

Welcome to



Qingdao's 2nd
International Christmas Market
One World - One Christmas Dream

6th – 9th December 2012
InterContinental Qingdao Garden
98 Aomen Road, Qingdao

Date:

Thursday, 6th – Sunday, 9th December 2012

Location:

At InterContinental Garden, No. 98 Aomen Road, Qingdao

Hours:

Thursday: 17:00 – 20:00 hours

Friday: 15:00 - 20:00 hours

Saturday & Sunday: 12:00 – 20:00 hours

Organizer:

QIBA (Qingdao International Business Association)

InterContinental Qingdao

Qingdao Expat Group

Participants:

Local enterprises, hotels and restaurants

Foreign companies

Business associations, clubs and country representatives

Attractions:

Seasonal food & beverage from around the world

Christmas decoration and goods for sale, Flee market

Live music performances (Daily)

Arrival of Santa Claus (Daily)

Kids' activities daily

Objective:

Possible profit of tent / booth rental fee will be used by QIBA to finance surgeries for under privileged children and families who suffer from Club Foot deformity.

This project has been initiated in early 2012 and is executed in cooperation with Qingdao Children and Women Hospital.

Visitors:

International and local citizens of Qingdao



History of Christmas Markets



Records indicate Christmas Markets have been in existence since the 1300's in Germany during advent. A blend of homegrown artisans, artists, craftsmen, traditional foods, seasonal beverages, and music; they have become a favorite outdoor gathering place for families and friends during the holiday season.

These markets have an amazing drawing on locals and visitors alike. As folks mingle and shop for the many unique hand-made works of art and crafts, the foods and aromas become another important interest for everyone.

Grilled sausages, potato pancakes, roasted chestnuts are an attraction as are the seasonally appropriate warm beverages. Of course carolers and musicians contribute to the whole atmosphere too. A plus are the traditional huts, which collectively resembles a quiet and charming decorated small village.

The growth and expansion of Christmas Markets throughout Europe over the centuries is remarkable. Today, in many countries in western and East Europe, the Nordic and Baltic States, every city and town has at least one Christmas Market. There is no doubt that as the winter season arrives and the outdoor Temperature begins to cool everyone waits in anticipation for the Christmas market to open. It has been this way for hundreds of years.

In the style of the old world the Qingdao International Business Association will open its second **Qingdao International Christmas Market** at the InterContinental Hotel Garden.

Come and experience a little of European charm.

The Organizing Committee

Qingdao International Business Association (QIBA) is a non-profit, organization of International business associates who meet on a regular basis to facilitate and promote the sharing of best practices, business development within the community and provide a platform for social interaction of its members. Qingdao International Business Association (QIBA) organizes community events that cater to the interests of all QIBA members and that contribute to the cultural and social life in Qingdao.

The Qingdao Expat Charity Group (QEG) is a committee of volunteers made up of people originating from Germany, Belgium, China, Denmark, The Netherlands, Slovakia, Israel, Australia, Czech Republic and the U.S. The membership is always changing as families arrive in Qingdao and then depart for their home countries or new country assignments.

As good corporate citizens, QIBA and its members, want to contribute to Qingdao's community by engaging in community projects and this year for the first time –
Qingdao International Christmas Market.

InterContinental Qingdao is the venue provider (organizer, logistics, supply of power, light and tables) for **Qingdao International Christmas Market** and is assisting QIBA in all matters of operation and marketing.

The concept of Qingdao's International Christmas Market

Christmas is celebrated by majority of these countries however the rituals and traditions vary from country to country. At the **Qingdao International Christmas Market** we want to share the diversity of Christmas traditions with the international and local community of Qingdao.

The Qingdao International Christmas Market is a unique platform for foreign enterprises in Qingdao to not only marketing their brand but primarily representing the traditions of their country of celebrating Christmas by selling seasonal food & beverages, handcrafts, Christmas decoration, cloth etc.

Christmas is the right time to spend quality time with local and international friends, colleagues, business partners and to connect and interact with the citizens of Qingdao.

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How can you contribute to Qingdao International Christmas Market?

- **By renting a Christmas tent / booth**

Options:	Total Rental Fee	Dec. 6th – Dec. 9th
Tent (3m x 3m x 3m) Power and lights 4 tables	RMB 15000 (fapiao will be provided)	Individual tent, tent can be locked
Booth Power 2 tables	RMB 2500 (fapiao will be provided)	Your booth is located in a public tent and shares exhibition space with others.

To ensure the Christmas market is authentic and the product offering is diverse, we need to know and approve your proposed items for sale. Here are some examples:

- * *Traditional food from country of origin of company*
- * *Beverages (Cold, hot, seasonal, alcoholic etc.)*
- * *Christmas decoration*
- * *Handcrafts, paintings, Toys, Lucky draw*
- * *2nd hand item selling*
- * *Selling of company products if applicable*

Great Opportunities for your company:

- * Generated profit of booth / tent income can be used for your own company charity project
- * Backdrop with your company logo will be visible on main stage for 4 days
- * Tent / booth (inside) can be decorated with company CI and logo
- * Your company logo will be visible for one year on QIBA website
- * Engage your employees to actively participate in your tent activity (team building)
- * Companies which are from the same country are invited to operate one Christmas tent
- * Media Exposure: Local newspaper, radio station, TV, social media, RedStar, Mins, Qingdao International Business Association network, Advertisement in International and local schools

**We welcome you to join with us in our Mission to assist needy Qingdao area children.
It is such a wonderful fulfilling experience to help these children.**

- **By collecting and donating 2nd hand goods in your company for the Flee Market.**

Please drop your collection from your company office at InterContinental Qingdao during 4th week of November and contact Gabriele Wassermann for further information



For questions or reservations of Christmas tent, please contact:

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