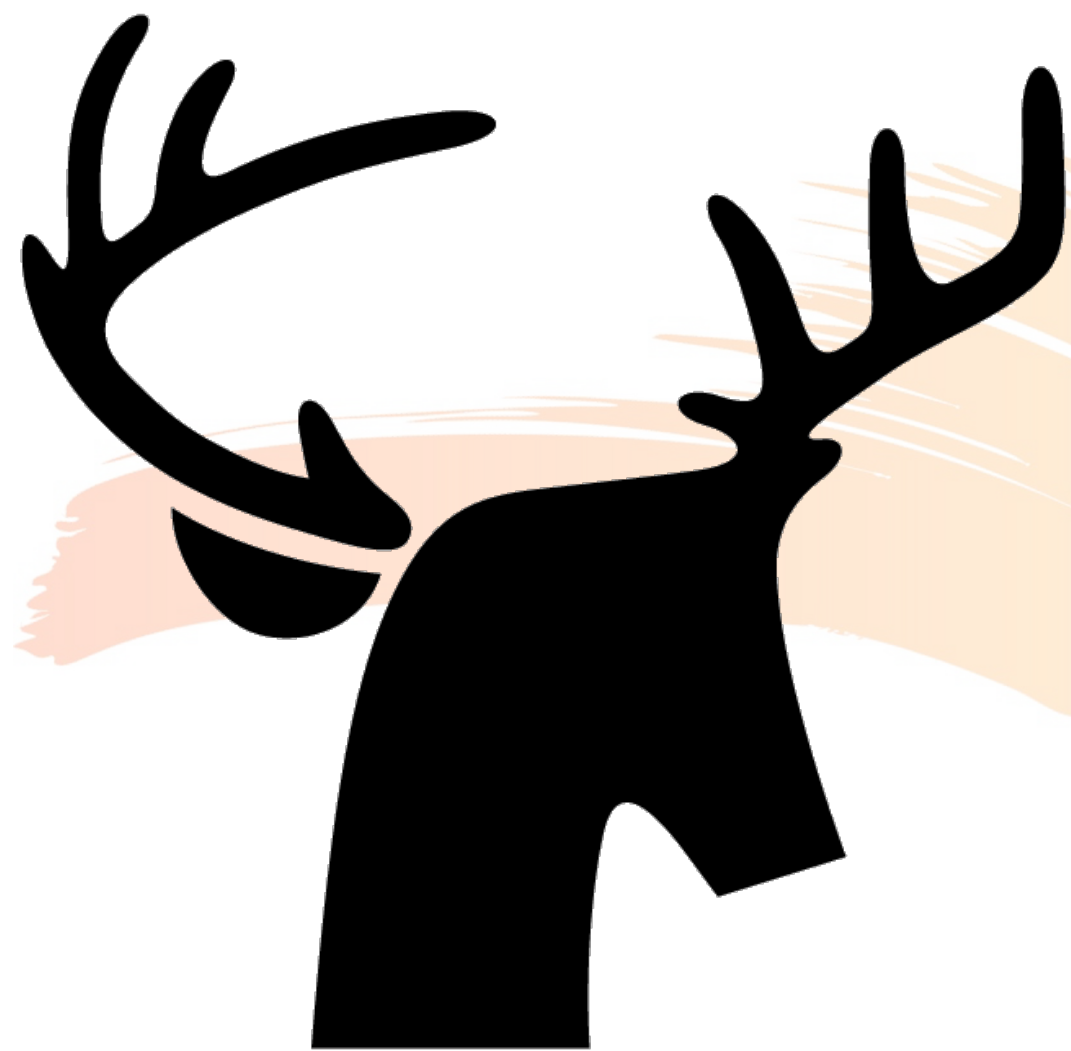




**White Stag
GmbH**

白鹿（德国）有限责任公司

hallo

ciao

你好

salut

hola

目录 *Contents*



关于我们 About Us

讲述了一个关于我们的故事
Tell you more about us



案例展示 Projects

展示了一些我们参与的实例
Show you some about cases



联系我们 Contacts

提供了一切联系我们的方式
Offer you all about contacts

我们的轨迹

OUR TRACK



9年前

9 years ago,

- 从中国出发我们扎根德国
- We start from China but originate from Germany



6 年前

6 years ago

- 以德国为中心我们辐射全欧
- The business runs to all over the Europe



现在

From now on

- 为成就您的成功我们携手并进
- To achieve your success, we forward together



我们的理念

OUR PHILOSOPHY

了解欧罗巴 Understand Europe

作为可靠的目的地管理公司，我们时刻关注欧洲
MICE行业信息
As a reliable DMC, we always focus on MICE
information in Europe

基于德意志 Base on Germany

凭借德国的地理优势，我们打造了本土供应链，
确保德式品质服务
With the geographical advantage of Germany,
we built a local supply chain to keep sure the
German quality in service

关注中国 Focus on China

拥有十年对中国商业活动的实践，我
们理解客户，针对中国
Having ten years practice of
Business event in China, we
understand our clients and focus on
Chinese market

