



COMPANY INTRODUCTION

SERANDIPIANS
DMC Partner

ASSOCIATE
MEMBER **USTOA**
United States Tour Operators Association



CEO Greeting

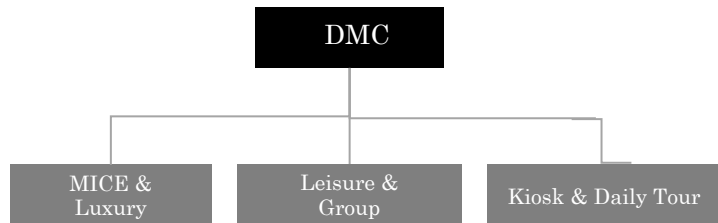
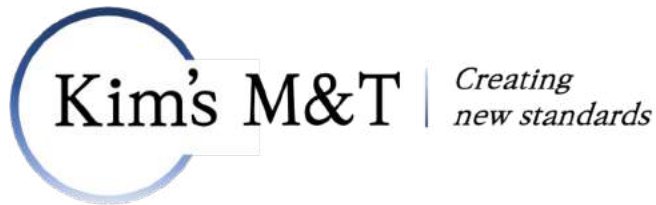
Kim's M&T has been providing creative tourism all-in-one solutions since 1991, a dynamic team of more than 70 professionals working with DMC experts in more than 40 countries to provide services that combine our expertise with the unique characteristics of destinations.

Kim's M&T combines tourism and travel expertise with deep knowledge of Korean culture and history. Our professionalism and authenticity cannot be reached by any other travel agency in Korea.



CEO

Chun Choo Kim



Found in	March, 1991
Field	Destination Management Company, Housing & Logistic Bureau
Staff	25
Website	www.beyondkims.com
Certification	Virtuoso Supplier in Process




 문화체육관광부
 대통령상 관광진흥탑
 1천만불탑 수상

 서울특별시
 서울시 우수여행사 지정



Strategic Planning



Event planning by a professional coordinator with various event experiences

Successful event planning and operation by understanding customer needs



Event Operation



Establishment of system infrastructure for online events, such as video, lighting, relay, sound, and interpretation

Professionals with clear understanding of international conferences and experiences.



Global Network



Establishment of major multinational networks through long-standing inbound corporate events.

Providing global standard service through numerous experiences and high level understanding with multinational companies



Kim's M&T History

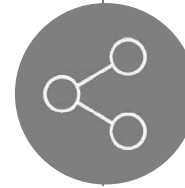


- > **March 1991**
- Established **KIMS TRAVEL SERVICE CO., LTD.**
 - Business for USA & EUROPEAN Countries



- > **1992**
- **Extend Business to South East Asia countries**
 - Business for Global Market

- 1993**
- Launch business for Daily city tour
 - Extend business for Int'l Conference
 - **Be awarded Prize of National President (Promotion of Tourism industry)**



- > **1995**
- Build Overseas business Network
- > **1996**
- Open Convention Dept.

Kim's M&T History

- 2012**
 - Awarded appreciation plaque of inducement of foreign tourists
- 2014 - 2016**
 - **The Best Consecutive SMA Member**
 - Recognizing 3 years of Distinction
- 2016**
 - Recognition Award for the excellent service for **2016 Rotary International Convention** as a transportation logistic company



2008

- Designated as **outstanding travel agent for attracting foreign tourists**, authorized by Ministry of Culture, Sports and Tourism



