

SCED's speech at opening ceremony of Asian Attractions Expo 2015 (English only)

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Following is the speech by the Secretary for Commerce and Economic Development, Mr Gregory So, at the opening ceremony of the Asian Attractions Expo 2015 of the International Association of Amusement Parks and Attractions (IAAPA) today (June 17):

Mr Arteaga (Chairman of the Board of IAAPA, Mr Gerardo Arteaga), Mr Noland (President and Chief Executive Officer of IAAPA, Mr Paul Noland), Ms Ko (Vice President, Asia Pacific Operations, IAAPA, Ms June Ko), distinguished guests, ladies and gentlemen,

It is my great pleasure to join you at the opening ceremony of the Asian Attractions Expo 2015. First of all, let me extend a very warm welcome to all the delegates travelling to Hong Kong for this important event.

Hospitality is one intangible asset that Hong Kong is really proud of. We welcome all our visitors and invite them to come again often. It is especially satisfying to see old friends coming back to see us. I am therefore so excited to witness the return of the IAAPA Expo to Hong Kong after three years. Since 2012, this premier and unique show has grown even larger in scale and content. With over 300 exhibitors from around the world, this Expo is an excellent platform for professionals in the industry to exchange ideas and information on innovation, product design, trends and service standards in the sector. It also offers a wonderful opportunity for participants to expand business contacts and do promotion.

Tourists come and visit and then come back for more because of the city's attractions. Let me give you a little update on that front - our two flagship theme parks in Hong Kong are doing well in further equipping themselves. Ocean Park is developing an all-weather new waterpark and its first hotel, while Hong Kong Disneyland will introduce a new themed area based on Marvel's tremendously popular Iron Man franchise, and also a third hotel. Other key players in the Hong Kong tourism industry are also actively pursuing various plans to bring greater enjoyment and excitement to our visitors.

Improvement in infrastructure aside, it is also important to convey our strength and appeal to our target markets in a timely manner. The Hong Kong Government has allocated an additional funding of HK\$80 million to the Hong Kong Tourism Board

this year to step up its promotion effort. The second round of the campaign "Hong Kong Summer Fun" has just been launched. From now until the end of August, visitors to Hong Kong can enjoy a great variety of special offers from local merchants, and have the chance to participate in a large-scale lucky draw. I would like to remind our overseas delegates to participate in the mega lucky draw at our airport before heading home. You may be the lucky one and win a luxurious trip back to Hong Kong valued at over HK\$300,000.

Ladies and gentlemen, you probably have a very busy schedule in Hong Kong in the coming few days, but I hope you can spare some time to enjoy our shopping and dining offers, and to experience some of our world-renowned attractions. I am sure the diversity of Hong Kong will make your trip enjoyable and memorable, and I certainly wish you will return for more. Please do come back again soon.

Thank you.

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