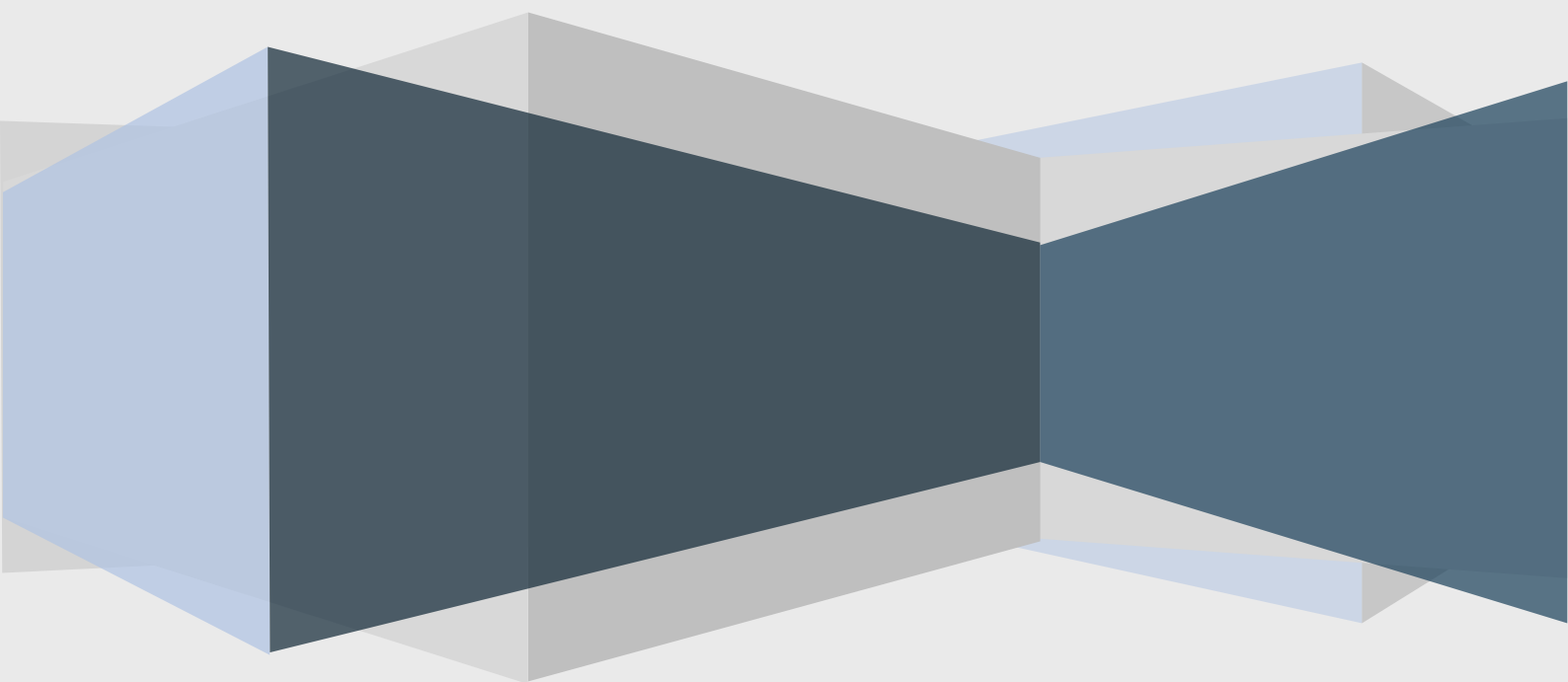


# 2015 Marketing Kit

International Cooperation Division



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## *About ICD*

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The International Cooperation Division of BIT Congress serves both our current and potential partners and clients to boost our new business scope. The Division consists of seven functional departments: BIT Speaker Bureau, Destination Management, Overseas Exhibition, Media Partnership, BIT World Travel Service, Membership, and Executive Search Department.

Our mission is to fill the gap between overseas and domestic stakeholders such as PCOs, clients, suppliers, agencies, and other strategic partners, hence to broaden the global market. By developing good relations with our partners, we are hoping to maintain well corporate image, build powerful industrial influence, as well as bring rapid business growth to a new era.