2013-2015

- The Best Local Operator by **Viator**



2013

- **Partnership with Pacific World | Part of TUI Travel PLC**

2014

- The Best SMA Member by Seoul MICE

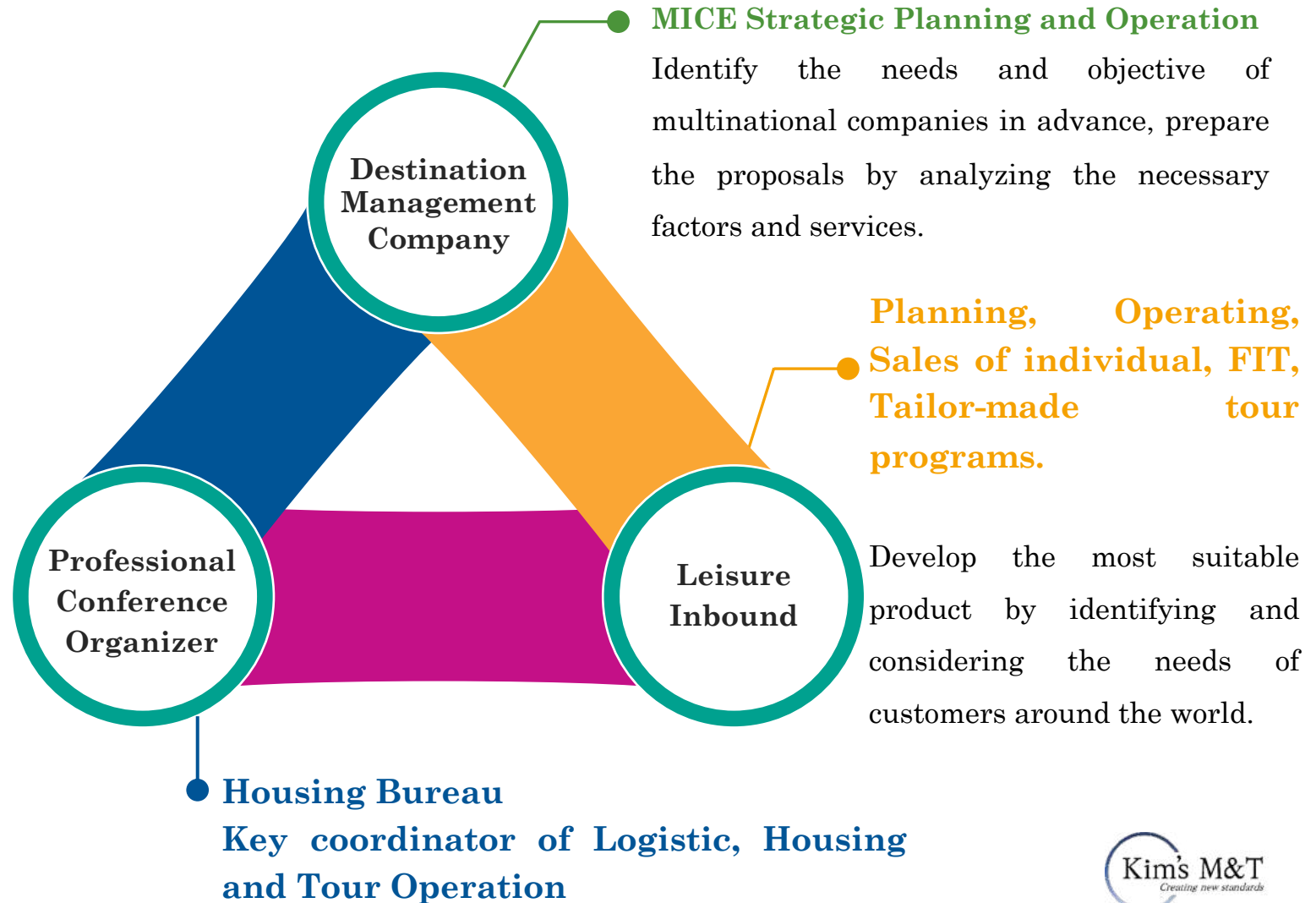


2015

- Preferred Partner of International Hotel Business by **C-trip**
- Best Event Agency by **CEI 2015**
- **The Best SMA Member of 2015** by Seoul Tourism Organization
- **Recognition Award for the great achievement** by Ministry of Culture, Sports and Tourism



As Korea's 1st generation inbound travel agency, Kim's M&T has been recognized its 30+ years of expertise.



Uncountable Experiences

&

Flawless & Systematical Process

Experience of managing various Multinational Conference

Responsible for managing and planning meetings, incentives, conferences and events for multinational companies around the world.
Suggests optimal method for systematic planning and flexible operation and events

Logistic

Over 10,000 transport and logistic experiences per month with our vehicles.
Determine and project the optimal people and fuel efficiency per vehicle operation.
Providing the best convenience features during clients' stay in South Korea.

