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12 December 2011

Ms YUE Tin-po
Chief Council Secretary
Commerce and Industry Panel
Legislative Council
Legislative Council Complex
1 Legislative Council Road
Central, Hong Kong

Dear Ms Yue

Hong Kong Trade Exhibition – An Industry Review Phase 2

I refer to the meeting of the Commerce and Industry Panel held on 15 November 2011 in which Members of the Panel requested a copy of the Report on the captioned study for Members' reference. The study includes a survey conducted by Professor Waiman Cheung of The Chinese University of Hong Kong and we have submitted earlier to the Panel the key findings of the survey for Members' reference (Paper No.: LC Paper No. CB(1)349/11-12(01)).

Please find attached a copy of the captioned report for your reference and action.

Thank you for your kind attention.

Yours sincerely

Kenneth Chan
Head of Corporate Affairs and Communications

cc Commerce and Economic Development Bureau (Attn: Mrs Candy Yeung)
Tourism Commission, Commerce and Economic Development Bureau (Attn: Mr Vincent Fung)
Hong Kong Trade Development Council (Attn: Ms Clare Wong)
Hong Kong Tourism Board (Attn: Ms Gilly Wong)

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Hong Kong Trade Exhibition
- An Industry Review (Phase 2)

香港中文大學
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BMT Asia Pacific

Hong Kong Trade Exhibition
- An Industry Review (Phase 2)

Date: 10th November 2011

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1 Introduction

1.1 Background and Objectives

In light of the growing competition in the regional exhibition market, Hong Kong is continuously striving to enhance the competitiveness of the industry and considering increasing its capacity to host more large-scale international conventions and exhibitions.

This Paper is the second phase of a two-phase Study. Phase 1 was published in November 2009, and can be found at:
(http://www.ccl.baf.cuhk.edu.hk/Download/HKEI_study.pdf)

The Project Team intends to examine the Hong Kong exhibition market. In particular, we will study the current market conditions, market competition, wishes and worries of organisers and exhibitors, and the future sustainability of the industry.

1.2 The Project Team

The Project Team for this Study is led by Professor Waiman Cheung of the Department of Decision Sciences & Managerial Economics (DSE), The Chinese University of Hong Kong (CUHK). The team includes consultants from BMT Asia Pacific Ltd. Headquartered in the UK, BMT is a leading consulting consortium providing advice on strategic planning for private and public organisations. BMT includes economists, management consultants and logistics experts and is well versed in local and regional business practices and economies.

1.3 Work Scope

This is a two-phase Study. The objectives of the overall Study are to assess:

- The market demand and supply of the exhibition business in Hong Kong and their implications for the exhibition industry's development strategies;
- The historical background and current incentives for the development of Hong Kong exhibition industry, focusing on:

  - ➢ The private sector's involvement in Hong Kong's exhibition market when compared with similar Asian markets – does the Hong Kong market accommodate sufficient competition?
  - ➢ The role of Hong Kong Special Administrative Region (HKSAR) government in the Hong Kong exhibition market;
  - ➢ The role of private exhibition organisers in the long term development of the Hong Kong exhibition market;

- The relationship between the Hong Kong Convention and Exhibition Centre (HKCEC) and AsiaWorld-Expo (AWE) and current status of their cooperation or complementarities;

- The prospects for the future development of the Hong Kong exhibition industry, in particular

  - ➢ The synergy of HKCEC and AWE;
  - ➢ The synergy of HKTDC and the private exhibition organisers;

- The role for the HKSAR Government in the sustainable development of the exhibition industry, especially when it relates to private sector participation.

This Phase 2 Report will assess the current market trends and behaviours, in particular, update the picture that was painted in Phase 1, now that a full year has passed since the Atrium Expansion at the Hong Kong Convention and Exhibition Centre. Market behaviour will be analysed through a series of interviews with trade exhibition organisers, and surveys at multiple trade exhibitions held in Hong Kong to gauge the opinions of the exhibitors themselves. Through the application of these interviews and surveys, recommendations for the future development and sustainability of Hong Kong's important trade exhibition industry will be suggested.

1.4 Data Collection Methods

The majority of data collected in this report has been compiled from publicly available publications such as government statistics, industry journals and periodicals, web-base publications, etc. In some cases, key stakeholders of the exhibition industry, which includes venues, organisers and associations, were consulted. Primary sources of data provided by the stakeholders have also been included in the report. Where possible, we have taken measures to verify the data provided.

However, it is not feasible to provide an independent audit on every detail of the data due to three factors:

i. Stakeholders choose not to disclose certain event details such as revenue generated, or even exact gross meterage/space rented, due to contractual confidentiality agreements between the relevant parties;

ii. Stakeholders may tend to overstate past visitor attendance figures and exhibition space for marketing purposes in order to attract future potential exhibitors (see Box 1.1); and

iii. Detailed information regarding the old events, especially for those that occurred before 2004, is largely unavailable on the public domain.

Although it is anticipated that minor data discrepancies may be found between this study and other sources, the overall trends and conclusions made in this study is unlikely to be affected.

The industry in 2010 is included in the scope of this study. Thus we have estimated data regarding events from April-December 2010 by looking at the marketing publications of these future events, and forecasting using historic data of these recurring events.

Where applicable, we have stated the source of data for all charts and graphs in this study. Previous studies that have been conducted specifically with regards to the Hong Kong exhibition industry include BSG's "Economic Impact of Hong Kong's Exhibitions Industry" (2002) and KPMG's "Economic impact of the Hong Kong exhibition industry" (2007). Also held in high regard is the UFI Report researched, BSG's "The Trade Fair Industry in Asia" (yearly). Data has been compiled from these reports to analyse historic trends in the industry.

Box 1.1 Comments on Data from BSG

"The exhibitions industry…has had a tradition tendency towards exaggeration when reporting data particularly for visitors to trade shows … over state the space of previous trade fairs in order to make them look more attractive to potential exhibitors." – BSG Report

1.5 Organisation of the Working Paper

This report is for Phase 2 of the Study, which is organised in the following further sections:

Chapter 2 – Identification of Market Trends

After the opening of the HKCEC Atrium Link expansion in 2009, to investigate:

- What was the impact on HKTDC's market share in Hong Kong?
- What was the impact on private sector?
- Was there any improvement on the development of the overall exhibition market?

Chapter 3 – Market Behaviour

Interviews with industry stakeholders, including organisers and exhibitors, were conducted to gain a more detailed understanding of the trade exhibition industry. Following the interviews, a survey is formed and given to 180 local and non-local exhibitors from AWE and HKCEC to gather opinions regarding their reasons to exhibit in Hong Kong, their ratings of organiser's performance, the venue and its supporting infrastructure, government support and what can be improved in the future.

Chapter 4 – Sustainable Growth

Recommendations for the sustainable growth of Hong Kong's trade exhibiton industry, based on the research conducted through the 2-Phase study, and through first hand interviews and surveys with key industry stakeholders.

Chapter 5 – Conclusion

Chapter 6 – Glossary.

Appendix

List of trade shows in AWE and HKCEC in 2010, and surveys provided.

2 Identification of Market Trends

2.1 Overview of the Current Market

There are currently 3 major exhibition centres in Hong Kong capable of holding trade exhibitions: Hong Kong Convention and Exhibition Centre (HKCEC), AsiaWorld-Expo (AWE) and Hong Kong Exhibition Centre (HKEC). An overview of these centres can be found in Phase 1 of this study, published October 2009. The most recent change to the current market in terms of saleable exhibition space is the Atrium Link expansion, which was completed and opened for usage at HKCEC in April 2009. This has added an additional 19,400 square metres (sq m) of saleable exhibition space.

Confusions have been caused in the past due to the different space figures published from different sources. This Study will base upon the same foundation built in the Phase 1 Study. The *available saleable exhibition space* figures will be used.

Table 2.1 is a summary of the current available exhibition space in Hong Kong

Table 2.1 Saleable Exhibition Space

Venue	Saleable Exhibition Space (sq m)
HKCEC	88,563
AWE	70,000
HKEC	2,100

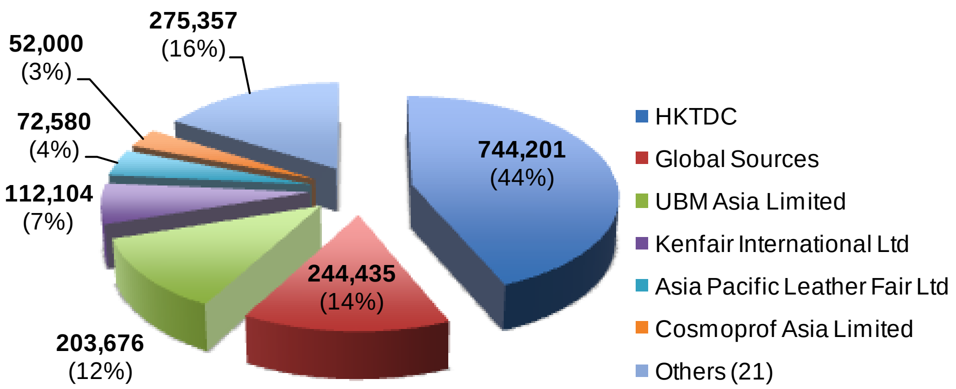
In the Phase One Study, a number of key comparables used to analyse market share were identified. These include:

- Gross exhibition space / net exhibition space sold
- Number of trade fairs organised
- Gross revenue generated by trade fairs
- Number of organisers
- Occupancy rate / Utilisation
- Number of visitors

Due to lack of (accurate) data, generated revenue and number of visitors will not be used to interpret market share.

Figure 2.1 shows the organiser market share in terms of gross meterage. Public organiser, the Hong Kong Trade Development Council (HKTDC), holds the largest share of the market, with 44% in 2009. Significantly lagging behind at second place is Global Sources, with 14%, followed by UBM Asia Limited with 12%.
HKTDC is Hong Kong's only public/government organiser. Therefore, 44% of all gross meterage is sold by HKTDC.

