



Trade Mission Case Study

Type of Event	VIP Trade Mission to Asia
Industry Type	Electronics
Number of delegates	40
Destination	Japan

Client Comment

"I'd just like to thank you for all of your hard work, professionalism and calm in stressful situations during the preparation of our tour. You have been wonderful to work with and the trip was a big success."

"Let me take one minute to congratulate and thank you for the tour in Japan. Organisation was great and highly appreciated by every person."

The Brief

Trade Mission for top end customers from institutional, corporate and educational organisations from sales divisions throughout Europe, Middle East and South Africa, to strengthen understanding of the group in Asia and to showcase the latest and future products and technologies, whilst encouraging future trade between international countries and businesses.

Our Solution

Guests were flown from European and Middle Eastern destinations together to Tokyo and given a unique cultural and educational experience combining business-focused sessions and cultural activities which created ample networking opportunities between many different potential trade partners. Visits to the host company offices in the Matsumoto area for product demonstrations and meetings were interspersed with a visit to a Sumo wrestling tournament, a stay in a traditional Japanese ryokan with Geiko entertainment, visits to World Heritage sights in Kyoto and a typical karaoke evening, amongst many other activities. Guests were given a unique taste of Japan, luxurious and a once-in-a-lifetime experiences and a true understanding of the roots and values of the host company.

Return on Investment

This event allowed attendees to develop and build on strong relationships and boosted the business potential between all parties involved. Return on investment was valued incredibly high.

