

Newsletter

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Full House at AsiaWorld-Expo AsiaWorld-Expo was in full operation since April and the centre has played host to a series of major trade fairs. These events were staged in Hong Kong for the first time and affirmed Hong Kong's position as the trade fair capital of Asia.

They also consolidated AsiaWorld-Expo's position as Hong Kong's premier exhibition venue.

China Sourcing Fairs

Relocated from Shanghai, the first series of China Sourcing Fairs in Hong Kong organised by Global Sources were the largest shows staged at AsiaWorld-Expo since its opening last December.

The Fairs featured a strong contingent of mainland Chinese exhibitors, enhanced by exhibitors from across Asia to give international buyers from 166 countries and territories more reasons to come to Hong Kong.

The hugely successful fairs attracted a record turnout of both exhibitors and buyers:



China Sourcing Fair – Electronics & Components (15-18 April 2006)

Over 1,700 exhibitors and 26,104 buyers

China Sourcing Fair – Fashion Accessories (15-18 April 2006)

Over 500 exhibitors and 11,306 buyers

China Sourcing Fair – Gifts & Home Products and International Hardware Fair/Practical World Hong Kong (22-25 April 2006) co-organised with Germany-based Koelnmesse GmbH

Over 3,600 booths and 30,743 buyers

"We are impressed with both the hardware and software of AsiaWorld-Expo. The venue is perfect for our needs while the attention-to-detail provided by the

management and staff allowed us to stage our fairs effectively," said Merle A. Hinrichs, Chairman and CEO of Global Sources.

The who's whos of the retailing world were equally impressed. "AsiaWorld-Expo's convenient location, in addition to the large number of prestigious exhibitors in attendance, makes it very attractive to potential buyers from across the retail industry," said Christopher Sellers, CEO of Agentrics, a company serving 50 global retailers totaling over US\$1 trillion in annual sales.

The success of the April events has prompted Global Sources to expand the October editions, once again to be held at AsiaWorld-Expo. ✨



The First of Many In addition to the China Sourcing Fairs, AsiaWorld-Expo also played host to a number of new shows that expanded the Hong Kong trade fair portfolio. They proved that Hong Kong has what it takes to attract a diverse range of industries with a new, world-class venue.



Visitors flocked to The Hong Kong January International Jewellery & Watch Show.

Hong Kong Spring Fair (10-13 January 2006)

The inaugural Hong Kong Spring Fair, organised by Kenfair International (Holdings) Limited, gathered together 991 exhibitors and 10,710 international buyers. It offered an unrivalled opportunity for buyers to source the latest products at the beginning of the year.

The Hong Kong January International Jewellery & Watch Show (17-20 January 2006)

Another inaugural show, The Hong Kong January International Jewellery & Watch Show was organised by World Trade Fair Ltd, Hong Kong and flourished with new

ideas. The show brought together industry professionals to conduct business, attend educational programmes, and discovered the newest and most innovative products and industry trends.

Hong Kong Watch, Clock, Optical, Parts & Accessories Fair (7-10 March 2006)

Organised by Global Trade Promotions Ltd., the Hong Kong Watch, Clock, Optical, Parts & Accessories Fair offered a first sourcing platform of its kind to buyers to meet increasing merchandising needs due to the ever-changing consumer market.

Hong Kong International Auto Parts Fair and Hong Kong International Printing and Packaging Fair (8-11 April 2006)

Hong Kong International Auto Parts Fair was organised by Hong Kong Trade Development Council (TDC), Paper Communication Exhibition Services and The Hong Kong Electronic Industries Association, while Hong Kong International Printing and Packaging Fair was organised by TDC and CIEC Exhibition Company (HK) Ltd. These two debut shows attracted over 550 exhibitors from 18 countries and regions

and more than 13,000 buyers from around the world.

Asia International Arts & Antiques Fair 2006 (26-29 May 2006)

Chinese state treasures were the star exhibits at Asia International Arts & Antiques Fair 2006. The fair was the first largest professional antiques and arts exhibition held at AsiaWorld-Expo to promote Chinese arts and crafts. The highlight of the fair was the four state treasures consisting of the bronze heads of a monkey, pig, ox and tiger that originated from the renowned Yuan Ming Yuan.



Asia International Arts & Antiques Fair 2006 presented Chinese state treasures and arts and crafts to buyers.

The response to these new shows was so overwhelming that the majority of them will become recurrent events at AsiaWorld-Expo next year. ✨



Hong Kong International Printing and Packaging Fair was held in conjunction with Hong Kong International Auto Parts Fair.



The inaugural Hong Kong International Printing and Packaging Fair attracted buyers from around the world.

From Intimate Events to Large-scale Conventions AsiaWorld-Expo's versatility extends beyond exhibition halls. Over the past five months, we have been the venue of choice for intimate meetings attended by high level government officials and a full-scale convention, with more set to come the rest of the year.

