

## WHY

# INDOCHINA?

### Diverse Products

Indochina offers a wide variety of little-known travel treasures; from nature's gifts like Halong Bay or Luang Prabang, secluded white sandy beaches like Lang Co, forested mountains and cultural heritage like Angkor Wat, to vibrant cities surging with energy. Indochina has something special for everyone.

### Excellent Services

Service in Indochina is delivered with genuine care, smiles and pride. Local peoples have firm beliefs and values. They are warm, welcoming, hospitable and proud of where they live.

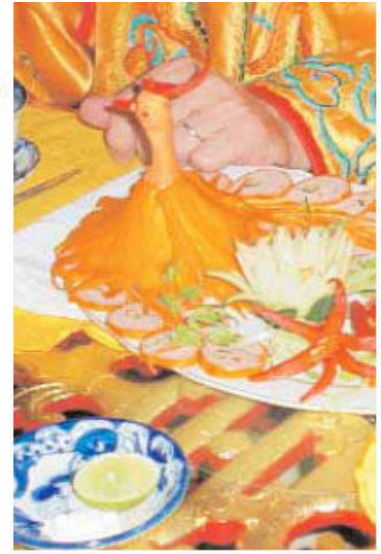
### Ample Infrastructure

Infrastructure was often cited as the reason Indochina was not one of the world's most popular incentive program destinations. Things have changed dramatically. An enormous amount of investment has developed top class new meeting facilities, deluxe hotels and resorts, professional training schools and restaurants. The upgrades and renovation continue throughout the region.



---

## WHY **First Choice MICE?**



### **Creativity**

Unique MICE Programs designed with flair. We strive to meet all requirements with unique options, from themed dinners to team building and bonding activities.

### **Attention to Detail**

The details make any MICE program. That little extra touch, like pillow gifts, lacquer boxes or silk robes embossed with corporate images are examples of our attention to details.

### **Experience**

We are MICE pioneers in Indochina. For over a decade we have served groups from across the globe, all with different needs. Our experience is a hallmark of First Choice MICE.

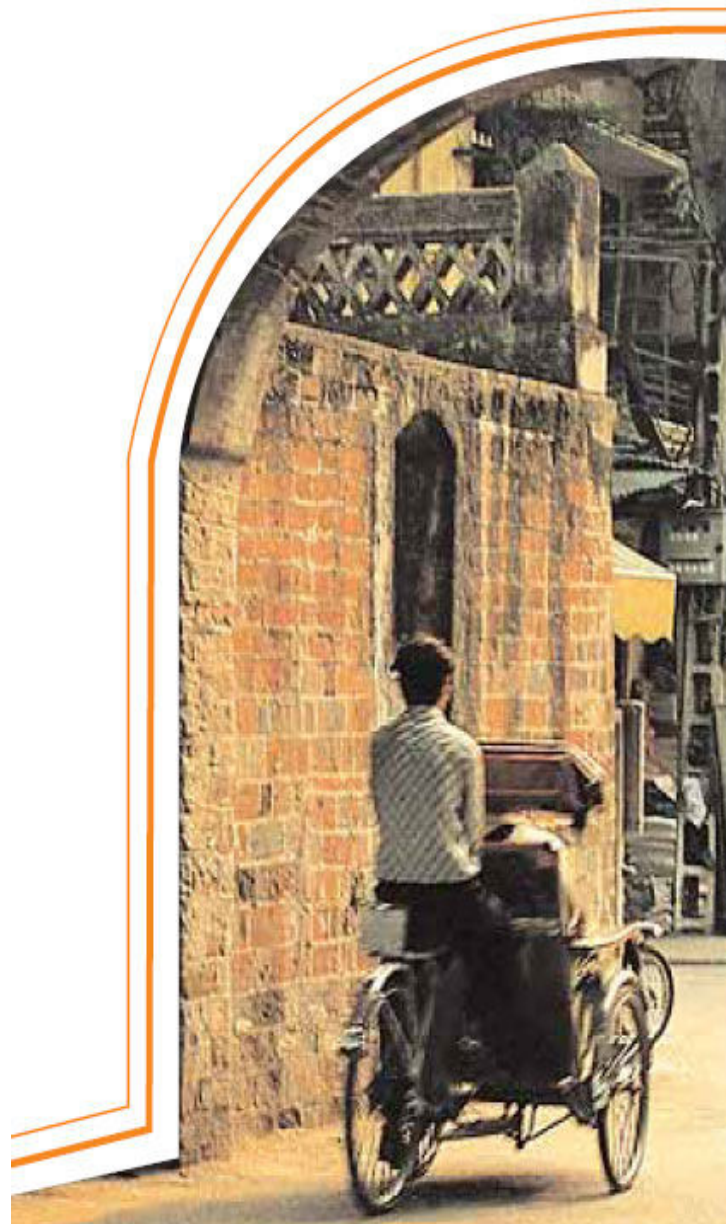
### **Cost Effective**

MICE should be affordable. We aim to deliver as economically as possible through logical and cost effective organization of activities or events.

