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Dear Merle,

Thank you for letter of 26 April. As I said at the Legislative Council's Commerce and Industry panel hearing on 20 April, we are very pleased to promote the wider interests of the exhibition industry and articulate internationally Hong Kong's pre-eminence as an exhibition venue. We have done a lot in recent years to provide information about all Hong Kong's trade fairs and related events to overseas and audiences as well as locally. These fairs are hyper-linked to our website for many years. Rest assured we will continue to work with the MEHK Office of the Hong Kong Tourism Board to enhance this effort. We will also endeavour to find practical ways of cooperating with the many private sector companies organizing trade fairs in Hong Kong.

It was in that spirit that we agreed at the Legislative Council hearing to take a number of additional actions. Specifically, I have agreed that HKTDC would do the following:

- a) help private sector trade fair organisers disseminate information about their events to Hong Kong companies,
- b) assist small and medium-sized enterprises to attend overseas fairs that could be of value to them and help them with the necessary arrangements, and
- c) organize seminars to educate Hong Kong companies, particularly smaller and newer ones, about the opportunities offered by trade fairs. We will invite private trade fair organisers to make presentations about their events at these seminars, and we will continue to allow private sector fair organisers to set up promotional stands at our trade fairs.

It was also in that spirit of cooperation that I suggested we meet on December 17, 2009 and in which our colleagues held two subsequent working-level meetings. In the light of these discussions I am sure there are a number of arrangements we could devise of mutual benefit both to your firm and to the wider interests of the trade fair business in Hong Kong.


There are however practical issues that we must take into account when exploring such possible areas of cooperation. One is that established fairs have a very particular market profile with paying exhibitors who expect the organiser to do everything possible to attract buyers to the venue in which they are exhibiting. Trying to combine two existing fairs with different profiles and which are organized by two different organizers presents some profound challenges particularly among our existing exhibitors, many of whom are Hong Kong companies that rely heavily on orders secured at such fairs.

Another practical issue is that, as a public organization, HKTDC has to avoid appearing to endorse the profit-making activities of a single private sector organisation. When we go into partnership with another organization, as we have in the past, we have always had to make quite sure that we have control over any aspect of the outcome which would bear the HKTDC logo or in other ways be associated with our name.

These practical considerations need not stop us from developing many areas in which we could cooperate further. A bus service between the two venues is certainly one we could explore within the constraints I refer to above, as are the many opportunities which HKTDC will continue to present and expand for private sector organisers like yourself to publicize details of trade fairs to Hong Kong companies.

I look forward to our further discussions.

Yours sincerely,


Fred Lam

c.c. Hon Vincent Fang Kang, SBS, JP (Chairman, Panel on Commerce and Industry, Legislative Council)
Mrs. Rita Lau, JP (Secretary for Commerce & Economy Development)