



# A National Blueprint for the Future of Global Business

## 国家发展蓝图 展现全球商业焦点

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# Messages 題 辭

致亞洲國際博覽館

抓好國家「十二五」發展新機遇  
發揮香港國際會展中心優勢  
共同推動兩地經貿交流合作  
譜寫香港會展業發展新篇章。

中央人民政府駐香港特別行政區聯絡辦公室  
經濟部副部長、貿易處負責人（正司級）

楊 益

亞洲國際博覽館

融 通 內 外  
展 貿 興 商

中華人民共和國外交部駐香港特別行政區特派員

呂新華



Mr. LÜ Xinhua,  
The Commissioner of the Ministry of  
Foreign Affairs of the People's Republic of China in  
the Hong Kong Special Administrative Region

Mr. YANG Yi,  
Deputy Director-General of  
Economic Affairs Department and  
Head of Commercial Office (Director - General Level) of  
Liaison Office of The Central People's Government in  
the Hong Kong Special Administrative Region

# STRATEGY

宏观规划 前瞻未来

2020

2018

2016

2014

2012

# An Inspirational Vision of the Future

提纲契领 积极推进

In 2011, the Chinese Central Government announced a visionary outline of the future growth and development of the Pearl River Delta (PRD) region. This Outline of the Twelfth Five-Year Plan for the National Economic and Social Development of the People's Republic of China envisions the creation of a dynamic PRD metropolis that will become a powerful engine of national and global economic growth.

During a visit to Hong Kong in August 2011, Li Keqiang, Vice-Premier of the State Council of the People's Republic of China, emphasised the importance of Hong Kong's role in Guangdong-Hong Kong-Macao cooperation under the Twelfth Five-Year Plan. He also reaffirmed the Government's support for the creation of a Hong Kong-led financial cooperation area, as well as a vibrant PRD economy and visionary new quality of life. He likewise pledged policy support for Mainland and Hong Kong enterprises aspiring to "go global" together.

在2011年，中国中央政府就珠三角地区日后的增长和发展，公布了极具远见的计划大纲。根据「中华人民共和国国民经济和社会发展第十二个五年规划纲要」，政府将会建造一个珠三角都会区，使其成为推动全国和全球经济增长的一股重要力量。

国务院副总理李克强于2011年8月访港期间强调，在「十二五规划」下，香港将发挥在粤港澳合作的重要作用，而中央政府将支持建设以香港为龙头的金融合作区域，构建珠三角现代流通经济及优质生活圈。此外，中央政府也会加大对内地企业与香港企业联合「走出去」的政策支持力度。



分享機遇 共創繁榮  
Sharing Opportunities for  
Common Prosperity

Vice-Premier of the State Council of the People's Republic of China, Li Keqiang, delivered a speech at the Forum on the National Twelfth Five-Year Plan and Economic, Trade and Financial Co-operation and Development Between the Mainland and Hong Kong (Hong Kong, August 2011)  
中华人民共和国国务院副总理李克强于国家「十二五规划」与  
两地经贸金融合作发展论坛致辞 (香港, 2011年8月)

Gearing up for **2016** 宏图实现

## Infrastructure & Development Projects 基建及发展项目

**Hong Kong-Zhuhai-Macao Bridge**  
港珠澳大桥

**Proposed Hong Kong-Shenzhen Western Express Line**  
拟建港深西部快速轨道线

**Guangzhou-Shenzhen-Hong Kong Express Rail Link**  
广深港高速铁路

**Hengqin Development Zone in Zhuhai**  
珠海横琴发展区

**Qianhai Development Zone in Shenzhen**  
深圳前海发展区

**Nansha Development Zone in Guangzhou**  
广州南沙发展区

**Hong Kong Boundary Crossing Facilities**  
港珠澳大桥香港口岸



# An Investment of Hundreds of Billions: The Dawn of a Golden Era

千亿宏图 举世瞩目

Enormous Investments in 3 Development Zones: Driving the Region into a New Era of Prosperity  
经济新区 庞大投资 推动繁荣

Total Estimated Investment Amount :

**Over RMB 350 billion\***

预计总投资金额：**超过 3,500 亿元人民币\***

As part of the Central Government's Twelfth Five-Year Plan, the PRD region is now benefitting from a major series of infrastructure and development projects that not only reaffirm the region's strategic economic value, but also reflect the nation's immense confidence in its long-term sustainable growth.

在中央政府的「十二五规划」下，珠三角地区获益于多项庞大基建及发展项目。这不但反映该区对国家经济战略的重要性，也肯定中央政府对该区长远可持续发展的信心。

\* The information provided above has been compiled from various sources and is for reference only. Figures promulgated or gazetted by the Government shall prevail. 以上资料取自不同资料来源，仅作参考用途。所有资料均以政府公布或刊宪为准。

Twelfth Five-Year Plan of the People's Republic of China  
 Five Major Projects among Guangdong, Hong Kong and Macao  
 中华人民共和国第十二个五年规划  
 粤港澳五大重点发展项目

Gearing up for **2016** 宏图实现

# The Creation of an Unrivalled Economic Powerhouse

经济核心 集结力量

At the heart of the Government's vision is a seamless regional metropolis that integrates the PRD's primary economic centres into a single urban conglomeration. Complemented by the region's landmark new transportation infrastructure, this PRD metropolis will offer a region-wide commute of approximately one hour.

