

## FACT SHEET

### Convention and exhibition facilities in selected places

#### 1. Introduction

1.1 At its meeting held on 12 June 2007, the Panel on Commerce and Industry proposed to conduct an overseas duty visit to study the convention and exhibition facilities in selected places. The purpose of this fact sheet is to provide the Panel with some basic information on the convention and exhibition facilities in the cities of Los Angeles and Las Vegas of the United States (US), Barcelona of Spain, Hanover of Germany and Dubai of the United Arab Emirates<sup>(1)</sup>.

#### 2. City of Los Angeles of the United States

Background of the city	<ul style="list-style-type: none"> <li>• Los Angeles is located in the state of California with an area of 1 215 sq km. It is the second most populated city in the US with a population of around 4 million people.</li> <li>• The economy of Los Angeles is driven by international trade, entertainment, aerospace, technology, fashion, apparel and tourism. Los Angeles is also an important manufacturing centre in the US.</li> </ul>
Major convention and exhibition centre	<ul style="list-style-type: none"> <li>• The Los Angeles Convention Centre is one of the most efficiently designed and technologically advanced convention and exhibition facilities in the US<sup>(2)</sup>.</li> <li>• It generates economic benefits to the city through:             <ul style="list-style-type: none"> <li>(a) hosting over 350 events and attracting 2.5 million attendees annually;</li> <li>(b) creating 12 000 local jobs each year; and</li> <li>(c) generating over US\$1 billion (HK\$7.8 billion)<sup>(3)</sup> annually through secondary client and visitor spending<sup>(4)</sup>.</li> </ul> </li> </ul>

Notes: (1) This fact sheet originally intended to study the convention and exhibition facilities in Savona of Italy. However, only scant information on such subject is available, as Savona has focused its economic development more on the cruise terminal business than on convention and exhibition facilities.

(2) See Los Angeles Convention Centre (2007).

(3) The calculation was based on the average exchange rate of HK\$7.768 per US dollar in 2006.

(4) See Los Angeles Convention Centre (2006).

## 2. City of Los Angeles of the United States (cont'd)

<b>Profile of the Los Angeles Convention Centre</b>	
Location	<ul style="list-style-type: none"> <li>The Los Angeles Convention Centre is located in downtown of Los Angeles with easy access to public transportation.</li> </ul>
Development history	<ul style="list-style-type: none"> <li>The Los Angeles Convention Centre opened in 1971 and underwent expansion in 1993 and 1997 respectively.</li> </ul>
Facilities	<ul style="list-style-type: none"> <li>The Los Angeles Convention Centre comprises a 347 000 sq ft South Exhibit Hall, which is connected to a 210 000 sq ft West Exhibit Hall by a two-storey meeting room concourse. It has another exhibition hall – the Kentia Hall – occupying 162 000 sq ft of convertible space usable for parking or exhibition.</li> <li>Other facilities include:               <ol style="list-style-type: none"> <li>64 meeting rooms totalling 147 000 sq ft and a 299-seat presentation centre;</li> <li>three food courts;</li> <li>a full-service business centre;</li> <li>on-site parking for 5 600 cars; and</li> <li>advanced optical fibre, power and data/network systems.</li> </ol> </li> </ul>
Operator	<ul style="list-style-type: none"> <li>The Los Angeles Convention Centre is managed and owned by the City of Los Angeles. The Los Angeles Convention Centre Department was established in 1973 to manage the Convention Centre.</li> </ul>
Events hosted	<ul style="list-style-type: none"> <li>The Los Angeles Convention Centre served as the main press centre for both the 2000 Democratic National Convention and the 1984 Olympic Games.</li> <li>Other major events hosted include:               <ol style="list-style-type: none"> <li>Southern California Linux Expo 2005;</li> <li>Electronic Entertainment Expo 2006 (the world's leading trade event showing the latest interactive entertainment and educational software and related products); and</li> <li>LA Auto Show 2006.</li> </ol> </li> </ul>

