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Preface
Travel has always been considered an incredible opportunity for
discovery, and a chance to learn what the textbooks can’t put into
words. It is wisdom gained through the senses and gained through
experience. Unfortunately, due to advancements in transportation, the
emergence of social networking sites, Google Earth, and the regularity
of business travel, the world appears to be getting much smaller. With
a click of a mouse, the places we dreamt about as children are now
shown in full view (or 'Street View') accompanied by text describing
all the treasures ever found within the region. In addition, frequent
business travel jades the explorer within us, making us feel that a trip
across the world is merely a longer than usual commute to work. It
appears as though there is nothing left to discover.

VariArts is a travel design & management company, specialized in
unique group travel and MICE services. Our mission is to properly
introduce China to the world, bringing to light its time honored
traditions, natural wonders, and vibrant state of affairs. Our strategy
is simple: provide well thought out, flawlessly organized, customer
configured trips throughout every corner of this magnificent country.
All discovery opportunities are crafted to encourage participation and
interaction, in an attempt to forge mutually beneficial relationships
between our clients and the communities, businesses, and regions they
visit. Working in this manner, VariArts continues to dispel the growing
notion that homogeneity has plagued our magnificent Earth. Let us
help you rediscover the Art of Travel.
Mice
**Our Team**

VariArts is quickly becoming one of China's most distinguished MICE (Meeting, Incentive, Convention, and Exhibition) providers. The VariArts team is composed of seasoned veterans with over ten years of experience working within the MICE industry in China. VariArts has had the privilege of facilitating a number of extraordinary events for some of the world's leading international companies and organizations.

**Olympic Experience**

During the 2008 Beijing Olympics, VariArts was entrusted with hosting several Olympic related events for a variety of international companies and six different Olympic committees. VariArts impeccably facilitated Panasonic's Opening Ceremony Gala Dinner, as well as, the Valued Customer Cocktail Party for Atos Origin - both official sponsors of the 2008 Olympic Games. Our meticulous attention to detail ensured that the quality of equipment, personnel, and hospitality services exceeded the expectations of our discerning clientele.

**One Stop Shop**

VariArts creates MICE events of every sort and dimension. By maintaining in-house specialists in all aspects of event production, VariArts can ensure that every event is of the highest quality. Our expertise includes off-site catering, audio & visual services, print design and production, event staffing, transportation, and accommodation. In addition, with numerous partnerships in both the public and private sectors, including China's Ministry of Culture, VariArts can craft individual programs in the locations that best suit the theme of a particular event. Coupled with our one-of-a-kind custom made gifts, VariArts ensures unforgettable experiences for our guests and clients alike.
Whether you’re after traditional Chinese eats or modern Chinese settings, VariArts imaginatively creates MICE events that suit any theme, group size, or budget.

(Bacchi, Left; Unique Venue, Right)
CHINESE COME

Due to the overwhelming success of the Beijing 2008 Olympics, there is no longer any doubt about China's ability and desire to become the center of economic activity in the 21st century. China is reshaping the political economy of the world, and understanding the intricacies of Chinese business practices and potential investment opportunities have never been more important.

GOT GUANXI?

China's relatively recent emergence as a world economic power, coupled with its distinct culture, vast geography, and unique government, can make doing business in the Middle Kingdom a complicated endeavor with potential and unintended pitfalls. For example, understanding certain cultural dynamics, such as the Chinese idea of Guanxi, a favor based system of relationships, is necessary in successfully conducting business. Therefore, VariArts has teamed up with China's leading consulting and business related service providers, in order to clarify China's vast geography and unfamiliar business practices.

BUSINESS TOURS & PERSONAL CONCIERGE SERVICES

VariArts business and seminar tours are a fresh and innovative approach to familiarize travelers with the complexities of doing business in China. At the same time, travelers will have the opportunity to experience China's rich cultural traditions and entertainment options. General Introduction Business Tours, Industry Specific Business Tours, and Personal Concierge Services are arranged for the business traveler with specifically configured itineraries suited to the client's interests and the duration of their stay. Our consulting partners, such as the China International Economic Consultants Co., provide a wealth of local knowledge pertaining to government involvement, Chinese law, duties and taxes, overseas payment strategy, foreign direct investment, human resource management, quality control, market trends, market penetration, site selection, and cultural particularities. Additionally, VariArts crafts tours to include specific industries, companies, and destinations that are relevant to the needs of our clients.
Business Seminar
No matter the destination, VariArts will assist you in making the most out of your time in China, and help you decipher the unspoken meanings behind China’s distinct cultural practices.

(Tea ceremony, Left; Shanghai skyline, Right)
RENAISSANCE

It is widely known that due to China’s extensive, tumultuous history, the country contains a plethora of famous sites, ancient cultural relics, and one of the world’s largest collections of Buddhist scriptures and temples. However, over the last two decades, with modernization occurring at a breakneck pace throughout much of China, a renewed sense of possibility has been kindled within the Chinese people. Chinese culture and art is in the midst of a renaissance; a direct result of the powerful juxtaposition between ancient and modern China.

Scholarly Approach

VariArts crafts culture and art tours focused on a variety of topics that delve into the changing dynamics of China’s rich cultural heritage. Whether interacting with one of China’s 56 minority cultures, rubbing elbows with the country’s up and coming contemporary artists, or exploring the diversity of Chinese architecture, VariArts customizes tours to meet the needs of your personal journey. In addition, through the use of sinologists and scholars as our tour guides, travelers are encouraged to understand what they experience, rather than merely seeing it at face value. VariArts invites you to discover China’s diverse ways of life, and to join us as we explore the ever evolving nature of one of the world’s oldest and most populated countries.

