



# Taiwan Trade Center, Dhaka

12-B, Navana Tower, 45 Gulshan Avenue, Gulshan-1, Dhaka,  
Tel- 9840704~5, Fax- 9840706, Email- [dhaka@taitra.org.tw](mailto:dhaka@taitra.org.tw), Web: <http://dhaka.taiwantrade.com.tw>

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## MEET TAIWAN PR Video Reveal New Horizons for MICE

Under the "Taiwan MICE Industry Pilot Program"(MEET TAIWAN), the Bureau of Foreign Trade of the Ministry of Economy Affairs(MOEA) of Taiwan commissioned the Taiwan External Trade Development Council (TAITRA) to enhance the international image of Taiwan's MICE (Meetings, Incentive Travel, Conferences and Exhibitions) brand and strengthen the international competitiveness of the Taiwan MICE industry. A series of four PR videos were produced this year (2014) targeted at four key themes: "Overall image", "International conferences", "Corporate conferences and incentive travel" and "Exhibitions". The videos will hopefully capture the professionalism and diversity of Taiwan's MICE environment.

For your better understanding we are providing some **Video Links** where by Visiting, you can see a Live View of the Taiwan MICE Industry and acquire all the relevant idea about this Magnificent Industry for Business Developments and Opportunities.

It will be highly appreciated if you can give your precious time in checking these videos and inform us your feedback regarding this newly established Industry. Your feedback and query is always WELCOME for our improvement strategy and development.

### Video links

**Overall Image**

<http://goo.gl/qvYvgu>

**International Conference**

<http://goo.gl/NBleis>

**Incentive Travel**

<http://goo.gl/Nur8uB>

**Exhibition**

<http://goo.gl/7qPTkL>