国际化 Internationalization

促进文化交流，我们为您的活动
提出更具国际化的解决方案
Promoting cultural exchange,
we provide an
internationalized solution for
your business



我们的优势 OUR APPROACH

作为目的地管理公司，我们年轻富有激情，基于本土供应商管理，专注于标准化服务的同时又相信每一个品牌都有自己的独特的文化。

We are young and passionate as a Destination Management Company. Basing on localization of suppliers and focusing on standardization of service, we also believe every brand has his own story to tell

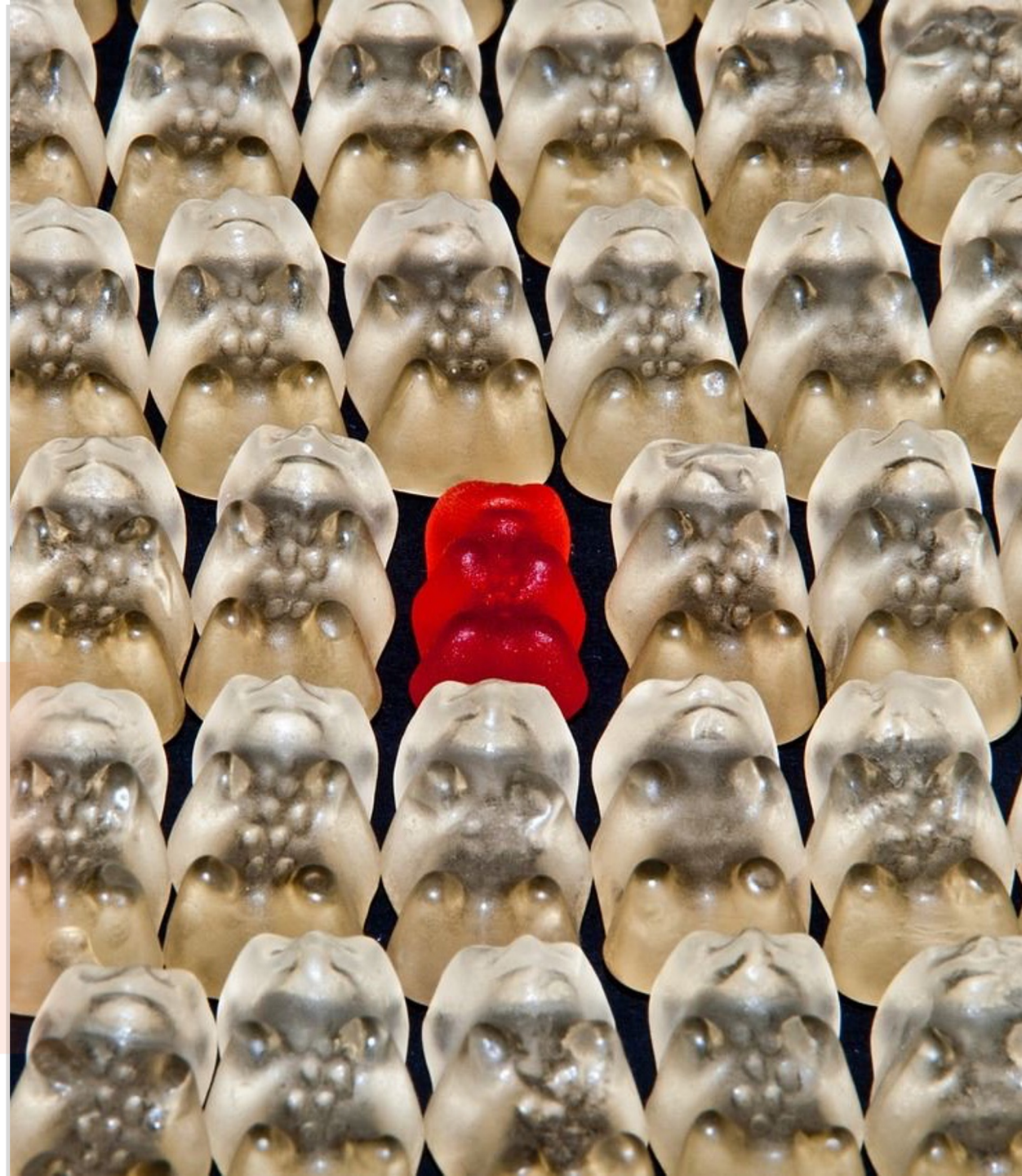


定制 Customization

每一个客户的需求都是独一无二的。了解客户需求背后的故事，是制定合理计划的关键

Every single customer has a unique idea. Understanding the reason behind his request, it is the key point to prepare a proper plan.

- 聆听客户需求，平衡利益相关者，制定适合的计划
- Listen to request, balance stakeholder, plan properly
- 不忘初心，将计划贯穿始终，到达最终客户所追求
- Keep the plan to end by heart, achieve what end user desires
- 以定制化服务获得客户信任，建立长期合作
- Establish long-term cooperation with the client's trust by customization



标准

Standardization

欧洲是一个复杂的文化杂糅体，即使拥有共同的价值观，各国又有着众多的亚文化，所以制定一个服务标准就显得尤为重要了。

Europe is the complex within many cultures. Having a same value, the European countries, however, have their own sub-cultures. It is therefore vital to rule a service standard.