ETICAL TRAVEL

One of the VariArts philosophies is that tourism should always benefit the local people with whom we visit. VariArts strictly incorporates ethical travel measures, ensuring that travelers will actually contribute to the ecological preservation and social development of the host communities. Our tour programs are designed to have a positive impact on native communities through our dedicated utilization of local businesses and guides. Also, VariArts encourages local environmental consciousness through a diffusion of knowledge practiced during our tours.
Statue from Tang Dynasty 618 - 907 A.D. Left; Silk embroidery, Suzhou, Right.
Tibetan Monk, Left: Prayer wheels in a Tibetan Monastery, Tibet, Right.
Education
Age Old Wisdom

With over 4000 years of documented history, China boasts a wealth of homegrown knowledge unsurpassed anywhere in the world. Celebrated fields of study that have emerged from China include Tai Chi, Wuhu Gong Fu, Qi Gong, Chinese opera, acrobatics, and calligraphy. VariArts creates educational tours and training programs that are highly esteemed, well organized opportunities for those who wish to use their travel time learning one of China's renowned practices.

Immersion

VariArts also designs seminar tours that expose travelers to a number of themes related to Chinese current events, history, politics, art, and culture. VariArts contracts the help of leading professionals and university professors to lead all educational aspects of the tours. Our viewpoint is that by immersing our clients into the heart of Chinese life with the people that know best, the result is none other than extraordinary learning experiences that last a lifetime. Volunteer opportunities are also arranged depending on the interests of our clients.

Experiencing Mandarin

The most popular VariArts educational travel experience is our Mandarin language excursion. VariArts offers our clients an opportunity to tour China while simultaneously practicing Mandarin, the most widely spoken language on Earth. With the help of a professional language instructor, participants effectively practice their Mandarin while visiting China's most famous natural and cultural sites, including the Great Wall, the Forbidden City, and Sichuan's Panda Reserve. Programs can be custom made for special groups, university students, and experienced Mandarin speakers.
There are over 56 minority cultures throughout China’s vast territory, with a large number of them maintaining the traditional customs of their ancestors.

(Miao Woman weaving by hand, Left; Chinese Opera Singer, Right)
Motley Earth

China ranks as the third largest territory after Russia and Canada, with over 6 distinct ecosystems within its vast borders. From the Himalayan mountain range of the southwest, up through the Gobi Desert in the north, down along China's "Main Street" (Yangtze River), and all through the lowlands of China's southeastern territory, China has one of the most varied environments in the world. Accordingly, numerous estimates suggest that China possesses the most varieties of fauna and flora, including some 32,000 documented types of higher plants.

Humbled Habitat

A recent study was conducted over the last 5 years with the participation of over 1,700 scientists, which estimates that 25%-36% of the Earth's wild mammal species are at risk of extinction. Sadly, a large number of these species are located in China. Due to China's huge population, exponential growth rate, and lax environmental protection, China's natural areas are rapidly being encroached upon. Consequently, this loss of habitat is the greatest threat to all wild mammal species throughout the country. VariArts has specifically designed environmental tours to connect concerned travelers with China's priceless, natural bounty, before it's too late.

Rejuvenation

Through a vigorous assessment process, VariArts has identified local partners throughout China that wish to aid us in our attempt to protect these vital ecosystems. VariArts crafts tours that put travelers in the heart of China's most precious and most endangered natural places, in an attempt to foment environmental protection through interaction, communication, and volunteerism. Our partnerships with provincial governments and local communities allows for travelers to directly discuss their ideas, or expound on practices already in place, with influential members of participating communities. All tours can be customized for students, faculties, conservation groups, and both governmental and non-governmental organizations.
Environment
Terrace cultivation is one of China’s oldest and most dramatic examples of man’s attempt to control the natural environment.

(Pandas at Wolong Reserve, Sichuan, Left; Terrace cultivation, Right)
Chinese Alternative
With the rising cost of medical procedures and insurance premiums, as well as, a growing interest in alternative forms of wellness practices, VariArts has stepped in to provide access to China’s most renowned traditional medical institutions and western founded hospitals.

Traditional Chinese Medicine
Traditional Chinese Medicine, or TCM, has developed over the course of Chinese history, and continues to be heavily practiced to this day. Considered a form of “alternative” medicine in the west, TCM varies greatly from western medical practices in philosophy and application. Nevertheless, various forms of TCM, including acupuncture, herbal remedies, dietary therapy, Tui na massage, and the exercises of Tai Chi and Qi gong, have proven themselves as effective remedies for convalescence, battling illness, and encouraging overall wellness of the mind and body. VariArts provides tours to the leading Traditional Chinese Medical destinations, and puts travelers in direct contact with the specialists who know best.

Healthy Connections
In addition, VariArts has developed partnerships with some of China’s most renowned military hospitals, which treat China’s top governmental officials. Through our collaboration, VariArts is capable of connecting travelers with China’s most prestigious western medical facilities. VariArts also facilitates the logistics of travelers seeking to work with China’s leading organizations concerned with immunotherapy for cancer, aging problems, spinal cord injuries, diabetes, strokes, SMA, and Parkinson’s disease.
Traditional Chinese medicine has been developed over the course of some 4,000 years, a direct product of continual experimentation with the natural environment. Fortunately, with VariArts you don’t have to experiment with the Chinese medical practitioners.

(Herb shop, Left; Morning exercise, Right)