### **Humanitarian Touch**

Adding a humanitarian touch to your MICE Programs is easy because we already support some projects and are happy to suggest options to suit your feelings and budget.

## ≡ First Choice MICE



### First Choice MICE includes:

Comprehensive activity range, including theme parties, tailored tour programs, team building and bonding activities, corporate gift design, prestige dining, entertainment coordination, guest speakers and more.

- Chartering of private helicopters and cruise.
- Full conference & exhibition services including coordination, cultural programs, educational tours, etc
- Complete cruise packages, including port assistance, customs and immigration support, pre and post-tour options, embarkation and disembarkation procedures.
- Extensive range of tours and excursions.
- Comprehensive range of hotel, tour, transfer and overland travel package options for tour operators and travel agencies.



# PREVIOUS EXAMPLES

Here is a sample of some things we've done.



## SATISFIED CLIENTS

ALLIANZ, AXA, HLA INSURANCE, SANYO, SONY, SHARP, HONDA, TOYOTA, BAYER, SANOFI, BP, UMIW, SAJPEM, IPSEN, TOYO INK



- July 2006-22 participants - Oil industry - Employees - Conference in Hanoi

Chartered helicopter from Hanoi to view World Heritage-listed Halong Bay from the air. Classical overnight cruise, complete with onboard foot massage, morning Tai Chi on the sun deck and candlelight farewell dinner at Trong Cave - accompanied by live music!

- March 2006 - 25 participants - Medical industry - Senior Sales Managers Convention in Siem Reap

Early morning balloon flight over Angkor Wat to gain a first impression of the size and majestic splendor of this ancient wonder. Familiarization tour of the Angkor complex on foot, then a "Treasures of Angkor" treasure hunt with maps and support from local guides. Farewell gala with guests transferred by tuk tuk to the mysterious Wat Prasat Kravan and Apsara dancers. Finally, humanitarian excursion to donate medicines to a local orphanage.

Gifts: Hand-crafted, embossed silk robes

- August 2005 - 79 participants - Electronics industry Sales Force - Sales training in Saigon

Visit to the fabled Cu Chi tunnel complex. Participants divided into teams to role-play activities like locating secret tunnels, escaping from searchers, cooking food underground and shooting guns. The "battle" finished with a typical Vietnamese Karaoke "Sing-off". Then a luxury candlelight farewell dinner in a sumptuous restaurant,

complete with a well known local jazz band.

Gifts: Hand-crafted lacquer boxes designed in the company theme.

- February 2005 - 235 participants - Insurance industry Agents Product training in Hanoi
- Surprise Dragon Dance welcome on arrival at the hotel. The evening followed with a private showing of a traditional Vietnamese puppet show. The gala dinner featured a menu with the dishes translated into the company insurance services messages. Dinner was complemented by a fashion show and a private performance from musicians of the Hanoi Conservatory of Music
- Gifts: Model wooden ships with the company logo on the sails and slogans carved into the hull

---

# CONTACT US

Visit our website: <http://www.firstchoice.vn>

## **Vietnam**

### Vietnam Head Office

Suite 807, N02 Tran Quy Kien st.,  
Hanoi  
Tel:+844-22434327  
Fax:+844-62813426  
Email: [info@firstchoice.vn](mailto:info@firstchoice.vn)

### Saigon

216 De Tham st., Dist. 1, Ho Chi Minh City, Vietnam  
Tel: +84839204767  
Person in charge: Ms. Phuong Thao

## **Cambodia**

### Phnom Penh

No 364E0+E1  
PreahSihanouk Blvd, Sangkat Plympic, Phnom Penh, Cambodia  
Tel:+85523221388  
Fax: +85523221738  
Email: [phnompenh@firstchoice.vn](mailto:phnompenh@firstchoice.vn)

### Siem Reap

A1, Sivatha St., Khum Svay Dong Koum, Siem Reap, Cambodia  
Tel: +85563761150  
Fax: +855 63966338

## **North America**

2 Lombard Street, Suite 300, Toronto, ON M5C 1M1, Canada  
Tel: +1 7057251415  
Fax: +14163525646  
Toll Free: +118663550984  
Email: [north.america@firstchoice.vn](mailto:north.america@firstchoice.vn)

## **Europe**

Avenue D'Aulne, 15BP11, B1180, Brussels, Belgium  
Tel: +3223322500  
fax: +3223322500  
Email: [europe@firstchoice.vn](mailto:europe@firstchoice.vn)



### First Choice Culture & Heritage

First Choice Culture & Heritage provides overseas tour operators and travel agents with a broad range of tour and travel services. Services include group and FIT package tours, hotel booking, ground transport, domestic and international ticketing and visa procedures.



### First Choice Adventure

First Choice Adventure offers a variety of active options including trekking, cycling, motor cycling, kayaking, canoeing and easy mountain climbing. Activities are centered in some of the most mystical regions of Indochina and in the mountains of Yunnan.



### First Choice Small group Departures

First Choice Small Group Departures aims to provide ready-made, easy-sell tour options throughout Indochina. "Book & Go" is what your clients get. No hassles trying to form sizable groups is what you get. All the departure dates are guaranteed from a minimum of two people.