- 客户习惯是制定标准时的第一要素
- It is primary to consider client's custom when standard making
- 服务标准应可以用于全部项目
- Standard may apply to every single project
- 重视可评估式的满意度调查及客服反馈
- Attention on assessable satisfaction form and client's feedback



本土 Localization

一家优秀的目的地管理公司有能力将定制化的客户需求及符合客户习惯的标准，准确地传达给供应商，以及在执行过程中拥有控制权。

An excellent DMC can transmit exactly customized requirements and standards to supplier and can apply them into process with control.

- 深耕本地资源，融入本土文化
- Cultivate local resource and integrate local culture
- 每项计划都提出不少于两个选项及分析
- Every project has more than two option
- 管理供应商
- Suppliers Management



创新 Creation

我们是一支经验与朝气并重的团队：十年以上工作经历的伙伴们创立一家商务会展向的目的地管理公司；因为刚刚起步，我们更加创新活跃。

We are a team with both experience and youth: with more than 10-year working experience, we are running a DMC within MICE industry. Just begin, we are more creative.

- 经验是我们创新的基石
- Our creation comes from our experience
- 思辩是我们创新的源泉
- Critical thinking leads us to new dimension
- 物质需求我们提供新方案，精神需求我们提供新概念
- New plan offered to material needs; new concept offered to spiritual needs



我们的业务 OUR BUSINESS

商务会议 Meeting

场地推荐 Location recommend
来宾管理 Guest Management

.....

奖励旅游 Incentive

行程规划 Trip Planning
团队建设 Team Building

.....

国际大会 Conference

接待服务 Hospitality
后勤支持 Logistics Service

.....

活动展览 Event & Exhibition

现场搭建 On-site Setup
设备支持 Technology support
人力管理 Manpower

.....



商务会议 MEETING

商务会议包含全会，研讨会，讨论会，论坛，座谈会等。场地位置及灵活性是会议成功的关键；来宾的邀请和接待能够体现公司基本素质。

Meeting includes plenary session, seminar, workshop, forum, symposium and so on. The location and flexibility of site is the key point to the meetings; RSVP and hospitality shows the service quality of the company.



场地推荐 Site recommend

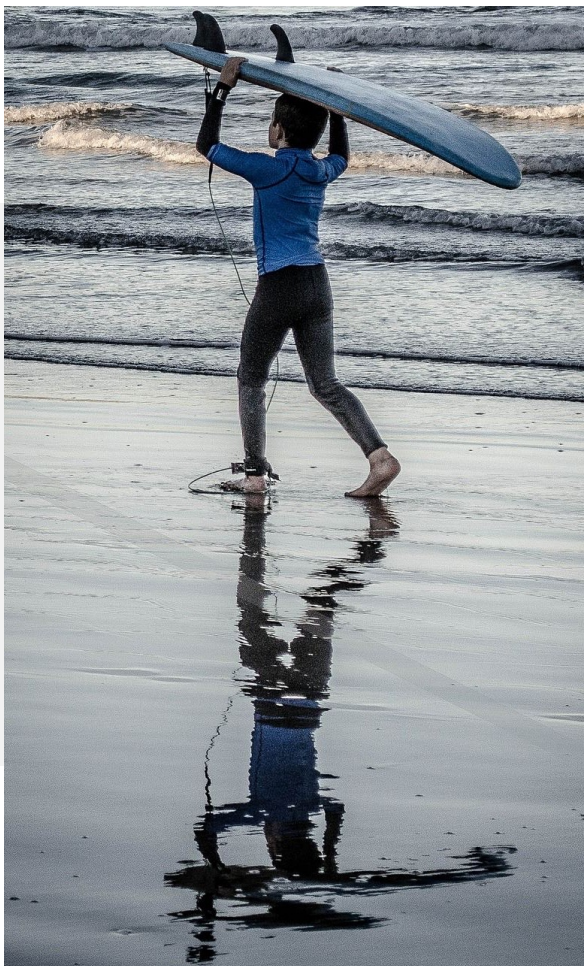
酒店，餐厅，博物馆，美术馆，历史建筑，会展中心等
Hotel, Restaurant, Museum, Art Gallery, Historic building, Expo Center .etc



来宾管理 Guest Management

来宾邀请，名单核对，接送服务，团队入住，退税协助等
RSVP, Name List check, Transportation service, Group
Check in, Tax refund





奖励旅游 INCENTIVE

我们不仅满足参与员工的休闲需求，也要满足终端客户的激励需求，同时也要考虑到成本问题。达成三项需求的平衡是地接公司的重要进阶目标。

On the one hand, we should satisfy employee's demand on leisure, on the other hand, we need to satisfy employer's demand on incentive, also we are going to meet the budget after all. That is an advanced challenge to a DMC.



