

M.I.C.E.



Hong Kong: Asia's M.I.C.E. Capital

Hong Kong is host to close to 100 major exhibitions every year. The city is at the heart of Asia and offers excellent transportation, logistics and tourism infrastructure, and provides a superior platform for meetings, incentives, conventions and exhibitions. The total number of tourists in 2016 reached 56.7 million visitors and a high proportion of business travellers. M.I.C.E. visitors accounted for more than 1.9 million, of which about 51.2 percent

originated from Mainland China.

The Hong Kong SAR Government is committed to maintaining Hong Kong's competitiveness as a M.I.C.E. hub and is continually looking at ways to improve Hong Kong's offer. All of this translates to a wealth of opportunities for foreign event and exhibition organisers.

Advantages

- Hong Kong is crowned as "Asia's Leading Meetings & Conference Destination" in the World Travel Awards and "Best Business City in Asia" in the Smart Travel Asia Award (2016) with world-class venues and accommodation facilities supported by excellent transportation and tourism infrastructure.
- The main venues for MICE events, HKCEC & AWE are a long standing winner of CEI Asia Magazine's Best Convention and Exhibition Centre in Asia award
- Healthy economy and its convenient location as a gateway to Mainland China
- Visa-free entry for visitors from around 170 countries and territories
- Excellent connectivity with over 7,000 flights per week to over 190 locations worldwide including 47 destinations in Mainland China

Opportunities

- 8,225 overseas or Mainland companies with regional and local offices in Hong Kong has been boosting business travel activities
- Professional bodies and international organisations favour Hong Kong's dynamic environment and its proximity to Mainland China
- Excellent product exposure for global exhibitors - Asia's prime city destination with an estimated number of annual visitors of 100 million by 2023
- Home to some of the world's biggest exhibitions and conventions, with Hong Kong Tourism Board's support services to encourage more international events

Examples of Foreign M.I.C.E. Companies Operating in Hong Kong

- Affordable Art Fair (UK)
- Art Basel HK (Switzerland)
- CloserStill Media (UK)
- Diversified Communications (US)
- Global Sources (US)
- IMG (UK)
- MCI (Switzerland)
- Messe Frankfurt (Germany)
- Oliver Kinross (UK)
- Penton Media Asia Ltd (US)
- UBM Asia Ltd (UK)

Industry Snapshot

Overnight M.I.C.E. Arrivals by Major Market Areas	2013	2014	2015	2016	Growth (YoY %)
The Americas	153,366	154,467	124,321	149,358	20.1
Europe, Africa and the Middle East	210,995	213,857	190,886	204,604	7.2
Australia, New Zealand and South Pacific	49,951	48,031	43,248	49,781	15.1
North Asia	135,050	130,545	139,798	147,333	5.4
South and Southeast Asia	262,065	281,080	243,277	283,849	16.7
Taiwan	68,870	88,607	77,820	79,840	2.6
Mainland China	745,242	891,508	891,573	967,497	8.5
Total	1,634,363	1,816,021	1,721,438	1,891,017	9.9

Source: Hong Kong Tourism Board



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The Government of the Hong Kong
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Major Conferences in Hong Kong

Conference	Month	Website
Asian Financial Forum	January	www.asianfinancialforum.com
RISE Conference	July	www.riseconf.com
Hotel Investment Conference Asia Pacific	October	www.hicapconference.com

Major Exhibitions in Hong Kong

Exhibition	Month	Website
Art Basel HK	March	www.artbasel.com
China Sourcing Fair: Electronics and Components	April and October	www.globalsources.com
HOFEX	Every two years in May	www.hofex.com
Vinexpo	Every two years in May/June	www.vinexpo.com
International Travel Expo Hong Kong	June	www.itehk.com
Hong Kong Food Expo	August	www.hktdc.com
Hong Kong International Wine and Spirits Fair	November	www.hktdc.com
Cosmoprof Asia	November	www.cosmoprof-asia.com

Major Events in Hong Kong

Event	Month	Website
The Standard Chartered Hong Kong Marathon	January/February	www.hkmarathon.com
Hong Kong Sevens	April	www.hksevens.com
Hong Kong Dragon Boat Carnival	June	www.hkdba.com.hk
Hong Kong Squash Open	August	www.hksquash.org.hk
Hong Kong Tennis Open	October	www.hktennisopen.hk
Hong Kong Wine and Dine Festival	October	www.discoverhongkong.com
Formula E HK ePrix	December	www.hkformulae.com

Approximate Monthly Office Rental Costs (HK\$)

Districts (central business districts)	Rental (net effective)
Central/Admiralty	\$117.9/ sq. ft.
Wan Chai/Causeway Bay	\$67.9/ sq. ft.
Tsim Sha Tsui	\$53.8/ sq. ft.
Island East	\$49.1/sq. ft.
Kowloon East	\$34.4/sq. ft.

