

Company Profile 2012

About us

TCME touristic concept GmbH was founded in November 2005 and is specialized in tourism. TCME touristic concept GmbH offers international representation, destination management, sales & marketing promotional activities, events and specific group management (MICE). We have own offices in Germany, Poland and Croatia and affiliate offices in Dubai and Sanya, Island of Hainan in China. Our staff is multilingual and high professional. Our references and clients are international and top of the markets. We say: "our name opens doors". This idea is the base of our activities and we put together our knowledge, our global connections and relationships for mutual prosperity while delivering most satisfying results for our clients.

TCME is a registered limited company and covers the following business segments:

1. International sales and marketing representations for: Hotels, DMC's, NTO's, Airlines
2. PR, Advertising, Promotions (Fairs, Presentations, Road shows etc.)
3. Online Marketing (Web, Social Media)
4. Special Groups, MICE,
5. Incoming Agency for Germany

Our geographical markets:

- Germany, Switzerland, Austria
- Poland, Czech Republic, Slovakia
- Slovenia, Bosnia, Croatia, Serbia, Romania, Bulgaria, Italy
- Russia, Central Asia
- U.A.E., Middle East
- China

TCME touristic concept GmbH data base:

- 8.400 travel agencies
- 1.800 tour operators
- 1.600 media
- 20.000 customers (Go Asia / Go Arabia Cooperation)

Memberships

- Asia Pacific Forum Berlin e.V.
- Capital Club Berlin, member of the International Associate Clubs
- Travel Industry Club e.V.
- UHPA, UNPA and YUTA
- asr Alliance of Independent Travel Traders e.V.
→ Norbert Pfefferlein is the President of the asr e.V.

References

Banyan Tree Hotel & Resorts (Singapore), Veranda Resorts (Mauritius), Tourism Authority of Thailand, Tourism Malaysia, Hainan Airlines, Fiji Islands, Maradiva Resort (Mauritius), Singapore Airlines, National Tourism Serbia, Croatia Tourism.

Our Clients

- Island of Hainan, Province of P.R. China, Tourism Office Berlin,
www.hainantourismus.de, www.visithainan.gov.cn
- Berjaya Hotels & Resorts, Malaysia, Singapore, Sri Lanka, Seychelles, Vietnam, UK,
www.berjahotel.com
- Hotel Rainbow Paradise, Penang, Malaysia
www.paradisehotel.com
- Tropical Island, Europe's biggest tropical leisure world,
www.tropical-islands.de
- Autostadt Wolfsburg (VW),
www.autostadt.de
- Travel Agency Cooperation Schmetterling,
www.schmetterling.de
- Go Asia / Go Arabia Cooperation,
www.goasia.de
- Fantrips,
www.schlagerreise.de
- Berlin Brandenburg Airport,
www.berlin-airport.de
- Top Travel & Tours India Ltd.,
www.topindiatour.com
- Meininger Hotels, Germany,
www.meininger-hotels.com
- Holiday Extras
www.holidayextras.de

What distinguishes us from other marketing and representation agencies

TCME is not only acting as a representation. Our main concern is to actively take part in the product development. For this purpose we use our experience in tourism and give our know how to you and your product. After comprehensive product and market analyses we develop strategies to reach the best possible marketing for your product.

As part of the strategy development we define common objectives with you that we seek to achieve through our work. In this issue we have a special offer for you: In case we do not achieve our commonly agreed goals you get 20% of your money back!

Benefit from the advantages TCME offers you by cooperation.

TCME...

- ✓ is specialized in tourism
- ✓ has offices in Germany, Poland and Croatia (affiliate offices in Dubai and Sanya) and through this contacts on many important markets
- ✓ has multilingual and high professional staff
- ✓ has international and top of the market clients and references
- ✓ covers a wide range of business segments (international sales and marketing representations , PR, Advertising, Promotions, Online Marketing, Special Groups, MICE, Incoming)
- ✓ owns a large data base

Fantrips (www.schlagerreise.de)

We offer exclusive trips for our clients offering a special program with top performing stars and musicians. All our trips offer an entertaining and eventful week and apart from the unique opportunity to meet the star in person, an exclusive concert for all participants.