行程规划 Trip Planning

将吃饭，住宿，交通，游览，娱乐，购物合理的分布在行程中
Reasonably distribute meals, accommodation, transportation, tour, entertainment and shopping into the trip



团队建设 Team Building

从F1赛道竞速到模拟飞行，从绿茵场友谊赛到地中海帆船游，趣味十足，难度适中
From F1 racing to flight simulation, from football friendly match to sailing in Mediterranean, it is fun and easy.

国际大会 CONGRESS & CONFERENCE

参加国际大会的客人，往往在业界都是大咖的存在。接待好这些贵宾的前提条件，就是我们的员工有着丰富的接待经验。

The guests who participated the International Conference are often the VIP in their realm. To offer a great hospitality, we have the experienced staff.



接待服务 Hospitality

贵宾服务标准，奔驰用车，临时商务助理，商务中心服务（打印，扫描，传真等）

VIP Service, Mercedes-Benz Van, Temporary Business Assistant, Business Center Service (Printer, scan and fax)



后勤支持 Logistics Service

多种用餐选择，交通安排，房间关怀，公务活动间歇的休闲旅程等

More option on meal, arrangement on transit, care your room, leisure tour between business visit





活动展览 EVENT & EXHIBITION

活动以及展览是在极短的时间内为观众提供感官冲击，从而使其产生难忘的记忆。

Event & Exhibition are to offer a sensory impact to audience in a very short moment, thereby the memorable experience was created.

现场搭建 On-site Setup



- 展台，背景板，舞台，LED屏幕，同传间搭建等其他相关
- Stands, backdrop, stages, LED Screen, interpretation booth and other related setup

设备支持 Technology support



- 投影仪租赁，音视频设备，同传设备，笔记本电脑
- Projector leasing, AV equipment, equipment for interpretation, notebook leasing

人工管理 Manpower



- 礼仪，安保，保洁，模特，以及相关第三方人员
- Hostess, security, cleaner, model, and other relative personnel

我们的客户 OUR CLIENTs

我们非常有幸与一些很棒的品牌共同工作。

We are fortunate to have worked with some GREAT BRANDs.



我们的伙伴 OUR PARTNERS

我们也非常有幸与一些伟大的朋友一起分享。

We are ALSO fortunate to have shared with some
WONDERFUL FREINDs



我们的团队 OUR TEAM



冯硕
Mark S. FENG

- 创始人 兼 总经理
- Founder & Managing Director
- 管理学学士
- Bachelor of Management
- 休闲旅游学硕士
- Master of leisure and tourism
- 十三年会展行业经历
- 13 years working Experience in MICE Industry
- 十几个国家及地区活动经验
- Organizing events in a dozen of Countries

- mark.feng@whitestagco.de
- MOB: +49 151 4011 9079



李小可
Chelsea Kerr

- 创始人 兼 活动总监
- Founder & Event Director
- 文学硕士学位
- Master of Arts
- 十二年活动行业经历
- 12 years working Experience in Event Industry
- 多个国家及地区活动经验
- Organizing events in many Countries

- Chelsea.kerr@whitestagco.de
- +86 186 0059 5288

我们的团队

OUR TEAM



尹菲

- 高级客户经理
- Senior client manager
- 十五年活动行业从业经验
- 15 years working experience in Event industry
- 与众多客户有良好合作关系
- Having good relationship with many clients



曲岩
Ada Qu

- 高级客户经理
- Senior client manager
- 管理学学士学位
- Bachelor of Management
- 十年活动行业从业经验
- 10 years working experience in Event industry
- 常年与欧洲酒店集团合作
- Long-term cooperation with European Hotels Group



王翔

- 客户经理
- Client manager
- 二十年德国生活经历
- 20 years living in Germany
- 十五年中国团组接待经验
- 15 years hospitality experience for Chinese group
- 深厚的欧洲车公司资源
- Network with European bus company resources



胡明喆

- 客户经理
- Client manager
- 二十年德国生活经历
- 20 years living in Germany
- 十二年中国团组接待经验
- 12 years hospitality experience for Chinese group
- 丰富的德国本地导游人脉
- Network with European guide resources

