



Prospering Hand in Hand with the Central Government's 12th Five-year Plan



These are exciting times at AsiaWorld-Expo. The Central Government's 12th Five-year Plan provides an inspirational vision of what the Pearl River Delta region will become — a thriving PRD metropolis and a powerful economic engine for global business growth. Located at the heart of this new cross-boundary infrastructure, AsiaWorld-Expo has already established itself as a leading venue in Asia and is poised to enjoy even greater success in the years to come.

A world-class transport infrastructure takes shape: Hong Kong-Zhuhai-Macao Bridge puts AsiaWorld-Expo at the heart of the PRD region

Hong Kong passed a major new milestone in its growth and development in December 2011 with the launch ceremony for work on the Hong Kong Boundary Crossing Facilities (HKBCF) of the Hong Kong-Zhuhai-Macao Bridge (HZMB). The launch of this important new project signifies **a significant step toward further economic integration and development between Hong Kong, the Western Pearl River Delta and Macao.**

The HZMB and other cross-boundary infrastructure is a key element of the Central Government's 12th Five-year Plan, which will eventually see the entire Pearl River Delta region become a seamlessly integrated urban region of unparalleled economic strength.



Highlights of Upcoming Major Events

- 12 - 15/7/2012**
 - Nature Fun x Happy Farm 2012
- 12 - 22/7/2012**
 - Saltimbanco - Cirque Du Soleil Hong Kong Tour
- 14/7/2012**
 - 2012 PLAY! FTISLAND CONCERT in Hong Kong
- 20 - 22/7/2012**
 - Better Living Expo - for Beauty, Well-Being & Senior Products, Cooking & Dining, Hobbies & Learning and Value Shopping
- 24/7/2012**
 - The Stone Roses Live in Hong Kong 2012
- 1 - 4/8/2012**
 - Homecoming Gathering 2012
- 4/8/2012**
 - Snow Patrol Live in Hong Kong 2012
- 10 - 12/8/2012**
 - Special Convention 2012
- 18 - 19/8/2012**
 - Tat Ming Pair Live 2012 - Part II
- 24 - 26/8/2012**
 - Coca-Cola Feel Free! Feel Music! 陳奕迅演唱會
- 5 - 7/9/2012**
 - ASIA FRUIT LOGISTICA 2012
 - Asiafruit Congress 2012
 - Vitafoods Asia 2012
- 19 - 22/9/2012**
 - Asia's Fashion Jewellery & Accessories Fair - September
- 19 - 23/9/2012**
 - Hong Kong Jewellery & Gem Fair 2012
- 27/9/2012**
 - Maroon 5 Live in Hong Kong 2012

Please visit : www.asiaworld-expo.com for the full list of events

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Construction of the HZMB and HKBCF has commenced on AsiaWorld-Expo's doorstep



With its unique location at the heart of this exceptional cross-boundary infrastructure, AsiaWorld-Expo is set to become the natural meeting point between the dynamic Mainland market and the global business community.

The HKBCF, located adjacent to AsiaWorld-Expo, will **connect Zhuhai, Macao and AsiaWorld-Expo in around 20 minutes**. The HKBCF will also link to a road network leading to the Northwest New Territories and other areas of Hong Kong, adding yet more value to AsiaWorld-Expo's strategic location at the heart of a multi-modal transportation hub.

The Central Government's 12th Five-year Plan also envisions further cross-boundary infrastructure such as the **proposed Hong Kong-Shenzhen Western Express Line**, which will directly connect

Hong Kong International Airport and Shenzhen Bao'an International Airport in **just 20 minutes**, and the new **Guangzhou-Shenzhen-Hong Kong Express Rail Link** which will **cut the journey time to Guangzhou by half** and offer connections to the nationwide rail network. When complete, this extraordinary transport network will put AsiaWorld-Expo within a **one-hour commute** of all areas of the vibrant PRD metropolis, and the venue will **enjoy a direct catchment of over 100 million people**.

Already acclaimed internationally for its first-class facilities, and now working even more closely hand in hand with the government's visionary development plans, the venue will undoubtedly continue to grow and prosper, ultimately helping to secure Hong Kong's position as one of the world's greatest MICE destinations.

