

To : Mr Fred Lam
Executive Director, HK TDC
Hong Kong Convention & Exhibition Centre
1 Expo Drive
Wanchai, Hong Kong
[By Post, Fax and Email]

April 26th, 2010

Dear Fred,

It was a pleasure to see you again at the recent Legislative Council (LEGCO) Panel on Commerce & Industry hearing on the Development of the Exhibition Industry in Hong Kong.

In response to the clear directive from several of the Councillors at the hearing that the TDC and private organizers should seek to cooperate, and your comment that you "have not declined our proposal to jointly promote trade shows in Hong Kong," I offer the following practical and meaningful suggestions:

- The TDC and private organizers should work together to realize the concept of "one city, two shows" or "one fair, two venues," to jointly promote and market shows running at the same time at both the Convention & Exhibition Centre (CEC) and AsiaWorld-Expo (AWE). Our proposal, submitted to the TDC via the Commerce & Economic Development Bureau (CEDB) in February 2009, provides a model for such cooperation between the TDC and Global Sources.
- During key show periods, provide a jointly marketed and branded bus service between CEC and AWE, for the convenience of buyers and to encourage them to keep coming to Hong Kong in the face of intense competition from mainland events and venues.
- Work with major trade associations to bring TDC/association pavilions to our shows at AWE which run at the same time as your events covering similar themes (for example, a Hong Kong Electronics Pavilion organized by the TDC and the Hong Kong Electronic Industries Association during our *China Sourcing Fair: Electronics & Components* in April and October). This would also be an immediate and cost effective way to address any waiting lists which you may have, thereby making maximum use of both Hong Kong venues and of taxpayer investments.

Our proposed joint efforts will truly help the development of the exhibition industry in Hong Kong, as well as the development of local SMEs and our economy as a whole.

I would like to take this opportunity to reinforce the fact that we respect the TDC's achievements and fully support Hong Kong's trade associations and SMEs. Our request is that the TDC provides private trade show organizers the same positive and proactive support as you do for other sectors.

Merle A. Hinrichs *Chairman & Chief Executive Officer*
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May I also thank you for promptly updating your mobile applications *HKTDC Fairs* (version 1.3) on the day of the LEGCO hearing, to add listings for our shows and those of other private organizers. I trust this bodes well for our future cooperation.

I would like to get together as soon as possible to plan ways to collaborate, preferably next week. Please suggest a suitable time.

Yours sincerely,



pp. Merle A. Hinrichs,
Chairman & CEO,
Global Sources

- c.c. Hon Vincent Fang Kang, SBS, JP (Chairman, Panel on Commerce and Industry, Legislative Council)
Ms Yue Tin Po, Council Secretary, LEGCO
All LEGCO members of Panel on Commerce and Industry, Legislative Council, via LEGCO C&I Panel Secretary
LEGCO members and deputation attended the C&I Panel meeting on April 20th, 2010 (agenda item V: Development of the Exhibition Industry in Hong Kong) via LEGCO C&I Panel Secretary
Mrs Rita Lau, JP (Secretary for Commerce & Economic Development)