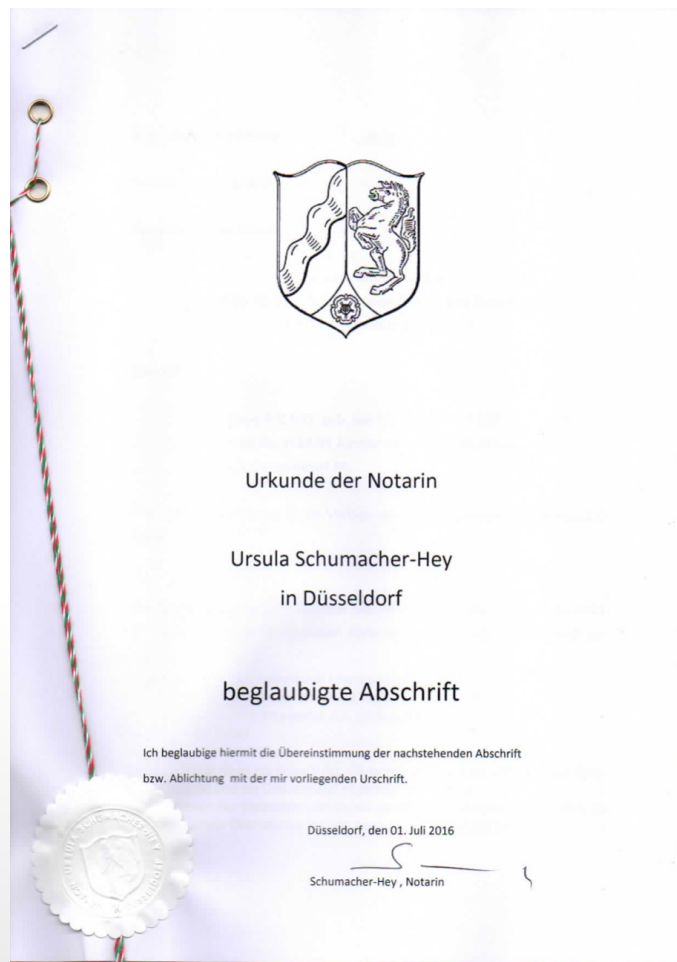
我们的团队 OUR TEAM



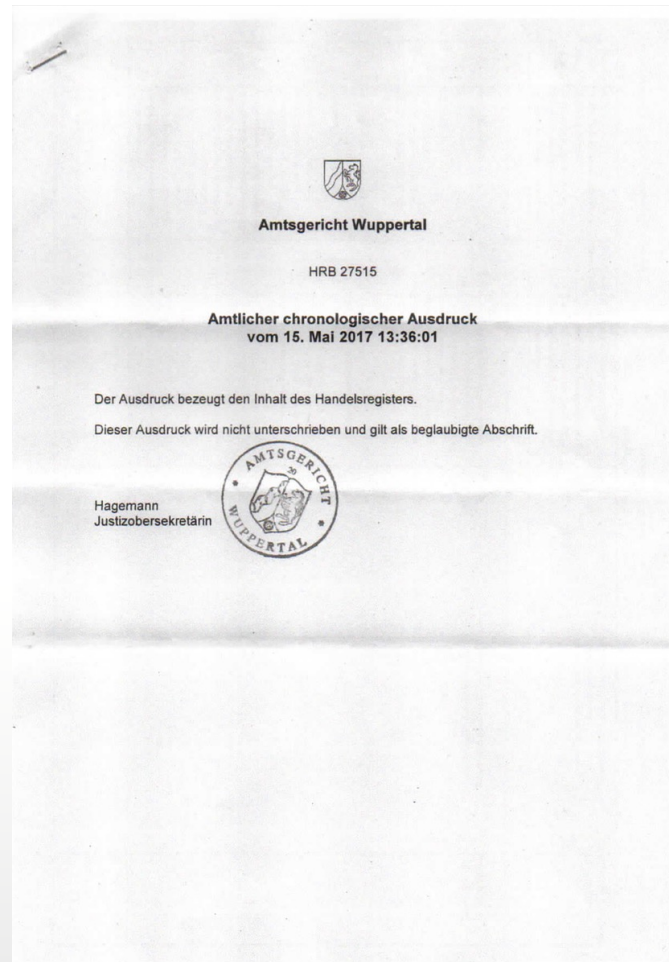
白鹿(德国)有限责任公司

- 公司标识
- Company Logo
- 公司网址
- www.whitestagde.com
- 地址
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- 42287 Wuppertal
- Germany
- info@whitestagco.de
- TEL: +49 (0)202 8979 8783
- FAX: +49 (0)202 8979 8782





公司成立公证处文书 Notary Documents



营业执照法院核准函
Handelsregisters (Court Registration)

Händlerregister B des Amtsgerichtes Wuppertal			Ämterlicher Ausdruck Abmal vom 15.05.2017 13:36		Nummer der Firma: Seite 1 von 1		HRB 27615
Nummer der Eintragung	a) Firma, Niederlegung, Verände- rung Gesellschaftsform, anseignungsfähige Person, Zerstörungsweg c) Gegenstand der Unternehmens	Stand oder Bilanzjahr	a) Abgrenzung Vertriebsgegenstand b) Vorstand, Leitungen, geschäftsführende Personen, persönlich haftender Geschäftsführer, Geschäftsführer, Verwaltungsvergütung und besondere Verträge	Prokurat a) Prokuristen, Beginn, Beendigung b) Sonstige Rechtsverhältnisse	a) Tag der Eintragung b) Berechnung		
1	2	3	4	5	6		
1	White Stag GmbH Prokurat: <u>Geschäftsführer:</u> <u>Johannes Jahn, i. d. F. d. H. d. G.,</u> <u>Eintrag HRB 42113 Wuppertal</u>	00.00.00 ELR	a) Ist nur ein Geschäftsführer bestellt, so nennt er die Gesellschaft aus, und mehrere Geschäftsführer bestellt, so wird die Gesellschaft durch zwei Geschäftsführer oder durch einen Geschäftsführer gemeinsam mit einem Prokuristen vertreten. b) Geschäftsführer: Feng, Shao, Amsterdam / Niederlande, "13.1.1985 die Vertretungsberechtigung ist die Befugnis im Namen der Gesellschaft mit sich im eigenen Namen oder als Vertreter eines Dritten Rechtshandlung abzuwickeln.	Gesellschaft mit beschränkter Haftung Gesellschaftsvertrag vom 01.07.2016	a) 10.08.2016 (StB-Hubertus)		
2	Änderung zur Gesellschaftsform: Henne-Fangmann-Strasse 2-4, 42597 Hagen				a) 15.05.2017 Hagen		