Figure 2.1 Organiser Market Share (2009)

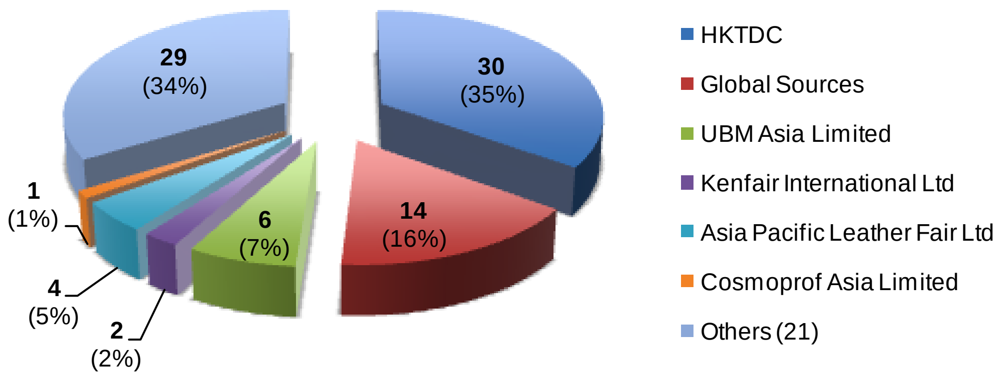


Source: Compiled from AWE, HKCEC and public domain data

Note: "Others" consist of all the firms who organise events, whereby the total gross meterage of all trade exhibitions held by each firm do not exceed 50,000 sq m.

Figure 2.2 shows the organiser market share in terms of number of events organised. Compared to the market share in terms of gross meterage, HKTDC, UBM Asia Limited and Kenfair International Limited have a small market share. Intuitively, this means that the average gross meterage size of each trade exhibition held by the aforementioned organisers are larger then those by other organisers.

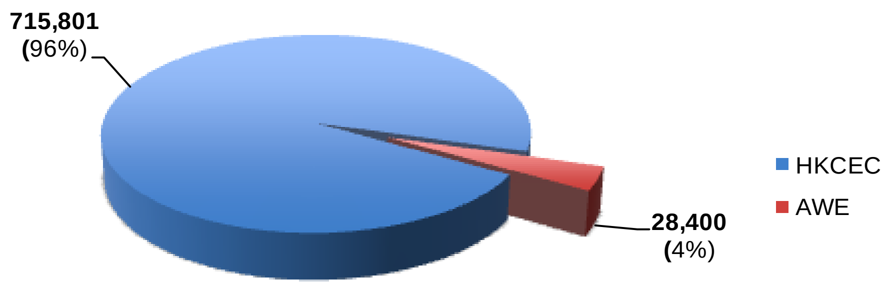
Figure 2.2 Organiser Market Share (No. of Events)



Source: Compiled from AWE, HKCEC and public domain data

Whilst HKTDC is clearly the overall market leader in terms of trade exhibitions organised and total gross meterage sold, their positions between HKCEC and AWE differ greatly. As shown in Figure 2.3, 96% of all shows organised by HKTDC were held in the HKCEC in 2009. Only 4 shows, accumulating to 28,400 sq m, were held in AWE during 2009.

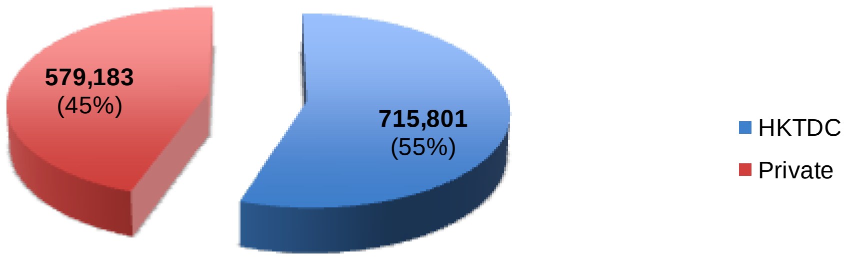
Figure 2.3 Gross Meterage Sold by HKTDC (2009)



Source: Compiled from AWE, HKCEC and public domain data

Figure 2.4 shows the commanding presence of HKTDC events at HKCEC. The accumulated gross meterage of HKTDC trade exhibitions make up 55% of total gross meterage sold at HKCEC during 2009.

Figure 2.4 HKTDC vs Private Organiser Market Share at HKCEC (2009)



Source: Compiled from AWE, HKCEC and public domain data

Utilisation of venue space is one of the main arguments used for the approval of an exhibition venue. As such, the utilisation of venues will be analysed in detail. In the Phase 1 Study, the notion of "capacity tension" was introduced.

Box 2.1 Capacity Tension

"Capacity tension is when venues are operating at or close to full capacity. In other words, events, organisers and exhibitors may have to be turned away due to the venues operating at full or near to full capacity.

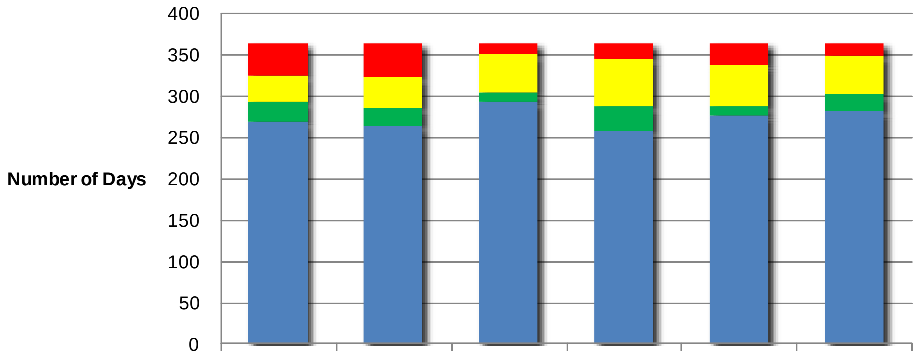
However, the extent of capacity tension cannot be accurately estimated, as data regarding the number of organisers and exhibitors that are actually turned away is unavailable. Nonetheless, if venues were operating at full capacity, it would suggest that there is capacity tension.

Note that the figure for the number of days an event occurs for at a particular venue includes the estimated move-in/set-up and move-out period.

Note also that non-recurring trade shows were excluded in the analysis of utilisation. The reason for this is because these shows "come and go" meaning that if they are held this year it is unlikely they will appear again next year. There is also no pattern to the scheduling of other non-recurring show(s) in similar periods each year." *- Phase 1 Study*

Based on the data available and our estimations, the number of days which the HKCEC was at full capacity peaked in 2005 at 42 days. A great decrease was noted in 2006, the cause of which is most likely due to the introduction of AWE. The HKCEC was only 100% utilised for 15 days in 2009, the most likely reason the added space created by the Atrium Expansion.

Figure 2.5 HKCEC Utilisation



	2004	2005	2006	2007	2008	2009
HKCEC Utilisation=100%	39	42	14	18	26	15
70%≦HKCEC Utilisation <100%	32	36	46	59	51	47
50% ≦HKCEC Utilisation <70%	25	22	11	30	10	21
HKCEC Utilisation <50%	269	265	294	258	278	282

Source: Compiled from AWE, HKCEC and public domain data

Figure 2.6 shows the utilisation in the theoretical scenario of AWE and HKCEC being able to fully share venue space with 100% efficient allocation of events. As was in 2008, there are no days in which the overall utilisation was at 100% in 2009, and thus capacity tension did not exist.

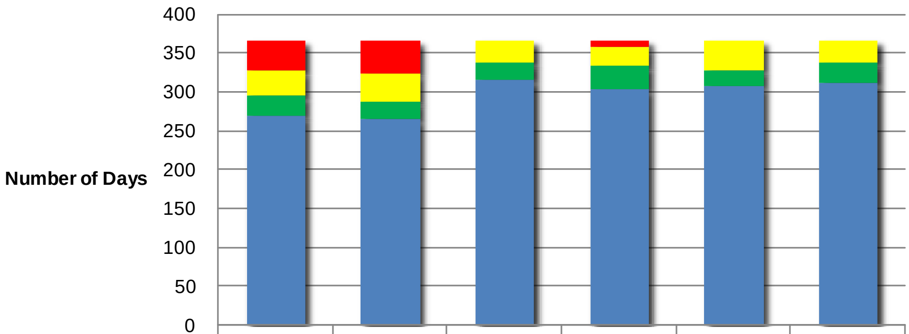
The rational behind the creation of this theoretical scenario has been explained previously:

Box 2.2 Efficient Allocation

"100% efficient allocation of events between two venues may not be possible. However, better cooperation and event management between AWE and HKCEC can lower the number of days where the venues would be operating at full capacity, and hence it could be possible to eliminate some capacity tension.

It is noted that if a venue is not at full utilisation (i.e., 100% utilisation), it does not signify they would be capable of eliminating capacity tension. For example, if HKCEC had events taking place on a certain date that utilised 95% of the available trade exhibition space, there would be few events in such a small scale to be able to utilise the remaining 5%." – Phase 1 Study

Figure 2.6 Overall Utilisation



	2004	2005	2006	2007	2008	2009
Overall Utilisation=100%	39	42	0	8	0	0
70%≦Overall Utilisation <100%	32	36	28	24	37	28
50% ≦Overall Utilisation <70%	25	22	22	30	21	26
Overall Utilisation <50%	269	265	315	303	307	311

Source: Compiled from AWE, HKCEC and public domain data

Figure 2.7 shows the trend lines for the total gross exhibition space sold. The analysis made in the Phase 1 Study has not changed.

