

Why Nu Skin keeps coming back to Hong Kong year after year



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 ...



Nu Skin's top distributors are awarded on stage at the AsiaWorld-Arena.



The spectacular "A Symphony of Lights" is the world's largest permanent light and sound show.



Wendy Chang (top), Anchalee Vergara (middle) and Tony Xu never miss a chance to go to Hong Kong. They especially enjoy the dining and shopping in Asia's world city.

It is Gala Performance night in the AsiaWorld-Arena, the main venue of AsiaWorld-Expo, and the hall is vibrating with energy, excitement and enthusiasm. Around 10,000 distributors have come here for the Nu Skin Enterprises 2006 Greater China and South East Asia Regional Convention in Hong Kong. After three days of sessions and workshops held to support and motivate the distributors, they all aspire to be champions.

The atmosphere in this huge arena is at its peak and, when the MC asks the crowd, "Who's the winner?", everybody chants and cheers in unison: "Me!!" This is the third time in four years that Nu Skin has held its annual convention in Hong Kong and the delegates keep coming back. The number of delegates has more than tripled from 3,000 in 2003, 7,000 in 2004 to 10,000 in 2006, clearly demonstrating the attractiveness of Hong Kong's venues, services and infrastructure.

Investing in motivation

Nu Skin is a global direct-sales company, headquartered in the US. The company markets premium-quality personal care products and relies on a network of more than 800,000 active independent distributors around the world.

Motivation is a key word at a corporate event such as this. The company's purpose is to bring together people from different countries, create a family feeling of belonging and encourage the distributors to improve their sales – and thus their personal income. "We Are The Champions" is the slogan for this



Shopping in Hong Kong is a fun-filled experience.



Nu Skin distributors gather in AsiaWorld-Expo's entrance hall.

convention, and hundreds of role models from all the different markets are presented and interviewed on stage. Nu Skin Enterprises knows the value of events like this. "We invested around US\$2 million in the arrangements," says Antonia Chang, Nu Skin Enterprises' Vice President of Sales for Greater China.

Antonia has witnessed the clear business results of activities such as the Regional Convention: "We held a similar conference in Hong Kong in 2004 and, this year, we have doubled the number of people who have qualified to be Team Elite members, our top sales force."

Location, location, location

If Avis Chau gets what she wants, there will be more Nu Skin conventions held in Hong Kong. As Director of Marketing & Communications at Nu Skin's Hong Kong office, Avis has been heavily involved in the planning for this event.

"For a convention such as this, where two thirds of the delegates come from mainland China, and the rest from

Efficiency and Professionalism

Antonia Chang, Nu Skin's Vice President of Sales for Greater China, talks about her experience of the Nu Skin Enterprises 2006 Greater China and South East Asia Regional Convention in Hong Kong.

You held similar meetings in Hong Kong in 2003 and 2004. What made you choose Hong Kong again for your regional convention this year?

"When we were planning this convention, we were looking seriously at other locations in Malaysia, Thailand, Singapore, etc. But we decided to go for Hong Kong again, thanks to the success we had with our regional meeting here two years ago. Hong Kong is also a hub for the region, so the travelling time from all of our nine markets is short. Since two thirds of the delegates came from Greater China, we wanted to make it very convenient for them."



Antonia Chang is impressed by Hong Kong's efficiency and professionalism.

What is the most attractive thing about Hong Kong?

"The food here is just heaven and any cuisine is available. Hong Kong probably has the best seafood in the world."

How does Hong Kong compare as a city for large-scale meetings when it comes to facilities and transportation?

"Hong Kong has really impressed me with its efficiency and professionalism. The transportation system is excellent. So is the entire design and layout of the venue we chose, the AsiaWorld-Expo."

Taiwan and South East Asia, Hong Kong is a very convenient location. Plus, Hong Kong has long experience of handling this type of large meeting, and can offer a high service level and excellent hospitality," she says as she sums up the company's decision to choose Hong Kong.

For the 2006 convention, Nu Skin Enterprises also received outstanding support from the Hong Kong Tourism Board, which provided all the delegates with literature, souvenirs, transportation guides and accommodation advice. Previously, the Hong Kong Tourism Board has also provided Nu Skin conventions with different types of performances, such as pipe bands, drum shows, magic shows, children choirs and flag parades.



"Hong Kong is a very convenient location," says Nu Skin's Avis Chau.

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.

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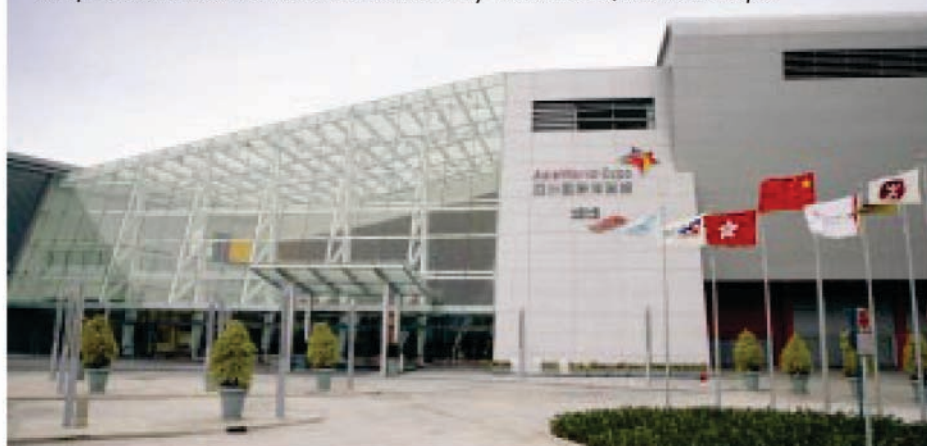
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HONG KONG TOURISM BOARD



All of Nu Skin's activities were held conveniently in one venue, AsiaWorld-Expo.



Perfect Venues for Gatherings

Nu Skin Enterprises' Regional Conventions are very demanding in space. The company needs a large venue that can host thousands of delegates for a general session, award gala, product expo, etc.

Hong Kong has become a favourite destination for the company, since the city has the capacity to accommodate meetings and conventions of different kinds and for different numbers of people.

Nu Skin has used various venues for its events in Hong Kong, including the Hongkong International Trade & Exhibition Centre (HITEC), the Hong Kong Coliseum and, now, the newly opened AsiaWorld-Expo.

HITEC, located in Kowloon Bay, one of the key commercial areas in Hong Kong, is truly a world-class commercial complex. The Hong Kong Coliseum, located near the Hung Hom railway terminus, is another major venue for world-class events in the city.

However, since the number of Nu Skin convention delegates has continued to grow, from a few thousand to nearly 10,000, the company decided to hold the 2006 convention in the AsiaWorld-Expo, where all the programme activities could be held conveniently in one venue.

Since the delegates came from different countries, they had to be divided into several different groups for regional and national business sessions and dinners, etc. This meant that several halls and meeting rooms had to be available at the same time. The company also organised its own product expo in a separate hall, which was open to the delegates throughout the whole three-day convention.

Nu Skin used seven different Expo Halls at the AsiaWorld-Expo to coordinate all the activities, including the main hall, the AsiaWorld-Arena, which is the largest in Hong Kong and can accommodate 13,500 people under the same roof. The arena was used for the general sessions and the last night's award gala.



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