To provide unparalleled connectivity for both the local and international business community, this one-hour radius embraces the region's leading air hubs, namely Hong Kong International Airport and Shenzhen Bao'an International Airport, as well as the region's three new strategic economic zones of Hengqin, Qianhai and Nansha.

You can learn more about this extraordinary new transportation and business infrastructure in the following chapters.

中央政府建立珠三角都会区的目的，旨在融合区内的主要经济中心，使之凝聚为拥有强大力量的城市核心。日后，随著区内大型运输基建相继落成，珠三角都会区将充分体现一小时互通的概念。

这个悉心建造的一小时流通经济及优质生活圈，将涵盖两大国际机场（香港国际机场和深圳宝安国际机场），并贯通区内三大经济发展中心（横琴、前海和南沙），尽享区内外四通八达的优势，使之成为未来的发展亮点。

我们将于下文详细介绍各项运输和商贸基建工程。

一小时流通经济及优质生活圈



**Driving the Region into a New Era of Prosperity**  
 经济新区 推动繁荣

**Creating a World-Class Transportation Network**  
 世界级运输网络 四通八达

**Developing Major New Projects within a One-Hour Radius**  
 重点发展项目 缔造一小时经济圈概念

上圖經電腦處理及不經出版，其準確度與實際情況不同，本圖僅供參考之用。圖中所有數據均經核實，但不保證其絕對準確。如有任何錯誤，概不負責。The above map is a simplified version and not up to scale. The information contained is referenced from various sources and for illustration only. No warranty or guarantee, express or implied, is given as to its accuracy. AsiaWorld-Expo Management Limited bears no liability for any error or omission. Landmark image provided by Coscaro.

# ACTION 创建未来 成就大业



# Sophisticated Cross-Boundary Infrastructure

## 跨境基建 贯通中港

ACTION | 创造未来 成就大业

Gearing up for 2016 宏图实现

### Hong Kong-Zhuhai-Macao Bridge

The Hong Kong-Zhuhai-Macao Bridge (HZMB) is a major new sea crossing which will span the Pearl River Estuary to link Hong Kong with the Macao Special Administrative Region and Zhuhai City in Guangdong Province. When it opens to traffic in 2016, the journey from Hong Kong to Macao-Zhuhai will take just about 20 minutes, a mere quarter of the time needed to complete the same journey by high-speed ferry.

### 港珠澳大桥

港珠澳大桥位于珠江河口，是连接香港特别行政区、澳门特别行政区和广东省珠海市的大型跨海通道。在2016年通车后，由香港往来澳门和珠海的车程只需约20分钟，较现时乘坐高速渡轮节省约四分之三的时间。

### Proposed Hong Kong-Shenzhen Western Express Line

The proposed Hong Kong-Shenzhen Western Express Line will link Hong Kong International Airport with Shenzhen Bao'an International Airport. Hong Kong's third cross-boundary railway, this new express line will pass through the northern New Territories of Hong Kong before entering Shenzhen's core Qianhai economic zone. Upon completion, transit time between the two airports will be reduced to about 20 minutes.

### 拟建港深西部快速轨道线

构思中的港深西部快速轨道线将连接香港国际机场和深圳宝安国际机场，并成为香港第三条过境直通铁路，途经香港新界北部和深圳重点发展的前海经济区。快速轨道线建成后，往来港深两地机场的时间将大幅减至约20分钟。

### Guangzhou-Shenzhen-Hong Kong Express Rail Link

This rail link will connect Hong Kong with Guangzhou's Shibi Station via Shenzhen's Futian and Longhua Stations, and will form part of the national high-speed rail network. When this new intercity rail corridor becomes operational, the journey time between Guangzhou and Hong Kong will be cut in half, from 100 minutes to just about 50 minutes.

This landmark project and the two aforementioned projects have been named by the Hong Kong Government as three of its ten most important infrastructure developments.

### 广深港高速铁路

这条铁路将连接香港与广州石壁站，途经深圳福田站和龙华站，成为全国高铁网络的一部份。当这条城际铁路投入服务后，往来广州至香港的行车时间将减半，由100分钟减至约50分钟。

这项大型基建和上述两项工程已被香港特别行政区政府列入十大基建项目。







# Powerful Engines of Economic Growth

## 新区开发 倍添动力

Enormous Investments in  
3 Development Zones:  
Driving the Region  
into a New Era  
of Prosperity

经济新区 庞大投资  
推动繁荣



### Hengqin Development Zone, Zhuhai

Covering an area of more than 100 square kilometres, the Hengqin Development Zone will become an exemplary showcase of PRD collaboration in the fields of business services, leisure and tourism, and technological and industrial innovation. It will also become a powerful engine of economic growth and development in the western-most areas of the PRD region. The Hong Kong-Zhuhai-Macao Bridge will be linking the Hengqin Development Zone with Hong Kong International Airport.

#### 珠海横琴发展区

横琴发展区占地超过100平方公里，将成为珠三角地区在商业服务、休闲及旅游、创新科技和工业方面合作的示范区。此外，该区也会成为推动珠三角西部地区经济增长和发展的重要动力。港珠澳大桥将把横琴发展区与香港国际机场连接。



### Qianhai Development Zone, Shenzhen

Destined to become an important service production centre for the entire Asia-Pacific region, the Qianhai Development Zone will encourage the development of innovative new service industries – namely advanced logistics services, IT services, financial services and other professional services – while also facilitating seamless economic collaboration throughout the PRD. As a showcase of Hong Kong-Guangdong tertiary expertise, this landmark development zone will enjoy direct links to both cities via the proposed Hong Kong-Shenzhen Western Express Line, and the Kong Sham Western Highway.