Box 2.3 Total Gross Exhibition Space Sold

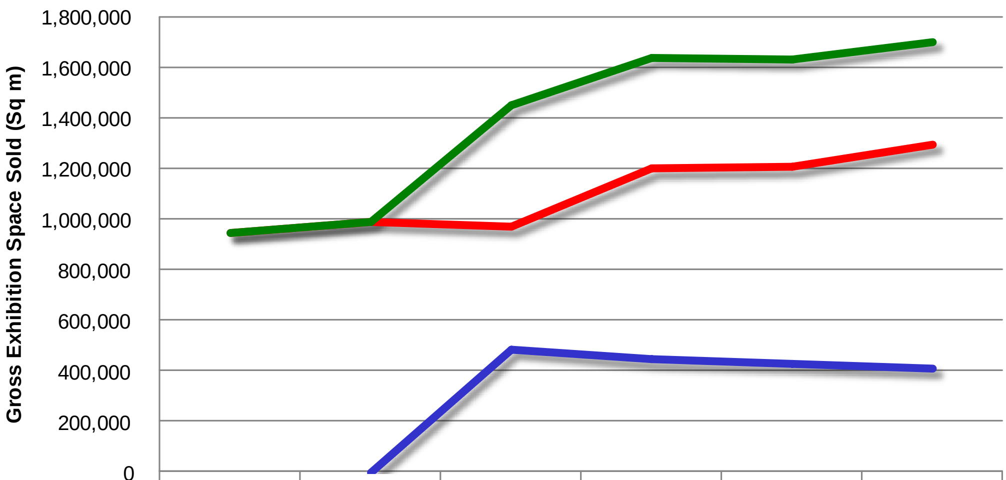
"The total gross exhibition space sold in Hong Kong's trade exhibition industry saw a significant increase in 2006. This can be directly attributed to the introduction of the AWE. From 2004-2006, prior to AWE, total gross exhibition space growth was small for HKCEC. Since 2006 however, HKCEC has experienced a steady growth, increasing from 966,865 sq m sold in 2006, to 1,202,171 sq m sold in 2008.

The AWE also experienced a generous growth from 2006-2007. For both AWE and HKCEC, growth slowed after 2007, probably due to the adjustment made due to 2006's sudden growth.

The fact that upon the introduction of a new competitor in the form of AWE it had not taken business away from HKCEC suggests that AWE had brought with it new organisers and new business into Hong Kong. The net gain on total gross exhibition space sold (green line) each year since 2006 shows a close correlation to the space sold of AWE (blue line). This implies that the introduction of AWE was a positive change to bring in new customers which helped enlarge the Hong Kong exhibition market base." – Phase 1 Study

2009 figures how that gross exhibition space sold in AWE has continued to decline, whilst HKCEC has increased. The overall combined total gross exhibition space has increased.

Figure 2.7 Total Gross Exhibition Space Sold

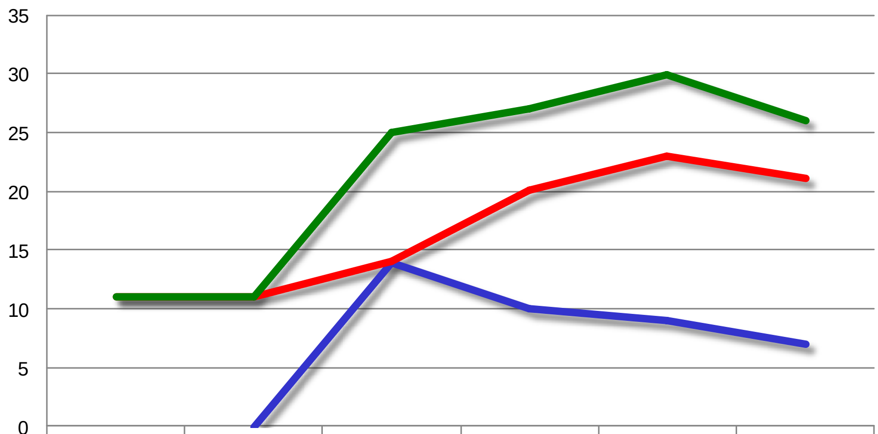


	2004	2005	2006	2007	2008	2009
AWE	0	0	485,338	442,955	428,540	409,369
HKCEC	944,271	987,827	966,865	1,195,379	1,202,171	1,294,984
Total	944,271	987,827	1,452,203	1,638,334	1,630,711	1,704,353

Source: Compiled from AWE, HKCEC and public domain data

There has been a gradual decrease in the number of the organisers over the last 3 years, which is understandable due to the maturation of the exhibition industry. A notable point drawn from Figure 2.8 is that HKCEC has enjoyed a large increase in the number of organisers that patron at HKCEC since the introduction of AWE. This suggests AWE attracted more organisers and was beneficial not only to AWE but also HKCEC, pointing out that organisers opt for their own preference whether they would like to host at AWE or HKCEC.

Figure 2.8 Growth of Number of Organisers



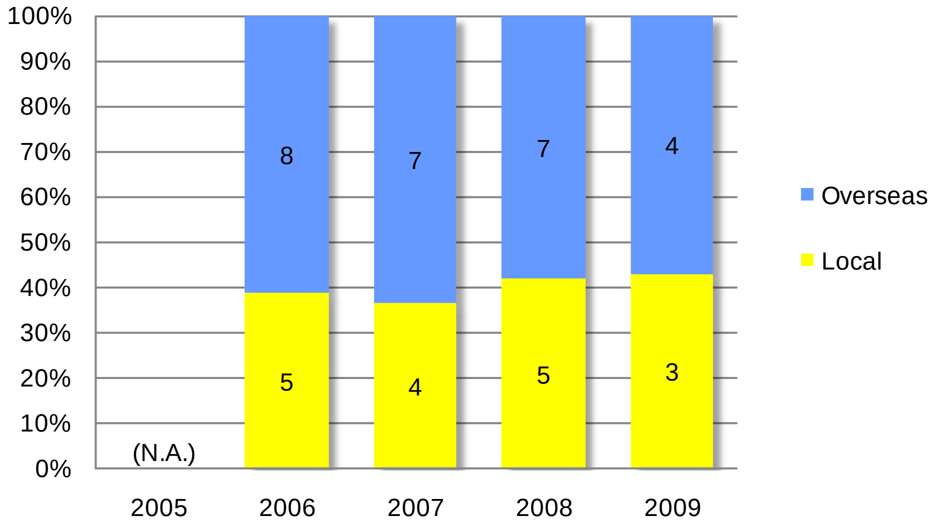
	2004	2005	2006	2007	2008	2009
AWE	0	0	14	10	9	7
HKCEC	11	11	14	20	23	21
Total	11	11	25	27	30	26

Source: Compiled from AWE, HKCEC and public domain data

Note: "Total" does not equal "AWE" + "HKCEC", as it represents the total number of unique organisers; some organisers host trade exhibitions at both AWE and HKCEC.

Following the pattern of total number of organisers, the number of new organisers attracted to the Hong Kong exhibition industry has been on the decline.

Figure 2.9 New Organisers attracted to Hong Kong Exhibition Industry



Source: Compiled from AWE, HKCEC and public domain data

2.2 Opening of HKCEC Atrium Link Expansion

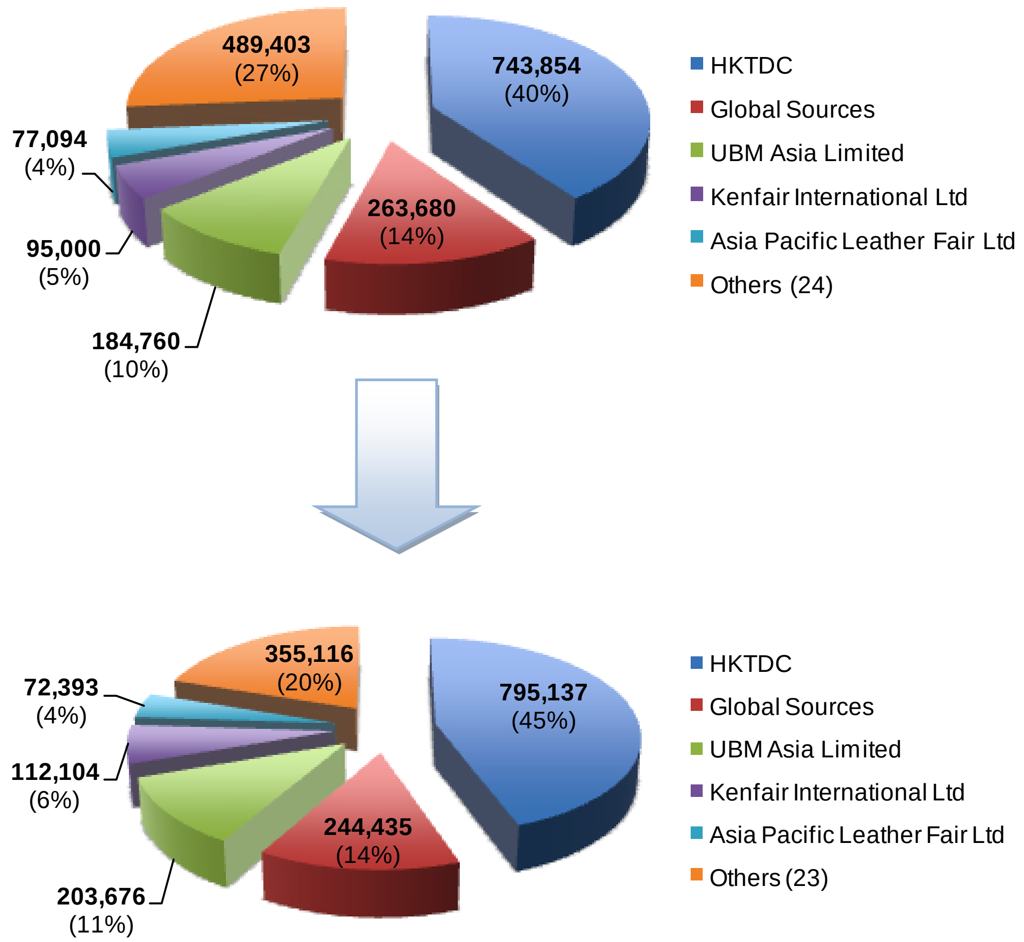
After 3 years of construction and development, the Atrium Link expansion of the HKCEC was completed in April 2009. This expansion added an additional 19,400 square metres (sq m) of saleable exhibition space.

Now a full year has passed since the completion of the expansion, the effects of the expansion on market share will be investigated.

Figure 2.10 shows the change of market share by comparing market share one year before and after the Atrium expansion. For the first year after the expansion, HKTDC has been able to increase their market share from 40% to 45%. The total gross meterage of the smaller, private organisers have decreased by 7%.

Historically, HKTDC has always been the market share leader in terms of number of events organised and the total gross meterage. However, their overall market share has been declining slightly in recent years (although overall gross meterage sold by them is still increasing), thanks to growing competition in terms of exhibitors, venues (AWE) and the recent global financial crisis. The Atrium expansion has enabled TDC to increase their market share.

