Setmice

Shanghai Express Travel Co., Ltd.

Founded in 2000

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About Us

Company Overview

Established in 2000, Shanghai Express Travel Co., Ltd. (Setmice) has focused on serving Fortune 500 companies for 25 years, undertaking the overall planning and execution of conferences.

- **25 Years Experience:**Serving Fortune 500 companies since 2000.
- **Comprehensive Services:**Annual meetings, product launches, incentives.
- **Medical & Academic:**Deep expertise in medical conferences.



Professional Meeting & Team Collaboration

Corporate Qualification & Scale

Corporate Qualification

Certificate of Shanghai Conference Operation and Service (AAA-Class)
Certificate No.: (Hu) SCSS-2024-021
Valid until December 2026

Company Scale

Number of Employees:**Over 50**

2025 Sales Volume:**RMB 80 million**

Strategic Partners:
Advertising agencies, outbound tourism enterprises

Driving growth through expertise, scale, and strategic collaboration.

Company Milestones



Organizational Structure

Board of Directors

General Manager

Strategic & Support
- Special Authorized Partners
- Legal Department
- Compliance & Internal Audit

Core Business Centers
- MICE Incentive Travel Center
- Advertising Planning & Execution
- Construction & Execution

Operations & Admin
- Admin & HR / Marketing
- Finance / Procurement / Vehicle
- Traditional & Online Business

Service & Technology
- Customer Service / Custom Service
- Overseas & Domestic Conference
- Cloud Product R&D / Ticketing

Event Operation Process

Time Node	Core Work Content
1-3 Months Before	Compile event plan, on-site inspection, provide quotation
1 Month Before	Appoint person-in-charge, confirm quotation, sign contract
2 Weeks Before	Prepare visas, confirm itinerary, book air tickets
1 Week Before	Confirm visas, verify tickets, pay advance, confirm participant list, book vehicles, arrange catering, hotel meetings
During the Event	Final confirmation, material prep, vehicle verification, on-site reception
After the Event	Data collation, material sorting, reimbursement, final settlement

A rigorous step-by-step workflow ensuring seamless execution from planning to settlement.

Core Missions

Professional Consultant

Assist clients in improving supplier evaluation systems.

Cost Expert

Control service prices within a reasonable range for sustainable development.

Risk Control Partner

Build a compliance system with the highest ethical standards.

Innovation Pioneer

Invest in technology for management system upgrades and client applications.

Compliance Guardian

Manage risks and promote risk reduction in the MICE industry.

Excellence

Deliver value beyond just services through continuous improvement.

Visa Services

Good Relations

Established strong partnerships with embassies, consulates, and tourism bureaus worldwide.

Experienced Team

A dedicated visa operation team with proven expertise in handling complex travel documentation.

Strategic Coverage

Cooperative suppliers in major cities ensure full service coverage for our clients.

Green Channel

Assistance in obtaining visa green channels, simplifying materials, and improving approval rates.

Corporate Culture

Core Values

- Craftsmanship
- Synergy
- Win-Win Cooperation

Service Philosophy

People-Oriented, Learning and Innovation

We are committed to serving industry elites and firmly believe that business should be people-oriented.

DRIVING GROWTH THROUGH VALUES AND SERVICE

Products & Services

Core Business Divisions

MICE Center

Event execution & conference management (planning, reception, transportation, accommodation, catering)

Creative Center

Event planning & venue design (theme planning, solutions, design, construction, lighting/audio)

Business Coverage Worldwide



China / Asia Pacific	50%
North America	25%
Europe	15%
Oceania & Africa	10%

Digital MICE Services

Pre-event: Invitation

- Website/app/miniprogram dev
- Online registration & payment
- Data marketing & AI service

During-event: Management

- Multi-channel e-check-in
- Smart reception & venue mgmt
- Interactive activities (WeChat)

Post-event: Analysis

- Registration & check-in stats
- Customized report export
- Full-process data traceability

Enhancing efficiency, engagement, and insight for every event through comprehensive digital tools.

Smart Reception Service

01. Collect Info

Participants fill in arrival/departure details online.

02. Enter Resources

Input reception staff, hotels, vehicles, and shuttle schedules.

03. Allocate Resources

System assigns resources to participants automatically.

04. Notify Participants

SMS/email notifications sent automatically with details.

05. Airport Pick-up

Staff verifies participants via mini-program upon arrival.

06. Hotel Check-in

Participants confirm info via name/phone at the front desk.

07. Airport Drop-off

Participants confirm drop-off on the vehicle before departure.

Hotel Reservation Service



Group & Agency Booking

Support for both booking types to streamline group arrangements.



Auto Information

Automatic population of booker details for efficiency.



Multi-channel Payment

Flexible online/offline payment options for convenience.



Participant Management

Shared accommodation support and filtering by criteria.



Data Sharing

Excel export for seamless organizer-hotel communication.

On-site Management Capability

Planning

Flow line design
Admission management

Personnel

PM & Deputy PM
Tech & Operation
Part-time staff

Equipment

Check-in system
Verification tools
Handheld devices

Certificate

Advance/On-site print
Eco-materials
Data recording

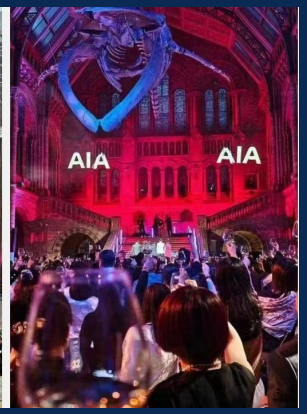
System

QR code production
Real-name verification
Material distribution

Comprehensive management ensures smooth operations and a professional experience for all attendees.

Case Sharing: Incentive Travel









2025 Bali - Yongda & Yongdali 700 Pax I Cross-Strait Top Professionals Exchange

2024 London - AIA I 600 Pax I MDRT Night Celebration

2024 Phuket - Melaleuca I 900 Pax I Luxury Resort Retreat

2023 Bali - Informa I 1000 Pax I Annual Global Conference

2018 Phuket - BCG I 500 Pax I Leadership Summit

Case Sharing: Corporate Conferences

Abbott

- 2025 Ningbo: 1500 participants, 2026 EPD KICK-OFF Meeting
- 2024 Changsha: 1500 participants, 2024 EPD Y24 Cycle Meeting
- 2023 Xiamen: 1600 participants, 2023 EPD Y23 Cycle Meeting

Cordis

- FY24 Cordis Kick-off Meeting
- FY22 Cordis Distributor Annual Meeting

Other Prestigious Clients

Novartis, Cardinal Health, Geely Auto, OcuMenso, QuidelOrtho



Case Sharing: International & Industry Conferences

International Academic Conferences



CX2023 Symposium - London

Successfully managed a 70-person international academic conference, showcasing our capabilities in organizing global events.

Large-scale Industry Conferences



2023 World Power Battery Congress (Yibin)

One-stop digital MICE service implementation, including event mini-program and live broadcast.

Contact Us

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Thank You!

Setmice - Your Trusted MICE Partner

期待与您共创未来 · Looking forward to cooperating with you