AsiaWorld-Expo 亞洲國際博覽館 5th Anniversary 五週年

亞洲國際博覽館 通訊

(2010 年 8 月)

世界級的展覽、會議及活動場館：
亞洲國際博覽館屢創佳績

即將舉行之活動

2010年9月14至17日
- 亞洲時尚首飾及配飾展 - 9月

2010年9月14日至18日
- 香港珠寶首飾展覽會2010

2010年9月21日至22日
- 全球華僑華人促進中國和平統一大會 (2010 · 中國香港)

2010年9月25日
- 安全地帶 2010香港演唱會

2010年9月27日至29日
- 第七屆中外貨代物流企業洽談會及世界貨物運輸展覽會

2010年9月30日至10月1日
- MASSIVE presents Above & Beyond

2010年10月8日
- The Legend Returns - Fatboy Slim Hong Kong Tour 2010

2010年10月12日至15日
- 環球資源電子產品及零件採購交易會
- 環球資源安防產品採購交易會

2010年10月20日至23日
- 環球資源嬰兒及兒童產品採購交易會
- 環球資源禮品及贈品採購交易會
- 環球資源家居用品採購交易會
- 環球資源印度家居用品採購交易會

2010年10月27日至29日
- 亞洲運動用品展 – 國際運動用品及運動服裝採購展

2010年10月27日至30日
- 環球資源流行服飾配件採購交易會
- 環球資源服裝及面料採購交易會
- 環球資源內衣及泳衣採購交易會
- 香港國際建築裝飾材料及五金展
- 香港國際LED應用照明科技展

2010年11月3日至6日
- 國際環保博覽

2010年11月15日至19日
- 第6屆公共交通國際聯會亞太區大會暨國際公交財務融資會議

2010年11月16日至18日
- Railway Interiors Expo 2010

2010年12月3日
- Gorillaz Escape To Plastic Beach Tour

2010年12月11日
- Luna Sea World Tour HK Reboot ~to the new moon~

2010年12月22日至29日
- 與龍同行　震撼舞台

請瀏覽：www.asiaworld-expo.com，查閱最新的活動概覽表。

亞洲國際博覽館管理有限公司
電話：(852) 3606 8888
傳真：(852) 3606 8889
地址：中國香港大嶼山
香港國際機場亞洲國際博覽館
電郵：info@asiaworld-expo.com
網址：www.asiaworld-expo.com

亞洲國際博覽館 – 駐足亞洲　博覽全球

即將舉行的香港珠寶首飾展覽會2010將延續「一展兩館」概念的卓越表現，繼續同時在亞洲國際博覽館及香港會議展覽中心展出，成為全球最大型的珠寶展，而***博覽館的展位更率先全數售罄***！

香港珠寶首飾展覽會2010
9月14日至18日

於2009年9月，主辦機構亞洲博聞首次以嶄新的「一展兩館」（亞洲國際博覽館及香港會議展覽中心）產品分流概念舉辦香港珠寶首飾展覽會，隨即令該展覽成為全球最大型的珠寶展。此外，從展位需求殷切的情況可見，「一展兩館」的模式亦備受參展商的歡迎，而兩個場館的買家入場人數亦錄得相若的破紀錄增長。縱使本屆設於亞洲國際博覽館的展位數目已增加8%，***但全部2,500個展位早於5月便悉數售罄***！亞洲博聞決定於2011年把博覽館的展館數目由8個增至9個，以滿足參展商的需求。從市場的良好反應可見「一展兩館」概念迎合市場需要，亦對博覽館在短時間內取得佳績的能力作出肯定。就長遠發展而言，***「一展兩館」概念將成為各類大型展覽進一步擴充的卓越方案***，為對展位需求甚殷的行業，如電子及禮品業，造就更多商機。

「一展兩館」模式的產品分類佈局，有助買家更輕易物色目標產品，從而增加買家及參展商的商機，締造雙贏局面。舉例來說，本屆位於亞洲國際博覽館的會場將會展出全部首飾原材料，包括：鑽石、珍珠和寶石，以及設備和包裝產品。

亞洲博聞珠寶展覽部總監劉小雯表示：「珠寶展去年開始採用的『一展兩館』形式，成績非常理想，不但方便買家採購，更為參展商帶來更多業務商機。博覽館坐擁鄰近珠三角的地利優勢，更設有機鐵車站，往來市區同樣稱便，自然受到中外展商買家的歡迎。***我們計劃明年將博覽館的展覽面積增加至 9 個展館***。」

圖片說明：
亞洲博聞作為全球第一的珠寶展覽主辦機構最近宣佈，於亞洲國際博覽館舉行的香港珠寶首飾展覽會 2010 展位需求強勁，縱然展位數目已增加 8%，但館內所有展位仍率先售罄。

AsiaWorld-Expo 亞洲國際博覽館 5th Anniversary 五週年

AsiaWorld-Expo Newsletter

(August 2010)

