

AsiaWorld-Expo Newsletter

A Doubly Triumphant Start to 2014!

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「亞洲最佳會議展覽中心」第二位



The new year began on a strong note when AsiaWorld-Expo received a highly creditable first runner-up spot in the ‘Best Convention and Exhibition Centre’ category in Asia at the highly regarded CEI Asia Industry Awards. What makes the accolade so especially worth winning is that it came after a poll of expert professionals in the MICE industry worldwide. Ultimately, voters were not only impressed by the venue’s excellent business performance and branding effect, but also its staff’s professionalism and flexibility. Still more noteworthy is the fact that AsiaWorld-Expo’s one place jump over 2013 marks the third successive year that CEI Asia magazine readers have ranked the venue as one of their top three MICE choices across Asia. Such international acclaim is a real validation for both the venue and its team’s excellence during the eight years they have been in operation.

亞洲國際博覽館在步入新一年隨即獲得殊榮，榮膺旅遊業界權威雜誌《亞洲會議展覽及獎勵旅遊》(CEI Asia magazine) 的「亞洲最佳會議展覽中心」第二位。是次調查根據區內業界領袖及場館使用者投票選出，為業界推崇備至的殊榮。憑藉優秀的業務表現和卓越的品牌效應，加上團隊專業精神及靈活性，亞洲國際博覽館不僅連續第三年獲得《亞洲會議展覽及獎勵旅遊》讀者評選為「亞洲最佳會議展覽中心」三甲，更由去年第三位躍升至今年第二位。博覽館獲得這項國際殊榮，足以證明過去八年的卓越服務贏得業界認同。



Hong Kong SAR Government Unveils Master Plan for Lantau – A New Era at AsiaWorld-Expo

香港特別行政區政府公佈大嶼山發展規劃 — 亞洲國際博覽館機遇無限



Latest photo of the Hong Kong-Zhuhai-Macao Bridge Hong Kong Boundary Crossing Facilities (HKBCF) under construction
港珠澳大橋香港人工口岸最新情況



“This will bring fundamental change to Lantau's functions and development potential.
大嶼山的功能和發展潛力將要改寫。”

The Chief Executive of HKSAR government, Mr C Y Leung, has unveiled major initiatives in his Policy Address on 15 January 2014 to accelerate the development of Lantau. The outlined policies envision new opportunities leading to an unprecedented enlarged catchment area for MICE events in Hong Kong.

With the completion of the Hong Kong-Zhuhai-Macao Bridge and the Tuen Mun-Chek Lap Kok Link in 2016 and 2018 respectively, Lantau will become an essential connecting point for journeys to and from Hong Kong, Zhuhai and Macao. To capitalise on the benefits brought by the major infrastructure projects in the area and the synergy between Hong Kong and the Pearl River Delta (PRD), while striking a balance between development and conservation, the Chief Executive announced in his Policy Address the establishment of the Lantau Development Advisory Committee (LDAC) to map out the economic and social development strategy for Lantau.

AsiaWorld-Expo, with its proximity to the artificial island for the Hong Kong-Zhuhai-Macao Bridge Hong Kong Boundary Crossing Facilities (HKBCF) which boasts an area of about 130 hectares, will see the formation of a new commercial district in the vicinity. The Government will explore the development of major shopping, dining, entertainment and hotel facilities at the HKBCF.

Adjacent to both HKBCF and AsiaWorld-Expo, the airport's North Commercial District, a large area of about 10 hectares, has tremendous development potential and economic value. The Airport Authority Hong Kong is pressing ahead with the comprehensive and full development of the district. Airport Authority chairman Marvin Cheung Kin-tung said "To capture these growth opportunities, we are moving at full speed ahead to implement the first phase of development at the North Commercial District, which includes a hotel with more than 1,000 rooms."

As the Chief Executive of HKSAR government said, the bridgehead economy will bring fundamental change to Lantau's functions and development potential. With its strategic location, AsiaWorld-Expo is destined to become the focal point of the PRD region and foster its role as a leading MICE venue in the region.

香港特別行政區行政長官梁振英於2014年1月15日發表的《施政報告》中宣佈一系列重大建議加快大嶼山的發展。多項施政措施有助選址香港大嶼山的會議展覽活動能覆蓋更大市場及開拓前所未見的龐大商機。

隨著港珠澳大橋及屯門至赤鱗角連接路全段將於2016年及2018年先後落成，大嶼山將成為往來香港和珠海、澳門的必經之地，地理上成為粵港澳三地的交匯點。特區政府已成立「大嶼山發展諮詢委員會」，透過該委員會匯集具體建議，發揮區內各大型基建的效益，用好香港和珠三角的協同效應，同時平衡好發展和保育的關係。

