



香港展覽會議業協會  
Hong Kong Exhibition & Convention Industry Association  
www.exhibitions.org.hk

## **Hong Kong exhibitions outperformed uncertain economy in 2014**

(Hong Kong, 13 August 2015). The Hong Kong Exhibition & Convention Industry Association (HKECIA) announced today the positive results of its most recent annual survey of the exhibition industry in Hong Kong, covering the year 2014. Total number of exhibiting companies grew by 6.5% over the previous year, while total number of visitors grew by 5.8%. Such encouraging performance is particularly significant with the “Occupy Central” movement taking place in the major business districts of Hong Kong during the peak trade fair season last year.

Questionnaires were sent to organisers of a total of 108 “trade” and “trade and consumer” exhibitions utilising over 2,000 sqm held during 2014. Responses from 101 “trade” and “trade and consumer” exhibitions were received. Purely consumer exhibitions were not included in the results.

The survey showed that the total number of exhibiting companies at 66,164 grew by 6.5% over 2013. In 2014, the growth is shown across Hong Kong, Regional and Mainland China. Particularly significant was the 18% jump in regional exhibiting companies, indicating the growing importance of Hong Kong to regional businesses as a trade and exhibition hub.

Visitor numbers traced the rise in exhibiting company numbers, with total visitor numbers rising by 5.8% from 2013, to almost 2 million in total (1,945,993). The numbers of international and regional visitors were particularly strong, jumping by 9.9% and 9.6% respectively.

This strong attendance showing is especially positive in the light of the “Occupy Central” movement that took place in Hong Kong in October and November 2014. Despite one major exhibition venue being in the heart of the affected area, the efforts of its management and staff alike enabled trade events being held there to proceed largely uninterrupted. This achievement in the face of difficult external circumstances is another powerful reason why Hong Kong has established itself as the Trade Fair Capital of Asia.

The net meterage occupied by exhibitors dropped slightly for the year by comparison with 2013, down by 3.2% to 897,618 sqm, as exhibitors sought to maximise space economies. This translated into a small rise in approximate stand rental revenues achieved for the year, of around 1.8%.

In announcing the results, HKECIA Chairman Mr Javed Khan commented that the survey reaffirmed without a doubt the leading position that Hong Kong has established in the industry. “In 2014, exhibiting company numbers, visitor



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numbers, and rental revenue generated from exhibitors were all positive, especially for exhibiting companies and visitors from outside Hong Kong,” he said.

“This is an excellent testimony of the trust that is placed in our city’s capabilities in a time of global economic uncertainty. In particular, the strong growth we have seen in regional and international numbers demonstrates the confidence that overseas suppliers and buyers have in the trade platforms provided by Hong Kong. We are in an excellent position to continue in our role as one of the world’s leading sourcing hubs for local, regional and international companies alike.”

The HKECIA’s announcement of the 2014 annual survey results comes as the Association celebrates its 25<sup>th</sup> anniversary this year. Earlier, in March, the HKECIA and the Hong Kong Tourism Board played host to the 10th edition of the Open Seminar in Asia and Sustainable Development Focus Meeting of UFI, the Global Association of the Exhibition Industry. The Seminar enjoyed a record-breaking attendance of over 300 participants from 21 countries and regions. More recently, on 30 June, the HKECIA held its 25<sup>th</sup> anniversary dinner at the HKCEC, which was attended by 450 members and guests including government representatives Mr Gregory So, Secretary for Commerce and Economic Development, and Mr Philip Yung, Permanent Secretary for Commerce & Economic Development.

“These positive survey results for 2014 highlight an excellent year for the HKECIA,” said Mr Khan. “We have once again demonstrated how important our industry is for Hong Kong, and we look forward to working together with the government and other stakeholders in the years to come in developing initiatives that will further strengthen our contribution to Hong Kong’s economic momentum.”

#### Photo caption

Mr Gregory So, Secretary for Commerce and Economic Development, HKSAR Government (front row: fourth from left) as the guest of honour, had a group photo with Mr Javed Khan, Chairman of the HKECIA (front row: fifth from right) and members of HKECIA Executive Committee at the 25th Anniversary Dinner of the Association held at the Hong Kong Convention and Exhibition Centre on 30 June 2015.



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Notes to editors:

1. The HKECIA survey covered number of exhibiting companies, number of visitors, and space occupied at major 'trade' and 'trade and consumer' exhibitions of over 2,000 sqm held in Hong Kong from January to December 2014.
2. The HKECIA distributed the questionnaire to 54 organising companies which ran 145 exhibitions in Hong Kong across the calendar year. Out of these 149 exhibitions, 108 were 'trade' and 'trade and consumer' exhibitions while the remaining 41 were consumer exhibitions. Figures stated in this media release are calculated from 101 completed questionnaires from 'trade' and 'trade and consumer' exhibitions.
3. 'Regional' in the Survey refers to Australia, New Zealand & South Pacific, North Asia, South Asia and South East Asia. 'International' refers to Europe, The Americas, Africa and Middle East.
4. Attendance figures are counted in terms of number of visits, i.e. if the same person attends exhibitions held concurrently at two different venues, this is counted as two visits.

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About the Hong Kong Exhibition and Convention Industry Association

The Hong Kong Exhibition and Convention Industry Association (HKECIA) was established in 1990 to promote Hong Kong as a world-class exhibition and conference destination and the trade fair capital of Asia Pacific. It works to represent the interests of all members involved in the exhibition and convention industries, and provides a unified voice in dealing with the government, legislative and statutory bodies, the media and public organisations, on all matters associate with the role of the exhibition and convention industry in Hong Kong's economy. In addition, it offers training and educational programmes, and collects, analyses and distributes information and statistics relating to the industry. Currently, HKECIA has 111 members including exhibition organisers, venue managers and operators, contractors, hotels, and travel agents.

HKECIA is a member of UFI – The Global Association of the Exhibition Industry, and Hong Kong General Chamber of Commerce.

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