Strong business growth looks set to increase in parallel with the region's highly-anticipated development plans

Among the many major shows to recognise the unique opportunities offered by AsiaWorld-Expo, the spring and autumn China Sourcing Fairs at AsiaWorld-Expo have become a highlight of the annual calendar and now enjoy strong year-on-year growth. AsiaWorld-Expo is pleased to report that the recent Spring 2012 edition of the electronics trade show featured **over 3,600 booths – an increase of more than 10%** when compared to the spring event last year.

Looking ahead, the cross-boundary infrastructure envisioned by the Central Government's 12th Five-year Plan is set to make the China Sourcing Fairs and other events at AsiaWorld-Expo even **more accessible to Mainland businesses and even more attractive to the global community, enabling these landmark shows to sustain their remarkable growth.**

"The new cross-boundary infrastructure and investment plan outlined in the national development plan offer greater convenience to visitors and will surely help to draw more traffic to the fair. The future development of the **Hong Kong-Zhuhai-Macao Bridge will put the venue at the heart of a fast-growing PRD metropolis**. This increasing connectivity will not only bring benefits to business travellers like me, it will also **sharpen the competitiveness of the fair** and make it even stronger." Mr. Zhu Yan, Director of



Zhejiang Good Hope Jewellery Co. (Buyer from Beijing at the Hong Kong Jewellery & Gem Fair 2011)

“We have a factory in Shenzhen and we need to travel to Guangzhou from time to time. The existing Kong Sham Western Highway already offers direct and rapid access to AsiaWorld-Expo. The upcoming Hong Kong-Zhuhai-Macao Bridge and the **1-hour-radius concept will further enhance connections in the region and bring us even more convenience.**”

Staff in-charge from Depo Manufacturing Corp., Ltd. (Exhibitor from Shenzhen at the China Sourcing Fair - Electronics & Components in 2012 Spring version)

A packed calendar of events reflects the venue's unique competitive advantages

AsiaWorld-Expo's one-of-a-kind location is just the beginning. The extraordinary vision outlined in the 12th Five-year Plan is adding rich new value to the venue and laying a firm foundation for its long-term growth. Indeed, this strong business potential is one of the key ways in which AsiaWorld-Expo is able to differentiate itself in today's highly competitive MICE market. The venue's enviable market position can be observed not only in the return of recurrent shows, which continue to thrive and grow at the venue, but also in its consistent ability to attract new shows.

In the 2011-2012 financial year, the **number of large-scale EXPOtainment events** hosted at the venue grew to some 210 event days. This represents double-digit growth – **an increase of 26%** – compared to the preceding year. Looking ahead, it is expected that the

number of event days will continue to sustain double-digit growth in the coming year. In keeping with this trend, **the total metreage sold** in 2011-2012 was over 1.5 million square metres – **an increase of 24%** compared to the previous financial year. As a relatively new venue in operation for just six years, AsiaWorld-Expo's strong business growth has significantly surpassed the new venues of Hong Kong's competitors such as in Macao and Singapore.

The market-leading status of AsiaWorld-Expo is further reflected in the many large-scale EXPOtainment events that it continues to welcome, including the **2012 JCI Asia Pacific Hong Kong Conference, ASIA FRUIT LOGISTICA 2012** and **Asiafruit Congress 2012**. **Nu Skin** Enterprise also held its **conference** at AsiaWorld-Expo, which has become the biggest international conference ever hosted at the venue: some 20,000 delegates attended and participated in this mega event.

In terms of entertainment, too, AsiaWorld-Expo has proven its credentials as a world-class destination and now regularly welcomes many of the world's top performers and artists. In May alone, the venue hosted sell-out performances by Lady Gaga and Canto-pop phenomenon Jacky Cheung. A full schedule of concerts by other internationally-renowned performers likewise ensures an action-packed summer for music fans.