亞洲國際博覽館對出的港珠澳大橋香港口岸的人工島佔地約130公頃，是香港和珠三角西部之間的門戶，有極高的「橋頭經濟」價值。政府已檢視相關的基建配套，以探討發展大型購物、餐飲、娛樂和酒店等設施的可行性，並會盡快開展詳細研究。

毗連亞洲國際博覽館及香港機場的北商業區規模龐大，土地面積約10公頃，發展規模潛力龐大，經濟價值十分可觀。香港機場管理局正全速推動該區的全面及充分發展。機管局主席張建東博士說「為掌握這些發展機遇，我們正全速進行北商業區的首階段發展，當中包括興建一座設有逾1000間客房的酒店。」

正如香港特別行政區行政長官指出，整個大嶼山地區的功能及發展潛力將要改寫。亞洲國際博覽館位處這個矚目珠三角都會的樞紐地帶，將坐擁更大發展潛力，進一步鞏固其作為區內領先展覽會議場所的獨特地位。

Major Happenings in the First Quarter of 2014

2014年首季多項矚目盛事



Longines Hong Kong Masters 2014 浪琴表香港大師賽 — 國際馬術障礙賽2014

21 to 23 February 2014

The region's first and only 5-star showjumping competition returns to AsiaWorld-Expo

Building on the success of its inaugural edition last year, this prestigious event comes back at a perfect timing to celebrate the Year of the Horse! With a sleek combination of the graceful equestrian sports, luxury shopping experiences, magnificent arts exhibition and tasteful entertainment, the three days event is set to attract some 32,000 visitors to come and watch as 25 top riders compete for US\$1,000,000 in prize money.

To bring up the glamour quotient, the Prestige Village will be decorated with exquisite art pieces showcased by Opera Gallery; guests can enjoy live music and an array of entertainment in a relaxing environment.

Another highlight of the event is a 2-star Michelin culinary experience in the dining zone, ensuring that the Longines Hong Kong Masters is not only a gala sports event, but also an exclusive occasion for social networking.

亞洲區首項及唯一的 五星級馬術比賽載譽歸來

繼去年成功舉辦第一屆賽事後，這個舉世知名的馬術比賽將載譽歸來，賓客於亞洲國際博覽館觀賞比賽之餘，亦可順道慶祝農曆馬年的來臨！

這項為期三天的活動集合優雅的馬術運動、精緻奢華的購物體驗、壯觀的藝術展覽和獨特的娛樂於一身。預料將吸引約32,000名賓客到現場觀賞25名頂級馬術大師爭奪一百萬美元獎金的比賽。

場內更設「駿雅名薈」尊尚區，來賓可欣賞Opera Gallery展出的多款慶祝馬年的藝術品，同時享受DJ音樂及多姿多彩的娛樂。大會另一特色是餐飲區將提供米芝蓮二星級佳餚美食，讓作為體育界盛事的浪琴表香港大師賽同時成為機會難得的社交場合。



The HUB

25 to 27 February 2014

Ground-breaking fashion trade show revolutionises the way fashion brands approach new markets

The HUB is an international B2B fashion trade show connecting local and global brands with influential retailers from multi-brand boutiques and department stores in the Asia Pacific region. After its successful debut at AsiaWorld-Expo in 2013, this ground-breaking invitation-only event has been confirmed to return within 6 months of its first. The HUB focuses exclusively on promotion of brands which has differentiated itself from traditional trade shows. The second edition of The HUB will feature over 150 carefully vetted international brands, covering young, heritage, denim and street labels.

協助國際時裝品牌進軍全新市場的革命性平台

The HUB是一個只限業界人士出席的國際時裝展覽，匯聚本地及國際品牌，以及亞太區舉足輕重的零售商、多重品牌時裝店及百貨公司。繼2013年在亞洲國際博覽館首度舉行獲得卓越佳績後，這個具革新意義的業界盛會已落實於半年後再度舉行。

The HUB集中於品牌推廣，因此有別於傳統的時裝展覽，參展商並不包括純粹出售成衣的廠家。2014的展覽會更精選了逾150個國際品牌參展，產品網羅了年輕、傳統、牛仔及街頭系列品牌，今年內容將更豐富。



Hong Kong International Diamond, Gem & Pearl Show

香港國際鑽石、寶石及珍珠展

3-7 March 2014



Adoption of the 'product sectorisation' approach to maximise exhibitors' exposure and buyers' sourcing opportunities

To cope with overwhelming demand of exhibition spaces, the inaugural Hong Kong International Diamond, Gem & Pearl Show organised by Hong Kong Trade Development Council (HKTDCC), will see the leveraging of the tested 'product sectorisation' concept to showcase diversified product categories under two specialist platforms. To this end, AsiaWorld-Expo will host loose stones and raw materials such as diamonds, gemstones and pearls.

