

LC Paper No. CB(1)1878/09-10(02)
(English version only)

10 May 2010

Mr. Allen Ha
Chief Executive Officer
Asia World-Expo Management Ltd
Level 1, Asia World-Expo
HK International Airport
Lantau, Hong Kong

Dear Allen,

Thank you for your letter of 30 April 2010. As I said at the Legislative Council's Commerce & Industry Panel hearing on 20 April, we are very pleased to promote the wider interests of the exhibition industry and will explore cooperation with private trade fair organizers to launch events at the AsiaWorld-Expo (AWE) as long as there is valid demand and support from concerned industries. It was in that spirit that we have been organising shows at the AWE since April 2006.

While I am happy to continue to look for new themes for events at the AWE, we should not limit ourselves to only two months of the year when organisers such as the Global Sources are already doing well in expanding their exhibition profiles at the AWE in April and October. Instead, we should be identifying interesting themes yet explored by other fair organisers for launching new shows during non-peak seasons. By so doing, the HKTDC can contribute its part not only in improving the utilisation of the AWE throughout the year, but more importantly, in helping diversify the profile of AWE's fairs and customers alike. This would also help clear your misconception, as expressed at the Panel hearing on 20 April, that the HKTDC was refrained from organising shows outside the Hong Kong Convention & Exhibition Centre except in the peak months of April and October.

Having said that, we will continue our dialogue with Global Sources with a view to developing mutually beneficial co-operation. In the meantime, I shall continue to count on you and your team's full support for the HKTDC's fairs being organised at the AWE.

Yours sincerely,



Fred Lam

c.c. All Members of Panel on Commerce and Industry for Legislative Council and other Members in attendance (meeting on 20 April 2010)
Mrs. Rita Lau, JP (Secretary for Commerce and Economy Development)