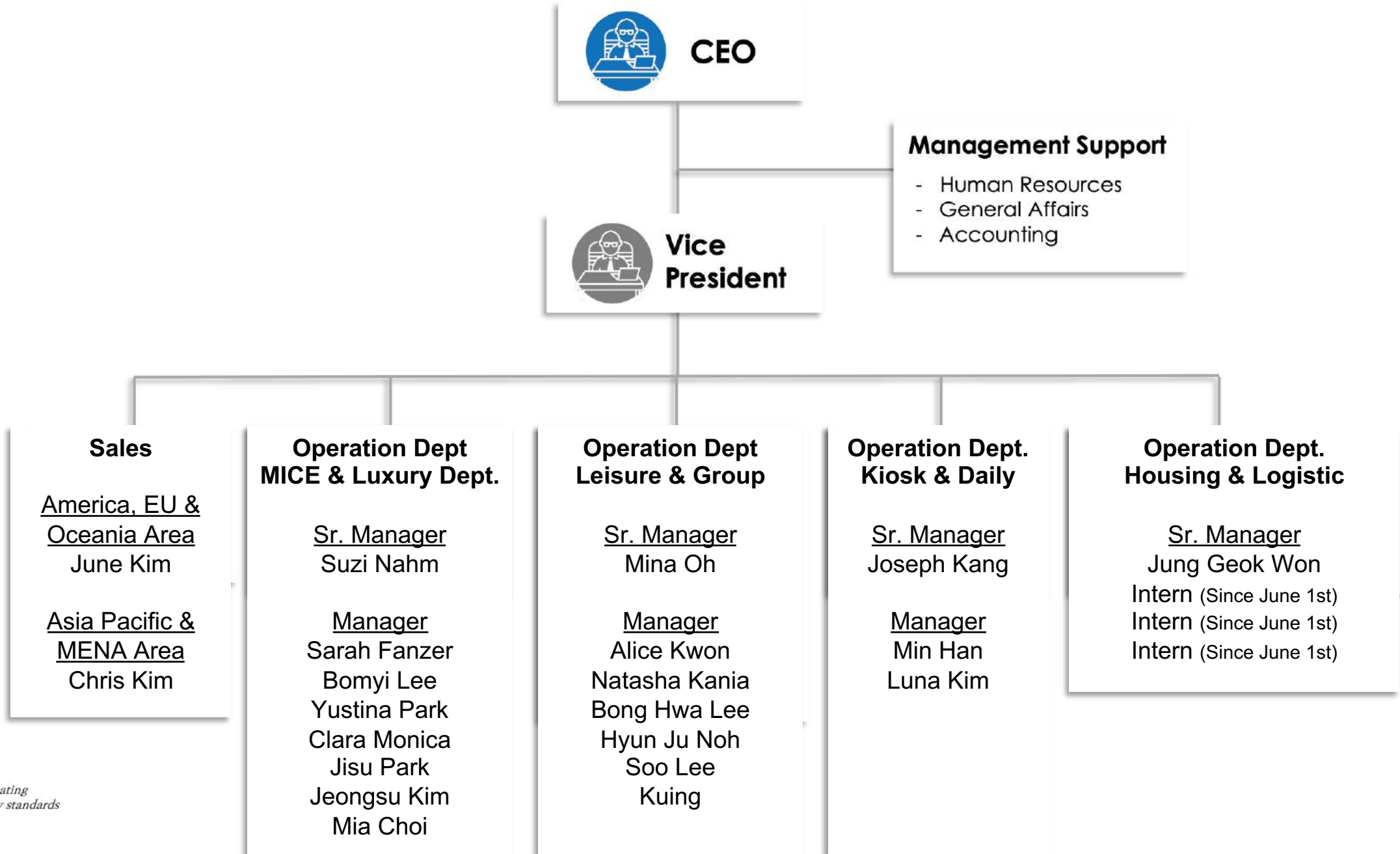
FIT, Tailor-made, Luxury Tour and Services

Developing and proposing new programs by identifying customer needs.
Providing advanced concierge services for all necessary tasks to maintain the best services during the stay.

Housing Bureau

Establishment of systematic management system through accommodation of domestic events.
Close collaboration with large lodging request and other facilities.
Maintain the cost effective but most effective result for housing and lodging management with convenience.

ORGANIZATION CHART



Inbound Leisure

Based on the performance and experience of the past 30 years, we have planned and sold tourism services for people all over the world, including the Americas and Europe, Southeast Asia, and China. We provided ground service from A to Z.

- FIT + Solo
- Group
- Bespoke (Tailor Made)
- Signature Program
- Family Friendly Travel
- Daily + Night Tour
- Shuttle Service
- Tour Desk Kiosk Service





MICE

For the past 20 years, we have served as a professional partner for Strategic Meeting Management and Global Destination Management with superior skills and qualifications than any other company, and successfully conducted events, meetings and events of leading companies around the world.

- Event Design and Production
- Logistics and Transportation
- VIP / Delegate
- Hotel & Venue Sourcing (Venue Selection)
- On-Site Management
- Spouse Program
- Social Program Management (CSR & ESG)
- Translation Services
- Finance Management
- Strategic Meeting Management
- Global Destination Management
- Speaker Management

Housing & Logistic Bureau

We have been successfully provided Housing, Lodging, Logistic, Pre & Post Tour programs to numerous and countless events and conferences operated for years. We have been trusted by various partners in South Korea.

- Strategic planning and operation of transport vehicle
- Event Manpower management and training
- Accommodation planning
- Reservation management
- Planning and Operation of Participant tour
- Event participant registration process
- Overall event planning and operation
- Dispatch of operation personnel





Education and Consulting

As Korea's best Association Management Company and a pioneer in tourism education, we utilize and share our 30+ years of know-how to students, schools by providing practical certification classes that students can apply immediately to their work.

