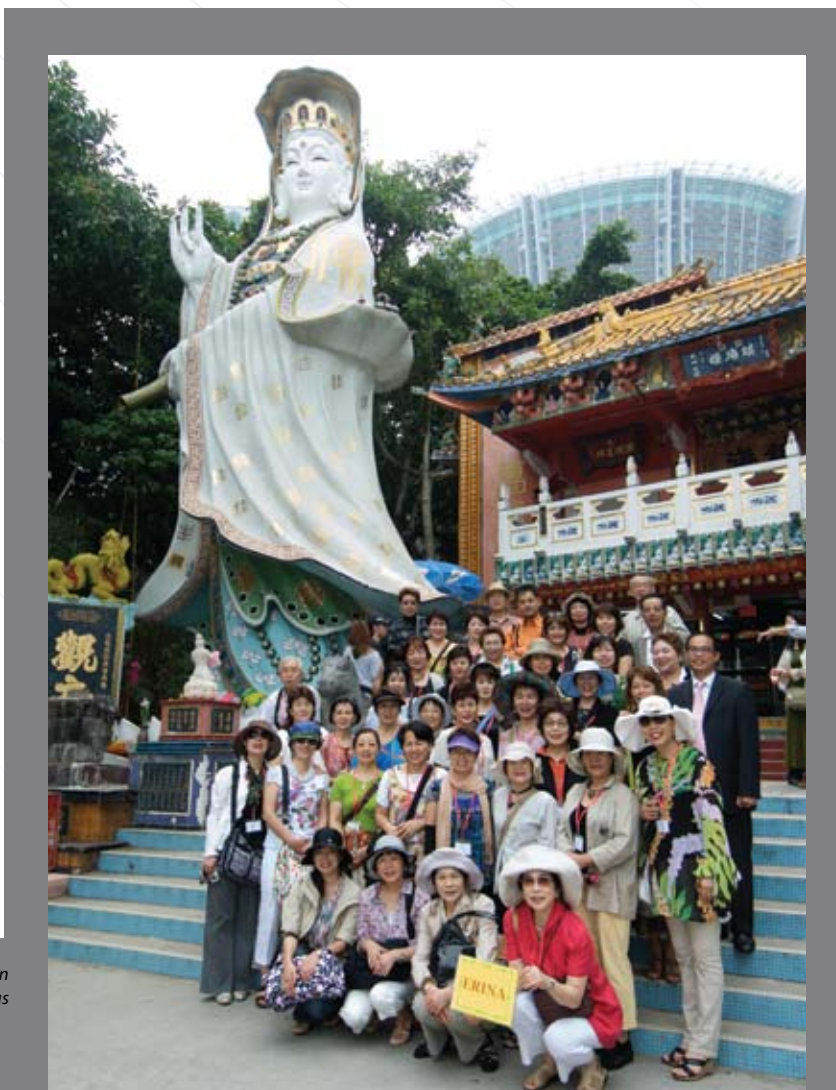
“Japan is an extremely safe environment and Hong Kong is also one of the safest places on Earth. That meant Erina had one less thing to worry about when planning an event like this and our agents were completely comfortable from the moment they arrived,” he said.

Another reason for this comfort level is Hong Kong’s outstanding infrastructure. From the state-of-the-art airport to a fast

and efficient urban transportation system and world-class hotels, Hong Kong has it all.

“With a large group like ours numbering 1,800 people, access to good transport, conference facilities, and comfortable and well-run hotels is very important” said Mr Artiss.

Erina sales agent Rie Sasaki was also thrilled to be part of the latest Hong Kong incentive tour. “I really love the food and the shopping in Hong Kong. It’s easy for Japanese people because we can read Chinese characters. Many Hong Kong shopkeepers also speak some Japanese and are always very friendly to us,” she said.



*With dramatic sites such as the historic Kwun Yum statue in picturesque Repulse Bay, the Erina group found that Hong Kong has much more in common with Japan than most destinations.*

## Excursions Add Extra Excitement

"In addition to having great food and fabulous shopping, Hong Kong is close to Japan. It is also near quite a few other fascinating destinations, including Macau, Guangzhou and most of Southern China, so it is easy to plan excursions from here," Mr Artiss said.

There's more to Hong Kong than Hong Kong alone. Situated on the doorstep of Southern China, the city is a stone's throw from the burgeoning metropolis of Shenzhen, not to mention Guangzhou – the capital of Guangdong province and spiritual home of Cantonese cuisine.

Then there is Macau – a former Portuguese enclave just 50 miles West of Hong Kong that still embodies its old European charm. The Erina group spent a few days in Macau, and the agents and organisers alike found it wonderfully exciting. They started with an 'Achievers Seminar and Party' at the magnificent The Venetian Macao-Resort-Hotel, which boasts its own indoor gondola cruise and a resident Cirque de Soleil troupe.

Macau's traditional Portuguese architecture, mixed with new buildings, was an interesting contrast for the Erina visitors after Hong Kong's glass and concrete modernity, sprinkled with a dash of old colonial reserve. They certainly saw it from the ground up, exploring Macau's bustling roadways and peaceful backstreets during a treasure hunt that criss-crossed the city.

However, for Erina's event planners, the highlight of the trip was undoubtedly the ability to offer the company's most productive agents the opportunity to experience the best that two of Asia's most dynamic and compact tourist destinations – Hong Kong and Macau – have to offer in, a single incentive trip.



*The addition of a side trip to Macau added an extra dimension, and a touch of magic and showmanship, to the latest Erina incentive tour.*

## Return Trip Already on the Cards

Hong Kong definitely made an impression on Erina during this trip, and that includes the agents who enjoyed the event as well as the organisers who planned and executed it.

Before the trip was over, Erina sales agent Ms Ayako Nishime began planning a return visit to Hong Kong, probably at Christmas – a popular travel window for Japanese people who like to take time off between

the end of December and first few days of the New Year.

Fellow agent, Ms Sawa Ishii will also be back. Not just for the food; but also for the bargains to be found when shopping.

“In Japan, the prices are fixed and shopping is always the same. In Hong Kong we can try bargaining with the shopkeepers. Many

of us find that a lot of fun. Even if we are not so good at it, it’s truly an exciting as well as challenging experience for us,” she said.

Her enthusiasm is shared by Erina’s President, Allen Artis. “We really enjoyed putting this trip together. MEHK helped tremendously, making it far easier to organise than many other trips. We shall certainly be coming back to Hong Kong again,” he said.



*Whether determined shoppers, enraptured diners or keen sightseers, the Erina group has one thing in common – a fervent desire to return to Hong Kong to sample more of the city’s diverse delights.*

Website: [mehongkong.com](http://mehongkong.com)



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