



Dining, Lodging, and Meetings Under the Great Wall

Updated 22 January 2010

Introduction

The Schoolhouse at Mutianyu Great Wall earned recognition as the best sustainable communities development in Asia-Pacific for 2009. We are a sustainable tourism enterprise that offers dining, lodging, and meeting solutions in unique settings just an hour from downtown Beijing. In the words of one of our repeat corporate customers:

The Schoolhouse has been the venue for several A.P. Moller - Maersk events and our experiences are positive without fail. While meeting facilities are basic but adequate, the accommodation in individually styled villas is outstanding and the food excellent. Also, the uniformly friendly staff has made every effort to accommodate our needs. For company events, The Schoolhouse provides a tranquil and charming alternative to the drab anonymity of a five-star hotel function room. We will be back!

-- *Jens Eskelund, Senior Director of External Relations and Communication, A.P. Moller - Maersk (North Asia)*

At The Schoolhouse we have redeployed existing village buildings to new uses, employ local people, support other locally-owned businesses, grow many of our own vegetables and fruits, procure foods locally in our Huairou District, and make almost everything fresh and homemade on our premises. Our business principles are the ABC's of sustainability – respect for people, operating legally and ethically, and providing pleasant experiences to our guests. The Schoolhouse is an investment of China Bound Ltd.

This presentation introduces our facilities and capabilities and offers testimonials from our previous clients. The contents include:

Introduction

Facilities and Capabilities

Testimonials



Facilities and Capabilities

Dining

Beijing Mutianyu Schoolhouse Restaurant Company, Ltd. operates three restaurants near Mutianyu Great Wall that all offer indoor and outdoor dining. We can accommodate groups of up to 250 people for dining with either Western or Chinese cuisine. All the locations offer a carefully selected wine list at reasonable prices as well as excellent freshly brewed coffee.

The Schoolhouse, surrounded by views of the Great Wall, was created from the abandoned primary school of Mutianyu Village. Our park-like campus contains Schoolhouse Art Glass, where there is a hot glass shop offering demos of glass blowing and lampworking, as well as the Art Room gallery and studio. The Smithy private dining room has a fireplace and is decorated with antique textiles and offers custom linens and our own Singing Wine Glasses. The a la carte menu is Western fusion with a light Italian theme and we offer a range of custom fine dining menus.

The Roadhouse is a revamp of one of the first large Chinese restaurants in the area. It contains our 400 square meter central kitchen as well as our trout pond and kitchen gardens. The beautifully landscaped grounds offer 180 degree views of the Great Wall. The outdoor covered dining area and the pub both have fireplaces. The main dining hall can serve up to 200 people at once. The Roadhouse a la carte menu offers our version of local peasant dishes done with a light touch.

Xiaolumian is a hand-made noodle shop located in a weathered stone farmhouse in nearby Yingbeigou Village. Set in a young chestnut orchard with several old persimmon trees this venue has two private dining rooms with heated kangas as well as a Great Wall view terrace paved with native slate and old bricks from the Wall that we dug out of another house. Many of our Schoolhouse guests walk the 30 minutes through orchards and pine groves to (or back from) Xiaolumian for lunch during meetings.

Please see the Venue Summary Sheet for details at a glance. More information, downloadable a la carte menus, and images can also be found on our consumer websites: www.theschoolhouseatmutianyu.com, www.roadhouseatmutianyu.com

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mutianyu.com, and www.xiaolumian.com. We will provide custom menus and pricing on request.



Lodging

Our associated lodging business is called China Countryside Hotels. We currently offer eleven custom rental homes branded as The Schoolhouse Homes. The Schoolhouse Homes was selected by Wild China as one of the top 5 hotels in China for 2009. The homes offer a total of 30 bedrooms in Mutianyu and the adjacent village of Yingbeigou.

In addition, our new inn and retreat center, the Brickyard at Mutianyu, is opening 1 March 2010. It is based on an old temple glazed tile manufactory and will provide 16 queen guest rooms, bringing our total rooms available to 46.

Our consumer website www.chinacountrysidehotels.com contains pages with information, retail pricing, and image galleries on each home and also links to a comprehensive website for the Brickyard.