- Planning and Operating Classes
- Speaker Management
- Special Lecture
- Internship
- MOU with local government entity
- Collaboration with government entity
- Certification
- Association Management
- Language
- Registration of Oversea Associations

Portfolio & Case Studies

America & Europe | MICE Events post Pandemic

- 2023** University of Utah IS Summer Program
CME Group Quarterly (1st, 2nd) Summit
Coupang Play Series - Manchester City FC
- Official Hospitality & Logistic Provider
National Geographic Expedition – South Korea
World Scout Jamboree 2023 @ Saemangeum
- Official Pre & Post Trip Service Provider for
United Kingdom, Netherland
- Accommodation Provider for Denmark, Norway,
Germany
Cheil Group Australia Regional Trip to Korea
Samsung Galaxy Unpack Event @ Seoul
- Official Logistic Provider for Brazil, Mexico,
Peru, India, Spain
Korea Tourism Organization Official FAM
Trip Organizer
- Canada Office, Serandipians (Traveller Made)
Auckland Baseball Team

- 2022** University of Utah IS Summer Program
CME Group Quarterly (3rd & 4th) Summit
Siemens SK Regional Manager Meeting @ Jeju
Microsoft Manager Meeting
Formula E Racing Logistic (10 teams out of 11)
National Geographic Expedition – South Korea
World Gas Congress Logistic – Cheniere
Valrhona Chocolate 100th Year Celebration Event
Infineon Country & Regional Manager Meeting
St. Ambrose Univesity Winter Trip to Seoul
Monash University Study Tour

2021 University of Utah IS Summer Program

2020 Facebook Marketing Partners

America & Europe | MICE Events before Pandemic

- 2019** Nivea Partners Conference Seoul
Siemens Country Manager Meeting
Pegasus Circle Incentive Program
Amway Seoul Event
IBA Annual Conference Seoul
- Steptoe Cocktail Reception
- Allen & Overy Cocktail Reception
Estee Lauder Company Sales Cycle Meeting
- 2018** 38th Congress of the Société Internationale d'Urologie
30th AGM - International Molybdenum Association
18th International Conference on Atomic Layer Deposition
Boral Corporate to Seoul 2018
Discovery Travel – Architect
Pyeongchang Winter Olympics/Paralympics
Official Sponsors: Toyota USA, Toyota Germany, VISA USA,
INTEL USA
Finland National Ice Hockey Team, US Figure Skating
Organization
- 2017** ASPEN Institute Congress
Experience in Seoul with Aeromexico
Discover APAC Regional Partner Meeting
Monash University Exe MBA Seoul
Axiom Asia Incentive
Ermenegildo Zegna APAC Regional Retail Summit
- 2016** Allen & Overy Seoul Office Launching Party
Google Deepmind Challenge Match
Stanford + Connects Seoul
L'OREAL Recherche & Innovation Incentive Program
Rotary International Transportation Logistics
International Council on Archives Congress
Aurora & Enlighten Asia Meeting Gala Dinner
F.I.R.S.T Conference Seoul 2016
ASEM Culture Ministers Meeting
Asia Power Week
Pacific Heart Rhythm Society Scientific Session
Belgium Architect Study Trip 2016
- 2015** Veolia Dinner for World Water Forum
Babcock & Wilcox Golf Program
AIA Incentive Travel
DHL Express APAC Recognition Program
Global Breast Cancer Conference
BMW Dixi Club & Mini Escapade
The 31th International Congress on Occupation Health
World Allergy Congress
SVIT Summit
- 2014** Gas Tech Conference
World Policy Conference
Terry White Chemist Fit to Fight

Asia & Middle East | MICE Events

- 2023** Korea-Chinese (Wuxi) Government High-Tech Collaboration Submit @ Seoul, South Korea
Global Federal of Chinese Business Women
– Foundation of Korean Chapter and Directors Inaugural Ceremony
- 2022** World Taekwondo Poomsae Championships @ Goyang
- Official Hospitality and Logistic Service Provider
- 2020** Seodaemuen Social Service Committee
Summer Research Trip
Malaysia AIA Incentive Tour
Malaysia Nirvana Incentive Tour
- 2019** Indonesia Ceramic Company Incentive Tour
Hongkong AIA Incentive Tour
Philippines Doctor Incentive
India Construction Company Incentive Tour
Philippines ALOG/PEAP Incentive
India Samsung Incentive Tour
Malaysia Allianz Incentive Tour
- 2018** Turkey Turkcell – Business Meeting in Korea
Singapore Standard Chartered Incentive Tour
Turkey President Eurogan and Government Delegation
- 2017** India Architecture Company Incentive Tour
India Samsung Incentive Tour
Philippines Toyota Incentive Tour
- 2016** Philippines Advertising Company Incentive Tour
Philippines Doctor Group Incentive Tour
India POLE Club Incentive Tour
Turkey Samsung Incentive Tour

Facebook Marketing Partners

Client Jack Morton Worldwide
Event Name Facebook Marketing Partners
About the event Marketing Strategies Conference
No. of Participants 200 pax
Services Provided Venue Sourcing, F&B Management and Manpower



ELC TR APAC SCM 2019

Client	BCD Singapore (Estee Lauder Company)
Event Name	Sales Cycle Meeting - Fall 2019
About the event	Estee Lauder (7 brands) Sales Cycle program in Seoul
No. of Participants	450 pax
Services Provided	Venue Sourcing, Event Design, Entertainment, F&B Management, VIP program, VIP Lunch, Transportation, Gift Sourcing (7 different brands) and Manpower