Source: Colliers International, April 2017

Average Monthly Salaries for M.I.C.E. Staff (HK\$)

Title	Experience (in Years)	Average Salary
Corporate Communication Manager	5 - 10	\$30K - 60K
PR Manager	5 +	\$35K - 60K
PR Officer/Representative	3 - 5	\$16K - 25K
Event Marketing Executive	2 - 3	\$15K - 20K

Source: 2017 Greater China Salary Guide, Adecco



“There has always been free movement of capital, rule of law, simple taxation and for people coming from overseas, Hong Kong is a safe place to walk around. And all these advantages are still going on today.”

Michael Duck
Executive Vice President
UBM Asia

Asia's Leading Events Organiser has Gone from Strength to Strength

UBM Asia organises over 290 trade events and activities each year in Asia and has strengthened their portfolio through acquisition

The story began in 1994 when UBM acquired a local exhibition company which organised successful trade events in Hong Kong and the region. UBM set up their regional head office in the city and decided to expand their event business in Hong Kong, from Hong Kong. Nowadays, the company is running some of the largest shows of its kind in the world or Asia here, such as the Hong Kong Jewellery and Gem Fair, Cosmoprof, the largest cosmetic and beauty show in Asia, and the long established Asia Pacific Leather Fair - Leather & Materials+ & Fashion Access.

Sitting in the newly renovated office, Michael Duck, Executive Vice President recalled, “At the time when we first started, Hong Kong was the best place in the Asia Pacific region to run trade shows. There has always been free movement of capital, rule of law, simple taxation and for people coming from overseas, Hong Kong is a safe place to walk around. And all these advantages are still going on today.” In addition, the fantastic geographic location and professionalism of the trade events organisers easily makes Hong Kong the ideal destination for some of world's biggest exhibitions such as electronics fair, gift fair, Asia's largest entertainment expo, fashion fair, and financial and technology conferences.

UBM built its success on its professionalism, providing quality service and organising much targeted trade shows throughout the year with over 2 million quality exhibitors, visitors, professional buyers and conference delegates from all over the world. The shows they run attract international buyers to come to meet business partners, learn the latest trends and build stronger ties with the industries.

Recently, the company acquired AllWorld, a privately owned

company that has been running a range of successful food and hotel, oil and gas and communications events in the ASEAN countries and Mainland China. “We hope to form a synergy and grow these businesses stronger and better in the region,” Duck said.

Other than high quality shows, Duck complimented that the first class exhibition space in Hong Kong operated by extremely well management complement the success of event businesses in the city. Also, under the one country two systems, Duck believes it allows the city to differentiate itself from other cities in China. “Hong Kong is part of China which can enjoy close collaboration with neighbouring Mainland cities in the Greater Bay Area. The Hong Kong-Zhuhai-Macao Bridge and other cross-boundary infrastructure will further strengthen Hong Kong as a default hub for the region, giving the city a direct catchment of over 68 million people.”

The Hong Kong regional office has a team of over 200 staff and 80 percent of them are local. Duck found Hong Kong people well educated with the positive working attitude and hardworking.

UBM Asia

- Set up the Hong Kong regional office in 1994 and has been running over 290 trade events in Asia every year
- over 2 million quality exhibitors, visitors, professional buyers and conference delegates from all over the world

Ubm.com



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Major Convention and Exhibition Venues in Hong Kong**AsiaWorld-Expo**

Hong Kong International Airport, Lantau, Hong Kong

Tel: (852) 3606 8888 Fax: (852) 3606 8889 Email: sales@asiaworld-expo.com www.asiaworld-expo.com

Venue Facilities	Size
Exhibition Halls	45,440 sq. m.
AsiaWorld-Arena – Seating for 13,500	10,880 sq. m.
AsiaWorld-Summit – Serving up to 300-table banquets	8,200 sq. m.
Meeting Rooms	1,143 sq. m.

Hong Kong Convention and Exhibition Centre

1 Expo Drive, Wanchai, Hong Kong

Tel: (852) 2582 8888 Fax: (852) 2802 0000 Email: info@hkcec.com www.hkcec.com

Venue Facilities	Size
Exhibition Halls	66,000 sq. m.
Multi-Purpose Halls – Seating for 5,600	5,619 sq. m.
Two Theatres – Seating for 1,000	800 sq. m.
Meeting Rooms	5,518 sq. m.
Others	12,997 sq. m.

Kowloonbay International Trade and Exhibition Centre

1 Trademart Drive, Kowloon Bay, Kowloon

Tel: (852) 2620 2222 Email: info@kitec.com.hk www.kitec.com.hk

Venue Facilities	Size
Star Hall	2,912 sq. m.
Rotunda Halls	1,804-1,812 sq. m.
Meeting Rooms	76-107 sq. m.
Others	56-9,300 sq. m.

Relevant Organisations in Hong Kong**Hong Kong Tourism Board****(Meetings and Exhibitions Hong Kong)**

9-11/F, Citicorp Centre, 18 Whitfield Road

North Point, Hong Kong

Tel: (852) 2807 6543

Email: mehk@hktb.com

www.mehongkong.com

Hong Kong Exhibition and Convention**Industry Association**

Gloucester Road PO Box 28346

Hong Kong

Tel: (852) 2558 1238

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Email: enquiry@exhibitions.org.hk

www.exhibitions.org.hk

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