

Tsinghua's Executive MBA Elite Rise to the Top of Sydney Harbour Bridge

On 30th October 2013, BridgeClimb hosted 30 of China's top business executives for a unique customised experience to the top of the iconic Sydney Harbour Bridge.

BridgeClimb Founder and Chairman, Paul Cave personally welcomed 30 senior executives from China's top corporations, who are all completing an Executive MBA at the prestigious Tsinghua University.

The group flew to Sydney on China Southern's inaugural A380 flight. In a first for BridgeClimb – the group took part in an exclusive Climb incorporating a breakfast event in the South East Pylon midway through the Climb experience.

Group escort and Huayuan Travel CEO, Mr. Zeng Song said, "We approached BridgeClimb to develop a customised experience, as they operate one of the world's most celebrated tourism attractions.

"We are honoured to have been given this opportunity to meet and share entrepreneurial insights with BridgeClimb Chairman and Founder Paul Cave. Having this event exclusively created for our group will be an experience we will value throughout our careers and personal lives".

The event began with BridgeClimb hosting a networking breakfast in the South East Pylon midway through the Climb experience. Exclusive guided access was provided to the roof of the Sydney Harbour Bridge Pylon, usually closed to the public, for spectacular, unrestricted vistas of the harbour to be enjoyed over discussions and a traditional Chinese breakfast.

The group, led by Mandarin speaking guides, then completed their ascent to the summit of the Sydney Harbour Bridge, 134 meters above the glittering Sydney Harbour, to take in the full glory of the great city.

During breakfast, Paul Cave shared a few personal insights from his journey of 10 years to obtain Government approval to operate. Cave, along with BridgeClimb CEO Todd Coates, also discussed the birth of The Mandarin Climb and other highlights from 15 years of BridgeClimb, now widely considered one of the world's 'must-do' activities.

"We feel very privileged to welcome some of China's most influential business leaders, and have the opportunity to share the iconic Sydney Harbour Bridge with them. It is fitting that today we have crafted a first ever customised experience of this kind for their ascent to the summit of the Sydney Harbour Bridge," said Cave.

"Australia is a key holiday destination for Chinese visitors, with over 600,000 arrivals last year, BridgeClimb is investing more heavily in attracting Chinese corporate executives." Cave concluded.

The exclusive Climb and networking event is another demonstration of BridgeClimb's commitment to cater for the individual needs of Australia's growing market of Chinese visitors.

In January, BridgeClimb launched its newest climb; The Mandarin Climb. Featuring local Mandarin speaking guides, this new experience has contributed to the 30 per cent growth in Chinese climbers seen in the last year.

BridgeClimb offers truly memorable experiences, perfect for team incentives, team building events, staff rewards and client entertaining. For more information on climbs, visit www.bridgeclimb.com/corporate or call (02) 8274 7777.

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About BridgeClimb:

BridgeClimb, the dream of Chairman & Founder Paul Cave, is considered a 'must-do' tourist attraction in Sydney, with more than 3 million people, from more than 137 countries, having climbed the Bridge since it opened in 1998.

Climbers can climb to the summit of this world famous icon on The Bridge Climb, The Discovery Climb, The Express Climb and BridgeClimb's newest climb; The Mandarin Climb. Launched in response to the growing Chinese market in

Australia, The Mandarin Climb features local Mandarin speaking guides. BridgeClimb has won numerous awards including the 2012 'Best Guided Tour in Australia' Australian Traveller Reader's Choice Award.

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