

DANIEL CHEUNG  
Special Advisor  
**Hong Kong Exhibition & Convention  
Industry Association**



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**Greater Bay Area MICE Forum**  
**Macao 5 December 2019**





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香港展覽會議業協會  
Hong Kong Exhibition & Convention  
Industry Association

# Hong Kong

*is still*

# The World's Meeting Place



# NEW UNRIVALLED CORE STRENGTHS

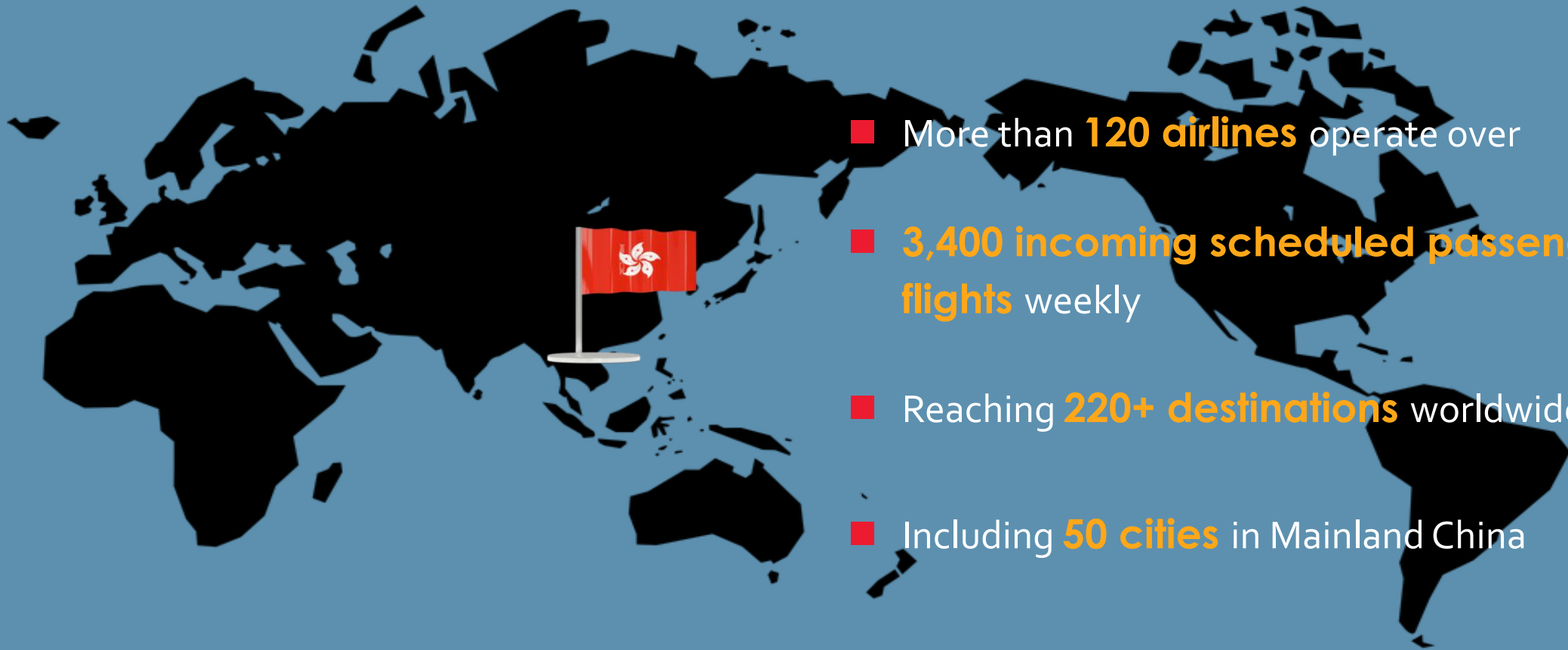


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# HEART OF **ASIA**



- More than **120 airlines** operate over
- **3,400 incoming scheduled passenger flights** weekly
- Reaching **220+ destinations** worldwide
- Including **50 cities** in Mainland China



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# SUPER CONNECTOR



Key Asian  
markets within  
**4 HOURS**

**5 HOURS**  
from half of the  
world's  
population



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# WORLD CLASS EXHIBITION VENUES



HONG KONG  
CONVENTION & EXHIBITION CENTRE

91,500 sqm rentable space



ASIAWORLD-EXPO

70,000 sqm rentable space



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# WHERE THE WORLD MEETS



In 2018, a total of **138** exhibitions  
by **53** organising companies



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# WHERE THE WORLD MEETS

## 3 of World's largest trade fairs

- World's largest jewellery fair  
*September Hong Kong Jewellery & Gem Fair*
- World's largest timepiece event  
*Hong Kong Watch & Clock Fair*
- World's largest gift fair  
*Hong Kong Gifts & Premium Fair*

