

Program Rundown



Messe
Düsseldorf
Shanghai

Messe Düsseldorf (Shanghai) Co., Ltd.
杜塞尔多夫展览(上海)有限公司

Units 306-309, Tower 1
German Centre for Industry and Trade Shanghai
88 Keyuan Road, Zhangjiang Hi-Tech Park
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www.mds.cn

Board of Directors:
Wolfram Nikolaus Diener (Chairman)
Werner Matthias Dornscheidt
Bernhard Johannes Stempfle
Erhard Wienkamp
Marius Berlemann

General Manager:
Marius Berlemann

Day 01 4th Dec Wed. Arrival in Saipan (SH, BJ and HK office)

SH Office:

Shanghai PVG – Saipan 3U 8647 22:30 – 04:30+1

BJ Office:

Beijing – Shanghai PVG MU 271 13:00 – 15:20

Shanghai PVG – Saipan 3U 8647 22:30 – 04:30+1

HK Office:

Hong Kong – Shanghai PVG HX 246 13:00 – 15:40

Shanghai PVG – Saipan 3U 8647 22:30 – 04:30+1

Day 02 5th Dec Thur. Saipan

06:00 – 10:30 Assembling of MDS/MDC All Staff in the Hotel
FIESTA Resort & SPA Hotel Saipan

Hotel check in, have breakfast & take a short break.

10:30 – 16:00 Orientation Presentation
Moderator: Mr. Marius Berlemann
Venue: Hibiscus Hall
Dress code: Formal business (Black and white) / suit without tie,
bring your tie for group photo

10:30 – 10:45 Interpretation of Saipan

10:45 – 11:00 Message from the Management
By Mr. Marius Berlemann and Mr. Axel Bartkus

11:00 – 11:20 Presentation by Sophie Yu / Anja Zhang
Topic: Executive summary of the Chinese exhibition industry.

11:20 – 11:40 Presentation by Serena Liu / James Zhang
Topic: How will the Chinese exhibition industry look like in 10 years and where will it be?

11:40 – 12:00 Presentation by Mary Cao / Josh Gu
Topic: How to become part of the industry? Our concept for a key account management.

- 12:00 – 12:15 Presentation by Rebecca Qiang
Topic: The trend of development of cooperation between exhibition industry and the cities.
- 12:15 – 12:30 Presentation by Penny Wu / Flora Wang
Topic: Are there not enough exhibition venues?
- 12:30 – 13:30 **Lunch (Buffet)**
Venue: World Café
- 13:30 – 13:50 Presentation by Tracy Cui / Daniel Tian / Stephanie Su
Topic: Generating additional value-added services/turnover through marketing services.
- 13:50 – 14:00 Presentation by Karen Bu
Topic: New corporate marketing visuals for MDS in China.
- 14:00 – 14:10 Presentation by Joyce Zhu / Karen Bu
Topic: What is employer branding? What do we do?
- 14:10 – 14:25 Presentation by Juliet Zhu / Laura Liu
Topic: Synergies through a collaboration tool.
- 14:25 – 14:40 Presentation by Roxie Liu / Roxanne Cai
Topic: How to build an exhibition brand? The key factors of the exhibition brands.
- 14:40 – 15:00 Presentation by Joyce Zhu
Topic: Our new company handbook.
- 15:00 – 15:20 Meeting Summary
- 15:20 – 15:40 **Tea Break**
- 15:40 – 16:00 **Team Photo (Gentleman with tie)**
- 16:00 – 18:30 **Free Arrangement**
- 18:30 – 21:00 **Welcome Dinner - BBQ (MDC/MDS All Staff)**
Venue: Pool Lawn
Dress code: Casual



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Day 03 6th Dec Fri. Saipan

Till 14:00 Free Arrangement (Individual lunch)

14:00 – 16:00 Summer Games (MDC/MDS All Staff)

Moderators: Emma Yang & Joyce Zhu

Venue: Pool Lawn

Dress code: Company T-shirt, Sport Casual

19:00 – 21:00 Awards / Gala Dinner (MDC/MDS All Staff)

Moderators: Flora Wang & Daniel Tian

Venue: Hyatt Regency Ballroom

Dress code: Smart Casual / Evening Dress

- Awards of the Summer Games
- Awards of Best Employees
- Awards of Nominees
- Awards of Marcom Star
- Awards of Best Presentation
- Performance by Every Division
- Lucky Draw

Day 04 7th Dec Sat. Saipan

Free Arrangement (Individual lunch and dinner)

Day 05 8th Dec Sun. Last Day and Depart from Saipan

Hotel Check-out at 03:00 am

Shuttle bus will depart from hotel to airport at 03:30 am on 8th Dec.

SH Office:

Saipan – Shanghai PVG 3U 8648 06:10 – 08:40

BJ Office:

Saipan – Shanghai PVG 3U 8648 06:10 – 08:40

Shanghai PVG – Beijing HU 7612 10:55 – 13:35

HK Office:

Saipan – Shanghai PVG 3U 8648 06:10 – 08:40

Shanghai PVG – HK HX 237 12:45 – 15:45