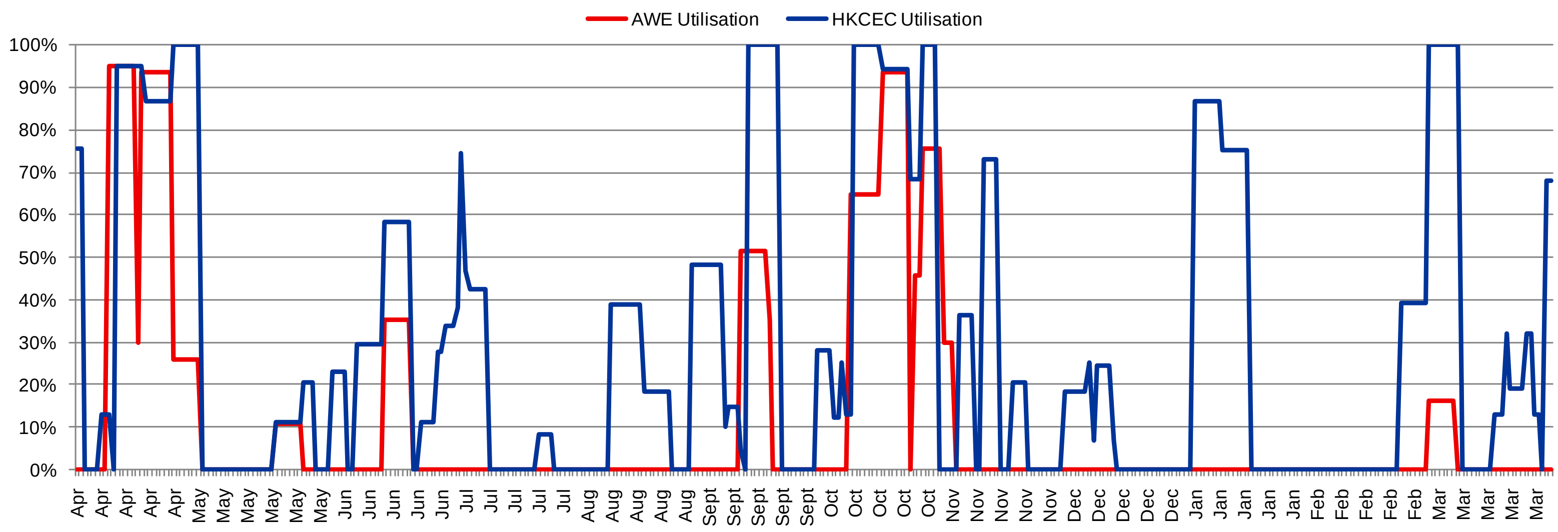
Figure 2.10 Change of Market Share (One Year Before and After Atrium Expansion)



Source: Compiled from AWE, HKCEC and public domain data

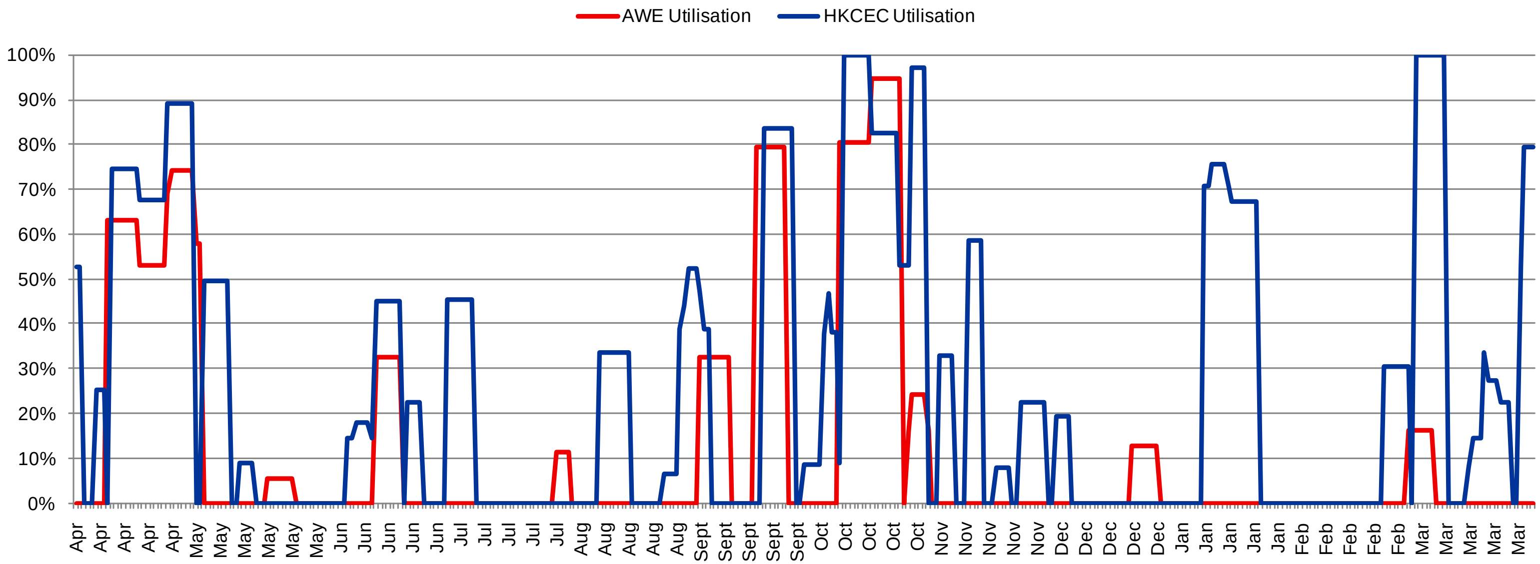
Looking at Figure 2.11 and 2.12, it can be seen that there are less days at which capacity tension existed at HKCEC following the expansion. Prior to expansion, there were only a small number of days at which HKCEC were 100% utilised. The Atrium expansion has made this even smaller. As overall gross meterage sold has still increased year-on-year, the financial crisis is not the cause of this decreased utilisation. Rather, it implies that market supply (available exhibition space) is exceeding market demand (gross meterage sold). However, with a sudden introduction of added space to the market, it may take some time for it to be properly utilised, and thus in the future years, capacity tension is expected to rise.

Figure 2.11 Capacity Tension before Atrium Expansion (April 2008 – March 2009)



Source: Compiled from AWE, HKCEC and public domain data

Figure 2.12 Capacity Tension after Atrium Expansion (April 2009 – March 2010)



Source: Compiled from AWE, HKCEC and public domain data

3 Market Behaviour

3.1 Approach and Methodology – Interviews

In order to have a more detailed understanding of the trade exhibition industry, the parties and processes involved, several exhibition organisers and other stakeholders were interviewed, including:

- **Mr. Paul Woodward and Mr. Mark Cochrane – UFI/BSG**

  Mr. Mark Cochrane is the Managing Director of Business Strategies Group, the only market intelligence & strategy consulting firm in Asia with a special focus on business media, information and events.

  Mr. Paul Woodward is the Managing Director of UFI. UFI is the association of the world's leading tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support its members and the exhibition industry worldwide.

  The leading stakeholders of Hong Kong's exhibition industry, including, AsiaWorld-Expo Management Ltd., HKECIA, HKCEC, Hong Kong Tourism Board, HKTDC, Kenfair International, UBM Asia, Paper Communications Exhibition Services and Reed Expeditions Hong Kong, are all members of UFI.

- **Mr. Paul Beh, Reed Exhibitions**

Mr. Paul Beh is the Regional President for Asia-Pacific. Reed Exhibitions is the world's leading events organiser, with a portfolio of over 440 events in 36 countries, including trade and consumer exhibitions, conferences and meetings, ranging across 44 industry sectors.

- **Mr. Eddie Leung, Paper Communication Exhibition Services**

  Mr. Eddie Leung is the Managing Director of Paper Communication Exhibition Services, which is a subsidiary of Info Communication Holdings Ltd. Info Communication has been engaged in organizing trade exhibitions since 1985. It is now one of the most influential exhibition organizers in China. Info Communication currently organizes various exhibitions in Hong Kong, the PRC and Asia with themes spanning from machinery, plastics & packaging, textile & clothing, shoeware & shoe making machines, art & antiques, pet accessories, housewares, parts & materials, as well as various trade & economic symposiums.

- **Mr. CK Chan, Alcan Packaging Propack Company Ltd**

  Mr. CK Chan is the Deputy General Manager of Amcor Flexibles. Amcor is a global leader in responsible global packaging solutions supplying a broad range of plastic (rigid & flexible), fibre, metal and glass packaging products. The company has participated in exhibitions by public organizer, private organizers at both AWE and HKCEC.

- **Mr. Kelvin Tse, Paper Premium**

  Mr. Kelvin Tse is the Marketing Director of Paper Premium Company. As an experienced exhibitor, the company has participated in over 35 exhibitions in the past. Apart from exhibiting in Gift and Premium Show organized by HKTDC, the company has also exhibited in a number of exhibitions organized by private organizers.

The aim of these interviews is to investigate why Hong Kong is attractive as a platform for holding trade exhibitions, whether there are any barriers to entry, if any, and what can be done to take away these barriers.

3.1.1 Why HK?

Mr. Paul Beh and Mr. Eddie Leung, like many other industry stakeholders, believes Hong Kong's world-class infrastructure (venues/hotels), with accessible connectivity to many key global markets, is their key competitive advantage. Hong Kong serves as an effective springboard into China. In addition, Hong Kong is strong in services, which forms the chunk of its economy – financial, banking etc. Mr Leung made the point that buyers have developed a habit for visiting Hong Kong as a result of their impression that Hong Kong used to be a door to trading in China. The reputation of Hong Kong has continuously brings new exhibitions and organisers.

From a local exhibitor's point of view, one obvious reason for exhibiting in Hong Kong is the relatively lower overall expenses (as compared to exhibiting abroad). Mr. Kelvin Tse also believes shows in Hong Kong have good buyer quality. However, reasons for exhibiting is purely for business, and Mr. Tse, among others, also use these exhibitions as a social event with old clients and other friends.