TCME Brands and Domains:

www.tcme.com

www.hainan-tourismus.de

www.reisebuero-stammtisch.de

www.touristic-lounge.de

www.vizit-germany.com

www.schlagerreise.de

www.goasia.de

www.goarabia.de

Fairs 2012

Throughout the year TCME takes part at various tourism fairs all over the world either as exhibitor or as trade visitor. The following section provides an overview of the fairs in 2012.

I- TCME as exhibitor

February 2012:

Serbia, Belgrade International Tourism Fair; 23.02.-26.02.2012

March 2012:

Germany, Berlin, ITB Berlin, 06.03.-10.03.2012

Croatia, Zagreb, Place to Go; 30.03.-01.04.2012

May 2012:

Poland, Szczecin, Market Tour 12.05.-13.05.2012

September 2012:

Poland, Warsaw, TT Warsaw, 27.09.-29.09.2012

October 2012:

Poland, Poznan, Tour Salon Poznan, 24.10.-27.10.2012

II- TCME as trade visitor

October 2012:

Singapore, ITB Asia, 03.-05.10-2012

Switzerland, Zurich, TTW Zurich, 17.-18.10.2012

November 2012:

United Kingdom, London, WTM London, 05.-08.11.2012

December 2012:

France, Cannes, ILTM, 03.-06.02.2012

What we offer

I- Basic marketing and sales pushing activities

Recommended for all partner

- Mailing by post, E-Mailings
- Targeted sales calls to tour operators
- Online Marketing (E-mail newsletter & multi channeling)
- New acquisitions
- Data base management
- Reporting (quarterly)

II- Strategic planning & Destination Management by TCME

Recommended for Destinations, NTO's, Hotels, Airlines

The strategic planning is highly recommended for partner entering into the German market and positioning on them. The aim is establishing strategic partnership relations with major travel wholesalers, tour operators, travel agencies, hotels, MICE organizers and corporates.

We recommend a contract with a minimum of two years in order to achieve the aim.

Following activities are included:

- Market segment analysis and evaluation
- SWOT, BCG, Benchmarking, Screenings
- Product and price analysis
- Market and competitors monitoring survey
- Developing of marketing plan in accordance to aims determined. Bespoke marketing and communication mix and launch of a specific Customer Relation Management (CRM)
- Action plan and controlling
- Sales, Marketing and Promotion activities
- Office address at TCME inclusive TCME staff sharing (fulltime or part time staff, depending on contract)
- Feedback
- Reporting (monthly or quarterly)

III- PR and Communication

Recommended for all partner

- Single press release
- Placement of advertising in print media
- Developing & realization of advertising strategy
- Organization & realization of a single Press conference by TCME
- Organization & realization of a press trip incl. attendance of TCME staff
- Organization & realization of TV crew, Media trip or other VIP trips

IV- Sales promotion activities

Recommended for all partner

We highly recommend doing at least once a year sales promotion activities by TCME. This is the most effective way to reach the direct sellers for your products. You can benefit in many ways: you will get a valuable feedback, you will get new contacts or you will extend an already existing cooperation.

- Organization & realization of **Reisebuero Stammtisch** or **touristic concept lounge**
B2B after work events for travel agents, number of participating agents at the presentation: in Berlin ca. 110, ca. 40-50 per city Leipzig and Dresden. Other cities on request!
Find more details on: www.reisebuero-stammtisch.de, www.touristic-concept-lounge.de
- Organization & realization of a **single presentation**,
one appointment with one partner in Germany
by TCME staff
- **Pre-arrangement** of a sales visits in Germany, one week
Organization of scheduled appointments and
arrangement of stay during sales visits in Germany
- **Pre-arrangement** of a road show in 5 cities
Organization of location, invitation management
- **Pre-arrangement** of a fair in Germany
Registration and application formalities, all activities
regarding the organization, support

V – Go Asia / Go Arabia Marketing Cooperation by TCME (www.goasia.de)

Recommended for all partner with focus on Asia and Arabia

Go Asia / Go Arabia is a unique marketing initiative for Asia and Arabia on the German speaking market which brings together Asian and Arabian interested travelers, tourism offices, airlines, hotels and tour operators with focus on Asia.

The Go Asia / Go Arabia E-magazine will be issued at the occasion of the Berlin ITB.

Go Asia / Go Arabia also has a strong social media community and followers on Xing, Facebook and Twitter.

- Yearly fee, regular membership
- Yearly fee, premium membership

More details about the Go Asia / Go Arabia Marketing Cooperation separate available on request!

Contact us

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For strategic planning, destination management & PR

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