## 6 of Asia's largest trade fairs

- Asia's largest toy fair  
*Hong Kong Toys & Games Fair*
- Asia's largest houseware fair  
*Hong Kong Houseware Fair*
- Asia's largest beauty fair  
*Cosmoprof Asia*
- Asia's largest wine & spirits exhibition  
*Vinexpo Hong Kong*
- Asia's largest entertainment market  
*Hong Kong International Film & TV Market*
- Asia's largest licensing show  
*Hong Kong International Licensing Show*





# IDEAL TRADE PLATFORM

Among 138 exhibitions,  
**88** “trade” and  
“trade & consumer”

**69,000**  
Exhibiting companies

**2.3 million**  
visitors

Source: HKECIA Annual Exhibition Survey 2018

# TRADE FAIR CAPITAL OF ASIA

	No. of trade fairs identified	Estimated annualised revenues (US\$)	Average revenue per fair (US\$)
China	730	2,360,698,000	3,233,833
Japan	305	1,045,089,750	3,426,524
Hong Kong	84	391,742,250	4,663,598
Korea	165	324,911,250	1,969,159
Australia	200	316,436,250	1,582,181
India	229	294,337,750	1,285,318
Thailand	104	232,710,000	2,237,596
Taiwan	140	212,218,250	1,515,845
Singapore	85	183,949,000	2,164,106
Malaysia	87	143,949,000	1,654,586
Indonesia	72	74,937,500	1,040,799
Vietnam	69	65,789,250	953,467
Macau	27	55,438,500	2,053,278
Philippines	57	35,788,750	627,873
Myanmar	30	28,216,750	940,558
Pakistan	28	26,185,750	935,205
Cambodia	12	7,334,250	611,188
<b>Total</b>	<b>2,424</b>	<b>5,799,732,250</b>	<b>2,392,629</b>