公司营业执照正本
Handelsregisters (Court Registration)



我们的努力 OUR PROJECTs

您的需求是我们的追求，您的满意成就我们的成功，让我们与您一起分享喜悦！

Your need is our target, and your satisfaction is our success. Let us share our joy together!



会议 Meeting



旅游 Travelling



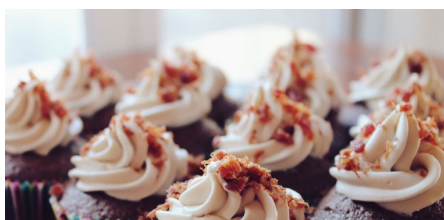
计划 Planning



婚礼 Wedding



团建 Team Building



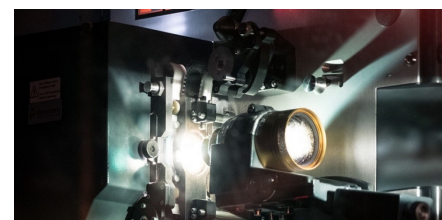
聚会 Party



大会 Conference



展览 Exhibition



搭建 Setup



宴会 Banquet

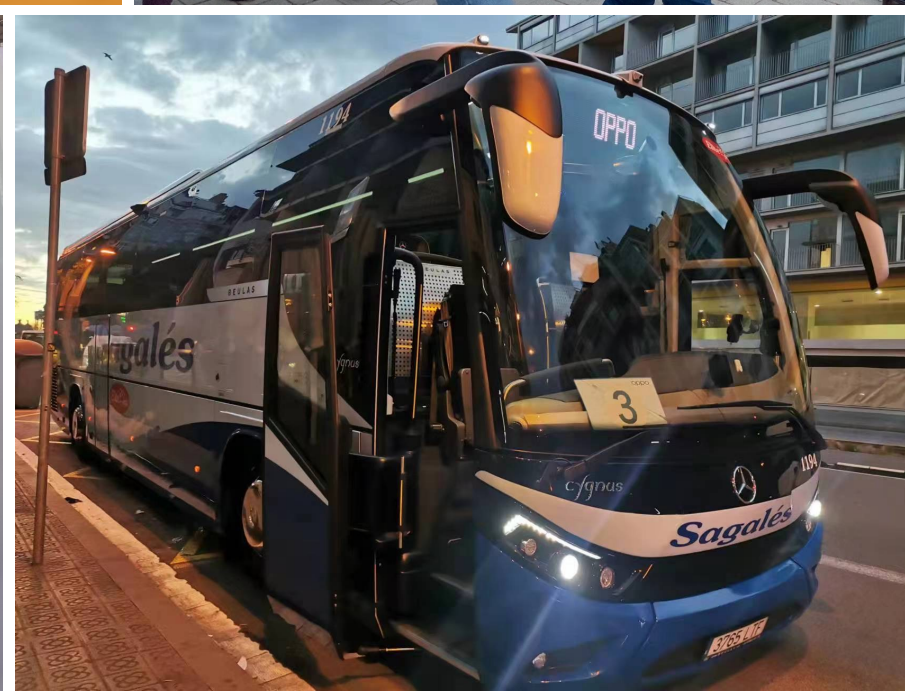


玛丽亚法国研习班
