

Extract of the Executive Summary of the Consultancy Study on the Provision of Additional Convention and Exhibition Facilities in Hong Kong

1.2.2.3 Hong Kong's Share of the Asia Exhibitions Market

1.2.2.3.1 Given that information regarding the global exhibitions market is severely limited and is not readily available, PKFCL has examined the performance of the Hong Kong exhibitions market vis-à-vis the Asia exhibitions market, based on the information provided by Tradeshow Week Custom Research (Tradeshow Week) which includes only international exhibitions known to Tradeshow Week.

1.2.2.3.2 Among all markets in Asia, Hong Kong ranked 6th in the number of exhibitions held in 1997, after China, Singapore, Japan, Korea and Thailand. In real terms, the number of exhibitions held in Hong Kong increased from 63 in 1993, to 76 in 1997 (refer to Table II-6 in the Final Report).

1.2.2.3.3 However, during the period 1993 to 1997, Hong Kong experienced a decline in its market share in terms of number of exhibitions held, to other countries in Asia, that decreased from 8.7 percent in 1993 to 6.5 percent in 1997. The same trend is experienced in other categories such as the number of visitors, and to a lesser extent, the total floor space utilised. In all the other categories, however, Hong Kong was ranked 4th in 1997.

1.2.2.3.4 Hong Kong continues to host some of the largest shows in Asia. Hong Kong ranked 3rd in exhibition space utilised per event, after Japan and Taiwan in 1996. However, in 1997, Hong Kong managed to surpass these two countries and ranked 2nd, after China, in exhibition space utilised per event.