Meetings

Our venues are close to nature and offer natural light and fresh air. We accommodate meetings up to 300 people. We can provide theater-style or classroom seating and all of our venues have wireless internet access. We offer a variety of white boards, flip charts, projectors, power outlets, lighting, and sound systems to cater to the needs of our clients. Our outdoor spaces are suitable for team-building activities or entertainments.

The Venue Summary Sheet provides details of our capabilities at The Schoolhouse and our other restaurant venues at a glance. In addition, the Brickyard offers dedicated conference and meeting facilities for groups with up to 48 people. Naturally, we are happy to work with meeting organizers and training specialists to create custom solutions.

Other Services

In conjunction with visits to our venues we offer a range of other services such as:

1. Tickets for Great Wall Excursions
2. VIP Park Entry Services
3. Musical, Dancing, and Acrobatic Entertainment

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4. Glass Making Demonstrations
5. Craft Demonstrations and Classes
6. Noodlemaking and Cooking Demonstrations and Classes
7. Guided Walks and Hikes
8. Logo Souvenirs and Custom Art Glass Gifts

Testimonials

Many thanks to you and your wonderful staff for your warm hospitality and for all of your help in ensuring the best possible Great Wall experience for our guests during the Beijing Olympics. All of our clients absolutely raved about the Roadhouse and most said it was the best food they had in China. No doubt, the trip to Mutianyu will be one of their fondest memories. Thanks also for being so kind to me and my team throughout the planning process.

-- *Blaise Aldridge, Senior Vice President, Corporate Events, NBC Universal*

The Schoolhouse is an exceptional place to entertain, whether for business or for pleasure. I am always pleased with the attentiveness of the staff, the great food and, of course, the wonderful settings, whether on the Terrace, in the Smithy or at the Canteen. I especially appreciate and value the Schoolhouse team's "can do" attitude. They are always willing to try new ideas and are flexible with our requests.

-- *John Watkins, Cummins (China) Investment Co. Ltd.*

The Schoolhouse was the perfect venue for my team's mini-retreat and our team building activities. The invigorating hike along the Great Wall at Mutianyu, coupled with the mountain clean air, the Schoolhouse's local fresh food and ample meeting facilities, enabled us to step-back from the daily grind and relax, cultivate our working relationships and focus on our corporate and team goals and objectives.

-- *John W. Sullivan, Asia Legal Director, Texas Instruments Incorporated*

Thank you for everything you and your incredible team did to contribute to the success of The Coca-Cola Company Global Hospitality Program during the Beijing Olympic Games. Our events at The Schoolhouse were fabulous and our guests did not stop raving about how much fun they had and how much they enjoyed their visit and the delicious food. Your attention to detail and level of service is of the highest standard, and even with the intense pressure and busy pace during the Games, you were able to deliver seamlessly and with a smile. We appreciated all of the care you took to ensure a beautiful experience at the Great Wall for every one of our guests. What a pleasure to work with you and I do hope our paths cross again in the future!

-- *Heather Puglisi, Director, Global Hospitality, Worldwide Sports and Event Management, The Coca-Cola Company*

We were totally thrilled with the level of hospitality offered by the team at The Schoolhouse at Mutianyu Great Wall for our very successful Beijing Olympics programs. Innovative, dynamic and totally service-focused efforts from everyone... Nothing was ever perceived as an issue, only a solution in the making. This approach led to our clients from **Omega, Atos, McDonald's, NBC, Lenovo and Eurosport** enjoying their experience at the Great Wall.

-- *Richard Giltinan, Managing Director, iLuka Ltd., London*

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Our Olympics guests really enjoyed the Schoolhouse experience. Even more so once they learned of the local sustainable resources used to run the restaurant. The new Art Room that was used for staging our lunches worked very well for the groups of up to 150 we had coming and going from the venue. The staff and management were a pleasure to work with and they did their best to accommodate our every need.

-- *Janet L. McDonald, Director, Global Sponsorship Marketing, Visa Inc.*

To the staff of The Schoolhouse at Mutianyu Great Wall - Thank you so much for providing a great environment, menu, lunch presentation, and glass blowing demonstration for our Team Building Offsite Meeting. We accomplished our goals due in large part to the venue being just perfect. Members of our team agree that they look forward to visiting again for business events and for weekends and holidays with their families.

-- *Kristin B. Zimmerman, General Motors China (Beijing), Environment, Energy & Safety Policy*

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