

CE's welcome remarks at MEHK Office Launch Reception in London  
(English only) (with photos)

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Following is the welcome remarks by the Chief Executive, Mr Donald Tsang, at the MEHK Office Launch Reception in London on November 19 (London time):

Distinguished guests, friends, ladies and gentlemen,

Good evening,

It is a great pleasure to be here in London talking about Hong Kong's travel industry.

I'm delighted to welcome you all to this Launch Reception of our new office dedicated to the MICE (Meetings Incentives, Conventions and Exhibitions) travel sector.

Last week in Hong Kong we opened the Meetings and Exhibitions Hong Kong Office, or MEHK. I will leave it to our team of tourism professionals to explain exactly what the new office is all about and how it will benefit MICE travellers and event organisers.

My job today is to tell you why Hong Kong is the ideal place in Asia for international business people to do what they do best - business.

Every year there are more than 300 conventions and exhibitions in Hong Kong including some of the world's largest trade fairs. They bring together like-minded entrepreneurs from around the world, and particularly from the Mainland of China in a vibrant business-friendly environment.

Our sophisticated convention venues include the AsiaWorld-Expo which is conveniently located near the airport, the Convention and Exhibition Centre in the heart of the city and the Hongkong International Trade and Exhibition Centre in Kowloon.

Each has its own unique advantages, but what these venues - and many others in the city - have in common is access to our world-class IT infrastructure, high quality services sector and convenient transport connections. Perhaps most importantly, they have well-educated and highly capable people running the show, people who know what it takes to stage successful events.

You can also take full advantage of our expertise in doing business in the Mainland of China, the sort of expertise that comes only from decades of experience and a deep understanding of the ways of the business community in China.

Last year we received more than 600,000 visitors from Britain, more than a third of them were MICE visitors. There is plenty of room for more.

Whether you come purely on business or with family and friends there is plenty to keep everyone busy, from theme parks and beaches to shopping, fine dining and cultural events. There is always something going on.

Ladies and gentlemen, I am pleased to see so many of you here today to learn more about the unique advantages of staging conferences and exhibitions in Hong Kong and how the MEHK Office can help.

Whether for business or pleasure, or both, you will always be welcome in Hong Kong, Asia's world city.

Thank you.

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