Marie-Anne Event in France
2018, Paris, 1000pax





西班牙巴塞罗那世界通信展参展,
MWC OPPO Exhibitioner,
2022, Barcelona, 300 pax





奔驰经销商大会 Benz-Mercedes Dealer Meeting
2017, Stuttgart, 600pax





奥迪经销商E-tron试乘试驾
Audi Dealer Meeting with test driving
2019, Marbella, 400pax





法兰克福国际车展-奔驰投资人观展
IAA Frankfurt- Benz-Mercedes investor,
2017, Frankfurt 100pax,





互联网公司奖励旅游
Incentive tour of Internet company
2019, Europe, 190pax

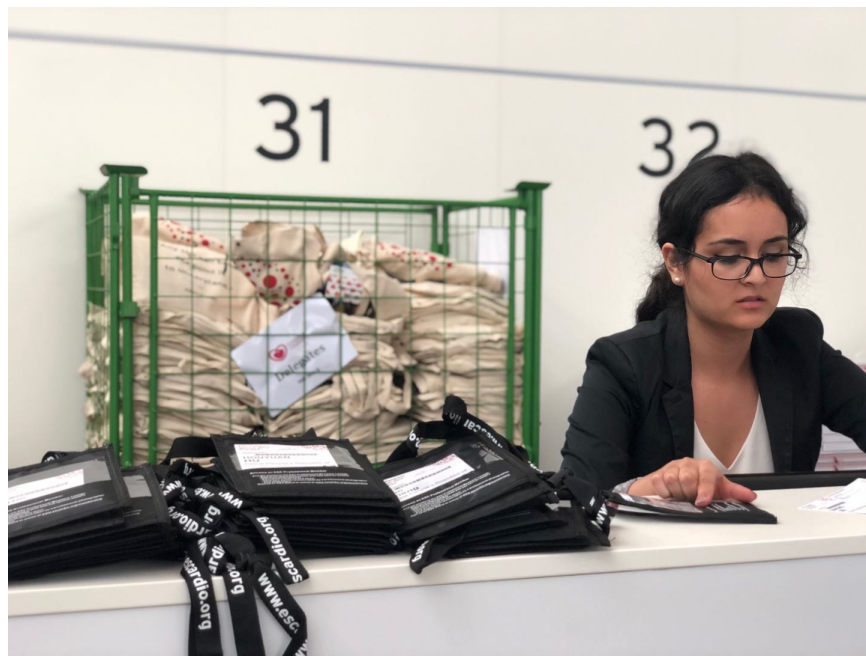
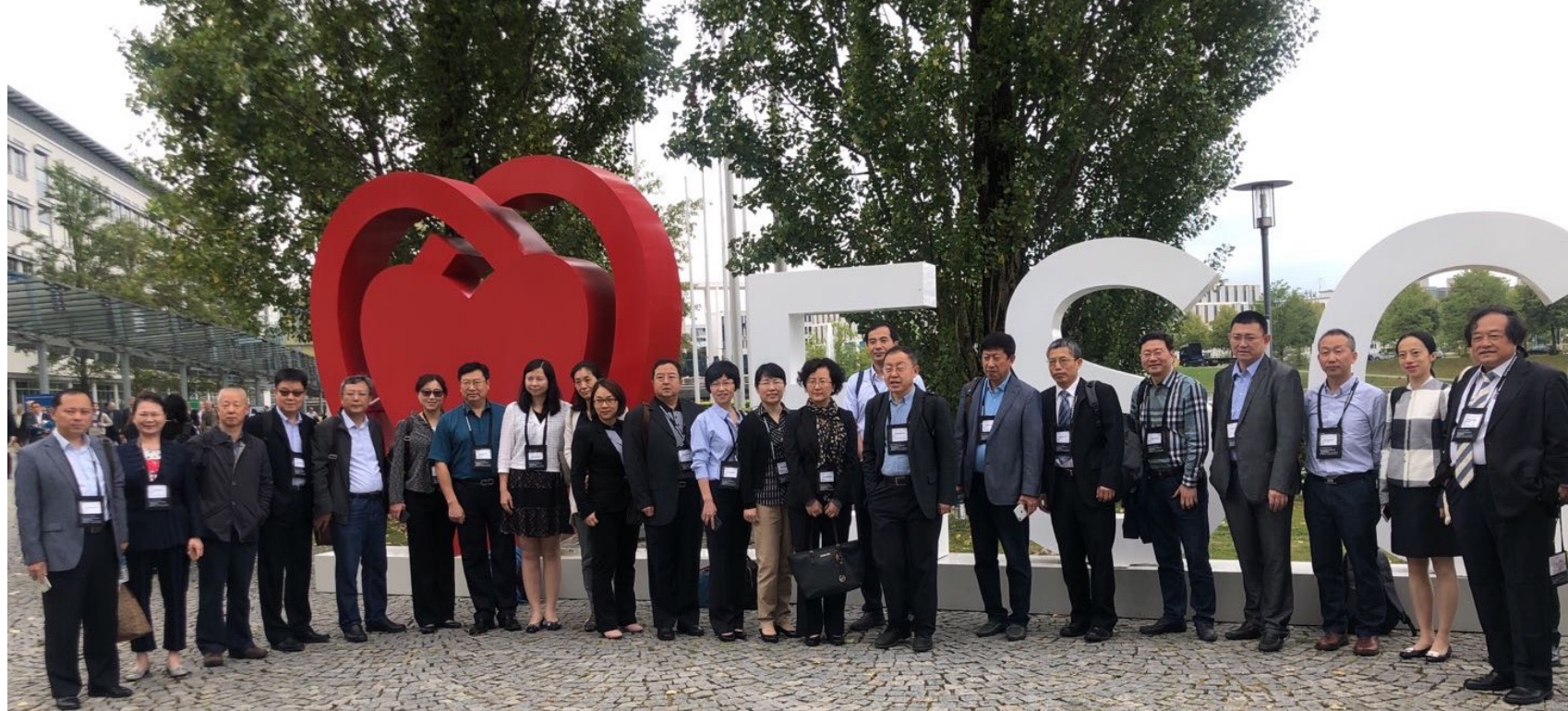