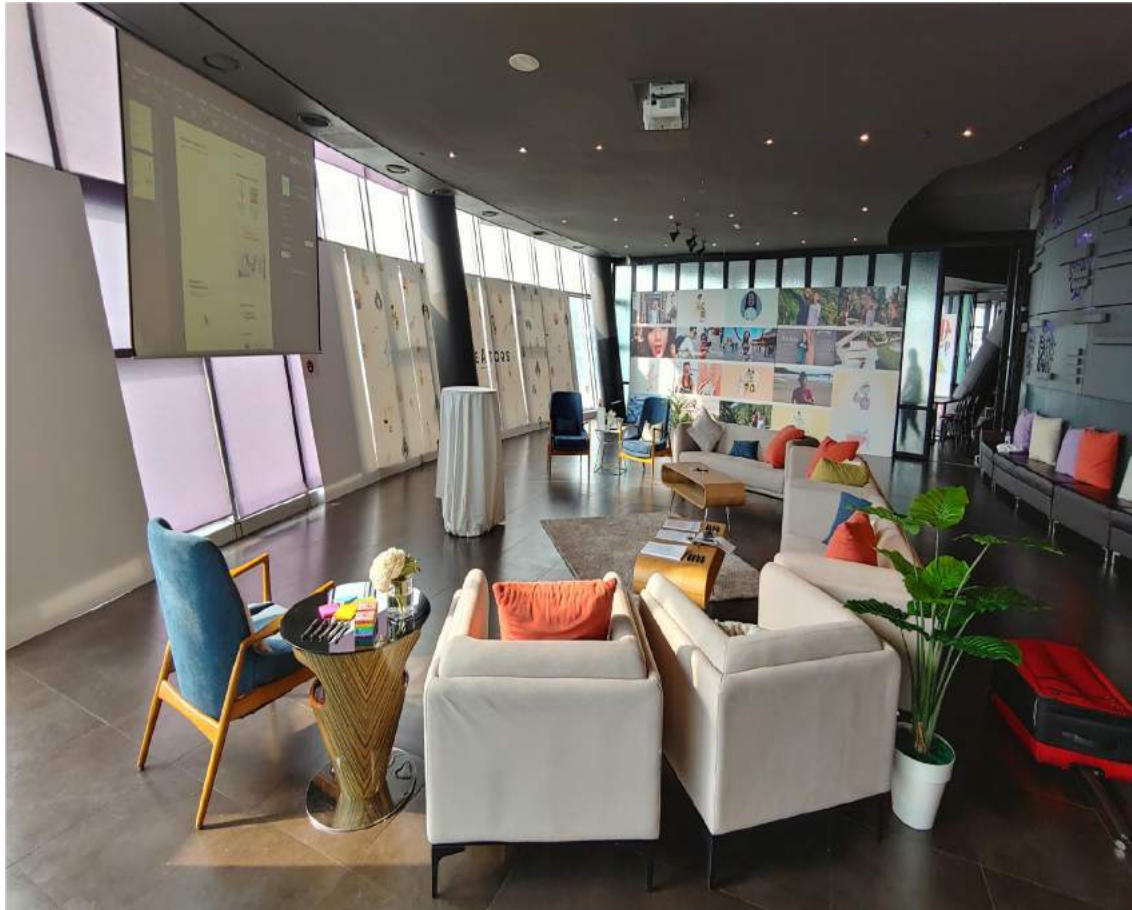
Around The World 2019

Client	Constellation Journey
Event Name	Around the World 2019
About the event	Big-size leisure program "Around the World" – 6 different countries for 3 weeks (Private Charter)
No. of Participants	400 pax
Services Provided	Transportation, Group Activities, Optional Activities, Off-site Restaurant management, Gala Dinner, Venue Sourcing, F&B Management, Decoration, Entertainment and manpower



Amway Seoul Event 2019

Client	Amway USA
Event Name	Amway Seoul Event 2019
About the event	Amway Business Owner meeting from all over the world with unique theme
No. of Participants	32 pax
Services Provided	Venue Sourcing, Event Design & Lunch, Furniture Rental and Set up, Decoration, Transportation, and Manpower



Pegasus Circle 2019

Client	Bank of Singapore
Event Name	Pegasus Circle 2019
About the event	Incentive program for top salesmen from Bank of Singapore
No. of Participants	18 pax
Services Provided	Transportation, Group lunch, Tour, Activity, Off-Site Dinner with Entertainment, Gift and Manpower



Siemens Country Manager Meeting 2019

Client	Siemens USA
Event Name	Siemens Country Manager Meeting 2019
About the event	Siemens internal meeting with top-tier country managers from all over the world
No. of Participants	100 pax
Services Provided	Venue Sourcing, Event Design & Production for Dinner, Guest Speaker Management, Transportation, Executive Offsite Dinner and Manpower