*Let our dream ignite yours.*

## *BIT Speaker Bureau*

BIT Speaker Bureau gives global audiences a chance to adopt insights and ideas from world-class speakers ranging from respected scientists, celebrated book authors to renowned economists. Our speakers are well experienced in giving motivational speeches, academic talks, round tables and lectures. Your audience will be fully inspired by their powerful words and rich experiences. With precision planning, we will be arranging services all the way to ensure our clients' benefiting from the encouragement and insight shared by our speakers.

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### What we do

With over 10 years' experience in conducting high-end international conferences, BIT not only has a devoted and loyal rapport with the most professional speakers, but is also convinced by the understanding that speakers and their speeches can make the event. We will help identify the right speaker, explain how the meeting ties to your marketing demand and ensure an effective presentation that contributes to the event. Our objective is to achieve yours.

## Featured Speaker

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**Dr. Shuji Nakamura**

**Shuji Nakamura**, physicist and inventor in the field of semiconductor technology, who is the inventor of blue light-emitting diode (i.e. LED), a major breakthrough in lighting technology. He is one of the three recipients of the 2014 Nobel Prize for Physics "for the invention of efficient blue light-emitting diodes, which has enabled bright and energy-saving white light sources".

As one of BIT's contracted speakers, Dr. Nakamura has visited China several times before. During his stay in China, he has developed great interests in exploring and sharing knowledge and insights with Chinese audience while he was delivering his speech. BIT Speaker Bureau is honored to take the priority to work with one of the world's greatest mind.



## *Executive Search*

BIT Executive Search is a new branch of the International Cooperation Division of BIT Group Global, which is initiating along with the company's new business process. With strong reputation across China and robust human resource of BIT Talent Bank, we are proud to launch the professional matchmaking service for each client and candidate.

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## Government Project

We have maintained long-term cooperative relationships with local governments, with projects of recruiting both domestic and oversea talents for the governments every year. At the same time, we also act as recruitment agents for the State Administration of Foreign Experts Affairs of China.



## Partnership

We are now in the process of developing international business aiming to assist the overseas corporations and governments by applying our abundant talent pool to practice. Thus, we are really expecting to develop a new and creative way to cooperate with other executive search companies on talent recruiting business.

## *Destination Management*

BIT Group Global runs a large network of suppliers in mainland China, provides tailor-made Destination Management Service to the clients, and is dedicated to make the event as seamless as one in their backyard.

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### Why Choose Us?

- One of mainland China's premier event management and destination management companies
- A large network of contacts across China
- Serve global clients with high quality of service, tailored to your needs, budget and schedule
- An experienced team with local professionals dedicated to providing creative solutions
- Always detail orientated

### Services:

- Conference Organization
- Guest Speaker Invitation
- On-line Registration
- Venue & Accommodation

- On-site Services
- Facilities & Construction
- Meals
- Banquet
- Transportation
- Exhibition & Sponsorship
- Project Docking
- Tour
- Other Activities

### Featured Local Partners





## *BIT World Travel Service*

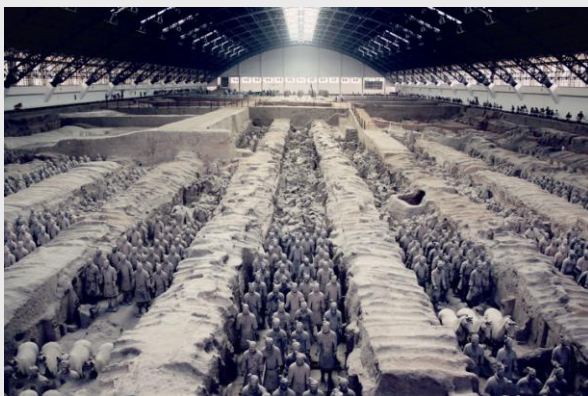
**BIT World Travel Service** is the official travel agency of all the BIT conferences, now serving 20 popular destinations in China. As a distinctive travel service supplier, we arrange escorted tours and VIP tours, giving you the chance to experience both hot routes and “hidden gems”. By touring wild landscapes, world famous attractions and local customs, we will bring you genuine interaction with the local people and their fascinating lifestyles.

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Beijing

Unlike main stream tour operators, who usually use a call center with little knowledge of destinations or customer care, our team of destination experts will offer you the well informed personal touch that will be fast disappearing in today's mass tourism industry.