龙灯瑞迪优秀销售奖励旅游德国行
Incentive group of Pharmaceutical company
2018, Germany, 100pax



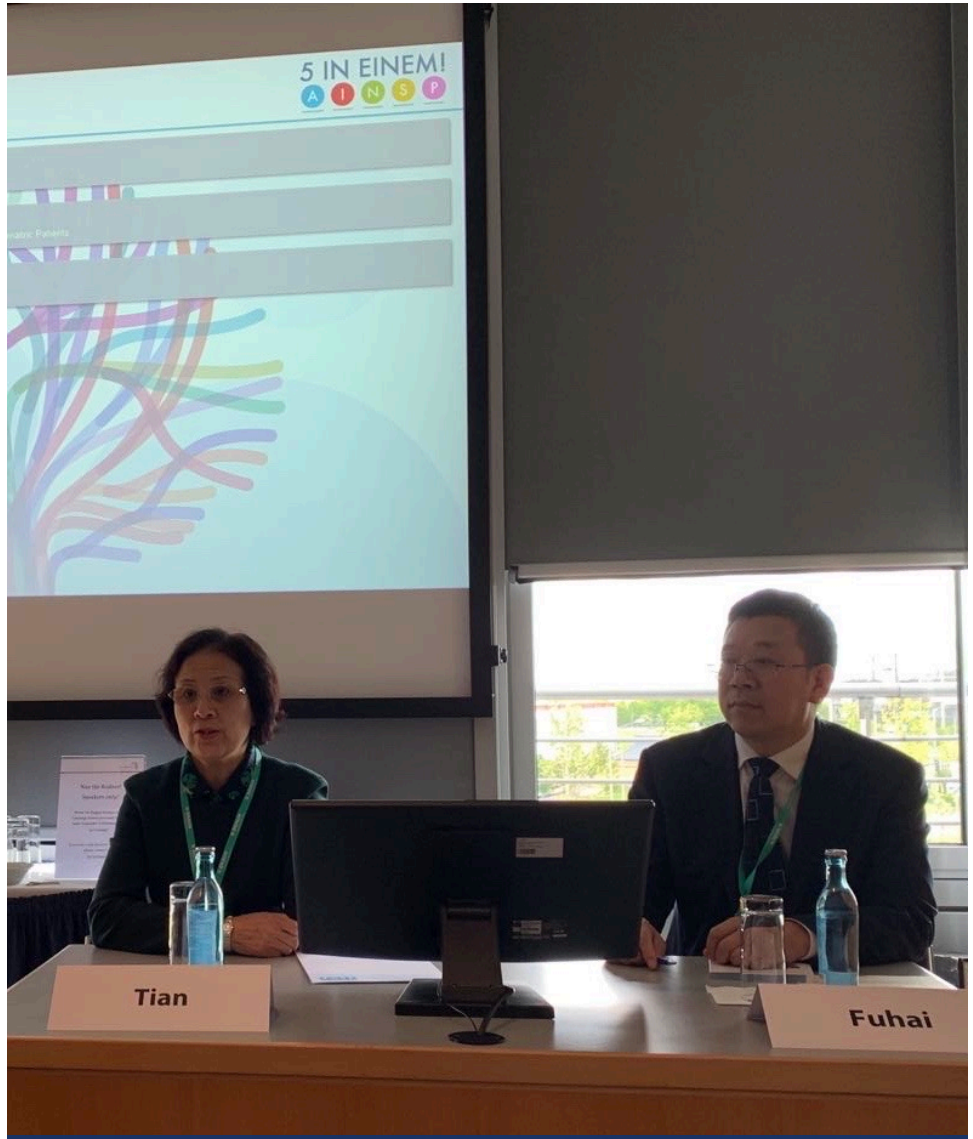
ARENA TOUREN			
ZEIT/TIME	TOUR	NAME	START
14:15 Uhr	Kids Tour	Kindergeburtstag Fr. Adamietz	1
14:30 Uhr	Arena Tour	Deutschsprachige Tour	3
14:30 Uhr	Arena Tour E	English Guided Tour	5
14:30 Uhr	Arena Tour	White Stag 110	2
14:45 Uhr	Arena Tour E	English guided tour	4
14:45 Uhr	Arena Tour	White Stag 110	1
15:00 Uhr	VIP Tour	VIP Tour - Individualgäste	2
15:00 Uhr	Arena Tour	Deutschsprachige Tour	3



欧洲心脏病大会参会
Annual meeting of ESC
2018, Munich, 30pax



荷兰菲士兰奶制品公司拜访
Business visitation of Compina&Frisland
2018, the Netherlands, 20pax



德国麻醉协会年会-
DAC annual meeting
2019, Leipzig, 6pax



感谢收看
Thanks for watching

白鹿（德国）有限公司

White Stag GmbH