3.1.2 Why not HK?

Echoing the results of the Phase I report and the overview of the market in Chapter 3 of this report, Mr Beh acknowledges the difficulties of breaking into Hong Kong as a private organiser due to calendar of events being largely dominated by a public organiser and a few players in the industry sectors that are of relevance to the local economy. Costs are relatively high in Hong Kong compared with neighbouring destinations, a factor which is no doubt one of the key concerns for companies, especially the smaller ones. However, cost concerns can be diminished if the return on their investment into exhibiting or organising an event is good.

Increasing regional competition is another factor that may detract exhibitors from coming to Hong Kong. China's infrastructure is rapidly improving with many large, world-class venues, of which both BSG and Mr Beh agree that they can easily rival Hong Kong's. It is also much cheaper to organise shows and exhibit in these venues, a good example being Macau, where costs are massively subsidised by the casinos and other private ventures. If these regional destinations are able to improve the buyer quality, ease of access, market base and service levels, customers may find it hard to choose between Hong Kong and other regions.

3.1.3 Positive measures to take away barriers

Most organisers believe governments should support the organizing of exhibitions in their territories in various ways because of the tremendous economic multiplier benefits. However Mr. Beh also says "the governments should not be directly involved in the organisation and management of events. That should be left to the commercial world. That is the only way to ensure that the event stays relevant and effective for the business-to-business players. The only exceptions are where the industry players are heavily influenced by government or where the sector is politically sensitive." It is from their experience as prominent organiser of events world wide that "more overt government support for organizers and less direct government involvement in the organization and management of events create a neutral level playing field for all commercially independent organizers to be able to secure tenancies at venues freely – without any protectionist tendencies by the venues." Mr. Beh's statement is a view that many people encountered during the interviews have echoed, including Mr. Eddie Leung.

Reed Exhibitions went onto say that venues should avoid being organizers: "there is a tendency for venues to do so as they are concerned with ensuring a higher utilization. However, more value could be generated with venues collaborating with organizers to stage events. The bandwidth for creativity in developing different types of collaborative models between venues and organizers is staggering. Venues should therefore cooperate rather than compete with organizers."

In order to attract more foreign buyers and increase the customer base, Mr. Chan suggests to introduce more local tour package promotions for overseas exhibitors. Although there are subsidies available for local exhibitors, Mr. Chan and many other exhibitors would also like to see the subsidy amount to increase.

3.2 Approach and Methodology – Surveys (Exhibitors)

Surveys were undertaken to efficiently collect qualitative information from a large number of exhibitors.

The survey questions were designed based on the interviews previously conducted with BSG, exhibition organizers and exhibitors, desktop research, and previous insight gained from conducting the Phase 1 report.

Six key areas of interest were identified and questions were designed to gather opinions. The six areas identified are:

1. Main reasons for exhibiting in Hong Kong;
2. Rating an organizer's performance;
3. Rating a venue's facilities and services;
4. Rating a venue's supporting infrastructure;
5. What kind of support exhibitors get from their government/government agencies; and
6. What exhibitors think should be improved for the future.

A combination of closed and open questions were designed based on the previous stakeholder interviews, and through in-house knowledge. Simplified/traditional Chinese, and English versions created.

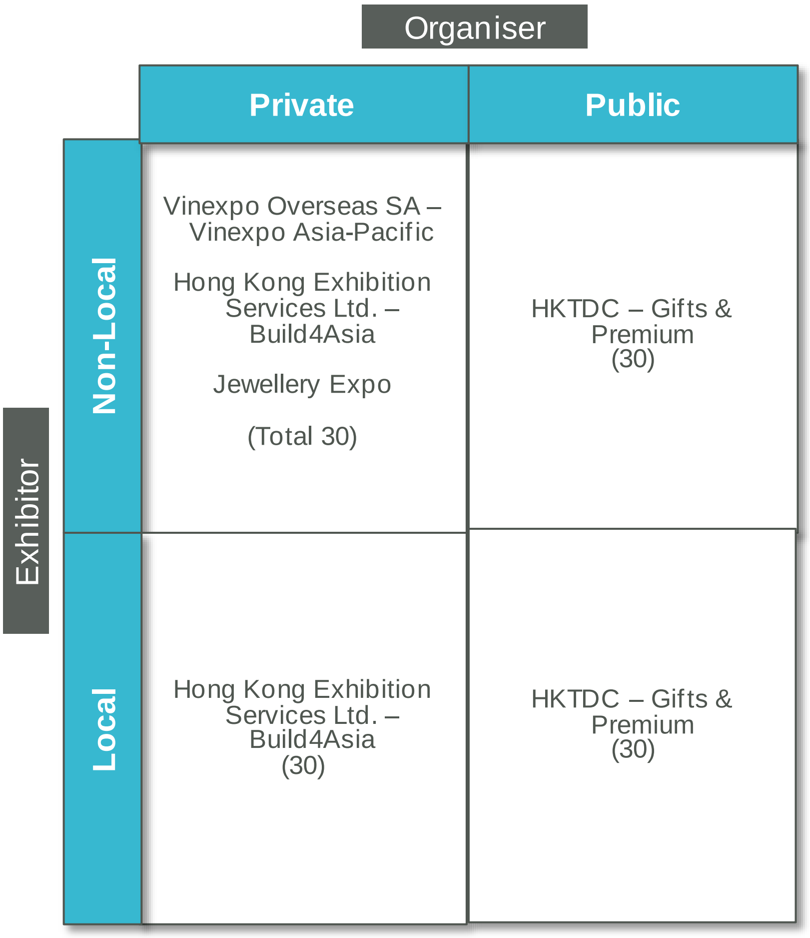
The overwhelming majority of successfully answered (whereby all closed questions were answered) surveys were carried out through phone, with a small number of faxes returned.

30 successful surveys from each category in the matrix needed. Due to the lack of presence by the public organiser in AWE, it was decided that trade shows held by the public organiser will not be considered for AWE, as the sample size is too small; there is little importance in surveying a show/organiser that has such a small presence. The total combined sample size is 180. Non-Local exhibitors include Mainland China, which make up the majority. Around 10% of non-local exhibitors originate from countries such as France, U.S, Taiwan, South Korea and South-East Asia.

Figure 3.1 Survey Composition of Exhibitors Surveyed at AWE

Exhibitor \ Organiser	Private	Public
Non-Local	Global Sources – China Sourcing Fair (30)	n/a
Local	Global Sources – China Sourcing Fair (30)	n/a

Figure 3.2 Survey Composition of Exhibitors Surveyed at HKCEC



The Statistical Modelling and Testing

Following the data collection, a number of statistical tests including multiple regression and t-testing were conducted to closely examine the relationships among the data sets and their statistical implication.

Regression Modelling

In three of the studied areas, namely rating an organizer's performance, rating a venue's facilities and services and rating a venue's supporting infrastructure, multiple regressions were conducted to see to what extent each particular factor would contribute to the overall performance of an organizer (a venue).

Prior to conducting a regression, a correlation matrix is first created to see if any of the two factors are highly correlated. Factors with high correlation should not be included in the same regression model, or else the regression model can be biased (multicollinearity). Multicollinearity occurs when any two of the independent variables are highly correlated with each other to the extent that the estimated regression coefficients become unreliable as they would be measuring the same phenomenon.

To avoid multicollinearity, the factor which creates a model with better fit to the data set (higher single regression R-square) or is judged to be more practical would be retained in the multiple regression models. The other factor would be dropped.

T-tests

T-tests essentially assesses whether two groups are statistically different from each other.

T-tests on each regression coefficient is performed to see if the coefficients are significantly relevant to the overall rating.

Student t-test is conducted to find if there is significant difference between two sets of data despite different number of observations. The test was used to show if the overall ratings for different venues (organisers) are of real difference statistically.

Other Tests

The following is also taken into consideration during statistical testing:

- *Significance F*, which is used to judge the entire significance of the model. In this case, all the regression models covered in the report are significant.
- *Adjusted R-square*, which indicates the overall explanatory power of the regression model. The higher the adjusted R-square, the better the model is in approximating the data points. An adjusted R-square larger than 60% can be considered quite powerful empirically.
- *A modified Z-test*[1] is conducted to test if the differences between any two of the coefficients are significant. It is used in place of the t-test when the population standard deviation is known.

Analysis on Survey Results

I. Exhibitor Information

50% of surveyors were local (Hong Kong), 42% from Mainland China, 6% from rest of Asia, and the remaining from outside Asia.

II. Main Reason for Joining

Both local and non local exhibitors consider the ‘Quality of Buyers’ as the key factor attracting them to exhibit. We observe that the deviation/volatility of exhibitors opinion over ‘Abundance of Buyers’ is quite large (almost 2 in a total of 10), meaning the indicative performance of its average may not be as strong as others.

As expected, non local exhibitors value ‘Hong Kong’s Liberal Entry Policy’ and ‘Free Trade Policy’ more important than local exhibitors.

[1] *Z = (b1 – b2)/sqrt(SEb1^2+SEb2^2)*

Table 3.1 Reasons for Exhibiting in Hong Kong

Local Exhibitors		Non-Local Exhibitors	
Reasons	**Averages**	**Reasons**	**Averages**
Quality of Buyers	7.78	Quality of Buyers	8.10
Government Support / Subsidies	7.62	Hong Kong's Liberal Entry Policy	8.01
Abundance of Buyers	7.54	Hong Kong's Free Trade Policy	7.58
…		…	
Financial Freedom and Services	6.49	Financial Freedom and Services	6.43

Other factors not in the Top 3 include 'Abundance of Buyers', 'Quality of Show Organisation', 'Quality of Exhibition Venue', 'Sound System of Law/Protection of Intellectual Property Right', and 'Sophisticated Logistics Network'.

III. Organiser Performance

Tests show that 'Number of Buyers' has a high correlation with 'Quality of Buyers' and both factors are significant, which can lead to multicollinearity. Therefore, the factor with the weaker explanatory power is omitted, in this case, 'Number of Buyers'.

All the factors in table 3.2 are significant to the overall organiser's performance. According to Z-test, the coefficients of "Preshow Information and Support", "Exhibitor Registration Process", "Quality of Buyers" are significantly larger than the coefficient of "Cost of Exhibitor Booth", meaning those three factors have a stronger impact than “Cost of Exhibitor Booth” on the overall result. There is no significant difference among the former three.

