

MEET TAIWAN Wins International Business Stevie Award

Remarkable International MICE Performance Affirmed



Organized by Taiwan's Bureau of Foreign Trade, Ministry of Economic Affairs and implemented by the Taiwan External Trade Development Council (TAITRA), the Program on Promotion of Taiwan's MICE Industry Development – MICE Industry Overall Program (more commonly referred to as MEET TAIWAN) applies innovative public relations approaches and marketing strategies, setting itself apart and being recognized at the 16th Stevie International Business Awards.

To promote the advantages of Taiwan's MICE environment, strengthen international presence, and market Taiwan's MICE brand, MEET TAIWAN plans annual marketing strategies as well as integrated public relations events and media operations including three major approaches: High Five Taiwan, Picture Taiwan, and Dive into Taiwan. The success of MEET TAIWAN's efforts were recognized with a Bronze Award at the 2019 Stevie Awards for the Communications or PR Campaign of the Year–Travel & Tourism category.

One of MEET TAIWAN's original projects was High Five Taiwan. A visual and interactive experience that showed VR videos at major incentive travel exhibitions and promotional events around the world, the official website would simultaneously

hold a digital event to invite the globe's netizens to upload selfies of themselves high-fiving with Taiwan. Another project was Picture Taiwan –Taiwan's first one-stop MICE cloud database that provides Taiwan incentive travel information at any time and place utilizing chat bots and big data.

MEET TAIWAN organizes two annual large-scale experience activities, namely the Asia Super Team competition and SENSE Taiwan familiarization tour, that are main components of Dive into Taiwan. Through the combination of innovative on-line-to-off-line marketing approaches and a game competition mechanism, Taiwanese incentive travel experiences were upgraded.

The International Business Awards, organized by the Stevie Awards from the United States, is the only business rating and selection event in the world; hence, it is often referred to as the Oscar Awards for business. The Stevies was launched in 2002 to honor the achievements and remarkable performances of enterprises in a variety of specialist fields. This year, more than 4,000 business organizations and individuals from 74 countries around the world participated in the competition. The international judging committee was composed of more than 250 executives and professionals from various industries.