

香港酒店業主聯會

The Federation of
Hong Kong Hotel Owners

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(English version only)

April 19, 2010

Via Fax & Post

The Hon Vincent FANG Kang, SBS, JP

Chairman

Panel of Commerce and Industry

Legislative Council

8 Jackson Road, Hong Kong

Development of the exhibition industry in Hong Kong

Dear Mr Fang,

On behalf of the Federation of Hong Kong Hotel Owners (the Federation), I would like to express the Federation concerns/recommendations regarding the captioned subject for Legislative Council Panel discussion held on April 20, 2010.

Meetings and Exhibitions Hong Kong Office

1. Members are interested to know whether the Meetings and Exhibitions Hong Kong (MEHK) Office of Hong Kong Tourism Board (HKTB) replaces the former Convention & Incentive Tourism Bureau (CITB).
2. MEHK should advocate of the SWOT analysis for MICE industry for Hong Kong and its direct competitors such as Singapore. Hong Kong should follow the strengths of the competitors.
3. MEHK should focus more resources, both locally and overseas, to develop MICE market promotional activities, such as inviting key decision makers to familiarize our facilities and services. To achieve this, MEHK should strengthen the cooperation with Hong Kong Trade Development Council (HKTDC) by sharing the MICE expertise, networking and partnership and other resources to produce the synergy effects on overseas MICE promotion for Hong Kong

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4. Communication and cooperation between MEHK, HKTDC, airlines, Hong Kong Hotels Association (HKHA), Hong Kong Exhibition and Convention Industry Association (HKECIA) and the Federation should be enhanced to boost the number of MICE organizers, delegates, and participants, especially in traditionally low season period such as June to August every year. Attractive promotional exhibition packages in terms of convention and exhibition space, hotel accommodation and airfare in different price tiers can be designed.
5. MEHK should further line up the retail, catering and transportation services sectors to offer more privilege and priorities to MICE organizers, delegates, and participants including discounts when spending in their outlets or taking services.
6. MEHK could design some friendly & impressive approaches and offers to organizers, delegates, and participants, such as cooking sessions for females/wives of convention participants and special theme in evenings to prolong their length of stay.

Hong Kong Trade Development Council

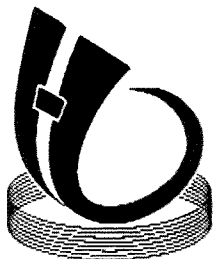
7. We appreciate the efforts of HKTDC on attracting overseas tradeshows and exhibitions in past decades.
8. Members are interested to know whether the roles and responsibilities of MEHK & HKTDC are clearly defined.
9. HKTDC should actively be involved in the price setting of HKCEC in order to be more flexible in the bidding of major World Conference/Exhibitions. HKTDC, as a Government-funded trade promotion body, should offer the most attractive rates to draw more MICE businesses to Hong Kong.
10. HKTDC could create a loyalty platform for exhibitors that have been supporting Hong Kong's MICE sector with incentives such as hotel accommodation, free truck, free exhibition rental and other privileges. A well developed Customer Relationship Management (CRM) system could bring additional values to Hong Kong as a destination which encourages repeat business and visits to Hong Kong.
11. HKTDC could seek for new product ideas and possibilities on incentives and support schemes. HKTDC could achieve this by setting up award scheme to exhibitors with marketing funds apply to the awarded products. By doing so, it would encourage companies to use Hong Kong as the launching platform of their products and promote the city as an exhibition/MICE venue. We believe it can

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help bring in many creative ideas from those smaller and young companies to participate in large scale exhibitions.

Long-term Demand for MICE Infrastructure & Personnel

12. The Government should consider the construction of HKCEC Phase 3 and incorporating MICE facilities or multi-purpose venues into other Central Business Districts such as West Kowloon Cultural District.
13. The Government should consider emphasizing the recruitment and education on MICE and its career opportunities regarding foreseeable serious MICE staff shortages in Hong Kong.

We hope the above suggestions are useful.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Michael LI'. The signature is fluid and cursive, with a large, sweeping 'L' at the end.

Michael LI

Executive Director

(For and on behalf of Members of the Federation of Hong Kong Hotel Owners)