

**By Fax (3606 8889) & Post**

20 December 2010

Mr. Allen Ha  
Chief Executive Officer  
AsiaWorld-Expo Management Limited  
Hong Kong International Airport  
Lantau  
Hong Kong

Dear Allen,

Thank you for your letter dated 15 December 2010 to HKTDC's Executive Director, Mr. Fred Lam seeking further cooperation with Asia World Expo (AWE).

First, let me reassure you that HKTDC has always been supportive of promoting higher utilisation of AWE. We are committed to these efforts whenever practical and possible. As you know, we have worked with private sector organisers to launch six new fairs at AWE since the facility opened in 2006. We are working very hard to make these fairs a success.

We remain keen to find other organisers with whom to establish new fairs at AWE and you will be aware of our plans to stage a new "Four-in-One" fair at AWE next July, jointly organised with Paper Communication Exhibition Services, a member of the Hong Kong Exhibition and Convention Industry Association.

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Chief Executive Officer

Apart from exploring new themes and new fairs that could be launched at AWE, we will also examine the feasibility of the “One Fair, Two Venues” concept, in which a single fair could be run at AWE and the Hong Kong Convention and Exhibition Centre (HKCEC) concurrently. Such an approach contains many practical difficulties, which is why so few successful examples are to be found anywhere in the world. However we are giving the concept very serious consideration and are looking at the feasibility of expanding one or more of our larger fairs by using AWE space in addition to the HKCEC.

To take the idea of “One Fair, Two Venues” forward in this way it is very important that we confirm the availability of AWE space at times we are planning for fairs at HKCEC. We will then consult the relevant industries, who are stakeholders in these long-established trade fairs, to see how the concept could be taken forward while being sensitive to their interests.

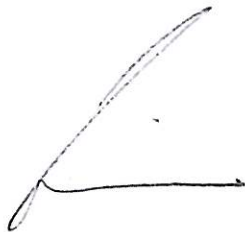
In your letter you also raise the matter of collaboration with one particular trade fair organiser, namely Global Sources (GS). We have been in proactive discussion with GS to explore ways of facilitating traffic between AWE and HKCEC when similar shows are being held at the two venues. On a trial basis we instituted with GS a shuttle bus service in October during the Hong Kong Electronics Fair in HKCEC and GS’s China Sourcing Fair at AWE. We are currently reviewing with GS the outcome of this trial run and will continue our dialogue with them.

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As we take these issues forward a close, cooperative relationship between HKTDC and AWE management will be important and we look forward to developing that with you. It would confuse the matter if you, as venue operator, were to place the prerequisite that HKTDC work with a specific fair organiser before confirming space availability. We wrote to you in October about possible times in March, April and October in 2011 and 2012. Time is getting very tight if we are to have any prospect of using these time slots. We need a clear confirmation about these proposed times and look forward to receiving your advice on this as soon as possible.

Yours sincerely,



Benjamin Chau

cc All Members of Panel on Commerce and Industry of Legislative Council

Secretary for Commerce and Economic Development (Fax: 2537 6720)

Permanent Secretary for Commerce & Economic Development (Commerce, Industry and Tourism) (Fax: 2840 1621)

Undersecretary for Commerce and Economic Development (Fax: 2537 6720)

Deputy Secretary for Commerce and Economic Development (Commerce and Industry) (Fax: 2840 1621)

Executive Director, Hong Kong Trade Development Council