**Xi'an**



**Lhasa**

While you're walking on the Great Wall and passing through the Forbidden City in Beijing, or cruising on the Huangpu River in Shanghai, or exploring the Terracotta Warriors in Xi'an, or discovering remote temples and monasteries in Tibet, or enjoying the sunshine beach in Qingdao, our team of experts is dedicated to providing you memorable experiences per your demand. If you are a fan of something Chinese, we have tailored shopping tours for you to experience the genuine traditional Chinese hospitality.

## Overseas Exhibition

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Relying on our specialty in organizing congresses both home and abroad, we launched overseas exhibiting services for Chinese exhibitors. Our professional team will help Chinese exhibitors expand their global market by showcasing products and services in overseas exhibitions.

### 2015-2016 Exhibition Schedule



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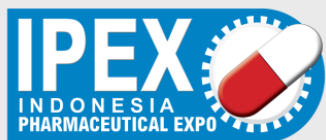
#### **THE 8<sup>TH</sup> KOREA REHABILITATION & SENIOR CARE EXHIBITION**

Date: August 26~28, 2015

Venue: BEXCO, KOREA

Scale: 15,000sqms (220 participants)

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#### **THE 11<sup>TH</sup> INDO PHARMACEUTICAL EXPO**

Date: September 30~October 3, 2015

Venue: JI Expo, Jakarta, Indonesia

Scale: 743 Exhibitors, more than 25 countries, 19,000 sqms

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#### **THE 40<sup>TH</sup> INTERNATIONAL HEALTHCARE ENGINEERING EXHIBITION**

Date: November 25 ~27, 2015

Venue: Japan Tokyo Big Sight

Scale: 350 exhibitors

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### **2015 GERIATRIC CARE ASIA**

Date: November 26 ~ 28, 2015

Venue: Kaohsiung Exhibition Center

Organizer: UNIPLAN, INTERFAMA

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### **2016 THE 30<sup>TH</sup> ARAB LAB DUBAI**

Date: March 20–23, 2016

Venue: Dubai Int'l Exhibition Centre, UAE

Scale: 912 exhibitors, 11,056 visitors from 101 countries

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### **14<sup>TH</sup> INTERNATIONAL EXHIBITION FOR LABORATORY EQUIPMENT AND CHEMICAL REAGENTS**

Date: April 12~14, 2016

Venue: Pavilions 4 & 4.1, ECC Sokolniki, Moscow, Russia

Scale: 221 exhibitors

Organizer: ITE Group

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### **BIT's 7<sup>TH</sup> ANNUAL WORLD DNA AND GENOME DAY**

Date: April 25–28, 2016

Venue: Dalian International Conference Centre, China

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### **BIT'S 13TH ANNUAL WORLD CONGRESS OF INTERNATIONAL DRUG DISCOVERY SCIENCE & TECHNOLOGY, THERAPY AND EXPO**

Date: October 20-22, 2015

Venue: Double Tree by Hilton Hotel Beijing, China

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### **BIT'S 8TH WORLD CONGRESS OF REGENERATIVE MEDICINE & STEM CELL**

Date: November 18-20, 2015

Venue: Wyndham Bund East Shanghai Hotel, China

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## Membership

By becoming a member of BIT Congress, you will have opportunities to develop relationship with other members who have good reputation or contribution in your academic areas and to read professional news or authoritative articles exclusively. Our big database will provide you thoughtful services.

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## Services

- Personal Account(Profile) in BIT Big Data System
- Internal Email With Other Members
- Highlighted Listing on BIT Big Data
- Advanced Search
- Profile View Notice
- BIT Journal Articles
- Executive Research
- Project/Products Matchmaking