#### 深圳前海发展区

由于前海发展区锐意发展为亚太区的主要生产性服务业中心，可望推动创新服务业的发展，例如：现代物流服务业、信息科技服务业、金融服务业和其它专业服务，并同时促进珠三角地区的经济顺利融合。作为香港和广东的第三产业发展模范，这个重点发展区将享有连接拟建港深西部快速轨道线和港深西部公路的运输优势。



### Nansha Development Zone, Guangzhou

Identified as a key project in the future of the PRD region, the Nansha Development Zone will be an intelligent, low-carbon demonstration city of trade, business services, technological innovation, and education training. In addition to fostering the seamless creation of knowledge-based economic activities between Hong Kong, Macao and the Mainland, the vibrant Nansha Development Zone will also provide an environment in which port-related industries can flourish. The Guangzhou-Shenzhen-Hong Kong Express Rail Link will provide rapid transportation between Hong Kong and Guangzhou.

#### 广州南沙发展区

南沙发展区被视为发展珠三角地区的重点项目，并将成为一个以智能和低碳产业为主的示范城市，致力推动贸易、商业服务、高新科技和教育培训方面的发展。除促进港澳和内地的知识型经济融合外，坐拥众多优势的南沙发展区也为港口相关产业提供理想的发展环境。日后，广深港高速铁路将成为连接香港与广州的主要通道。

OPPORTUNITY  
掌握机遇 潜力无限

# OPPORTUNITY

掌握机遇 潜力无限



- Kong Sham Western Highway  
(To Shenzhen via Tuen Mun)  
港深西部公路 (经屯门往深圳)
- Proposed Hong Kong-Shenzhen  
Western Express Line (To Shenzhen)  
拟建港深西部快速轨道线 (往深圳)
- Hong Kong-Zhuhai-Macao Bridge  
(To Macao and Zhuhai)  
港珠澳大桥 (往澳门及珠海)

- Airport Express  
香港机场快线

20 minutes 20分钟 20 minutes 20分钟 20 minutes 20分钟 20 minutes 20分钟

## The Heart of PRD Business

The Hong Kong-Zhuhai-Macao Bridge, the proposed Hong Kong-Shenzhen Western Express Line and their associated cross-boundary facilities will all fully integrate with the business district surrounding Hong Kong International Airport. Visitors arriving via these new infrastructure projects will therefore enjoy seamless connections to all major districts in Hong Kong via the Airport Express, MTR and comprehensive road network.

This cutting-edge cross-boundary infrastructure and sophisticated intra-city network make the airport district a unique centre for PRD business and trade. The major centres of Shenzhen, Zhuhai and western Guangdong will all be within approximate 20 minutes' travelling time, while Hong Kong's world-renowned Central Business District is likewise about 20 minutes away.



## 珠三角商贸枢纽

展望未来，港珠澳大桥、拟建港深西部快速轨道线及其相关跨境设施，将与邻近香港国际机场的商业区全面融合。经由这些新设施访港的旅客只需使用香港机场快线、香港铁路和覆盖广泛的道路网，便可迅速直达香港各个主要地区。

先进的跨境基建和全面的市内运输网络，令香港机场区域成为珠三角地区的独特商贸枢纽。日后，由该区往来深圳、珠海和广东西部的的主要经济中心，或到香港市区只需约20分钟。

# A Unique Hub for Regional and International Traffic

人流畅旺 商机无限

Upon completion of Hong Kong's major new cross-boundary infrastructure, Hong Kong will experience even closer economic integration with western areas of the PRD, thus strengthening regional and international trade with shorter transit times and lower shipping costs. Indeed, traffic projections for the Hong Kong-Zhuhai-Macao Bridge alone estimate a daily flow of some 50,000 vehicles and 240,000 passengers by 2035. In parallel with this strong urban growth, Hong Kong International Airport is expected to handle some 97 million passengers a year by 2030.

These extraordinary passenger numbers are a testament to the visionary transformation of the airport district into one of the region's most important multi-modal hubs – a truly dynamic combination of highway, railway, sea and air services. As the centre of an extensive air, land and marine network, the district is set to become an unrivalled trading platform both regionally and globally.

隨著各項跨境基建相繼落成，將可大幅減省香港與珠江西岸的陸路運輸成本 and 時間，加速與珠三角和鄰近省份的經濟融合，鞏固區域和國際貿易。預計港珠澳大橋建成後，取道大橋的汽車流量將於2035年達到每日近5萬架次，人流量則高達24萬。加上香港國際機場的客運量預計將於2030年達到約9,700萬人次，增長勢頭銳不可擋。

絡繹不絕的人流將匯聚於香港機場區域，使之發展為集結高速公路、鐵路、海路和航空服務的國際交通樞紐。作為這個海陸空交通樞紐的中心，香港機場區域將必成為無可比擬的地區和國際商貿平台。