The excitement will reach a climax later this summer with the arrival of the educational yet fun **Nature Fun x Happy Farm 2012**, an action-packed day out for the whole family featuring games and a real petting zoo. AsiaWorld-Expo is also

honoured to welcome the internationally-acclaimed **Saltimbanco - Cirque Du Soleil Hong Kong Tour**, a highly anticipated event which has received accolades from audiences of all ages on its worldwide tour. Concurrent with the last two show days of Saltimbanco, AsiaWorld-Expo will host the return of the hugely-popular **Better Living Expo – for Beauty, Well-Being & Senior Products, Cooking & Dining, Hobbies & Learning and Value Shopping.**

Awards and accolades

With such a packed line-up of world-class events and entertainment, it's no wonder that AsiaWorld-Expo continues to earn widespread recognition for its facilities, services and management excellence. The venue was recently named one of the top three **'Best Convention/Exhibition Centres' in Asia at the renowned CEI Asia Industry Awards 2012** — a remarkable achievement for a venue which has only been in operation for six years. Organised by prominent MICE publication *CEI Asia* magazine, the award was given on the basis of votes and feedback by professionals and readers from the MICE (Meetings, Incentives, Conventions and Exhibitions) industry worldwide.

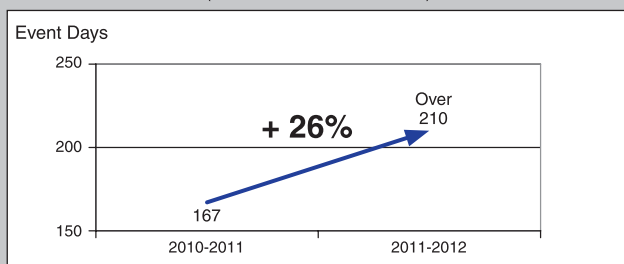


We are also pleased to report that AsiaWorld-Expo was named **'Best Exhibition and Convention Centre' in the 12th CAPITAL Outstanding Enterprise Awards for the third consecutive year.**



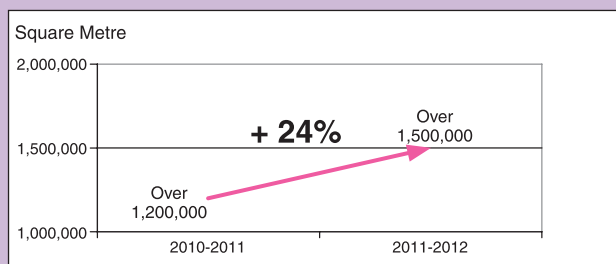
The Number of Large-scale EXPOtainment Events hosted at AsiaWorld-Expo

(FY2010/11 VS FY2011/12)



Total Metreage Sold in AsiaWorld-Expo

(FY2010/11 VS FY2011/12)





The venue's clear brand positioning and its distinguished performance in brand marketing also saw it nominated for the prestigious **'Outstanding Brand Management Award'** at the recent **Asia Knowledge Management Awards**, organised by the Asian College of Knowledge Management, and supported by the Innovation and Technology Commission, Hong Kong Productivity Council, Hong Kong Baptist University and The Hong Kong Polytechnic University.

EXPOtainment CUBE heralds a new era of innovation and customer experience

Building on this award-winning track record of innovation and proactive business development, AsiaWorld-Expo continues to find imaginative new ways to **enrich the visitor experience and bring even greater value to event organisers.**

In May 2012, the venue heralded the dawn of a vibrant new era with the launch of its EXPOtainment CUBE. Designed to excite the senses, EXPOtainment CUBE is located at the venue's former East Lobby on Level 1. On event days, this major convergence point for foot traffic now **features live entertainment, music and interviews, a giant Arena LED TV screen and F&B services.**

To maximize event exposure, AsiaWorld-Expo has partnered with Metro Broadcast Corporation Limited to host celebrity and visitor interviews on-site and then broadcast these and other useful information via the radio and Internet. Content will also be uploaded to the AsiaWorld-Expo Facebook fan page and iPhone app.

The launch of EXPOtainment CUBE is yet another milestone in AsiaWorld-Expo's growth and development. Hand in hand with the Central Government's 12th Five-year Plan, the venue is honoured to continue leading the market with innovation and a tireless commitment to Hong Kong's success.



Download "AsiaWorld-Expo" iPhone app for latest EXPOtainment updates and privileges.

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