Highest average revenue per fair in Asia

Source: The Trade Fair Industry in Asia Report by UFI/BSG





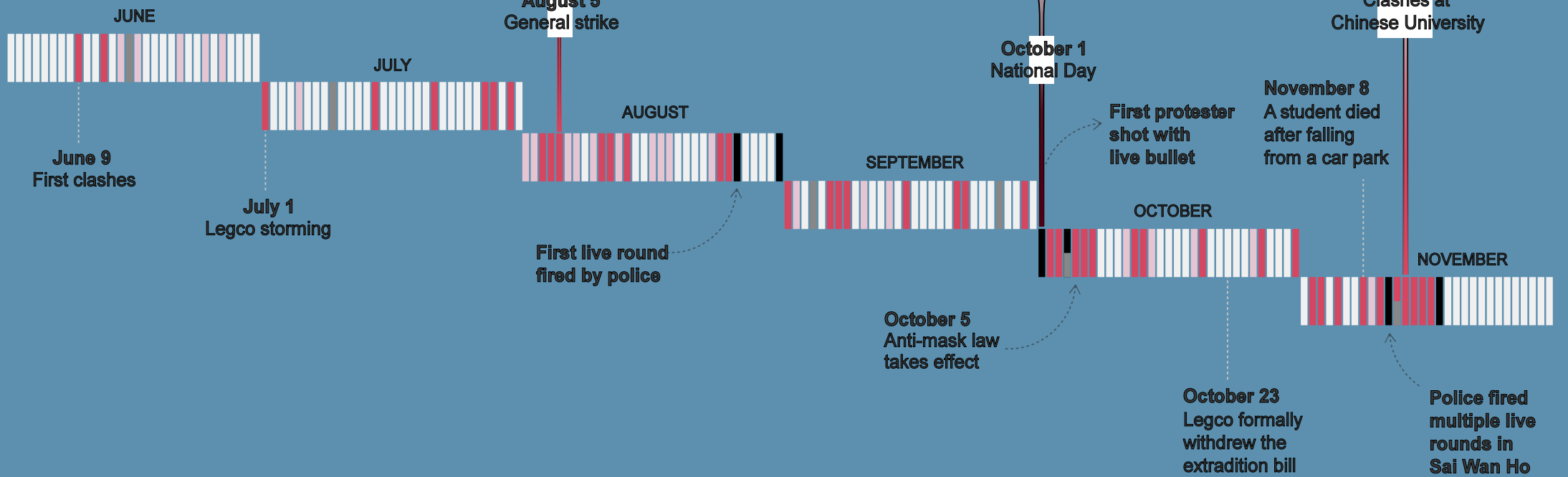
PEOPLE'S

PROTEST



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- PEACEFUL PROTESTS
- VIOLENT PROTESTS
- GOVERNMENT ANNOUNCEMENT





# CANCELLED / POSTPONED EVENTS

Event	Organizer	Cancelled / Postponed	Original date
Chinese New Year Parade	Hong Kong Tourism Board	Cancelled	25 January 2020
Disney New Year's Eve Countdown Party!	Disneyland Resorts	Cancelled	31 December 2019
Eason Chan Fear and Dreams Concert 2019/20	ESL Limited	Cancelled	9 December 2019 – 1 January 2020
Everbright Sun Hung Kai Hong Kong Squash Open 2019	Hong Kong Squash Association	Postponed (Date TBC)	2 – 8 December 2019
2019 SHKP Vertical Run for Charity - Race to Hong Kong ICC	Sun Hung Kai Properties	Cancelled	1 December 2019
Hong Kong Golf Open	Hong Kong Golf Association	Postponed to early 2020 (TBC)	28 November 2019 - 1 December 2019
SADS Charity Walk	SADS HK Foundation	Cancelled	24 November 2019
Run for Every Child 2019	UNICEF	Cancelled	24 November 2019
Clockenflap 2019	Clockenflap	Cancelled	22 – 24 November 2019
Swire Symphony Under The Stars	Hong Kong Philharmonic Orchestra	Postponed (Date TBC)	16 November 2019
Pixar Pals Night Run Party	Disneyland Resorts	Cancelled	2 November 2019
Wine and Dine Festival 2019	Hong Kong Tourism Board	Cancelled	31 October – 3 November 2019
Ocean Park Halloween Fest	Ocean Park	Cancelled	31 October 2019
New World Harbour Race 2019	The Hong Kong Amateur Swimming Association	Cancelled	27 October 2019
Taiwanese singer Cheer Chen's concert	Unusual Productions	Cancelled	26 – 27 October 2019
Marco Polo German Bierfest	Marco Polo Hongkong Hotel	Cancelled	17 – 27 October 2019
Sun Hung Kai Properties Hong Kong Cyclothon	Hong Kong Tourism Board	Cancelled	11 October 2019
2019 Hong Kong Tennis Open	Hong Kong Tennis Association	Cancelled	5 – 13 October 2019
Prudential HK Women's Tennis Open	Prudential	Cancelled	October
HK Formula E Race		Cancelled	1 March 2020
National Day Fireworks	Home Affairs Bureau	Cancelled	1 October 2019
Seafood Show	Diversified	Cancelled	3-5 September 2019
Got7 2019 World Tour "Keep Spinning" in Hong Kong	Rolemodel Entertainment Group	Postponed (Date TBC)	31 August – 1 September 2019
Richard Clayderman 2019 Asia Tour	KK Live	Cancelled	31 July 2019
Customs Headquarters Building Open Day	Customs and Excise Department	Postponed (Date TBC)	22 – 23 June 2019
Hong Kong Dragon Boat Carnival	Hong Kong Tourism Board	Cancelled	14 – 16 June 2019



VOTE OF

CONFIDENCE



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# FULL OF BUYERS AND DEAL-MAKING



Both HKCEC and AWE are fully operational and accessible

All events held at HKCEC and AWE were smooth without interruption

64 exhibitions successfully held from 1 June to 30 November 2019

Only one small exhibition has been cancelled



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# NEW

# OPPORTUNITIES



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# NEW BUSINESS POTENTIALS

## GREATER BAY AREA



### POPULATION

71 million  
> UK, Italy, South Africa

### GDP

US\$1.6 trillion  
(12% of China's GDP)  
> Indonesia, Netherlands, Turkey

### COMMUTE RADIUS

3 hours

### LAND AREA

56,000 s.km  
> Ireland, Latvia, West Virginia (US)

- Comprises Hong Kong, Macao and 9 Guangdong cities
- 3-hour commute radius with great connectivity
- Offers tremendous opportunities to the global community, in particular business, professionals and investors