Table 3.2 Regression of Factors Rating Organiser Performance

Attributes	Multiple Regression Result	Coefficient
Preshow Information and Support	Significant	0.249747
Exhibitor Registration Process	Significant	0.226876
Cost of Exhibitor Booth	Significant	0.112022
Number of Buyers	Dropped	N.A.
Quality of Buyers	Significant	0.238042
Adjusted R Square: 0.624157		
Regression Significance F: 2.17E-36		

Average overall rating of public organizer is higher than the one of private organizer. However the t-test shows that the difference between the two averages is not significant enough, thus we can consider private organisers perform as well as public ones.

Table 3.3 T-test Comparing Private and Public Organisers

Overall Rating	Private	Public
Mean	3.241666667	3.333333333
Variance	0.436904762	0.395480226
Observations	120	60

P(T<=t) two-tail	0.374017604 (Insignificant)
t Critical two-tail	1.973380848

The three tests below show that private organisers perform as well as public organisers from different viewpoints (exhibitors at HKCEC, local, and non local exhibitors). Again, the t-tests show that each result is insignificant, and point towards the case that private organisers perform on par with public organisers, although the mean might say differently.

Table 3.4 T-test Comparing Private and Public Organisers (Rated by Exhibitors at HKCEC)

Exhibitors at HKCEC	Private	Public
Mean	3.416666667	3.333333333
Variance	0.314971751	0.395480226
Observations	60	60
P(T<=t) two-tail	0.445312257 (Insignificant)	
t Critical two-tail	1.980272226	

Table 3.5 T-test Comparing Private and Public Organisers (Rated by Local Exhibitors)

Local Exhibitors' Viewpoint	Private	Public
Mean	3.183333333	3.2
Variance	0.525141243	0.510344828
Observations	60	30

P(T<=t) two-tail	0.917931488 (Insignificant)	
t Critical two-tail	1.987289823	

Table 3.6 T-test Comparing Private and Public Organisers (Rated by Non-Local Exhibitors)

Non-Local Exhibitors' Viewpoint	Private	Public
Mean	3.3	3.466666667
Variance	0.349152542	0.257471264
Observations	60	30
P(T<=t) two-tail	0.190323374 (Insignificant)	
t Critical two-tail	1.987289823	

Key Points:

- All factors are significant in how exhibitors rate the organizer
- Statistically, private organizers are rated as high as public organisers
- Further analysis shows that breaking down the opinions of different sample groups (i.e. exhibitors at HKCEC, local and non-local), private and public organisers are statistically rated as equal

IV. Facilities and Services

Similar multiple regression for combined results is conducted with the following results.

All the factors in the category of 'Facilities and Services' are significant to the overall rating. 'Facility Maintenance' is of the lowest significance.

Table 3.7 Regression of Factors Rating Facilities and Services

Attributes	Multiple Regression Result	Coefficient
Venue Adequacy (e.g. layout, signage, etc.)	Significant	0.233073
Move-in/out Experience (e.g. arrangement, waiting time, etc.)	Significant	0.17509
Facility Maintenance	Significant	0.121847
Catering Services	Significant	0.165871
Cleaning Services	Significant	0.246837
Adjusted R Square: 0.686299		
Regression Significance F: 1.4471232567818E-39		

The same regression is conducted to HKCEC and AWE respectively to see if there are any differences between the factors affecting the two venues. All the factors are significant to HKCEC's overall rating. However, only 'Catering Services' and 'Cleaning Services' are significant to AWE's overall rating.

Table 3.8 Regression of Factors Rating Facilities and Services (Rated by Exhibitors at HKCEC)

Attributes	Multiple Regression Result	Coefficient
Venue Adequacy (e.g. layout, signage, etc.)	Significant	0.286588
Move-in/out Experience (e.g. arrangement, waiting time, etc.)	Significant	0.248889
Facility Maintenance	Significant	0.161045
Catering Services	Significant	0.112012
Cleaning Services	Significant	0.201853
Adjusted R Square: 0.695128		
Regression Significance F: 4.1E-26		

Table 3.9 Regression of Factors Rating Facilities and Services (Rated by Exhibitors at AWE)

Attributes	Multiple Regression Result	Coefficient
Venue Adequacy (e.g. layout, signage, etc.)	Insignificant	0.143667
Move-in/out Experience (e.g. arrangement, waiting time, etc.)	Insignificant	0.079939
Facility Maintenance	Insignificant	0.094974

Catering Services	Significant	0.183885
Cleaning Services	Significant	0.340913
Adjusted R Square: 0.671559		
Regression Significance F: 2.69E-12		

The t-test for the overall rating of HKCEC and AWE shows that they are not equal; however, they are both rated as being above average (above 3.0).

As there are few events organised by the public organiser in AWE, the survey sample is insufficient for AWE. Therefore in this analysis, the results from events organised by the public organiser in HKCEC are excluded, and ratings are compared again with AWE results. However, the average overall rating of the two venues' facilities and services still show significant difference.

Table 3.10 T-test Comparing Facilities and Services

All Exhibitors	AWE	HKCEC
Mean	3.316666667	3.683333333
Variance	0.423446328	0.352661064
Observations	60	120
P(T<=t) two-tail	0.000212823 (Significant)	
t Critical two-tail	1.973380848	

Table 3.11 T-test Comparing Facilities and Services (Rated by Local Exhibitors)

Local Exhibitors	AWE	HKCEC
Mean	3.133333333	3.516666667
Variance	0.464367816	0.355649718
Observations	30	60
P(T<=t) two-tail	0.007439995 (Significant)	
t Critical two-tail	1.987289823	

Table 3.12 T-test Comparing Facilities and Services (Rated by Non-local Exhibitors)

Non-Local Exhibitors	AWE	HKCEC
Mean	3.5	3.85
Variance	0.327586207	0.299152542
Observations	30	60
P(T<=t) two-tail	0.005967139 (Significant)	
t Critical two-tail	1.987289823	

A t-test is performed for each factor to see which factors make the overall performance of AWE worse. It turns out that the only factor differentiating the two venues is ‘Catering Services’, leaving all the other factors perform equally well.

Table 3.13 T-test Comparing Venue Adequacy Attribute

Venue Adequacy	AWE	HKCEC
Mean	3.733333333	3.731092437
Variance	0.639548023	0.469448796
Observations	60	119
P(T<=t) two-tail	0.984455057 (Insignificant)	
t Critical two-tail	1.973457161	

Table 3.14 T-test Comparing Move-in/out Experience

Move-in/out Experience	AWE	HKCEC
Mean	3.254237288	3.439655172
Variance	0.848042081	0.578935532
Observations	59	116
P(T<=t) two-tail	0.185772779 (Insignificant)	
t Critical two-tail	1.9842169	

Table 3.15 T-test Comparing Facility Maintenance

Facility Maintenance	AWE	HKCEC
Mean	3.796610169	3.85
Variance	0.888953828	0.632773109
Observations	59	120

P(T<=t) two-tail	0.69212582 (Insignificant)
t Critical two-tail	1.973457161

Table 3.16 T-test Comparing Catering Services

Catering Services	AWE	HKCEC
Mean	2.389830508	3.140350877
Variance	0.931618936	0.847383947
Observations	59	114
P(T<=t) two-tail	1.41036E-06 (Significant)	
t Critical two-tail	1.973933915	

Table 3.17 T-test Comparing Cleaning Services

Cleaning Services	AWE	HKCEC
Mean	3.8	4
Variance	0.637288136	0.632478632
Observations	60	118
P(T<=t) two-tail	0.114984213 (Insignificant)	
t Critical two-tail	1.973534347	

Key Points:

- Overall, all factors are significant in how exhibitors rate the venue
- Analysing venues independently, all factors are significant to HKCEC's rating. Only 'Catering Services' and 'Cleaning Services' are significant to AWE's overall rating
- The only factor differentiating the two venues is 'Catering Services', leaving all the other factors perform equally well.

V. Supporting Infrastructure

The t-test shows that the overall rating of HKCEC, in relation to supporting infrastructure, is significantly higher than the rating of AWE.

Table 3.18 T-test Comparing Supporting Infrastructure

	AWE	HKCEC
Mean	2.966667	3.733333
Variance	0.541243	0.298039
Observations	60	120
P(T<=t) two-tail	2.04E-10 (Significant)	
t Critical two-tail	1.986086271	

To avoid multicollinearity, 'Ease of Access of Venue' and 'Cost of Transportation to Venue', 'Cost of Transportation to Venue' is dropped from the explainable factors in the multiple regression.

Among the five factors, 'Ease of Access of Venue', 'Ease of Access to Nearby Accommodation' and 'Choice and Availability of Nearby Accommodation' are significant. 'Ease of Access to Venue' has a coefficient significantly larger than the other two factors.

Table 3.19 Regression of Factors Rating Supporting Infrastructure

Attributes	Multiple Regression Result	Coefficient
Ease of Access to Venue	Significant	0.345219887
Ease of Access to Nearby Accommodation	Significant	0.245721969
Choice and Availability of Nearby Accommodation	Significant	0.187736041
Ease of Access to Nearby Restaurants	Insignificant	0.070086177
Ease of Access to Nearby Leisurely Activities	Insignificant	0.04896935
Adjusted R Square: 0.723211		
Regression Significance F: 4.43E-13		

Non-local rate AWE as more convenient, compared to the ratings from locals. There is no significant difference of their opinions regarding access to HKCEC.

Table 3.20 T-test for Ease of Access at AWE

AWE : Ease of Access	Local	Non-Local
Mean	2.866666667	3.833333333
Variance	0.740229885	1.109195402
Observations	30	30
P(T<=t) two-tail	0.000258023 (Significant)	

t Critical two-tail	2.001717468

Table 3.21 T-test for Ease of Access at HKCEC

HKCEC : Ease of Access	Local	Non-Local
Mean	4.15	4.183333333
Variance	0.333050847	0.220056497
Observations	60	60
P(T<=t) two-tail	0.729077548 (Insignificant)	
t Critical two-tail	1.980272226	

Comparing the two venues, local exhibitors consider HKCEC as more convenient than AWE; non-locals' rate them as being similar.

