

智海王潮传播集团介绍

智海王潮传播集团于海口和北京设立双总部，并在上海、广州、青岛、郑州、成都、厦门、贵阳、昆明、南宁、三亚、呼伦贝尔等地均设有区域公司。集团以会展管理与传播为核心业务，从目的地历经 15 年深耕起家，布局全国、服务全球，业务范畴涉及会议管理、奖励旅游、展览展示、节庆赛事、整合营销、公关策划、广告工程、自主 IP 活动打造等。

中国会展业正蓬勃发展，在政府扶持、利好政策推动下，智海王潮实现快速增长。2018-2019 财年，智海王潮营业额突破 6 亿，员工总数达 750 余人，位列全国会展企业第一阵营。

作为国际大会及会议协会（ICCA）会员、中国标准化协会服务贸易分会副会长单位，智海王潮服务过历届博鳌亚洲论坛、2014 世界旅游旅行大会、海南国际咖啡大会暨咖啡及饮品展览会、2018 习酒全国巡展、2018 成都国际时尚周等多项重大活动。

秉承推动行业发展带动企业进步的理念，2015 年起，智海王潮与中国会议产业大会组委会在北京联合主办全国会议目的地大会（原全国 DMC 大会），打造会议目的地公司与产业链上下游的全国性互动交流平台。

在会展行业人才培养上，智海王潮联合政府、高校力量，创建智海王潮会展学院，以培养前置助推人才成长，推动打造行业人才良性发展生态圈。

当前，中国会展业正朝专业化、品牌化、国际化发展，智海王潮持续深入探索标准化在会展领域的应用与实践，并发起建立中国贸促会商业行业委员会会议目的地管理与服务标准化技术委员会，以标准化促服务品质与创新能力提升。

会展行业具有广阔发展前景，未来，智海王潮将在集团化经营的战略部署下，洞察市场变化，主动作为，致力成为中国会展业创新领跑者。

英文版:

HIMICE Communications Group

Headquartered in Haikou & Beijing, HIMICE Communications Group(HIMICE) has regional companies in Shanghai, Guangzhou, Qingdao, Zhengzhou, Chengdu, Xiamen, Guiyang, Kunming, Nanning, Sanya, Hulunbuir and so on. With M.I.C.E. and communication as our core business and following 15 years of hard work, HIMICE has been well established, formed our business layout throughout China and served the whole world, with the business scope covering conference management, incentive tourism, exhibition and show, festival and competition, integrated marketing, public relations planning , advertising engineering, self-owned IP activity planning and so on.

China's MICE industry is booming. Thanks to government support and favorable policies, HIMICE has achieved rapid growth. In the 2018-2019 fiscal year, HIMICE ranked amongst the first team of the MICE company in China, with our turnover exceeding ¥600 million and total number of employees reaching more than 750.

As a member of International Congress and Convention Association(ICC) and President Unit of Trade Service Branch of China Association for Standardization(CAS), HIMICE have offered services to all previous Boao Forum for Asia, World Travel & Tourism Council (WTTC), Hainan International Coffee Congress and Beverage Expo, Chengdu International Fashion Week, among other grand events.

Adhering to the philosophy that development of the whole industry drives progress of the companies, HIMICE and the Organizing Committee of CMIC have jointly co-sponsored the National Meeting Destination Conference (former Annual National DMC Conference) since 2015, forging a national interactive communication platform between the conference destination companies and the upstream and downstream firms in the industrial chain.

In terms of talent cultivation for the MICE industry, HIMICE founded HIMICE exhibition School along with the government and universities so as to encourage talent growth and contribute to build a benign development ecosystem for the talents in the industry.

Presently, China's MICE industry is developing towards specialization, branding and internationalization. Therefore, HIMICE has continuously been exploring application and initiated and established the Standardized Technology Committee for Meeting Destination Management and Services of CCPIT Commission of Commercial Industry in a bid to enhance service quality and innovation capability by standardization.

Foreseeing a broad development prospect of the MICE industry, HIMICE will adopt the strategy of centralized operations, gain insights into market changes and take the initiatives to become the innovative leader of China's MICE industry.