### 3. City of Las Vegas of the United States

Background of the city	<ul style="list-style-type: none"> <li>Las Vegas is located in the state of Nevada with an area of 340 sq km. It is the most populated city in Nevada with a population of about 590 000 people.</li> <li>Las Vegas is a major tourist destination for holidays, shopping, entertainment and gambling. Several companies involved in the manufacturing of electronic gaming machines are located in Las Vegas. The city has also established itself as a popular destination for conventions, tradeshows and meetings of all types and sizes.</li> </ul>
Major convention and exhibition centres	<ul style="list-style-type: none"> <li>The Las Vegas Convention Centre is the largest convention and exhibition centre in Las Vegas. It is also one of the most modern and functional facilities in the world<sup>(5)</sup>.</li> <li>Other convention and exhibition facilities include the Cashman Centre (a downtown multi-use facility) and other convention centres located in the large hotel and resort areas (e.g. the Sands Expo and Convention Centre and the Mandalay Bay Convention Centre).</li> </ul>
<b>Profile of the Las Vegas Convention Centre</b>	
Location	<ul style="list-style-type: none"> <li>The Las Vegas Convention Centre is located among hotels and entertainment centres. It is also right next to one of the stops on the Las Vegas Monorail.</li> </ul>
Development history	<ul style="list-style-type: none"> <li>The Las Vegas Convention Centre opened in 1959 and underwent expansion in 1998 and 2002 respectively to enlarge its capacity. It started another enhancement project in 2006 to, among other things, increase the Centre's meeting space and improve its overall design. When the project is completed, it will add 500 000 sq ft of space to the Centre, which include 145 000 sq ft of dedicated meeting space and a ballroom occupying about 100 000 sq ft.</li> </ul>
Facilities	<ul style="list-style-type: none"> <li>The Las Vegas Convention Centre provides more than 3.2 million sq ft of space with over 2 million sq ft as exhibition space.</li> <li>Other facilities include: <ul style="list-style-type: none"> <li>(a) 144 meeting rooms (covering more than 241 000 sq ft) with seating capacities ranging from 20 to 2 500;</li> <li>(b) a grand lobby and registration area of more than 225 000 sq ft;</li> <li>(c) a parking space for over 2 500 cars; and</li> <li>(d) a full range of state-of-the-art telephone, data and Internet services available throughout the Las Vegas Convention Centre and parking areas.</li> </ul> </li> </ul>
Operator	<ul style="list-style-type: none"> <li>The Las Vegas Convention Centre is managed by the Las Vegas Convention and Visitors Authority, which is a quasi-governmental agency responsible for marketing Nevada as a tourism and convention destination worldwide.</li> </ul>
Events hosted	<ul style="list-style-type: none"> <li>Examples of major events hosted are: <ul style="list-style-type: none"> <li>(a) the CONEXPO-CON/AGG 2005 (an international construction trade show);</li> <li>(b) Comdex 2005 (one of the world's largest computer trade shows); and</li> <li>(c) Consumer Electronics Show 2007.</li> </ul> </li> </ul>

Note: (5) See Las Vegas Convention and Visitors Authority (2007) and Ernst & Young (2007).

#### 4. Barcelona of Spain

Background of the city	<ul style="list-style-type: none"> <li>Barcelona is the capital of the Autonomous Region of Catalonia with an area of 100.4 sq km. It is one of the most populated cities in Spain with a population of 1.67 million people.</li> <li>Barcelona is a major tourist destination and has a rich cultural heritage. It is also an important industrial and commercial centre in Spain. Major manufacturing industries include textiles, consumer electronics, chemicals, pharmaceuticals and automobile. For the service sector, it is dominated by the logistics, publishing, telecommunications and computer industries.</li> </ul>
Major convention and exhibition centres	<ul style="list-style-type: none"> <li>The Montjuïc Exhibition Centre, the Gran Via Exhibition Centre and Centre de Convencions Internacional de Barcelona (CCIB) are the major convention and exhibition centres in Barcelona.</li> <li>The Montjuïc Exhibition Centre and the Gran Via Exhibition Centre are both managed by the Fira de Barcelona, a leading trade fair organizer in Spain. These two Exhibition Centres are equipped with advanced infrastructures and offer a wide range of services and space. In addition, the Montjuïc Exhibition Centre is a flexible complex combining exhibition halls built at the start of the 20<sup>th</sup> century with a modern infrastructure that can adapt to all types of events.</li> <li>CCIB brings notable economic benefits to Barcelona. According to the Barcelona Convention Bureau, the direct economic impact generated by CCIB during 2005 was €110 million (HK\$1.1 billion)<sup>(6)</sup>.</li> </ul>
<b>Profile of the Montjuïc Exhibition Centre and the Gran Via Exhibition Centre</b>	
Location	<ul style="list-style-type: none"> <li>The Montjuïc Exhibition Centre and the Gran Via Exhibition Centre are located just off the city centre. Nevertheless, they are well connected with any places in the Barcelona Metropolitan Area by bus, metro and train, and they are only 8 km away from the Barcelona International Airport.</li> </ul>
Development history	<ul style="list-style-type: none"> <li>The Montjuïc Exhibition Centre is a historic venue which has been in operation for more than 100 years. The Gran Via Exhibition Centre is in partial operation as it is still under expansion.</li> </ul>
Facilities	<ul style="list-style-type: none"> <li>The Montjuïc Exhibition Centre occupies an area of 1.2 million sq ft, and houses the Barcelona Congress Centre which has an auditorium for 1 650 people and an exhibition space of over 62 000 sq ft.</li> <li>The Gran Via Exhibition Centre is equipped with advanced trade fair technology and currently has 1.9 million sq ft of floor space. When extension works are completed in 2009, the Gran Via Exhibition Centre will have a total of 2.6 million sq ft of exhibition space.</li> </ul>

