

Oxfam Trailwalker 2013

For Overseas Participants Registered via MEHK, the Hong Kong Tourism Board

INFORMATION NOTE (for DMCs/ Travel Agents/ Tour Operators)

Objectives:

Meetings and Exhibitions Hong Kong (MEHK) is delighted to invite **20 corporate teams/ MICE travellers** to participate Oxfam Trailwalker in Hong Kong which will be held on **15-17 November 2013**.

Founded in 1981, Oxfam Trailwalker is a charity event where teams of four walk 100 km within 48 hours and raise a minimum of HK\$6800 through sponsorships. This event now takes place in 12 countries and has become one of the world's most popular international fundraising events. For more details, visit www.oxfamtrailwalker.org.hk.

MEHK aims to achieve the following via this fund-raising event:

- To enrich MICE visitors experience in Hong Kong through this exclusive event
- To make the Trailwalker a rewarding team building and corporate social responsibility exercise for overseas companies and participating teams.
- To collaborate with DMCs and travel trade partners to attract more MICE groups to choose Hong Kong as their MICE destination.

Team requirements:

- The MICE group should have a minimum of 20 participants consisting of four walkers and 16 people acting as the support team.
- **The team must be visiting for a corporate meeting/incentive travel and be in Hong Kong on or before 14 November 2013.** It is recommended that overseas participants arrive in Hong Kong 3-4 days prior to the event to familiarize themselves with the trail and to prepare for the competition. **Participants are required to attend a pre-event networking event, organised by MEHK on 14 November** (exact details to be announced later).



Exclusive package to MEHK corporate teams:

1. Support for training and preparation – participants can apply for trail inspection visit, briefing and coaching session, as coordinated by Oxfam Hong Kong.
2. Tailor-made MEHK welcome kit - consisting of HK Rewards coupons covering free admission of museums and park, a tailor-made welcome souvenir and a complimentary copy of Hong Kong tourist guide book and street map.
3. Complimentary airport welcome with chaperon service (for 4 team members)
4. Digitalized airport welcome message displayed at Hong Kong International Airport HKTB Visitor Centre – a welcome message will be displayed on 13-14 November to welcome the participants, the supporters and the rest of delegates from the group.
5. Complimentary cultural performance at their event – the entitled MICE group can select one performance from: lion dance, dragon dance, face-changing performance and Chinese Quartet to mark celebrations.
6. MEHK pre-event networking event - participating teams and their accompanying supporting members will be invited for a pre-event cocktail before the event to meet and share experience among participants.

Important dates:

(Please note: The special time schedule below applies to overseas participants who register via MEHK only.)

March-20 June (Thu)	Application period for MEHK overseas teams (deadline extended from 20 May)
11 June (Tue) – 19 July (Fri)	Registration period for MEHK overseas teams
19 July (Fri)	Registration deadline
14 Nov (details to be announced)	MEHK pre-event networking event
<u>15-17 Nov</u>	<u>Event days</u>



Application:

To register, please return the completed application form Ms Terry Chau, at Meetings and Exhibitions Hong Kong (MEHK) by email terry.chau@hktb.com or fax (852) 2807 6589 on or before 20 June (Thursday).

*Please note: **Registration is on a first-come-first-served basis.*** Upon receiving your form, MEHK will follow up and provide a registration form for completion.

For further information and enquiries:

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Information on Oxfam Trailwalker:

www.oxfamtrailwalker.org.hk

<http://www.oxfam.org/en/getinvolved/trailwalker>