OPPORTUNITY  
掌握機遇 潛力無限

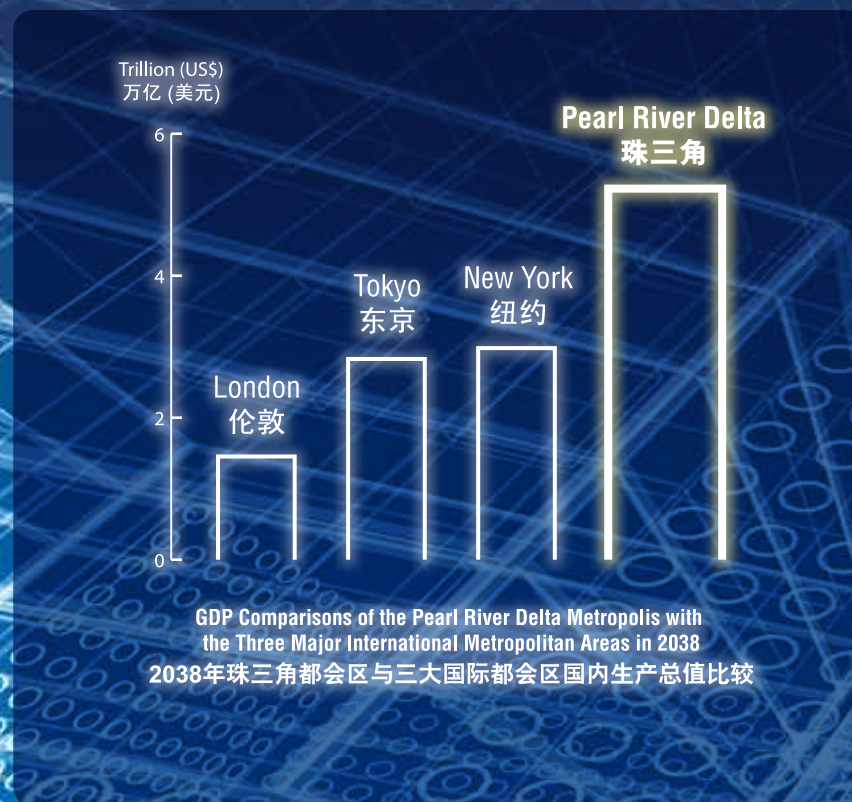


# A Metropolitan World Leader

顶级都会 领先全球

In forecasts by the Bauhinia Foundation Research Centre, the gross domestic product (GDP) of PRD metropolis in terms of purchasing power parity will exceed US\$5.5 trillion by 2038. This will see it overtake the current top three international metropolises of New York, London and Tokyo to rank in first place globally.

根据智经研究中心的预测，珠三角都会区的国内生产总值按购买力平价折算，将于2038年增至逾5.5万亿美元，远超纽约、伦敦和东京三大国际都会，晋身全球首位。



GDP  
US\$5.5 trillion  
万亿美元

OPPORTUNITY  
掌握机遇 潜力无限

## An Affluent Local Community of 100 Million People

坐拥一亿人口庞大市场

With its strategic location at the heart of the PRD region, the business district surrounding Hong Kong International Airport will enjoy a direct catchment of over 100 million people from across Guangdong and Macao – a vibrant and affluent market that offers unprecedented opportunities for new business growth. For international businesses, too, the district is the natural hub for cross-boundary networking and trade.

由于稳占珠三角地区的战略位置，尽享地利优势，毗邻香港国际机场的商业区将涵盖广东和澳门超过一亿人口的庞大市场，坐拥丰富的增长潜力和无限商机。对国际企业而言，此区也势必成为跨境洽商和贸易的首选地点。