Table 3.22 T-test for Ease of Access (Rated by Local Exhibitors)

Local :Ease of Access	AWE	HKCEC
Mean	2.866666667	4.15
Variance	0.740229885	0.333050847
Observations	30	60
P(T<=t) two-tail	4.1561E-09 (Significant)	
t Critical two-tail	2.018081679	

Table 3.23 T-test for Ease of Access (Rated by Non-local Exhibitors)

Non-Local :Ease of Access	AWE	HKCEC
Mean	3.833333333	4.183333333
Variance	1.109195402	0.220056497
Observations	30	60
P(T<=t) two-tail	0.091334186 (Insignificant)	
t Critical two-tail	2.030107915	

Key Points:

- Overall, HKCEC is rated relatively higher for supporting infrastructure
- Ease of access to restaurants and leisurely activities are not significant to the overall ratings
- ‘Ease of Access to Venue’ is the most significant factor by a large margin
- Non-locals rate AWE as being easier to access.
- No significant difference of opinions regarding access to HKCEC’s rating. Only ‘Catering Services’ and ‘Cleaning Services’ are significant to AWE’s overall rating
- The only factor differentiating the two venues is ‘Catering

VI. Government/Trade Agency Supports

41% of total exhibitors surveyed had some form of financial support. 63% of local exhibitors surveyed had some form of financial support, compared to only 19% of non-locals. Only 1% of all exhibitors had some form of administrative support.

Some comments the exhibitors made regarding what government support were:

- larger financial subsidy should be offered;
- more promotional activity;
- better transportation system for Mainland China customers/exhibitors; and,
- more information regarding application for support.

VII. Way Forward

Cheaper rent and getting more buyers to the exhibitions are the primary factors which exhibitors want to be improved in the future. ‘More convenient/cheaper access is comparatively not a great concern.

Table 3.24 Ways to Improve the Trade Exhibition Industry

Rankings (out of 7)	Way Forward Method	Averages
1	Better value for money / cheaper rent	8.76
2	Improved buyer flow on the show floor	8.65
3	More pre-show promotion by organisers	8.49
…	…	
7	More convenient / cheaper access	6.34

Other factors not in the Top 3 include ‘Better communication with organisers’, ‘A more interactive and effective promotional environment on the show floor’ and ‘More support from the Government/trade agencies.’

Overall, attractiveness of cross-boundary infrastructure is comparatively low.

Table 3.25 Importance of Cross-boundary Infrastructure

Reasons	Overall Average	Local Average	Non-local Average
Hong Kong-Zhuhai-Macao Bridge	6.19	6.48	5.62
Guangzhou-Shenzhen-Hong Kong Express Railway Link (XRL)	6.24	6.59	5.55

4 Sustainable Growth of the Exhibition Industry

It is known fact that the exhibition industry is of great economic importance to Hong Kong, as the benefits are not limited to simply the venue, organisers, exhibitors and buyers, but a very significant multiplier effect is present. Hong Kong's exhibition industry contributed $30.2 billion to Hong Kong's economy in 2008, according to the Hong Kong Exhibition and Convention Industry Association. Exhibitions essentially bring people together from all over the world, to one venue. Through this experience, attendees (especially overseas attendees) need to stay in hotels, eat at the local restaurants, and very often, enjoy the wealth of entertainment and shopping facilities that Hong Kong is well known for, all of which result in a positive direct, indirect and induced contributions in economic terms.

Reed Exhibitions believes that "a conducive environment one that is driven by commerce and business. If the ancillary supporting business elements are there to support a vibrant commercially driven exhibition business - that is the ideal ecosystem." The results of our surveys further justify this opinion, as exhibitors rate supporting infrastructure and quality & abundance of buyers as being highly significant to why they exhibit in Hong Kong.

Whilst there are obvious areas for improvement, such as further improving buyer quality and the supporting infrastructure, it is important to also take into account the access between, and to and from, the business and supporting elements. Several things can be done in this aspect. Local transportation for both AWE and HKCEC is not completely satisfactory. Exhibitors have voiced their concerns for the cost of transportation, either from having to travel from inner city to AWE, or from the airport (i.e. overseas exhibitors and buyers) to HKCEC, or ease of access to one of the venues, due to traffic, or problematic travel guidance/signage. Whilst schemes exist to help subsidize travel costs and the provision of guidance/travel instructions, it is evident that exhibitors are looking for more.

Mr. Eddie Leung of Paper Communication Exhibition Services, a prominent organiser based primarily in PRC, suggests that there is much room to improve Hong Kong's hardware/supporting infrastructure for organising trade exhibitions. He believes that Hong Kong's venues are lagging behind the newer structures in PRC, and the success of Hong Kong in the industry is primarily due to the good reputation and buyer quality. If strides are made to improve China's exhibition industry, then they may pose a dangerous threat to Hong Kong. Therefore, to further improve and sustain Hong Kong's trade exhibition industry, a focus should be put upon improving the current venues and infrastructure.

5 Conclusion

Through the Phase 1, Phase 1 Supplement and this report, market trends and composition has been analysed in detail. It is evident that the trade exhibition industry is dominated by a small number of organisers, predominantly being from TDC. As has been mentioned in previous studies, and by many of the interviewees and exhibitors, stakeholders would like to see a better competitive environment that can only be facilitated by governmental cooperation and support, in particular, if the government were to minimise or stop their involvement in the organisation of events that private organisers do well in. Evidence from Germany suggests a transition from a market dominated by the public organisers into one with much more private participation would be possible. Other suggestions for the government are to increase financial subsidies to local companies, and more active and effective promotion of Hong Kong's exhibition industry. Finally, the government could also spend effort in attracting new types of shows, and spend some time looking at the event calendar. At the moment, Hong Kong's event calendar is very structured, with two clear peak seasons and long periods of low utilisation. The calendar also shows that during the peak periods, shows at AWE and HKCEC are often of the same theme, leading to exhibitors and buyers alike having to split time and resources between the two. On the surface, having same theme shows at the same periods of time seem counter-intuitive. However, this situation is actually a 'by-product' of Canton Fair which actually contributed positively to Hong Kong's exhibition industry. Hong Kong has always been a trading hub of light goods including jewellery, electronics and gifts products and these particular topics have a sufficient critical mass for same theme shows to coincide nicely, which in fact helped Hong Kong build up and retain a broad international buyer base. Further increased cooperation between venues and organisers would be more beneficial for the sustainability of the exhibition industry.

Whilst Hong Kong continues to be a thriving market for exhibitors and buyers, the fast expanding regional competition is starting to make organisers and exhibitors take a look at opportunities elsewhere. In order to maintain, and indeed, improve Hong Kong's position, more cooperation between venues and organisers, less governmental intrusion in the organising of events but more active participation in planning for the future and supporting local business, meanwhile attracting foreign organisers, exhibitors and buyers, is advised for the future sustainability of the trade exhibition industry.

6 Glossary

AWE	AsiaWorld-Expo
BSG	Business Strategies Group Limited
CUHK	Chinese University of Hong Kong
GDP	Gross Domestic Production
Gross exhibition space	The exhibition space that is sold for exhibition to the organisers. It includes the net exhibition space and the areas for necessary traffic and services.
HKCEC	Hong Kong Convention and Exhibition Centre
HKEC	Hong Kong Exhibition Centre
HKECIA	Hong Kong Exhibition & Convention Industry Association
HKSAR	Hong Kong Special Administrative Region
HKTDC	Hong Kong Trade Development Council
Net exhibition space	The exhibition space occupied by the exhibitors. It does not include service areas for non exhibitors e.g. authorities and general services, and areas for traffic e.g. walkways
Purposely-built exhibition space	The space that was intentionally built for exhibition use only.
Rentable space	The space that is available for exhibitions and other functions. It includes the saleable exhibition space and other space that cannot be used by exhibition.

Saleable exhibition space	All space that is available for exhibition use. This includes the purposely-built exhibition space and all other areas that were converted into exhibition areas.
UFI	Union des Foires Internationales (Global Association of the Exhibition Industry)
Utilisation	Total gross exhibition space sold divided by available saleable exhibition space

Appendix

Appendix A List of Trade related Exhibition (HKCEC ; 2010)

Event Nature	Event Name	Start Date	End Date	Organiser
Trade	Hong Kong International Stationery Fair 2010	11 Jan 2010	14 Jan 2010	Hong Kong Trade Development Council
Trade	HKTDC Hong Kong Baby Products Fair	11 Jan 2010	14 Jan 2010	Hong Kong Trade Development Council
Trade	Hong Kong International Licensing Show 2010	11 Jan 2010	13 Jan 2010	Hong Kong Trade Development Council
Trade	HKTDC Hong Kong Toys & Games Fair 2010	11 Jan 2010	14 Jan 2010	Hong Kong Trade Development Council
Trade	HKTDC World Boutique, Hong Kong 2010	18 Jan 2010	21 Jan 2010	Hong Kong Trade Development Council
Trade	HKTDC Hong Kong Fashion Week for Fall/Winter 2010	18 Jan 2010	21 Jan 2010	Hong Kong Trade Development Council
Trade	2010 Hong Kong International Fur & Fashion Fair	25 Feb 2010	28 Feb 2010	Hong Kong Fur Federation
Trade	Hong Kong International Jewellery Show 2010	05 Mar 2010	09 Mar 2010	Hong Kong Trade Development Council
Trade	IDP Pathway to Degree Interview Program 2010	13 Mar 2010	14 Mar 2010	IDP Education Pty Ltd
Trade	China Maritime 2010	16 Mar 2010	18 Mar 2010	Baird Publications Pty Ltd
Trade	Interstoff Asia Essential - Spring 2010	17 Mar 2010	19 Mar 2010	Messe Frankfurt HK Ltd
Trade and Public	Hong Kong Music Fair	20 Mar 2010	22 Mar 2010	Hong Kong Trade Development Council
Trade	Hong Kong International Film & TV Market (FILMART) 2009 & Hong Kong-Asia Film Financing Forum (HAF)	22 Mar 2010	25 Mar 2010	Hong Kong Trade Development Council
Trade	APLF - Materials, Manufacturing & Technology	29 Mar 2010	31 Mar 2010	Asia Pacific Leather Fair Ltd
Trade	Prime Source Forum	29 Mar 2010	31 Mar 2010	Asia Pacific Leather Fair Limited
Trade	Fashion Access	29 Mar 2010	31 Mar 2010	Asia Pacific Leather Fair Ltd
Trade	Hong Kong Mode Lingerie	30 Mar 2010	31 Mar 2010	EUROVET ASIA LTD