Note: (6) The calculation was based on the average exchange rate of HK\$9.77 per Euro in 2006.

#### 4. Barcelona of Spain (cont'd)

<b>Profile of the Montjuïc Exhibition Centre and the Gran Via Exhibition Centre (cont'd)</b>	
Operator	<ul style="list-style-type: none"> <li>Both the Montjuïc Exhibition Centre and the Gran Via Exhibition Centre are managed by the Fira de Barcelona. Every year, the company plays host to over 30 000 exhibitors and receives 3.5 million visitors.</li> </ul>
Events hosted	<ul style="list-style-type: none"> <li>Examples of major events hosted are:               <ol style="list-style-type: none"> <li>the World Cardiology Congress 2006;</li> <li>the Global Meetings and Incentives Exhibition 2006 (an exhibition for the conference, incentives, events, business travel and meetings industry); and</li> <li>the 3GSM World Congress 2007.</li> </ol> </li> </ul>
<b>Profile of Centre de Convencions Internacional de Barcelona (CCIB)</b>	
Location	<ul style="list-style-type: none"> <li>CCIB is located in the new "Diagonal Mar" district of Barcelona, which is close to the city centre and just a few minutes away from the nearest beach. Within the district, there are 7 625 parking spaces and a number of 4- to 5-star hotels offering 2 500 rooms.</li> </ul>
Development history	<ul style="list-style-type: none"> <li>CCIB opened in May 2004.</li> </ul>
Facilities	<ul style="list-style-type: none"> <li>CCIB comprises the Convention Centre and the Forum Building, which are linked by an underground, connecting walkway.</li> <li>The Convention Centre has a total floor space of 721 200 sq ft, which comprises a multi-function exhibition hall of 121 000 sq ft and 45 meeting rooms of different sizes.</li> <li>The Forum Building occupies a floor space of 269 100 sq ft and houses an auditorium with a seating capacity for 3 068 people.</li> </ul>
Operator	<ul style="list-style-type: none"> <li>CCIB is owned and managed by GL Events, an international event organization and venue management company with its head office located in France.</li> </ul>
Events hosted	<ul style="list-style-type: none"> <li>Examples of major events hosted are:               <ol style="list-style-type: none"> <li>11<sup>th</sup> World Congress on Lung Cancer (2006);</li> <li>Laureus World Sport Awards 2006; and</li> <li>Microsoft Tech Ed 2006: IT Forum.</li> </ol> </li> </ul>