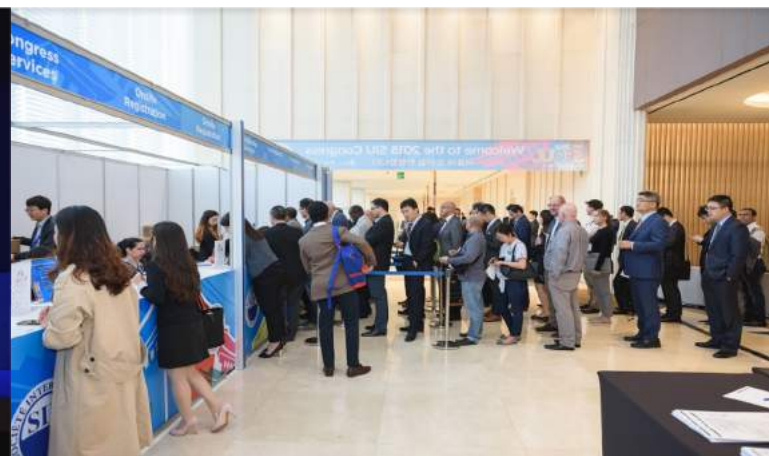
The 34th Partners Conference Seoul 2019

Client	Beiersdorf Middle East, NIVEA
Event Name	The 34th Partners Conference Seoul 2019
About the event	A week-long annual program to reward and inspire the top corporate partners from Middle East Region
No. of Participants	90 pax
Services Provided	Hotel Inspections, Venue Sourcing, Event Design & Production for Off-Site Welcome Reception, Dinners & Awards Dinner, Transportation, Social Program and Manpower



38th Congress of the Société Internationale d'Urologie

Client Société Internationale d'Urologie
Event Name 38th Congress of the Société Internationale d'Urologie
About the event Conference
No. of Participants 1500 pax
Services Provided Hotel Inspections, Off-Site Venue Sourcing, Event Management for President Banquet & BOD dinner, Transportation Logistics, Local AV/Entertainment/Printing partner management, Managed all channels of communication (2015-2018)



Teaching & Learning Conference Korea 2018

Client	Blackboard Inc.
Event Name	Blackboard Teaching & Learning Conference Korea 2018
About the event	Meeting
No. of Participants	60 pax
Services Provided	Venue Sourcing & Management including Booth, X-Banners & Registration Desk Set Up, Branding, Printing, AV, SI Translation, Photographer, F&B and Man Power, Invitation & RSVP Management



30th Annual General Meeting - International Molybdenum Association

Client	International Molybdenum Association
Event Name	2018 IMOA AGM Dinner
About the event	Gala Dinner
No. of Participants	110 pax
Services Provided	Venue Sourcing & Management, All aspects of Event Management for Welcome/Gala Events, Transportation Logistics and Manpower support



18th International Conference on Atomic Layer Deposition

Client	AVS USA, ALD/ALE 2018
Event Name	18th International Conference on Atomic Layer Deposition
About the event	Three-day meeting dedicated to the science and technology of atomic layer deposition
No. of Participants	1,200 pax
Services Provided	Plenary Session & 14 Meeting Room Lay out/Design & Set up, Exhibition Booth & Poster Set up, Registration Desk, Branding, Printing, F&B, Hospitality and Manpower



