

Winning MICE



In 2012-13, the HKTB's Meetings and Exhibitions Hong Kong (MEHK) Office supported a total of 1,916 MICE (meetings, incentives, conventions and exhibitions) events. We dedicated ourselves to serving the needs of visitors who were in our city for different MICE events, rolling out hospitality programmes such as "Business Right Here!" and "Hong Kong Rewards" to enrich their experience in Hong Kong.

Between 2008 and 2012, overnight MICE arrivals rose 37.6%, from 1.167 million to 1.606 million, and their per capita spending increased 51%, from HK\$6,747 to HK\$10,208. In the past five years, the MEHK has supported more than 6,000 events, extended hospitality offers to over 1.2 million MICE visitors, and served over 145,000 visitors at our dedicated immigration counters.

Meetings & Incentive Travel

Since the meetings and incentive travel segment is susceptible to economic conditions, in 2012-13 we focused primarily on Mainland China, India and other markets that promised growth potential and were relatively stable amidst global economic uncertainty.

In Mainland China and Taiwan, we organised the “Top Agent Award” to motivate agents to actively persuade their clients to choose Hong Kong for their meetings and incentive activities.

In India, we staged the first-ever MICE road show in New Delhi and Mumbai.

The biggest corporate meeting and incentive group we received in 2012-13 was the over 20,000 delegates of the Nu Skin Greater China Regional Convention. The event utilised all facilities of the AsiaWorld-Expo and featured a record-breaking 28-metre-long DNA chain model for celebrating the company’s 20th anniversary.



Testimony

Mr Patrick Yeung, Nu Skin’s Regional Vice President, Leaderships cum President, Hong Kong and Macau, organiser of the Nu Skin Greater China Regional Convention:

“Hong Kong as an international city has a good range of suppliers for all aspects of event management, which is especially important for a convention of this size. We were able to work with a quality production house and events company to incorporate the various record-breaking elements in our event.”





Conventions

Among the many significant conventions Hong Kong hosted in 2012-13 were such prestigious events as the FDI World Dental Congress, the Junior Chamber International Asia-Pacific Conference, and the Asian Attractions Expo.

Also during the year, we won over 48 conventions, which were confirmed to be staged in Hong Kong between 2012 and 2019, drawing a total expected attendance of 35,000.

To spread the word around the world about Hong Kong as the perfect MICE hub in Asia, we attended major trade shows, including the European Incentive & Business Travel and Meetings (EIBTM) in Barcelona. We also received senior executives and board members of the American Society for Association Executives (ASAE) in Hong Kong and maintained a good working relationship with other industry associations, impressing them with the city's top-notch offerings and fostering close partnerships with these decision makers from overseas markets, particularly the US.

Testimony

Dr Orlando Monteiro da Silva, FDI President and organiser of the FDI World Dental Congress 2012:

"MEHK has been our close partner and we greatly appreciate its generous support and assistance in the entire process from bidding and congress promotion to staging major activities, including the welcome ceremony and HKDA Congress Dinner Reception."

FDI World Dental Congress

- Over 10,000 delegates celebrated the 100th anniversary of the congress in Hong Kong

Junior Chamber International Asia-Pacific Conference

- Over 4,700 Junior Chamber International members, with a delegation of over 2,000 from Japan

Asian Attractions Expo

- The 2012 edition saw the largest trade show floor in the event's history and a strong buyer turnout. Altogether, the show featured the products and services of 274 companies, attracting more than 3,200 buyers from a wide variety of attractions, including theme parks, museums, zoos and resorts, from 65 countries and regions.

Exhibitions

To reinforce Hong Kong’s leading position as the “Trade Fair Capital of Asia”, we partnered with industry stakeholders and established a win-win and cost-effective approach for business development. For example, we attended the Global Event Summit (GES) in France with relevant stakeholders and hosted a networking function at the 79th UFI (Global Association of the Exhibition Industry) Congress in Abu Dhabi. These activities enabled us to reach over 826 exhibition executives and professionals worldwide. We also facilitated the smooth staging of a wide range of other exhibitions, including those on wine, food and art.

Vitafoods Asia

- Over 160 global companies

Vinexpo Asia Pacific

- 1,050 exhibitors from 28 countries and a total of 15,785 visitors

Contemporary Art in Hong Kong

- Over 60 galleries and 5,500 art lovers

Testimony

Mr Chris Lee, Portfolio Director of Informa Exhibitions, organiser of Vitafoods Asia:

“Hong Kong is one of the world’s most developed cities in terms of its financial state of play and its quality with regards to infrastructure, transportation and venues... we chose it for Vitafoods Asia because of its accessibility and its role as a gateway to China. Potential visitors from around 160 countries can get in without needing a visa, which is crucial to the whole process. We needed to make it as easy as possible for our visitors to be able to get into one location, one meeting point for the industry.”