## 5. Hanover of Germany

Background of the city	<ul style="list-style-type: none"> <li>Hanover is the capital of the federal state of Lower Saxony with an area of 204 sq km. It is a relatively small city in Germany with a population of about 523 000 people.</li> <li>Hanover is a major service centre in northern Germany, being renowned for hosting important commercial expositions and trade fairs. It is also the headquarters for many local insurance companies and financial service providers. In addition, Hanover is an industrial city characterized by the presence of many international manufacturing companies.</li> </ul>
Major convention and exhibition centre	<ul style="list-style-type: none"> <li>The Hanover Exhibition Centre is the largest exhibition ground in the world<sup>(7)</sup> and hosts many of the largest and most significant events on the international trade calendar.</li> </ul>
<b>Profile of the Hanover Exhibition Centre</b>	
Location	<ul style="list-style-type: none"> <li>The Hanover Exhibition Centre is located in the north-central of Germany. The Exhibition Centre is well connected with the local transport infrastructure, making the Exhibition Centre convenient to get to.</li> </ul>
Development history	<ul style="list-style-type: none"> <li>After World War II, a building in Hanover was converted to host the Hanover Fair in 1947 to boost the economic development of post-war Germany. Such an attempt proved to be successful, and so a permanent fairground – the Hanover Exhibition Centre – was established in Hanover. The Hanover Exhibition Centre has undertaken expansion in the subsequent decades to become the largest exhibition ground in the world.</li> </ul>
Facilities	<ul style="list-style-type: none"> <li>The Hanover Exhibition Centre features 5.3 million sq ft of covered indoor space, 624 300 sq ft of open-air space, and 27 halls and pavilions.</li> <li>Other facilities include:             <ol style="list-style-type: none"> <li>a convention centre with 35 function rooms, ranging from 323 sq ft to 13 563 sq ft;</li> <li>a parking space for about 39 000 cars; and</li> <li>recreational and relaxation centres, gardens and quiet zones.</li> </ol> </li> </ul>
Operator	<ul style="list-style-type: none"> <li>The Hanover Exhibition Centre is owned and operated by Deutsche Messe AG, a trade fair company which develops, plans and runs trade fairs and exhibitions in Germany and abroad.</li> </ul>
Events hosted	<ul style="list-style-type: none"> <li>Examples of major events hosted are:             <ol style="list-style-type: none"> <li>Expo 2000;</li> <li>CeBIT Hanover 2006 (the world's largest annual trade show for information telecommunications technology); and</li> <li>Hanover Messe 2007 (an annual leading trade fair showing the latest industrial and automation technologies).</li> </ol> </li> </ul>

Note: (7) See Deutsche Messe AG (2007).

## 6. Dubai of the United Arab Emirates

Background of the city	<ul style="list-style-type: none"> <li>• Dubai is located in the United Arab Emirates with an area of 3 885 sq km. It is the second most populated area in the country with a population of 1.5 million.</li> <li>• Dubai is one of the favourite tourist destinations in the Middle East. It is also a business hub for the service industries such as information technology and finance. In recent years, Dubai has focused on attracting foreign direct investment by improving its infrastructural facilities and building free-trade zones.</li> </ul>
Major convention and exhibition centres	<ul style="list-style-type: none"> <li>• The Dubai World Trade Centre is the largest exhibition centre in the Middle East<sup>(8)</sup>, which hosts more than 60 exhibitions and events every year.</li> <li>• Airport Expo Dubai, inaugurated in 1999, is the latest exhibition complex developed in Dubai. It serves to complement the role of the Dubai World Trade Centre in strengthening Dubai's position as the leading exhibition venue in the region.</li> </ul>
<b>Profile of the Dubai World Trade Centre (DWTC)</b>	
Location	<ul style="list-style-type: none"> <li>• DWTC is located in the city centre and is about 15 minutes away from the Dubai International Airport.</li> </ul>
Development history	<ul style="list-style-type: none"> <li>• DWTC was built in 1979 and has undergone expansion in the ensuing years to become a premier landmark property and business location in Dubai.</li> </ul>
Facilities	<ul style="list-style-type: none"> <li>• DWTC comprises a 39-storey office tower, the Dubai International Convention Centre, a business club, residential service apartments, and eight exhibition halls with a gross internal exhibition space of 334 000 sq ft.</li> <li>• The Dubai International Convention Centre provides a total of 645 800 sq ft of flexible and versatile exhibition space. Its multi-purpose hall can accommodate up to 6 500 delegates when set in an auditorium style.</li> </ul>
Operator	<ul style="list-style-type: none"> <li>• DWTC is managed by the Dubai World Trade Centre LLC, which has more than 20 years of experience in the co-ordination and management of international exhibitions and special events.</li> </ul>
Events hosted	<ul style="list-style-type: none"> <li>• Examples of major events hosted are: <ul style="list-style-type: none"> <li>(a) 2003 IMF Annual General Meetings;</li> <li>(b) GITEX 2006 (the Middle East's largest and most important information technology event); and</li> <li>(c) Dubai International Horse Fair 2007.</li> </ul> </li> </ul>

Note: (8) See Dubai World Trade Centre (2007).

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