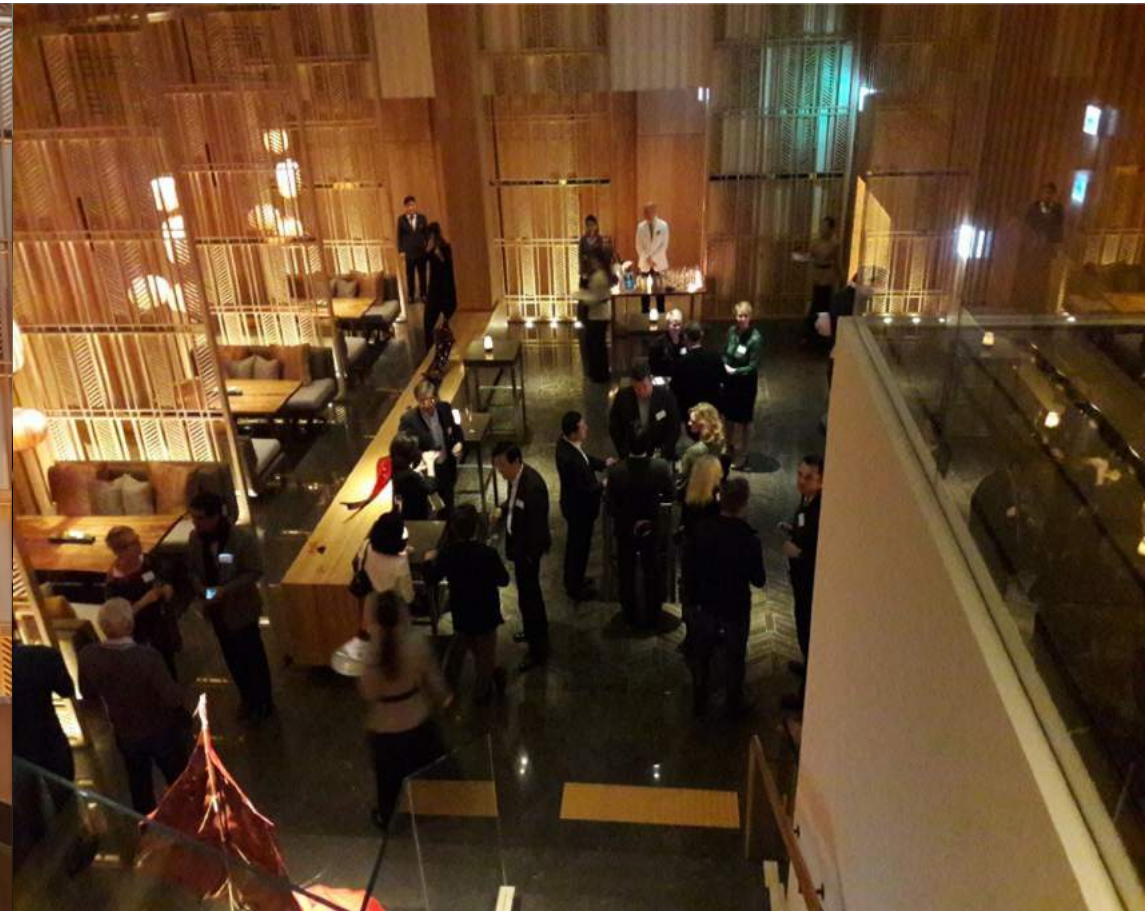
Toyota USA Pyeongchang Winter Olympic and Paralympic 2018

Client	MKTG USA – Toyota USA
Event Name	Toyota USA Pyeongchang Winter Olympic and Paralympic 2018
About the event	Executive programs for both Toyota USA corporation as an Official Sponsor of Pyeongchang Winter Olympic and Paralympic 2018
No. of Participants	60 pax
Services Provided	Housing for Staff & VIPs, Housing Furnishment, Venue & Restaurant Management, Athlete Management, Transportation, VIP Social Program, Olympics Ticket Purchase and Staffing



VISA – Pyeongchang Winter Olympics 2018

Client	VISA Inc. / GMR Sports
Event Name	VISA Hospitality Program – Pyeongchang Winter Olympics 2018
About the event	Promotional programs for hospitality and for staff
No. of Participants	200 pax
Services Provided	Housing for staff & VIPs (Pyeongchang/ Gangneung - daily 200 rooms for 2 month period), Transfers, Venue & Event Management, Social Program, Staffing and Communication management



Ermenegildo Zegna APAC Regional Retail Summit

Client	CWT Italy
Event Name	Zegna APAC Regional Retail Summit
About the event	4 Days Conference in Jeju Island
No. of Participants	200 pax
Services Provided	Venue Sourcing & Management, AV Production, Entertainment, SI Services, Welcome/Gala Dinner & Reception, Supplies, Man-Power & Event related services