## Membership benefits:

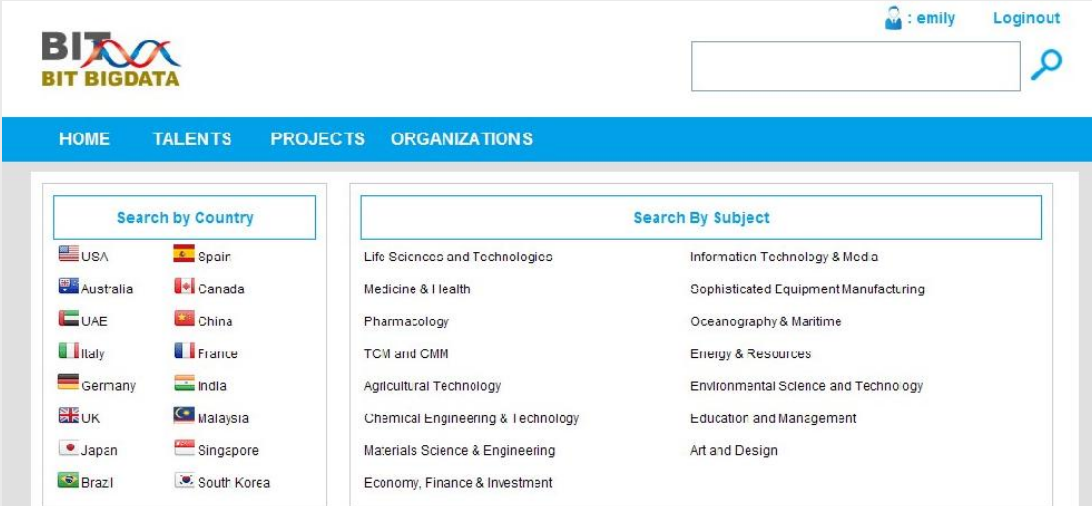
BIT Members will have exclusive discounted gift cards, discounts on registration fee of conference or events, discounted one-day tours, discounted exhibition/sponsorship packages, and annual meeting. Find full membership benefits to the next page.

Items	Student	Standard	Gold	Diamond
Annual fee	Free	\$199	\$299	\$399
Personal Account(Profile) on BIT Big Data	✓	✓	✓	✓
View Other Members' Profile	✓	✓	✓	✓
Executive Research	✓	✓	✓	✓
Search by Subject/Country	✓	✓	✓	✓
Advanced Search	×	×	✓	✓
Inmail	×	5/month	10/month	25/month
Highlighted listing on BIT Big Data (\$50/month)	×	5% off	10% off	25% off
Profile View Notice	×	×	×	✓
Discount on registration fee of conference/ events (once a year)	5% off	10% off	20% off	30% off
Discount on BIT Journal articles	5% off	15% off	25% off	Free
Discounted gift card(\$100)	5% off	10% off	20% off	50% off
Monthly email with latest content, research, and events	×	×	×	✓
Discount on One-day Destination Tour (once a year)	Full price	5% off	10% off	15% off
Discount on Exhibition/Sponsorship Package	Full price	5% off	10% off	15% off
Project/Products Matchmaking	Full price	5% off	10% Off	15% off

The membership of BIT Congress is divided into 4 levels generally; they are Student, Standard, Gold and Diamond. The “Student” is free to the delegates who have ever attended our conferences or other events and made payment offered to the rest levels of memberships. Please visit our website for more details.

## BIT Big Data System

To make full use of our talent bank, we established BIT Big Data system. This powerful website allows users to update their CV, profession, academic progresses, as well as search for talents. Members of each kind will be able to access related information as per their different access permission. [Click here](#) to sign in.



The screenshot shows the BIT Big Data System website. At the top right, there is a user profile for 'emily' with a 'Logout' link. Below the header, there are two search sections:

- Search by Country:**
  - USA, Spair, Australia, Canada, UAE, China, Italy, France, Germany, India, UK, Malaysia, Japan, Singapore, Brazil, South Korea
- Search By Subject:**
  - Life Sciences and Technologies
  - Medicine & Health
  - Pharmacology
  - TCM and CMM
  - Agricultural Technology
  - Chemical Engineering & Technology
  - Materials Science & Engineering
  - Economy, Finance & Investment
  - Information Technology & Media
  - Sophisticated Equipment Manufacturing
  - Oceanography & Maritime
  - Energy & Resources
  - Environmental Science and Technology
  - Educator and Management
  - Art and Design

## BIT Big Data System

# Media Partnership

Media Partnership is one major branch of ICD designed to bring updates to our clients and partners by forming reciprocal relationship with various business partners, issuing press passes, creating news releases, sending our newsletters, and so forth.

## Our Media Partners



## Complimentary Press Pass

For respective events, BIT Congress Inc. welcomes accredited media organizations working on scientific news to apply for a complimentary press pass. Press Passes are granted only to working journalists who intend to report relevant conference events.

To qualify for press credentials, you must be affiliated with an





international, national or regional accredited media outlet and hold an editorial title and/or a position as an industry analyst. Personnel that are in sales, advertising, marketing, account management, or other non-editorial positions are not eligible for press passes. (BIT Congress Inc. reserves the right to request credential documentation.)