Source: CBRE Research



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# NEW MEGA INFRASTRUCTURES

## ACCESS TO GREATER BAY AREA



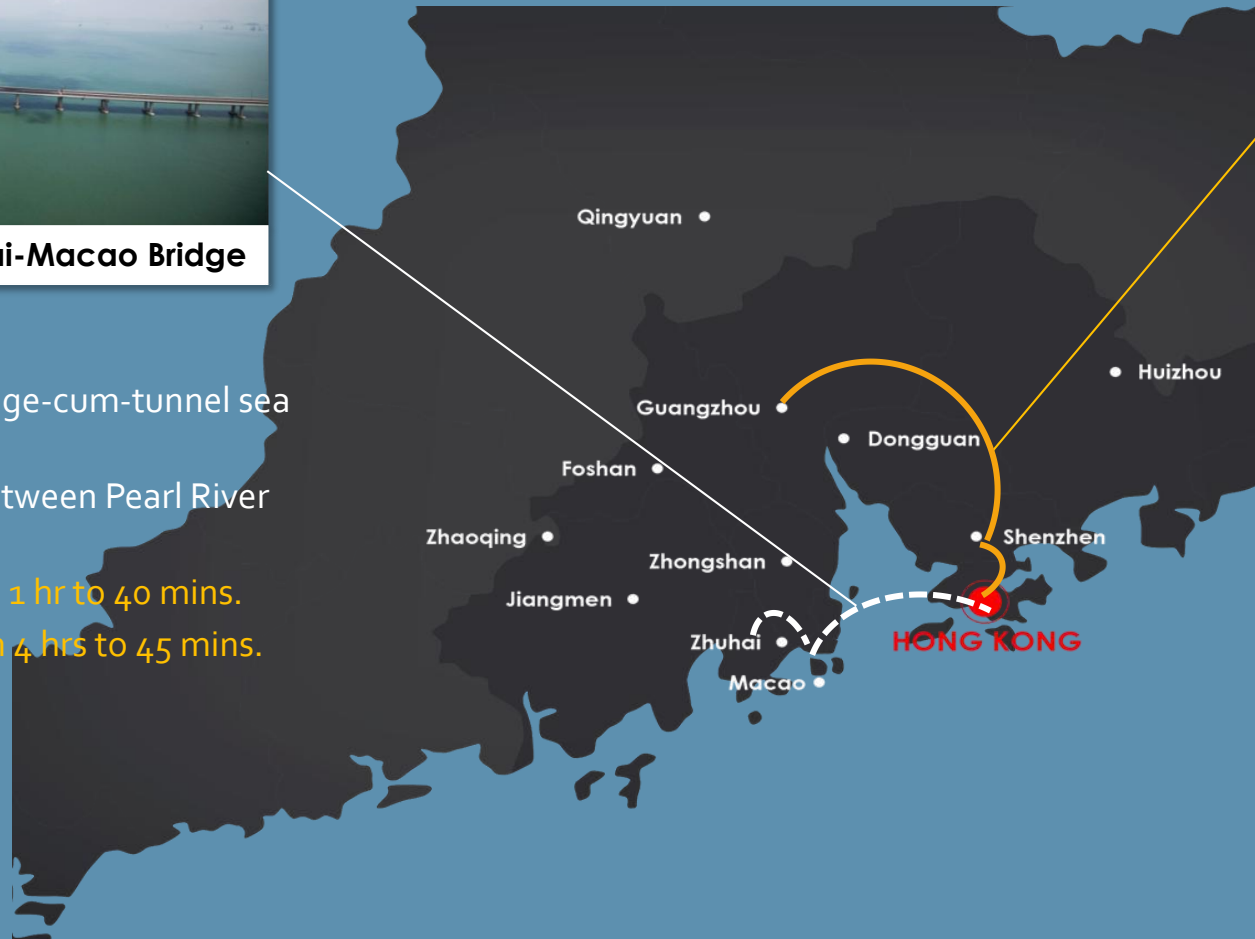
**Hong Kong-Zhuhai-Macao Bridge**

- 42 km long
- World's largest bridge-cum-tunnel sea crossing
- ↓ travelling time between Pearl River Delta West
- HK ⇄ Macao: from 1 hr to 40 mins.
- HK ⇄ Zhuhai: from 4 hrs to 45 mins.



**Guangzhou-Shenzhen-Hong Kong Express Rail Link**

- A direct and efficient gateway from major Mainland cities to HKG
- Connects HK to the over 25,000 km national high speed rail network
- Direct link to 44 Mainland cities
- Guangzhou ⇄ HK: 48 mins.
- Shenzhen North ⇄ HK: 18 mins.



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# NEW SPACE FOR MORE OPPORTUNITIES

Proposed Asiaworld Expo  
Phase 2

West Kowloon Cultural  
District ACE Development

Redevelopment of the 3  
government buildings in  
Wan Chai North – Linked to  
HKCEC

New Convention Centre  
above the Exhibition MTR in  
Wan Chai



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Redevelopment of the 3  
government buildings in  
Wan Chai North – Linked  
to HKCEC

New convention centre  
above Exhibition Station  
(underground)

Immigration  
Tower

Revenue  
Tower

HKCEC

Wanchai  
Tower



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# West Kowloon Cultural District ACE Development

WKCDA is inviting interested parties to submit an Expression of Interest (EOI) in tendering



Photo source: Courtesy of West Kowloon Cultural District Authority



## (Proposed) AsiaWorld-Expo Phase II



# Hong Kong

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# Thank You

[enquiry@exhibitions.org.hk](mailto:enquiry@exhibitions.org.hk)

[www.exhibitions.org.hk](http://www.exhibitions.org.hk)

Facebook: HKECIAofficial