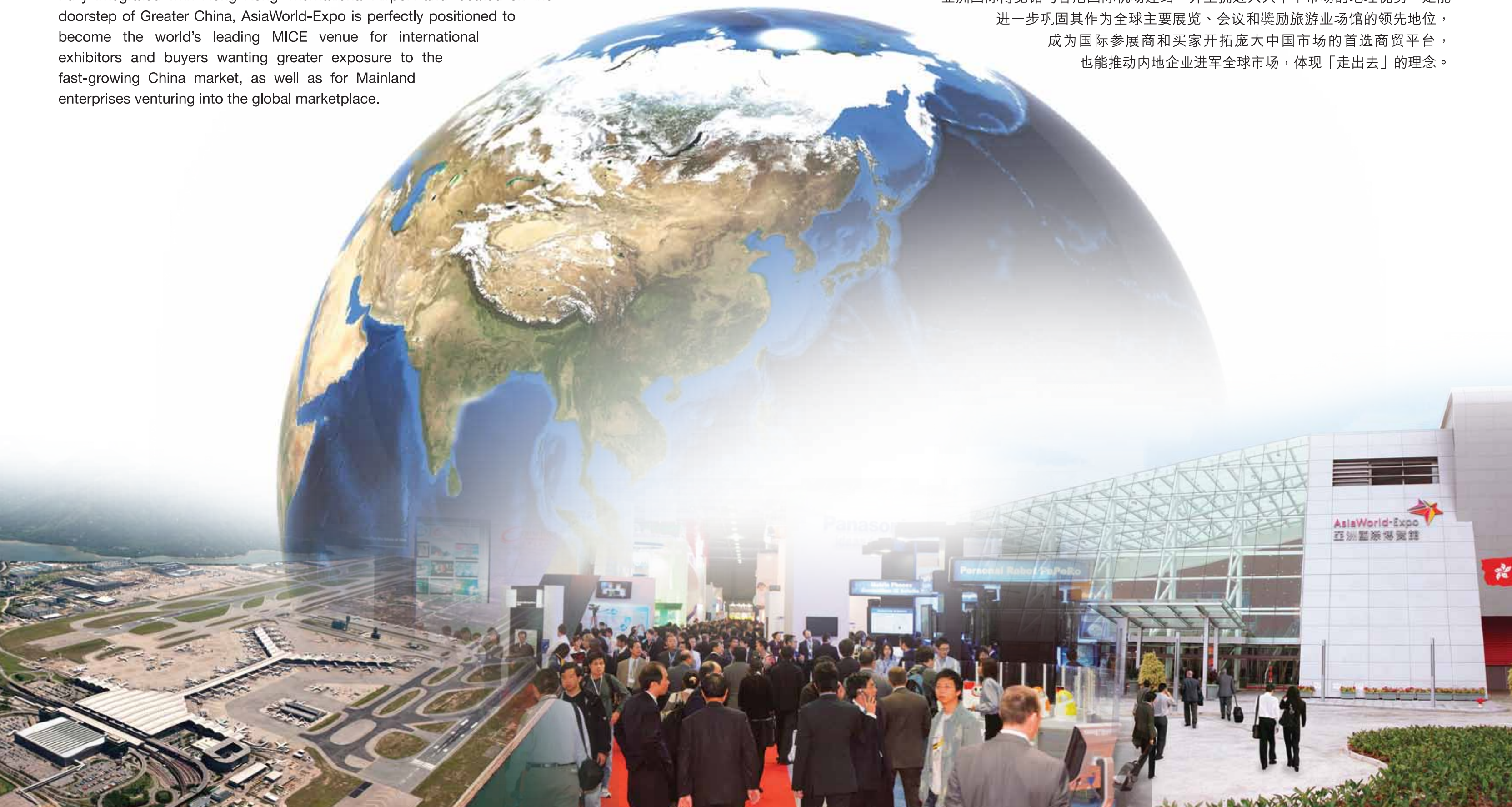


# The Gateway to Global Opportunities

Fully integrated with Hong Kong International Airport and located on the doorstep of Greater China, AsiaWorld-Expo is perfectly positioned to become the world's leading MICE venue for international exhibitors and buyers wanting greater exposure to the fast-growing China market, as well as for Mainland enterprises venturing into the global marketplace.

## 迈向国际 驰骋纵横

亚洲国际博览馆与香港国际机场连结，并坐拥进入大中华市场的地理优势，定能进一步巩固其作为全球主要展览、会议和奖励旅游业场馆的领先地位，成为国际参展商和买家开拓庞大中国市场的首选商贸平台，也能推动内地企业进军全球市场，体现「走出去」的理念。



# The Perfect Combination for Success

致胜关键 相辅相承

Even while Hong Kong's landmark cross-boundary infrastructure is still under construction, the district surrounding AsiaWorld-Expo and Hong Kong International Airport has established itself as a world-class business and leisure destination in its own right. A carefully-planned blend of shopping and entertainment, tourist attractions, international hotels and a world-class exhibition and convention venue, this unique district not only offers the perfect MICE experience, but is also positioned to achieve unparalleled synergy with the Central Government's Twelfth Five-Year Plan, ultimately emerging as the world's undisputed gateway to the future of global business.

正当大型基建陆续施工之际，亚洲国际博览馆和香港国际机场邻近地区早已准备就绪，成为世界级的商业和消闲地点。这个精心策划而成的地区汇聚各式购物和娱乐设施、旅游景点、多家星级酒店和世界级展览及会议场馆，无疑是展览、会议和奖励旅游业的首选目的地。现在，再配合中央政府「十二五规划」所带来协同效应，该区将被打造成为全球经济活动的重要枢纽，地位无可比拟。



# Messages 題辭

The role of AsiaWorld-Expo and the future of global business  
envisioned in the Twelfth Five-Year Plan of the People's Republic of China

中华人民共和国第十二个五年规划纲要所带来的发展契机及亚洲国际博览馆的角色

致亞洲國際博覽館

抓好國家「十二五」發展新機遇  
發揮香港國際會展中心優勢  
共同推動兩地經貿交流合作  
譜寫香港會展業發展新篇章。

中央人民政府駐香港特別行政區聯絡辦公室  
經濟部副部長、貿易處負責人（正司級）

楊益

Mr. YANG Yi,  
Deputy Director-General of  
Economic Affairs Department and  
Head of Commercial Office (Director – General Level) of  
Liaison Office of The Central People's Government in  
the Hong Kong Special Administrative Region

亞洲國際博覽館

融通內外  
展貿興商

中華人民共和國外交部駐香港特別行政區特派員

呂新華



Mr. LÜ Xinhua,  
The Commissioner of the Ministry of  
Foreign Affairs of the People's Republic of China in  
the Hong Kong Special Administrative Region



Messages on AsiaWorld-Expo's success over the years and its role in relation to the opportunities arising from the developments in the Pearl River Delta Region as well as further economic integration of Hong Kong with Mainland China.

以下赠言是关于亚洲国际博览馆过去的贡献，以及受惠于珠三角地区的未来发展，与及香港与中国内地经济进一步融合下的角色和机遇。

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In the past five years, AsiaWorld-Expo has brought a wide variety of exhibitions, conventions and events to Hong Kong. From international trade fairs and large conferences to the successful staging of “River of Wisdom-Animated Version of Riverside Scene at Qingming Festival”, AsiaWorld-Expo demonstrates its versatility and attraction as an ideal venue for major events. The events held at AsiaWorld-Expo have brought significant direct and indirect economic benefits to Hong Kong, and reinforced Hong Kong's leading position in the international arena as a centre for trade fairs, conventions and events.