採用「產品分類」概念提升參展的效益及方便買家採購

鑑於參展商對展位的需求甚殷，由香港貿易發展局主辦並首次舉行的香港國際鑽石、寶石及珍珠展將借助「產品分類」概念，透過「兩展兩地」的方式展出多元化的產品類別。為進一步打造更專業、更集中的國際級展會，亞洲國際博覽館將會集中展示珠寶原材料，展品包括鑽石、寶石及珍珠。

Asia's Fashion Jewellery & Accessories Fair - March

三月亞洲時尚首飾及配飾展

4-7 March 2014

An exciting line-up of attractions adding spice to the ever bigger fair

Priding itself as the definitive marketplace for sourcing Autumn/Winter collections, the last 2013 edition concluded successfully with 9.7% more visitors passing through its doors compared to 2012. Organised by UBM Asia, the upcoming fair has attracted over 420 exhibitors – up 8% from last year. Among the highlights of the fair are group pavilions from Mainland China, Korea, the Philippines and Taiwan region, and the three themed pavilions - "Sense Zone", "Fashion Accessories Zone" and "Stainless Steel Jewellery Pavilion".

歷屆規模最大 一系列新展區令展覽更具吸引力

由亞洲博覽主辦的三月亞洲時尚首飾及配飾展被喻為採購全新秋冬季的必到場地，去年展覽取得圓滿成功，訪客數目較2012年增長9.7%。今年展會已成功邀請超過420家參展商參與，較去年上升8%。展覽亮點包括來自中國內地、韓國、菲律賓及台灣地區的團體展團將展示饒富地方色彩的產品，及三個特色主題展——「時尚觸覺專區」、「時尚配飾專區」及「不鏽鋼首飾展區」，專為鍾情於多元時尚飾品的買家而設。



Collaboration with Trade Association and SMEs

加強與業界組織和中小型企業合作

AsiaWorld-Expo has reached an important cooperation agreement with The Hong Kong Chinese Importers' and Exporters' Association. The cooperation recognises the common vision of the organisations to jointly promote Hong Kong's trade and provide platforms to facilitate information exchange and business opportunities for the association and SME members, leveraging on the millions of global visitors to AsiaWorld-Expo every year. It embraces the communication of trade information through iSME Showcase at AsiaWorld-Expo, upcoming event information disseminated through the association's membership networks, as well as a series of jointly-hosted networking events.

亞洲國際博覽館早前與香港中華出入口商會簽署重要的合作協議，借助亞洲國際博覽館每年數以百萬計的訪客，為商會及其中小型企業會員提供更全面的資訊交流平台以促進商機。今次的合作反映雙方共同推動本港貿易的願景，貿易資訊的交流媒體及渠道包括亞洲國際博覽館場內的中小企資訊站 iSME Showcase；商會的會員網絡所發佈的最新活動資訊；以及雙方聯合舉辦的一連串社交聯誼活動。



香港中華出入口商會

The Hong Kong Chinese Importers' & Exporters' Association

New Dimensions in

Dining Delight

晚宴盛會新角度

A brand new look
with new carpet

AsiaWorld-Summit Newly refurbished banqueting excellence

Sprawling out over 8,200 sq.m., this column-free hall – one of the largest and best equipped multi-purpose venues of its kind in Hong Kong – now boasts an elegant new carpet that further adds to its already classic ambience. There really is no more impressive or inspiring choice in which to welcome up to 5,000 guests at world-class conferences or sumptuous banquets with 350 tables.

This venue's spacious backstage area has now also been upgraded to include 4 individual suite-style dressing rooms, enabling VIP guests, performers and event committee to rest and rehearse in comfort and privacy. Each suite comes complete with sofa, make-up counters and enclosed changing area.

Runway 11

Adding chicness and style to all kinds of catered events

Famed for both its style and its comfort, AsiaWorld-Expo's 4,400 sq.m. column-free Runway 11 is particularly popular for its large pre-function area. The hall has recently also been further enhanced with a built-in state-of-the-art kitchen. As a result, it can now delight between 500 to 3,800 attendees at large-scale conferences, cocktail receptions and high-profile product launches, as well as serving Chinese banquets with up to 720 guests.

The venue's highly-trained and vastly experienced in-house catering team looks forward to offering companies the superlative food and service quality they need to ensure their next corporate functions succeed!

