

# MICE Business

## Fostering Partnership

In the MICE business, the events of the future are the fruits of today's effort. In 2013/14, the HKTB's Meetings and Exhibitions Hong Kong (MEHK) office actively strengthened ties with some of the world's most established associations, through which we promote Hong Kong as an ideal destination for MICE events to their huge networks of members – our potential MICE clients. In particular, we organised study missions and entered into strategic partnerships with the following associations in three of Hong Kong's key MICE markets, namely the US, Europe and Mainland China:

- The American Society of Association Executives (ASAE)
  - The ASAE represents over 21,000 association executives and industry partners from 10,000 organisations.
  - The partnership with ASAE generated 24 leads, with six events materialising as at the end of March 2014.
  - The ASAE delegation was so impressed with Hong Kong that they chose it as the host city of their own event, the ASAE Asia Pacific Great Ideas Conference 2015.
- The International Association of Professional Congress Organizers (IAPCO)
  - The IAPCO has 114 members in 40 countries.
  - It offers the MEHK the opportunity to showcase Hong Kong at its events in Switzerland, Lisbon and other European cities.
- The Chinese Medical Association (CMA)
  - The CMA has 83 affiliated associations and over 500,000 individual members.
  - The partnership helped generate three events for Hong Kong as at the end of March 2014.

## Promoting Lantau Island

Aligning with the Government's plan to develop Lantau into a transportation and tourism hub and leveraging large-scale infrastructural projects like the Hong Kong-Zhuhai-Macao Bridge and the Tuen Mun-Chek Lap Kok Link, the MEHK continued to promote Lantau Island as a MICE hub to event organisers. The incentive event BlackBerry Jam Asia 2013 demonstrated the total solution Lantau offers – modern meeting venues with excellent Wi-Fi connectivity to facilitate technology-based events, quality accommodations, unique cultural experiences, diverse entertainment and amazing natural attractions.

### Highlights

#### 2013 MICE arrivals:

- 1.6+ million, up 1.8% year on year

#### Major events held in 2013/14:

- *Watches&Wonders First Asia Haute Horlogerie Exhibition – the success of the first event led to the Switzerland-based Fondation de la Haute Horlogerie's choosing Hong Kong again for the 2014 event*
- *World Congress of Nephrology 2013*
- *SIGGRAPH Asia 2013*

#### Major wins in 2013/14:

- *The 25th International Nursing Research Congress (900pax)*
- *6th World Glaucoma Congress (4,000pax)*
- *TESOL 2015 International Convention & English Language Expo (750pax)*
- *The 2015-17 editions of the World Business Forum Hong Kong (3,000pax per annum for 3 consecutive years)*
- *22nd International Symposium on Electronic Art (800pax)*
- *The 2016 Million Dollar Round Table Experience (6,000pax)*

