

Government committed to promoting Hong Kong as Asia's
convention and exhibition capital (English only)

The Hong Kong Special Administrative Region Government (HKSARG) is fully committed to enhancing Hong Kong's appeal as a centre of excellence for MICE (Meetings, Incentives, Conventions and Exhibitions) in Asia, Special Representative for Hong Kong Economic and Trade Affairs to the European Communities, Miss Mary Chow, said in Istanbul, Turkey, today (November 13).

To achieve this aim, the HKSARG, the Hong Kong Tourism Board (HKTB), the Hong Kong Trade Development Council (HKTDC) and the Hong Kong Exhibition and Convention Industry Association (HKECIA) are strengthening their collaboration and stepping up promotion efforts.

Miss Chow was speaking at a business luncheon hosted by HKTB, HKTDC and HKECIA on the occasion of the 75th UFI (Global Association of the Exhibition Industry) Congress, which will take place from November 12 to 15 in Istanbul.

Representing 531 member organisations, including HKTB, UFI is the association of the world's leading tradeshow organisers and fairground organisers, as well as the major national and international associations of the exhibition industry and its partners. Hong Kong hosted the UFI Congress in 2001; and since 2002, HKTDC and HKTB have jointly hosted the first business lunch during UFI's annual Congress.

Miss Chow said that Hong Kong, rated the world's freest economy for the 14th consecutive year by the Heritage Foundation, prides itself on offering one of the best possible environments for businesses and investors. Its strategic location and the two-way flow of Mainland and international exhibitors and trade show visitors make Hong Kong a strategic platform for global business facilitation.

Every year Hong Kong hosts over 100 major exhibitions that attract some 800,000 international and Mainland visitors.

"Exhibitors and buyers also benefit from the efficiency of Hong Kong, its first-class venues and strong exhibition support services," she said.

Turning to new MICE promotion initiatives, Miss Chow noted that the HKTDC had just announced a US\$15.5 million package to help bring in more international buyers to its trade fairs.

"The Hong Kong Tourism Board is launching today a new 'Meetings and Exhibitions Hong Kong' office to promote Hong Kong overseas as a MICE destination and provide one-stop support for event organisers," Miss Chow said.

"With its local and overseas network, the 'Meetings and Exhibitions Hong Kong' office will enrich the travel experience of MICE visitors to Hong Kong."

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