

Hong Kong: The Ultimate Destination for your Next Event



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Strong Recovery Momentum

INBOUND
ARRIVALS



84%
RECOVERY
VS 17-19

MAINLAND
SOUTHEAST ASIA
M.I.C.E.



90%
RECOVERY
VS 17-19

Air Capacity Resumption



110⁺

**GLOBAL
CONNECTIVITY**

36

MAINLAND

47

ASIA

80%

**SEAT CAPACITY
RECOVERED BY 2023**

95%

MAINLAND

78%

ASIA

Unrivalled Core Strengths



Strategic Location

Heart Of Asia & Gateway To Mainland China

Excellent connectivity:

- ✓ Over **120** international airlines*
- ✓ Operating **1,100 flights** daily*
- ✓ Reaching **220 destinations** worldwide*
- ✓ Including **50 destinations** in Mainland China#



Key Asian markets within
4 HOURS

5 HOURS
from half of the world's population

Hong Kong as a **Global Business Hub**

Top 3

World's
Freest Economy
(2023)

Top 5

Global Financial
Centre
(2023)

No. 1

Global Offshore
RMB
Clearing Centre

Top 3

Easiest Place
to Do Business
(2020)

Favourable Business Environment

One of the World's Safest Places



World's Freest Economy



Multilingual
English and Mandarin are widely spoken



No Sales Tax



No Hotel Tax



No Custom Tariffs



An Open City


Visa free to Hong Kong
from **170** countries & regions



Hong Kong Exhibition Industry Overview



Exhibition Industry Recovery



In 2023, there are **80+** B2B
and B2B + B2C exhibitions
by **30** event organisers

Strong Recovery and **Vote of Confidence**



Number of exhibitors and buyers are on par with 2018 pre-pandemic



Impressive return with larger-than-ever visitor figures



A highly-regarded wine and spirits trade show in APAC

New Exhibitions



7-9 Jun 2023



20-23 Jun 2023



30 Jun-2 Jul 2023



Global Freight Forwarders Expo
28-29 Jun 2023



6-8 Nov 2024

4 reasons to stage your event in Hong Kong



4 Reasons to Stage your Event in Hong Kong

1 **Exceptional** Financial Support

2 The **Greater** Bay Area

3 **World-class** Venues

4 **Unforgettable** Experiences

1

Hong Kong's **Exceptional** Financial Support

100%

Venue Rental
Subsidy[^]



HKTB's Substantial
Funding Support

2 Greater Bay Area

Mainland China's Megapolis
Growth Engine Nationwide



← 2 Special Administrative Regions + 9 Cities →

Greater Bay Area

<1% of
Mainland China's
Land Area

6% of
Mainland China's
Population

11%
National GDP



Tremendous Business Events Potential



Thousands of
MNCs and Unicorns



25 companies
Fortune Global 500



Close tie with
10,000+
Mainland China's
Associations

Excellent Connectivity with GBA

Transport Mainland China Delegations to Hong Kong Faster, More Economical and Sustainable

Hong Kong-Zhuhai-Macao Bridge



- The world's largest bridge-and-tunnel sea crossing
- Reduce travelling time between Pearl River Delta West

High Speed Rail (HK section)

- Direct link to 73 mainland stations
- More capacity carrying ~**150K** visitors per day
- Higher frequency with stable schedule



Benefits to Event Organisers



GROW
Attendance



ATTRACT
Sponsorship



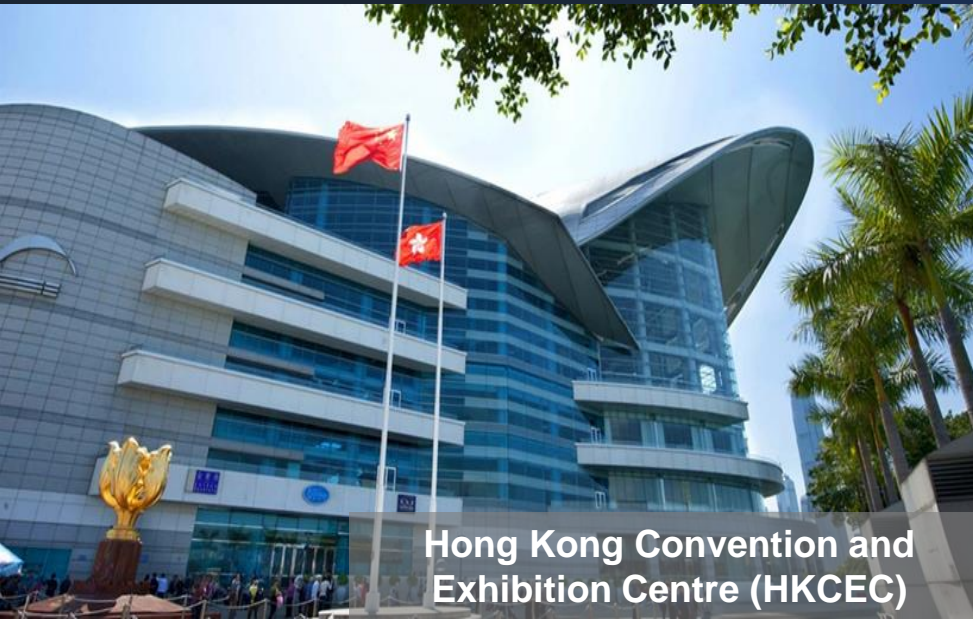
CAPTURE
Ground
Opportunities



CREATE
Experience

MEETHK
MEETGBA
HONG KONG & GREATER BAY AREA

3 Expansion of World-class Venues



MORE INTERNATIONAL EVENTS WILL BE HOSTED IN HONG KONG

New World-class Venues



11SKIES

**Hong Kong's largest hub for
Retail, Dining and
Entertainment and Professional Services**



Kai Tak Sports Park

**Hong Kong's largest Sports Infrastructure
50,000 seats Main Stadium
Indoor Sports Centre up to 10,000 seats**

Ample Hotel Supply



M+ Museum



Palace Museum



NEW ATTRACTIONS SHOWCASE TO INTERNATIONAL VISITORS



Water World Ocean Park



Hong Kong Disneyland

4

Unforgettable Destination Experiences



Attractions



Dining



Arts & Culture



Great Outdoors



Shopping



Nightlife

Exciting Social Programmes



Hong Kong Welcomes You!

