

## 3rd Monaco Week in China proves great success

### Chengdu – Sichuan Province

28 May to 4 June 2016

Chengdu, which literally means “capital of success” in Chinese, played host to the third Monaco Week in China from 28 May to 4 June 2016. Renowned for its unique cultural environment and natural resources, Chengdu, capital of Sichuan Province, is a true showcase for China’s economic development. It is the most prosperous and most pleasant city in which to live in Western China, and has strong potential for growth. Chengdu was therefore the obvious choice in which to promote the Principality to a Chinese clientele with high purchasing power.

Throughout the week, the 28-strong Monegasque delegation led by **H.E. Ms Catherine FAUTRIER**, Monaco’s Ambassador to China, presented the Principality from different perspectives, responding perfectly to the expectations of the guests, who were carefully selected with the assistance of the event’s Chinese partners: Blulnc Media (part of Singapore Press Holdings (SPH) and the most important and influential media group in Asia), LuxeLakes Eco-City, IFS (International Finance Square), ICBC Private Banking, and the Sichuan branch of the China Council for the Promotion of International Trade (CCPIT). The various presentations and forums generated a great deal of interest on the part of these elite Chinese circles.

*The “Monte-Carlo Lifestyle”* was presented by the **Tourist and Convention Authority**, surrounded by Monaco’s major hotels: the **Monte-Carlo Société des Bains de Mer**, the **Fairmont Hotel Monte-Carlo** and the **Metropole Hotel Monte-Carlo**. Monaco’s hotel accommodation, the country’s time-honoured expertise and its great dining options, as well as the flagship events which take place throughout the year in Monaco, are the key elements of the Monte-Carlo Lifestyle.

*Chef Marcel Ravin of the Monte-Carlo Blue Bay* made the trip to China to add great food to the event programme. He showed off his talent during lunches and dinners, beguiling guests with Mediterranean dishes, spiced with the flavours of his native Antilles and finished with some touches specific to Sichuan Province, renowned in China for its hot, piquant cuisine.

**Mr Guillaume Rose, Executive Director of the Tourist and Convention Authority**, accompanied by his Chinese market team, also took advantage of Monaco Week in Chengdu to meet tourism professionals in Beijing and Chongqing.

**“Monaco, yachting capital”**. Since its inception, the aim of Monaco Week has always been to promote the Principality, and it is also an opportunity to encourage a select clientele to visit the country for the **Monaco Yacht Show**. To achieve this goal, this year the **MYS** team was accompanied by three shipyard exhibitors: China’s *Pride MegaYachts*, Italy’s *VSY-Viareggio Super Yachts* and Germany’s *Nobiskrug*. Yachting is a fantastic opportunity to combine business, leisure and glamour. It is also part of the “Monte-Carlo Lifestyle” that is the envy of the entire world. The very wealthy Chinese customers who attended these conferences gained an insight into the highly sophisticated and exclusive market, in terms of both the design of the most extravagant yachts and the best after-sales services.

The **Yacht Club of Monaco** focused on its unifying role, as set out by H.S.H. Prince Rainier III when the Club was established in 1953: bringing together men and women who love the sea and want to protect it, while maintaining the Principality’s commitment to being open and welcoming.

The third and final focus of the week was **protecting the environment** through actions led by the **Prince Albert II Foundation** worldwide and specifically in China.

The first day was spent at the **LuxeLakes Eco-City**, where there were conferences, presentations and a dinner for the wealthiest residents of this real estate complex 20 kilometres from Chengdu. LuxeLakes is a luxury, exclusive and highly fashionable complex in China’s rapidly developing economy, which nevertheless pursues a strong commitment to environmental protection. These privileged residents are a promising target for the Principality’s marketing.

Finally, a visit to the **Chengdu Research Base of Giant Panda Breeding** was a highlight of the week, during which the **Prince Albert II Foundation**, represented by Director **Mr Olivier Wenden**, had the chance to convey the Foundation’s commitment to a number of conservation initiatives for endangered species (blue fin tuna in the Mediterranean, the Siberian tiger, etc.) and to express the Foundation’s wish to contribute to protecting giant pandas, the symbolic animal of Sichuan Province and China.

Monaco Week 2016 concluded with a prestigious gala dinner for 200 people given at the **Niccolo Hotel by Marco Polo**, a brand new five-star luxury hotel opened in April 2015 in the very centre of Chengdu and an integral part of the ultra-luxurious and ultra-

modern **International Finance Square**, a testament to the economic vitality of the city. The 200 guests were invited by the various partners of Monaco Week. Monaco's Embassy in China also invited clients of ICBC Private Banking Sichuan and members of the Ferrari Club of Chengdu and the Sichuan branch of the CCPIT. The evening, which had a "Casino Royal" theme, featured a variety of entertainment (gaming tables, a raffle and a cabaret performance). Chef Marcel Ravin of the Monte-Carlo Blue Bay surpassed himself with the dishes produced for this exceptional dinner, delighting guests with his expertise.

Throughout the week, a stand promoting the Principality was set up in IFS. The legendary façade of the Monte-Carlo Casino was recreated and the different themes of the promotional event (tourism, yachting and the environment) were highlighted through films, photos and the use of QR codes linking to the websites of the organisations involved. E-promotion is essential in today's China.

This is a good reflection of the contrast of a popular republic which must face up to some enormous challenges and which knows how to get ahead and seize opportunities by thrusting itself very rapidly into the e-economy. The Principality has been able to adapt to the extremely fast transformation of the Chinese market, including by creating official pages to promote Monaco on the Chinese social networks **WeChat** and **Baidu**. The number of people following Monaco on these networks is growing constantly. They are key media channels in China, and it is essential to have a presence on them – unlike in Europe, they have become genuine tools for promotion and business.

An invitation was extended to visit Monaco for the next Monaco Yacht Show (28 September to 1 October, which is China National Day). A programme which will appeal particularly to the Chinese delegation is already being prepared, with the 4th China Night at the Yacht Club de Monaco set to be held on 30 September.