## Connect With Us



[Follow us on Facebook](#)



[Connect with us on LinkedIn](#)



Follow us on Wechat

Wechat ID: **BITspeakerbureau**

or scan the QRCode below:



## Meet Our Team



**BD Director**

**Jason Wang** 

+86 411 84799609 Ext.827 [jason@bitlifesciences.com](mailto:jason@bitlifesciences.com)

Jason came to BIT Congress in 2010. With 5-year professional experience in business development, he ensures the highest quality standards in the development of the department communication and marketing strategy. He takes lead in market research for strategic directions for exhibitions and conferences brands future development as well as lead the team to accomplish the future sales and branding goals.

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**DMC Manager**

**Fay Ren** 

+86 411 84799609 Ext.827 [fay@bitlifesciences.com](mailto:fay@bitlifesciences.com)

After graduating with a Master of Science Degree from Hamline University of Saint Paul, United States, Fay entrenched herself in MICE industry providing top-rated destination management services to international corporations. Her aptitude in event marketing prepared her for understanding and serving the unique needs of BIT partners.



**Overseas Exhibition Manager**

**Joy Mu** 

+86 411 84799609 Ext.827 [joymu@bitlifesciences.com](mailto:joymu@bitlifesciences.com)

Before joining BIT Congress, Joy had rich experience in marketing and sales in MICE industry, which gives her full awareness of the market and well understanding of the overseas exhibition business. Her job includes negotiating with organizers for best cooperative conditions as executive agent, crafting brochure and invitation letter, following up booth application and construction process, helping with all the possible details for organizers and exhibitors in between.



## Media Relations Specialist

**Ruby Han** [in](#)

+86 411 84799609 Ext.827 [rubyhan@bitlifesciences.com](mailto:rubyhan@bitlifesciences.com)

With an M.S. in Communication Management and B.A. in Journalism, Ruby is exclusively dedicated in all media relations affairs. Working along well with marketers and sales people worldwide, she's maintained good relations with various media outlets, business partners, clients, and other stakeholders for the company.



## Event Management Executive

**Alex Jiang** [in](#)

+86 411 84799609 Ext.827 [alex@bitlifesciences.com](mailto:alex@bitlifesciences.com)

Graduated from University of Glasgow, U.K., Alex holds master's degree in Corporate Governance & Accountability. His educational and professional backgrounds have positioned him well to provide tailored services to meet the demands of the clients in BIT World Travel Service.

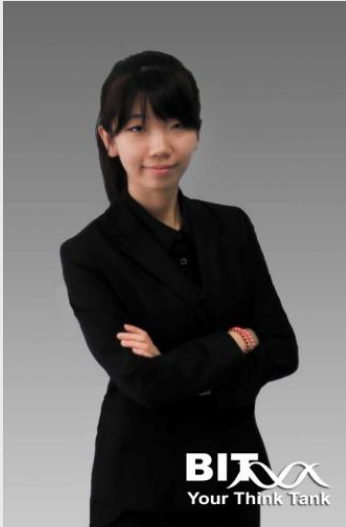


## Event Management Executive

**Allen Gang** [in](#)

+86 411 84799609 Ext.827 [allen@bitlifesciences.com](mailto:allen@bitlifesciences.com)

Allen received his master's degree in Applied Finance from University of Adelaide, Australia in 2015. His major is a natural fit in his new role as an Event Management Executive, as he possesses an innate interest in people and the ability to create meaningful, successful relationships with colleagues and clients.



## Executive Search Specialist

**Maxine Wang** 

+86 411 84799609 Ext.827 [maxine@bitlifesciences.com](mailto:maxine@bitlifesciences.com)

With her M.Sc. in Human Resource Management at University of Birmingham, U.K, Maxine's responsibilities include executive search, event marketing, and overseas venue negotiation. Her educational background in human resources allows her to work well with various stakeholders thus to promote our business.



## Event Management Executive

**Allison Wong** 

+86 411 84799609 Ext.827 [allison@bitlifesciences.com](mailto:allison@bitlifesciences.com)

With a bachelor's degree in English, Allison completed her collage study in the Northwestern Polytechnical University in 2013. Now as an Event Management Executive, she turns out to be a great business talent with comprehensive knowledge that goes perfectly well with the scope of ICD.

To Visit Our Website [click here](#)

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*Let Our Dream  
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Ignite Yours  
Ignite Yours*



International Cooperation Division

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