**The Honourable John TSANG Chun-wah, GBM, JP, Financial Secretary**

过去五年，亚洲国际博览馆曾经举办各式各样的展览、会议和活动。由国际贸易展览会和大型会议，以至成功主办的「智慧的长河：电子动态版《清明上河图》」公众展览，都足以证明亚洲国际博览馆富吸引力和可以作广泛的用途，是举办主要活动的理想场地。在博览馆举行的活动，为香港带来重大的直接和间接经济利益，并有助巩固香港作为国际性贸易展览、会展和盛事之都的领导地位。

财政司司长 曾俊华先生, GBM, JP

Located next to the airport, AsiaWorld-Expo has been offering a world-class venue for exhibitions and events, and will surely scale new heights as Hong Kong becomes better connected to the Pearl River Delta.

**The Honourable Ms. Eva CHENG, GBS, JP, Secretary for Transport and Housing**

凭藉毗邻机场的优势，博览馆提供举办展览和活动的世界级场地；随着香港与珠江三角洲的连系日益紧密，博览馆定会再创高峰。

运输及房屋局局长 郑汝桦女士, GBS, JP

Fully integrated with the Hong Kong International Airport, AsiaWorld-Expo connects businessmen in key cities of Asia and the Mainland to other parts of the world. This geographic advantage, further enhanced upon the completion of the Hong Kong Zhuhai-Macao Bridge, will no doubt assure that AsiaWorld-Expo will go from strength to strength in the years to come.

**The Honourable Mrs. Carrie LAM CHENG Yuet-ngor, GBS, JP, Secretary for Development**

博览馆与香港国际机场完全融合，把亚洲和内地主要城市的商界人士与全球联系。当港珠澳大桥落成后，这个地理优势将进一步增强，必定能为亚洲国际博览馆缔造辉煌的未来。

发展局局长 林郑月娥女士, GBS, JP

AsiaWorld-Expo is a world class exhibition, business and leisure infrastructure that enables Hong Kong to stay at the forefront of its competitive rankings. Within minutes of the international airport and easy reach by train and buses from other parts of Hong Kong, AsiaWorld-Expo has been attracting millions of visitors every year. It is a showcase for excellence in information communications and technology and entertainment. The venue-packed exhibitions and trade shows, the world-renowned, international and regional conferences, along with the resounding world-class concerts, the fun-filled family pet shows and the record-breaking River of Wisdom exhibition all lend testimony to the agility, dynamism and unlimited potential of AsiaWorld-Expo.

**Ms. Elizabeth TSE, Chairman, Hong Kong IEC Limited (Venue Owner)**

亚洲国际博览馆是一个集展览、商贸及休闲设施于一身的世界级场馆，在提升香港的竞争力方面功不可没。凭藉毗邻香港国际机场的优势，加上可便捷地往返各区的铁路及巴士安排，亚洲国际博览馆每年成功吸引数以百万计访客。此外，亚洲国际博览馆体现一流的资讯及通讯科技设备及各项娱乐活动，有助香港面向国际。不论是大型及极受欢迎的展览及商贸交易会、享誉国际及区域的大型会议，加上瞩目的世界级音乐会、适合一家大小的动物嘉年华，以至到访人数创纪录的「智慧的长河：电子动态版《清明上河图》展览」，均证明亚洲国际博览馆具备灵活创新的特色，发展潜能无限。

香港国际展览中心有限公司(场馆控股公司) 主席 谢曼怡女士

AsiaWorld-Expo is one of the ultimate MICE platforms. It blends easy access to China with Hong Kong's favourable business environment. That unique combination has actively fostered bilateral trade and helped facilitate many new investment deals.

**Mr. Simon GALPIN, Director-General, Invest Hong Kong**

博览馆已成为展览、会议及奖励旅游业的重要平台。其得天独厚之处，乃是结合中国内地营商机遇与本港固有的经营优势，对促进中港双边贸易、催生投资项目功不可没。

投资推广署署长 贾沛年先生

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With its excellent facilities and professional service, AsiaWorld-Expo has played host to a variety of international conferences, exhibitions and spectacular events in its first five years which brought a constant and significant flow of business and other visitors to our city. We look forward to strengthening our partnership with AsiaWorld-Expo in promoting Hong Kong as an international convention, exhibition and tourist destination.

**Mr. Philip YUNG Wai-hung, JP, Commissioner for Tourism, Commerce and Economic Development Bureau**

亚洲国际博览馆提供优良的设施和专业服务，启用五年以来，举办了众多国际会议、展览及特别活动，不断为香港带来大量商务及其他旅客。我们期望继续与亚洲国际博览馆紧密合作，携手推动香港成为国际会议、展览及旅游之都。

商务及经济发展局 旅游事务专员 容伟雄先生, JP

Since its opening, AsiaWorld-Expo has hosted a plethora of important events, which have not only benefited Hong Kong's MICE industry, but also raised the city's profile as a leisure destination. With its world-class facilities and services, as well as its synergy with other Lantau attractions, I am certain AsiaWorld-Expo will go on to play an important part in increasing Hong Kong's tourism appeal.