Nu Skin Enterprises, Greater China & SEA Regional Convention (10-12 May 2006)

Nu Skin Enterprises Hong Kong, Inc. chose AsiaWorld-Expo as its venue for their regional Greater China and South East Asia Convention. The global skincare giant had complex requirements for the event which brought together more than 10,000 delegates from around the region and beyond.

The convention showed the flexibility of our world-class facility by providing a flexible combination of large-scale arena-style venues, coupled with smaller more intimate meeting space for interactive workshops, and impressive entertaining venues for networking with other delegates and business contacts.

HKIA 2025 Summit (28 February 2006)

Decision-makers, business leaders, academics and senior officials from Hong Kong, the Chinese Mainland and other parts of the world attended the HKIA 2025 Summit, a top-level conference organised by Airport Authority Hong Kong to garner views on the development of Hong Kong International Airport in the next 20 years.



Arena transformed to a conference setting during the Nu Skin Enterprises, Greater China & SEA Regional Convention.



Dr. Victor Fung, Chairman of Airport Authority Hong Kong, shares his vision on the development of the pan-PRD region at the HKIA 2025 Summit.

Pan-Pearl River Delta Financial Services Forum (23 March 2006)

Over 600 officials from the Pan-Pearl River Delta and the Central Government agencies, entrepreneurs and key players in the financial services sector gathered for a high-level forum to promote regional co-operation in financial services.

The VIP guests who attended include The Honourable Donald Tsang, Chief Executive of Hong Kong SAR; The Honourable Frederick Ma, Secretary for Financial Services and the Treasury, and Mr Joseph Yam, Chief Executive of the Hong Kong Monetary Authority.

2006 Public Sector Reform Conference (3-4 April 2006)

The Honourable Rafael Hui, Chief

Secretary for Administration, headed a discussion on the challenges and opportunities for everyday management and delivery of services to the public at this conference.

16th ACI Pacific Regional Assembly & Conference (8-11 May 2006)

Our location at the Hong Kong International Airport makes AsiaWorld-Expo the ideal venue for the 16th Airports Council International (ACI) Pacific Regional Assembly, Conference & Exhibition. The conference provided a platform for senior airport executives to share knowledge and experience in managing issues facing the airport industry. ✨



The Honourable Donald Tsang, Chief Executive of Hong Kong SAR, spoke at Pan-Pearl River Delta Financial Services Forum.

AsiaWorld-Arena Rocks

From February to June 2006, AsiaWorld-Arena showed its mettle as Hong Kong's largest indoor-seated and purpose-built venue capable of hosting every kind of international spectacular. Our staging flexibility, world-class acoustics and maximum seating capacity of 13,500 have allowed local and international concerts as well as variety shows to be staged successfully.



Chan Po Chu and Hong Kong Chinese Orchestra performed at the first concert staged at AsiaWorld-Arena.

Chan Po Chu & HKCO (4 February 2006)

Chan Po Chu, one of Hong Kong's 60s film legend, staged the first concert held at AsiaWorld-Arena. Accompanied by Hong Kong Chinese Orchestra, her concert showed that AsiaWorld-Arena passed with flying colours.

Oasis – Live in HK! (25 February 2006)

Oasis, one of UK's hottest rock n' roll bands, raised the roof with their high-energy show at the first international and standing concert held at AsiaWorld-Arena.

You Bring Beauty to Phoenix – Tenth Anniversary Celebration Gala of Phoenix Satellite Television Co., Ltd. (31 March 2006)

Phoenix Satellite Television staged a variety show at AsiaWorld-Arena to celebrate its tenth anniversary. The venue was transformed to cater to the needs of the gala.

Jamie Cullum Live (6 June 2006)

The adrenalin flowed again at AsiaWorld-Arena after its transformation to an intimate short-hall configuration when Jamie Cullum, the UK's best selling jazz artist, took the stage for his first concert in Hong Kong. ✨



World-renowned Oasis performed to a packed audience at the high-energy Oasis – Live in HK! Show with an end-stage setting.



Phoenix Satellite Television Co Ltd celebrated their tenth anniversary with a variety show at AsiaWorld-Arena.

Event Calendar 2006 (June - December)

June

• 13-14

Air&Port Security Expo Asia 2006

Simply Group Ltd
Exhibition (Trade)



• 22-25

Asia's Fashion Jewellery & Accessories Fair

CMP Asia Ltd
Exhibition (Trade)



July

• 13

Coldplay - Twisted Logic Tour

Live Nation
Concert



• 16

The Black Eyed Peas - The Monkey Business Asian Tour

Midas Promotions
Concert



• 22

Netvigator Love Music Tour - MOOV Party

PCCW
Concert



• 28-30

The Hong Kong Health Expo and International Conference on Traditional Chinese Medicine (TCM)

CMSN Limited
Exhibition (Trade and Public)



• 28-30

Hong Kong International Pet Accessory & Service Expo 2006 and Hong Kong International Aqua Accessory & Service Expo 2006

Paper Communication Exhibition Services
Exhibition (Trade and Public)



September

• 5-7

POWER-GEN ASIA 2006

PennWell Corporation
Exhibition (Trade)