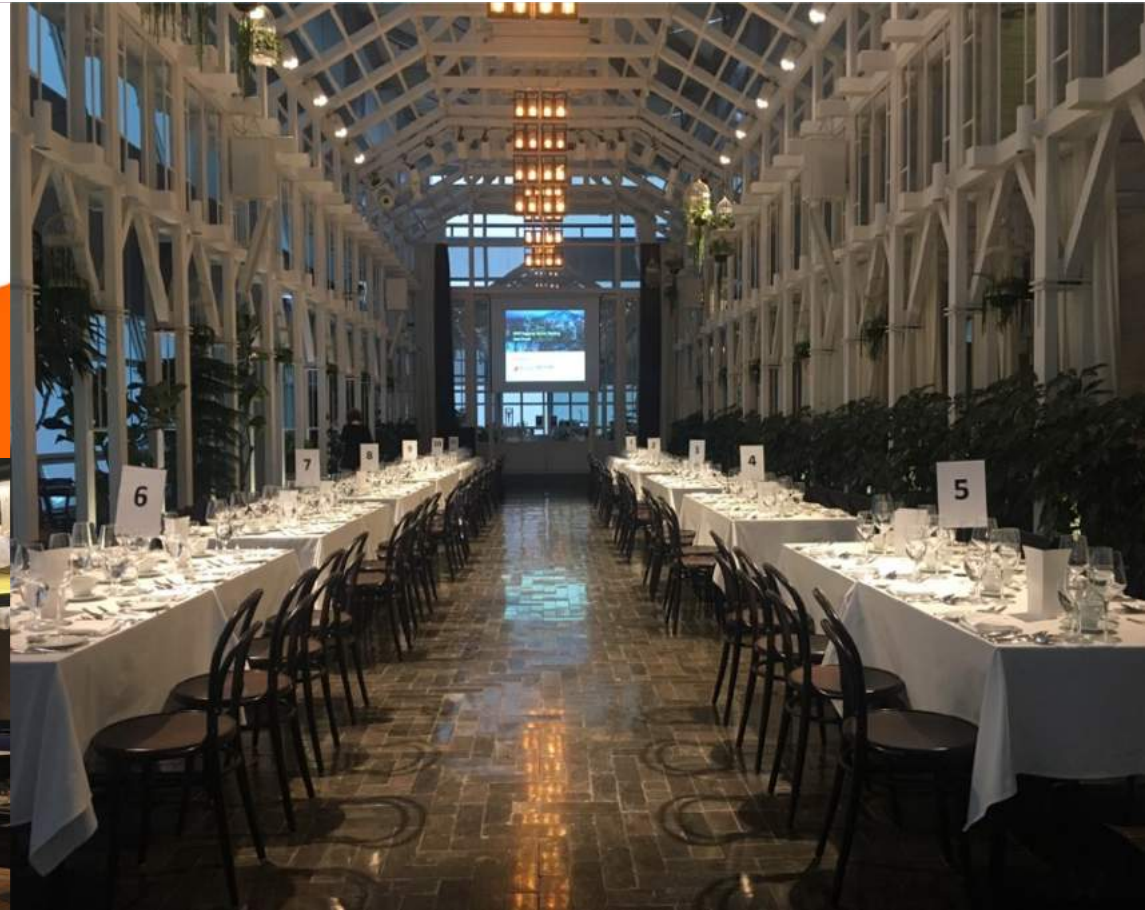


DISCOVER APAC Regional Partner Meeting

Client Discover Global Network
Event Name **DISCOVER APAC Regional Partner Meeting**
About the event APAC regional meeting
No. of Participants 100 pax
Services Provided Off-Site Venue Sourcing, Event Management, Social Program, Manpower, Gifts, Branding & Transportation Logistics



DISCOVER[®]
NETWORK



Experience in Seoul with Aeromexico 2017

Client	Aeromexico
Event Name	Experience in Seoul with Aeromexico 2017
About the event	Incentive group to reward VIP clients.
No. of Participants	25 pax
Services Provided	Social Program, Transfers, Gala Dinner, Manpower, Branding



Bienvenidos



Tarjetas Santander Aeromexico



Monash Uni. Exec MBA Seoul

Client	ATPI Corporate Events
Event Name	Monash Uni. Exec MBA Seoul
About the event	MBA study group
No. of Participants	60 pax
Services Provided	Accommodation, Transportation, Alumni Function



28th ANNUAL F.I.R.S.T Conference Seoul 2016

Client	FIRST.Org
Event Name	28th ANNUAL F.I.R.S.T. Conference Seoul 2016
About the event	5 Day Conference with Pre Event Program and Gala Dinner
No. of Participants	600 pax
Services Provided	Venue Sourcing, Meeting Management, Off-Site Gala Event Management , Transfer, Sponsorship, Supplies, Printings, VIP Gifts, Man-Power & other meeting planning services



Allergan AURORA & ENLIGHTEN Pharma Meeting

Client Allergan AURORA & ENLIGHTEN
Event Name **Allergan AURORA & ENLIGHTEN pharma meeting**
About the event 3 Days pharma meeting with a Gala dinner
No. of Participants 536 pax
Services Provided Airport Private & Shuttle Services, Gala Dinner & Cocktail Reception, Dinner Transfer & Shuttle Services, Hospitality Desk & other meeting planning services



Rotary International Convention 2016

Client	Rotary International
Event Name	Rotary International Convention 2016
About the event	Annual Conference in Korea Exhibition Center
No. of Participants	49,000 pax
Services Provided	Official Transportation Logistics Management - 600+ coaches for daily Shuttles to/from 58 hotels to KINTEX, VIP transfers, VIP Events/entertainment, 300+ temp hire, Branding & Signage production and logistic paraphernalia



In2Events – Google DeepMind Challenge Match

Client Google DeepMind UK

Event Name **Google DeepMind Challenge Match AlphaGo VS Lee Sedol**

About the event 5 Days 'Go' game matches between 18-time world champion Lee Sedol and AlphaGo, a computer Go program developed by Google DeepMind, were held in Seoul with Press Conferences, TV Live Broadcasting and Live YouTube Feed panned out in 10 days period.

No. of Participants 400 pax

Services Provided Hotel & Venue Sourcing, VIP Gala & Award Events, Decor, VIP Transfers, Printing, VIP Gifts, Press Luncheon, Registration Desk, SI Translation & Stenographer services and other meeting & event management services



Clients & Partners



Corporate Clients



Mercedes-Benz



L'ORÉAL PARIS

Swagelok



ALLEN & OVERY



Thank You

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WE CREATE NEW STANDARDS