**Mr. James TIEN, GBS, JP, Chairman, Hong Kong Tourism Board**

自开幕以来，博览馆已经举行多项瞩目盛事，不仅惠及本港的展览、会议及奖励旅游业，亦有助提升香港作为消闲旅游目的地的地位。凭藉世界级的设施和服务，加上与大屿山其他旅游景点的配合，本人深信博览馆将在增强本港旅游业吸引力方面继续发挥重要的影响力。

香港旅游发展局主席 田北俊先生, GBS, JP

The National 12th Five-Year Plan, which emphasises the Central Authorities' support for deepening the economic integration between the Mainland and Hong Kong, especially the Guangdong-Hong Kong cooperation, offers unprecedented opportunities for our service industry, including our MICE sector. Leveraging on our proven strengths as a MICE hub, including our prime location, our world-class infrastructure and professional services, we can support the development of the Pearl River Delta into a world-class metropolis, by serving as a global platform for exhibitions and events in the Asia Pacific region.

Located right next to our award-winning airport, AsiaWorld-Expo enjoys close proximity to the Pearl River Delta and a track record of staging a wide range of world-class exhibitions and events. Complemented by other facilities on Lantau Island, including Hong Kong Disneyland, Ngong Ping 360 and the upcoming Hong Kong-Zhuhai-Macao Bridge, AsiaWorld-Expo is set to play an even greater part in consolidating Hong Kong's position as the sourcing hub and trade fair capital of Asia.

**Mr. Anthony LAU, Executive Director, Hong Kong Tourism Board**

国家「十二五规划」强调中央政府全力支持内地与香港深化经济融合，特别是粤、港之间的合作，这正好为本港服务业，包括展览、会议及奖励旅游业带来重大发展契机。香港的地理位置优越，又拥有世界级的基础设施和能够提供专业服务，在筹办展览、会议及奖励旅游活动方面一向拥有优势，我们可透过成为亚太区大型展览及盛事的国际平台，从而推动珠三角地区发展为世界级的都会区域。

亚洲国际博览馆毗邻香港国际机场，与珠三角地区的交通联系密切，而且，在举行世界级展览和活动方面经验丰富，加上大屿山内的旅游景点和设施，包括香港迪士尼乐园、昂坪360以及日后落成的港珠澳大桥，配套十分完备，相信博览馆在巩固本港作为亚洲采购枢纽和展览会议之都方面，将担当更举足轻重的角色。

香港旅游发展局总干事 刘汉旗先生

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AsiaWorld-Expo serves as a useful business platform for enterprises in Hong Kong, China and around the world. It is also a key figure in exploring the great Chinese market. We highly appreciate the contributions of AsiaWorld-Expo on facilitating business development over the last five years and give it our best wishes for scaling new heights.

**Mr. Jonathan CHOI, BBS, JP, Chairman, The Chinese General Chamber of Commerce**

亚洲国际博览馆为香港、内地以至环球企业提供了重要的商贸平台，更在开拓大中华市场扮演关键角色。本会对亚洲国际博览馆五年来为推动商贸发展所作出的贡献深表赞赏，并衷心祝愿今后的发展再创辉煌一页。

香港中华总商会会长 蔡冠深先生, BBS, JP

Hong Kong is a city where business deals are born - and AsiaWorld-Expo has put itself on the world stage as a venue that hosts exceptional events that bring together business people from around the world. The quality offered by Hong Kong companies as business partners is matched by the quality of the trade and business events held at AsiaWorld-Expo.

**Mr. Cliff SUN, BBS, JP, Honorary President, Federation of Hong Kong Industries**

建基于香港有利的营商环境，亚洲国际博览馆透过举行各类盛会和活动，汇聚全球商贸业者，晋身成为一个备受国际注视的场馆。本港公司具备成为卓越商业夥伴的条件，与亚洲国际博览馆举行的优秀商贸活动正好互相配合，相辅相成。

香港工业总会名誉会长 孙启烈先生, BBS, JP

SMEs in Hong Kong are renowned for their entrepreneurship and ability to connect with local and international markets. AsiaWorld-Expo has played a major role in hosting regional and China-wide trade fairs where Hong Kong SMEs are quick to seize the opportunities and grow their businesses.

**Dr. Dennis NG, Executive Consultant, The Hong Kong Chamber of Small and Medium Business**

香港中小型企业秉持创业精神，具备与本地和国际市场接轨的实力。在举行地区及中国贸易展览方面，亚洲国际博览馆担当了重要的角色，让本港中小型企业迅速掌握商机，扩展业务。

香港中小型企业商会常务顾问 吴宏斌博士

Hong Kong is full of highly entrepreneurial companies committed to further developing business in markets around the world. AsiaWorld-Expo hosts a range of events that attract thousands of international buyers who come to meet and make deals with high quality Hong Kong companies. On behalf of our members, we wish to thank AsiaWorld-Expo for the essential role it plays in supporting Hong Kong's exporters, most of whom participate in the exceptional events it hosts.