增添時尚風格，適合各類宴會活動

亞洲國際博覽館的Runway 11以時尚風格而聞名，環境別緻舒適，佔地4,400平方米的空間採用無柱式設計，大型活動前廳的設計更備受客戶歡迎。最近，Runway 11亦進一步提升設施，增設一個設有先進設備的廚房，不但能夠舉辦各種招待500至3,800名賓客的酒會、大型會議和產品發佈會，亦可舉辦多達720名貴賓的中式宴會。

亞洲國際博覽館的餐飲團隊經驗豐富並重視服務質素，一直接受專業培訓，能為企業客戶提供卓越的美食和餐飲服務，令活動更臻完美！

全新裝潢，宴會盡善盡美

AsiaWorld-Summit是全港規模最大和設備最完善的會議及宴會場地之一，佔地超過8,200平方米，採用無柱式設計。為提供更佳體驗，AsiaWorld-Summit最近更換全新地毯，令設計更添典雅及富有氣派。不論是世界級會議或豪華宴會，這個足以容納5,000名來賓或筵開350席的場館必定令人留下難忘的印象，誠為舉行活動的不二之選。

為進一步配合客戶需要，場館寬敞的後台空間已增設四個獨立的套房式休息室，為重要貴賓、演出者及主辦單位團隊提供舒適的休息和排練區，並能保障私隱。每個套房都設有沙發、梳妝桌椅及獨立更衣室。



Notable clients among many others 尊尚客戶名單包括：

DBS Bank (Hong Kong) 星展銀行(香港)
Ferrari and Auto Italia Hong Kong 法拉利與香港快意汽車
FWD Insurance 富衛保險
Pizza Hut Hong Kong 香港必勝客
Rotary Club of Hong Kong North 香港北區扶輪社

Recent Past Events

精彩活動回顧



Hong Kong Jewellery & Gem Fair 2013
香港珠寶首飾展覽會2013
11-15 Sep 2013



BlackBerry Jam Asia
26-27 Sep 2013



China Sourcing Fairs
環球資源採購交易會
12-15, 19-22, 27-30
Oct 2013



Eco Expo Asia - International Trade Fair on
Environmental Protection
國際環保博覽
28-31 Oct 2013



Ferrari's 30th Anniversary with Auto Italia in Hong Kong
19 Oct 2013



OpenStack Summit
OpenStack 高峰會
5-8 Nov 2013



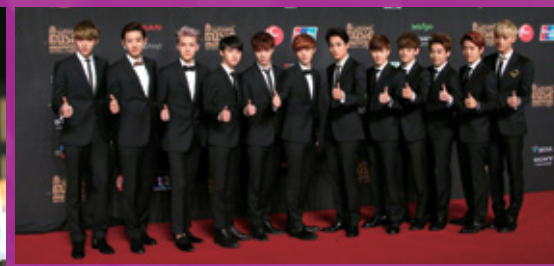
FWD Insurance Team Building Event and Dinner
22 Nov 2013



Mnet Asian Music Awards 2013 2013亞洲音樂大獎
22 Nov 2013



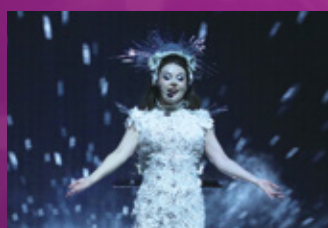
9th International Congress of the Asia-Pacific Hernia Society (APHS 2013)
27-28 Nov 2013



CarPlus 20th Anniversary Celebration - Super
Car+ Carnival
超級車王嘉年華
7-8 Dec 2013



MSC Drift HK
香港國際飄移盛事
14-15 Dec 2013



Sarah Brightman Dreamchaser World Tour
Hong Kong 2014
23 Jan 2014



SHINee Festival Tour in Hong Kong
26 Jan 2014

Upcoming Event Highlights

即將舉行之大型活動



21-23 Feb

Longines Hong Kong Masters 2014
浪琴表香港大師賽 - 國際馬術障礙賽2014



29-30 Mar

Bruno Mars The Moonshine Jungle Tour



22 Mar

2NE1 WORLD TOUR 2014 in HONG KONG
Presented by ALCATEL ONETOUCH



25-27 Feb

The HUB



3-7 Mar

HKTDC Hong Kong International
Diamond, Gem & Pearl Show
香港貿發局香港國際鑽石、
寶石及珍珠展



4-7 Mar

Asia's Fashion Jewellery
& Accessories Fair - March
亞洲時尚首飾及配飾展 - 3 月



13-15 Mar

USANA Asia Pacific Convention 2014
USANA 亞太區年會 2014



17-19 Mar

LINC Asia-Pacific 2014



2-4 Apr

International New Energy Vehicle Show
中國國際新能源汽車展覽會



27-30 Apr

Hong Kong International Printing & Packaging Fair
香港國際印刷及包裝展

China Sourcing Fairs
環球資源採購交易會

12-15 Apr



27-30 Apr



20-21 May

POST-EXPO Asia Pacific 2014

18-20 Jun

2014 Nu Skin Greater China Regional Convention



25-28 Jun

METS (Machinery, Equipment, Technology & Supplies for Jewellery & Watch Industry)
香港珠寶鐘表工業科技及用品展

Please visit www.AsiaWorld-Expo.com for the most up-to-date event calendar.
請瀏覽www.AsiaWorld-Expo.com查閱最新的活動概覽表。

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