• 10-13

Airport Cities Conference

Airport Authority Hong Kong
Conference



• 12-15

PATA Travel Mart

PATA
Exhibition (Trade)



• 18-21

Asia's Fashion Jewellery & Accessories Fair

CMP Asia Ltd
Exhibition (Trade)



• 18-23

September Hong Kong Jewellery & Watch Fair

CMP Asia Ltd
Exhibition (Trade)



• 29 September - 1 October

The Chinese International Exposition (HK) of Chinese Medicine Materials, Medicines & Health Products

中國中藥協會
Exhibition (Trade and Public)



October

• 11-14

China Sourcing Fair - Electronics & Components

Global Sources
Exhibition (Trade)



• 11-14

China Sourcing Fair - Fashion Accessories

Global Sources
Exhibition (Trade)



• 19-22

China Sourcing Fair - Gifts & Home Products

Global Sources
Exhibition (Trade)



• 19-22

Practical World Hong Kong - co-located with China Sourcing Fair: Gifts & Home Products

Koelnmesse Pte Ltd,
Global Sources
Exhibition (Trade)



• 27-30

Hong Kong International Building Materials & Construction Equipment Fair

Hong Kong Trade Development Council,
CIEC Exhibition Company (HK) Ltd
Exhibition (Trade)



• 27-30

Hong Kong International Furniture Fair

Hong Kong Trade Development Council,
Kenfair International (Holdings) Ltd
Exhibition (Trade)



• 27-30

Eco Expo Asia - International Trade Fair on Environmental Protection

Hong Kong Trade Development Council,
Messe Frankfurt (HK) Ltd
Exhibition (Trade)



December

• 4-8

ITU TELECOM WORLD 2006

ITU
Exhibition (Trade)



Please log on to www.asiaworld-expo.com for the most up-to-date event calendar.

A Show of Force in 2007

Asian Aerospace International Expo and Congress 2007 takes off in Hong Kong, heralding the arrival of another mega show at AsiaWorld-Expo.

Organised by Reed Exhibitions, one of the world's largest exhibition organisers, Asian Aerospace International Expo and Congress will be relocated from Singapore and held at AsiaWorld-Expo from 2007 (3 to 6 September). The relocation not only reaffirms Hong Kong's unique position to serve as a regional hub for exhibitions, but also cements its role as a major international gateway city for China and the Asia Pacific region. The opening of AsiaWorld-Expo provides the ideal venue for the event. ✨



(From right) Mr Nicolas Borit, CEO of AsiaWorld-Expo Management Ltd; Mr Mike Rowse, Chairman of AsiaWorld-Expo & Director-General of Investment Promotion at Invest Hong Kong; Mr Paul Beh, President, Asia Pacific of Reed Exhibitions; Ms Clara Chong, Executive Director of Hong Kong Tourism Board; and Mr Clive Richardson, Senior Vice President, Aerospace & Defence Group of Reed Exhibitions.

New Tourist Attractions

For visitors with time to spare, new tourist attractions opening later this year in the vicinity will offer added incentive for them to stay an extra day.

SkyPlaza

Opening in late 2006, SkyPlaza which is adjacent to AsiaWorld-Expo will house the airport's second passenger terminal and offers a new dining, retail and entertainment destination.

SkyCity Nine Eagles Golf Course

The nine-hole SkyCity Nine Eagles Golf Course next to AsiaWorld-Expo is scheduled to open at the end of this year.

Ngong Ping 360

Opening in 2006, Ngong Ping 360 is a stunning 5.7-kilometre cable car journey between Tung Chung Centre and Ngong Ping, to the world's biggest outdoor bronze Buddhist statue. ✨

Added-Value Services Ensure Successful Events

Both exhibitors and buyers alike appreciated AsiaWorld-Expo's comprehensive range of value-added services.



Expo Concierge

From the baggage handling and forwarding service offered by The Expo Concierge directly at Hong Kong International Airport to the information counters and Business Centre at AsiaWorld-Expo, our value-added services help visitors to better manage their time.

Food & Beverage Services

Extensive in-venue food and beverage facilities allow visitors to have a quick meal on the go or dine at leisure with business partners and associates while attending events at AsiaWorld-Expo.

Cross-border Transportation Partnership

AsiaWorld-Expo, in partnership with two leading cross-border bus companies,

offers daily cross-border bus services between the venue and key cities in Southern China. Eternal East Bus provides daily service between Shenzhen City and the venue, while China Travel Tours provides a bus route each from Dongguan and Guangzhou to AsiaWorld-Expo.

The Hotel Next Door

AsiaWorld-Expo's new on site hotel partner is the recently opened Novotel Citygate Hong Kong, a five-minute drive from the venue. The hotel offers 440 rooms and a complimentary shuttle bus service from and to both the airport and AsiaWorld-Expo, making it the perfect home-away-from-home for international visitors.

For our full list of hotel partners, please visit: www.asiaworld-expo.com. ✨