Event Nature	Event Name	Start Date	End Date	Organiser
Trade	HKTDC International ICT Expo	13 Apr 2010	16 Apr 2010	Hong Kong Trade Development Council
Trade	HKTDC Hong Kong Electronics Fair (Spring Edition)	13 Apr 2010	16 Apr 2010	Hong Kong Trade Development Council
Trade	HKTDC Hong Kong International Lighting Fair (Spring Edition)	13 Apr 2010	16 Apr 2010	Hong Kong Trade Development Council
Trade	HKTDC Hong Kong Houseware Fair	20 Apr 2010	23 Apr 2010	Hong Kong Trade Development Council
Trade	HKTDC Hong Kong International Home Textiles Fair	20 Apr 2010	23 Apr 2010	Hong Kong Trade Development Council
Trade	HKTDC Hong Kong Gifts & Premium Fair	27 Apr 2010	30 Apr 2010	Hong Kong Trade Development Council
Trade	2010 Shandong - Hong Kong International Investment and Trade Fair	11 May 2010	13 May 2010	The People's Government of Shandong Province
Trade	Asia Funeral Expo 2010	13 May 2010	15 May 2010	Vertical Expo Services Company Limited
Trade	Vinexpo Asia-Pacific 2010	25 May 2010	27 May 2010	VINEXPO OVERSEAS SA
Trade	Asian Elenex 2010/ Asian Building Technologies 2010/ Asian Building Interiors 2010/ Asian Securitex	02 Jun 2010	04 Jun 2010	Hong Kong Exhibition Services Ltd
Trade and Public	SMART Investment and International Property Expo 2010	05 Jun 2010	06 Jun 2010	Corporate Consumer Communications Limited
Trade and Public	The 24th International Travel Expo Hong Kong	10 Jun 2010	13 Jun 2010	TKS Exhibition Services Ltd
Trade and Public	The 5th M.I.C.E., Business & Incentive Travel Expo	10 Jun 2010	13 Jun 2010	TKS Exhibition Services Ltd
Trade	Retail Asia Expo 2010	22 Jun 2010	24 Jun 2010	Diversified Events Hong Kong LLC
Trade	June Hong Kong Jewellery & Gem Fair 2010	24 Jun 2010	27 Jun 2010	UBM Asia Limited
Trade	Asia's Fashion Jewellery & Accessories Fair - June	24 Jun 2010	27 Jun 2010	UBM Asia Limited

Event Nature	Event Name	Start Date	End Date	Organiser
Trade	HKTDC Hong Kong Fashion Week for Spring / Summer	05 Jul 2010	08 Jul 2010	Hong Kong Trade Development Council
Trade	HKTDC Summer Sourcing Show for Gifts, Houseware and Toys	05 Jul 2010	08 Jul 2010	Hong Kong Trade Development Council
Trade	Learning & Teaching Expo 2010	15 Jul 2010	17 Jul 2010	Hong Kong Education City Limited
Trade and Public	International Conference & Exhibition of the Modernization of Chinese Medicine & Health Products	12 Aug 2010	16 Aug 2010	Hong Kong Trade Development Council
Trade and Public	HKTDC Food Expo	12 Aug 2010	16 Aug 2010	Hong Kong Trade Development Council
Trade and Public	Hong Kong International Tea Fair	12 Aug 2010	14 Aug 2010	Hong Kong Trade Development Council
Trade and Public	Hong Kong Computer & Communications Festival 2010	20 Aug 2010	23 Aug 2010	The Chamber of HK Computer Industry
Trade and Public	Natural Products Expo Asia 2010	26 Aug 2010	28 Aug 2010	Penton Media Asia Limited
Trade	HKTDC Hong Kong Watch & Clock Fair	06 Sep 2010	10 Sep 2010	Hong Kong Trade Development Council
Trade	Restaurant & Bar 2010	07 Sep 2010	09 Sep 2010	Diversified Events Hong Kong LLC
Trade	Asian Seafood Exposition 2010	07 Sep 2010	09 Sep 2010	Diversified Events Hong Kong LLC
Trade	Asia Fruit Logistica / Asiafruit Congress 2010	08 Sep 2010	10 Sep 2010	Global Proudce Events GmbH
Trade	September Hong Kong Jewellery & Gem Fair 2010	16 Sep 2010	20 Sep 2010	UBM Asia Ltd
Trade	Fashion Access	28 Sep 2010	30 Sep 2010	APLF Limited
Trade and Public	Hong Kong International Arts & Antiques Fair (HKIAAF) 2010	03 Oct 2010	06 Oct 2010	Art & Antique International Fair Ltd
Trade	Interstoff Asia Essential - Autumn 2010	06 Oct 2010	08 Oct 2010	Messe Frankfurt HK Ltd
Trade	HKTDC Hong Kong Electronics Fair (Autumn Edition)	13 Oct 2010	16 Oct 2010	Hong Kong Trade Development Council
Trade	electronicAsia	13 Oct 2010	16 Oct 2010	Hong Kong Trade Development Council

Event Nature	Event Name	Start Date	End Date	Organiser
Trade	Mega Show Part 1	20 Oct 2010	23 Oct 2010	Group Idea International Limited
Trade	HKTDC Hong Kong International Lighting Fair (Autumn Edition)	27 Oct 2010	30 Oct 2010	Hong Kong Trade Development Council
Trade	Mega Show Part 2	28 Oct 2010	30 Oct 2010	Group Idea International Limited
Trade	HKTDC Hong Kong Optical Fair	03 Nov 2010	05 Nov 2010	Hong Kong Trade Development Council
Trade	HKTDC Hong Kong International Medical Devices and Supplies Fair	03 Nov 2010	05 Nov 2010	Hong Kong Trade Development Council
Trade	HKTDC Hong Kong International Wine & Spirits Fair	04 Nov 2010	06 Nov 2010	Hong Kong Trade Development Council
Trade	MIPIM ASIA - The World's property market in Asia Pacific	10 Nov 2010	12 Nov 2010	Reed Midem
Trade	Cosmoprof Asia 2010	10 Nov 2010	12 Nov 2010	Cosmoprof Asia Limited
Trade	InfoComm Asia 2010	11 Nov 2010	17 Nov 2010	InfoCommAsia Pte Ltd
Trade	2010 GSMA Mobile Asia Congress	17 Nov 2010	18 Nov 2010	GSMA Limited
Trade and Public	The 16th Hong Kong International Jewelry Manufacturers' Show	25 Nov 2010	29 Nov 2010	Hong Kong Jewelry Manufacturers' Association
Trade	HKTDC World SME Expo	02 Dec 2010	04 Dec 2010	Hong Kong Trade Development Council
Trade and Public	HKTDC Inno Design Tech Expo	02 Dec 2010	04 Dec 2010	Hong Kong Trade Development Council
Trade	AgriPro Asia 2010	12 Dec 2009	15 Dec 2009	Vertical Expo Services Company Limited

Source: HKCEC Website

Appendix B List of Trade related Exhibition (AWE ; 2010)

Event Date	Event Name	Event Type
3-6 March 2010	Asia's Fashion Jewellery & Accessories Fair – March	Exhibition (Trade)
16-18 March 2010	Cartes in Asia	Exhibition (Trade)
12-15 April 2010	China Sourcing Fair – Electronics & Components	Exhibition (Trade)
12-15 April 2010	China Sourcing Fair – Security Products	Exhibition (Trade)
20-23 April 2010	China Sourcing Fair – Home Products	Exhibition (Trade)
20-23 April 2010	China Sourcing Fair – Baby & Children's Products	Exhibition (Trade)
20-23 April 2010	China Sourcing Fair – Gifts & Premium	Exhibition (Trade)
20-23 April 2010	China Sourcing Fair – Fashion Accessories	Exhibition (Trade)
20-23 April 2010	India Sourcing Fair – Underwear & Swimwear	Exhibition (Trade)
27-30 April 2010	Hong Kong International Printing and Packaging Fair	Exhibition (Trade)
21-23 May 2010	Asia International Arts & Antiques Fair 2010	Exhibition (Trade and Public)
30 July-1 August 2010	6th Hong Kong International Pet & Accessory Expo	Exhibition (Trade and Public)
30 July-1 August 2010	Hong Kong International Aqua & Family Expo 2010	Exhibition (Trade and Public)
14-17 September 2010	Asia's Fashion Jewellery & Accessories Fair – September	Exhibition (Trade)
14-18 September 2010	Hong Kong Jewellery & Gem Fair 2010	Exhibition (Trade)
27-29 September 2010	7th Annual Sino-International Freight Forwarders Conference and World Cargo Connections 2010	Conference / Exhibition (Trade)
12-15 October 2010	China Sourcing Fair – Electronics & Components	Exhibition (Trade)
12-15 October 2010	China Sourcing Fair – Security Products	Exhibition (Trade)
20-23 October 2010	China Sourcing Fair – Baby & Children's Products	Exhibition (Trade)
20-23 October 2010	China Sourcing Fair – Gifts & Premiums	Exhibition (Trade)
20-23 October 2010	China Sourcing Fair – Home Products	Exhibition (Trade)
20-23 October 2010	India Sourcing Fair – Home Products	Exhibition (Trade)

Event Date	Event Name	Event Type
27-29 October 2010	Sports Source Asia - International Sourcing Fair for Sports Equipment and Sports Apparel	Exhibition (Trade)
27-30 October 2010	China Sourcing Fair – Underwear & Swimwear	Exhibition (Trade)
27-30 October 2010	China Sourcing Fair – Fashion Accessories	Exhibition (Trade)
27-30 October 2010	China Sourcing Fair – Garments & Textiles	Exhibition (Trade)
27-30 October 2010	Hong Kong International Building and Decoration Materials & Hardware Fair	Exhibition (Trade)
27-30 October 2010	LED + Light Tech Show – HK	Exhibition (Trade)
03-06 November 2010	Eco Expo Asia - International Trade Fair on Environmental Protection	Exhibition (Trade)
05-07 November 2010	Global Mayors Forum	Conference / Exhibition (Trade)
16-18 November 2010	Railway Interiors Expo 2010	Exhibition (Trade)

Source: AWE Website