**Mr. Tom TANG, Chairman, The Hong Kong Exporters Association**

香港拥有不少具创新冒险精神的公司，致力开拓全球市场。一直以来，在亚洲国际博览馆举行的各类展览均能吸引成千上万的国际买家，与本港的优秀公司建立业务关系。事实上，香港大部份出口商均曾经参与在亚洲国际博览馆举行的出色展览。本会谨代表全体会员向亚洲国际博览馆致以衷心谢意，感激贵馆在支持本港出口商方面不遗余力。

香港出口商会主席 唐庆年先生

Since its inception in 2005, AsiaWorld-Expo has been playing a vital role in hosting international trade shows and developing the MICE industry in Hong Kong. On behalf of the Hong Kong General Chamber of Commerce, I wish AsiaWorld-Expo tremendous success in the years to come.

**Mr. Anthony WU, GBS, JP, Chairman, Hong Kong General Chamber of Commerce**

亚洲国际博览馆自2005年启业以来，一直为本港举行多项国际贸易展览会，并致力推动香港展览、会议及奖励旅游业之发展。本人谨代表香港总商会，祝贺亚洲国际博览馆今后业务兴茂、宏图续展。

香港总商会主席 胡定旭先生, GBS, JP

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# A Focal Point for Unprecedented Growth Potential

## 经济增长 全球先锋

Overnight  
MICE arrivals  
to Hong Kong  
in 2010 leapt up

# 22.8%

year-on-year to

# 1,429,941

2010 年全年访港过夜会展旅客  
共 1,429,941 人次，  
较 2009 年上升 22.8%

Significant  
**GROWTH**  
continued in  
**2011**

在2011年强劲的增长势头持续

# Q1 & Q2

MICE visitors  
to HK  
到港的展览、会议和  
奖励旅游访客与去年同期相比

**10.3%**  
year-on-year

Arrivals from  
Mainland China  
内地访客与去年同期相比

**15%**  
year-on-year

Visitors from  
Mainland China  
accounted for the  
largest share at  
内地访客占最高比重达

# 42.8%

According to the statistics on MICE arrivals announced by the Hong Kong Tourism Board, the number of overnight MICE visitors in 2010 surged 22.8% year-on-year to 1,429,941.

In 2011 (January to June), visitors from Mainland China accounted for 42.8% of the total visitor arrivals, representing an increase of 15% year-on-year.

These figures are a powerful reminder that China is the world's most vibrant business market and offers businesses the unmatched advantage of vast growth potential.

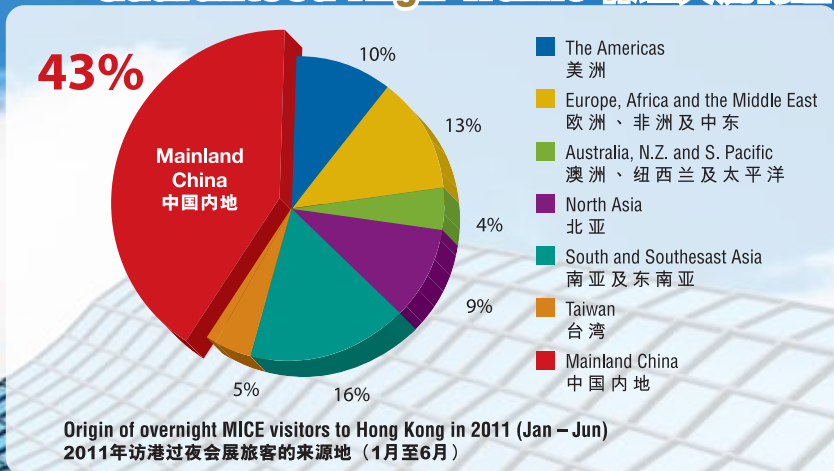
根据香港旅游发展局公布的展览、会议和奖励旅游业统计数字，2010年全年访港的过夜会展旅客共1,429,941人次，较2009年上升22.8%。

于2011年(1至6月)，内地访客占整体访客人数的比重最高，达42.8%，较2010年同期增加15%。

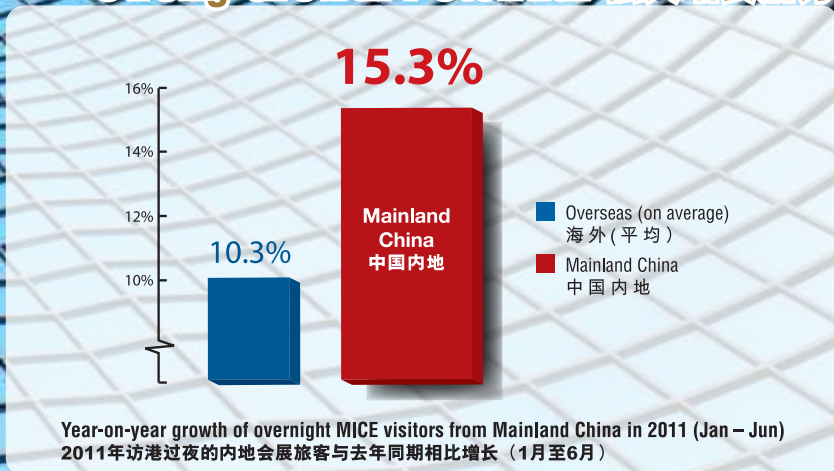
以上数据正好肯定中国市场是全球最具发展潜力的市场，其重要性不可估量。

Your Key to  
the Thriving  
Business Markets  
of Mainland China  
助您开拓内地庞大市场

Guaranteed High Traffic 保证人流畅旺



Strong Growth Potential 强大增长潜力



A High-Performance MICE Destination  
理想的展览、会议和奖励旅游目的地