Growing from strength to strength
as a world-class MICE venue

Building on the success of the "One Fair, Two Venues" concept, the upcoming Hong Kong Jewellery & Gem Fair 2010 concurrently held at AsiaWorld-Expo and Hong Kong Convention and Exhibition Centre will be bigger than ever with **all booths at AsiaWorld-Expo for the event sold out first!**

Hong Kong Jewellery & Gem Fair 2010
14-18 September

The introduction of the innovative "One Fair, Two Venues" both (AsiaWorld-Expo and Hong Kong Convention and Exhibition Centre) concept by UBM Asia in 2009 instantly made the September Hong Kong Jewellery & Gem Fair the world's largest jewellery trade show. The "One Fair, Two Venues" concept also generated a very favourable response from exhibitors and buyers, as evidenced by the strong demand for exhibition booths, and recorded remarkable growth of trade visitors with similar visitor ratios at both venues.

This year, even after an 8% increase in booth numbers at AsiaWorld-Expo, ***all 2,500 booths had sold-out by May***! UBM Asia will expand the 2011 show at AsiaWorld-Expo from eight halls to nine halls to accommodate the demand. This not only confirms that the show's "One Fair, Two Venues" concept is right for today's market, but also that AsiaWorld-Expo is capable of achieving very quick results. Looking ahead, the ***"One Fair, Two Venues" concept offers the ideal solution for mega fairs looking to expand further***. This creates exciting new opportunities for high-demand sectors, such as Electronics and Gifts.

The product sectorisation arrangement derived from the "One Fair, Two Venues" concept helps buyers find the products they want more efficiently, and results in a higher success rate for both buyers and exhibitors. This year, for instance, AsiaWorld-Expo will exclusively exhibit jewellery raw materials such as diamonds, pearls and gemstones, as well as equipment and packaging products.

"We've received many positive responses to the "One Fair, Two Venues" model," explained Celine Lau, Director of Jewellery Fairs at UBM Asia Ltd. "The model helps buyers find their target suppliers under one roof, and brings more business opportunities to exhibitors by attracting the buyers who are of specific interest to them. Strategically located at the gateway to the Pearl River Delta region, and integrated with an in-venue Airport Express train station, AsiaWorld-Expo offers superb connectivity to urban areas and across the territory. That's why we now plan ***to further expand next year's show at AsiaWorld-Expo by taking an additional hall***."

Photo Caption:
UBM Asia, the organiser of the world's No. 1 jewellery trade show, recently announced good news. Even after an 8% increase in the number of booths available at AsiaWorld-Expo for the Hong Kong Jewellery & Gem Fair 2010, all booths at AsiaWorld-Expo quickly sold-out.

Upcoming Events

14 - 17/9/2010
- Asia's Fashion Jewellery & Accessories Fair - September

14 – 18/9/2010
- Hong Kong Jewellery & Gem Fair 2010

21 – 22/9/2010
- Overseas Chinese World Conference for Promoting Peaceful Reunification of China (2010 · Hong Kong, China)

25/9/2010
- Anzenchitai Asia Tour 2010 in Hong Kong

27 – 29/9/2010
- 7th Annual Sino-International Freight Forwarders Conference and World Cargo Connections 2010

30/9 - 1/10/2010
- MASSIVE presents Above & Beyond

8/10/2010
- The Legend Returns - Fatboy Slim Hong Kong Tour 2010

12 – 15/10/2010
- China Sourcing Fair – Electronics & Components
- China Sourcing Fair – Security Products

20 – 23/10/2010
- China Sourcing Fair – Baby & Children's Products
- China Sourcing Fair – Gifts & Premiums
- China Sourcing Fair – Home Products
- India Sourcing Fair – Home Products

27 – 29/10/2010
- Sports Source Asia - International Sourcing Fair for Sports Equipment and Sports Apparel

27 – 30/10/2010
- China Sourcing Fair – Fashion Accessories
- China Sourcing Fair – Garments & Textiles
- China Sourcing Fair – Underwear & Swimwear
- Hong Kong International Building and Decoration Materials & Hardware Fair
- LED+Light Tech Show/LED Light Fair-Hong Kong

3 – 6/11/2010
- Eco Expo Asia - International Trade Fair on Environmental Protection

15 – 19/11/2010
- 6th UITP Asia-Pacific Congress and UITP International Conference on Public Transport Financing

16 – 18/11/2010
- Railway Interiors Expo 2010

3/12/2010
- Gorillaz Escape To Plastic Beach Tour

11/12/2010
- Luna Sea World Tour HK Reboot ~to the new moon~

22 – 29/12/2010
- Walking with Dinosaurs - The Arena Spectacular

Please visit www.asiaworld-expo.com for the most up-to-date event calendar.

AsiaWorld-Expo Management Limited
Tel : (852) 3606 8888
Fax : (852) 3606 8889
Address : AsiaWorld-Expo, Hong Kong International Airport, Lantau, Hong Kong, China
Email : info@asiaworld-expo.com
Website : www.asiaworld-expo.com

AsiaWorld-Expo - The World's Choice in Asia

AsiaWorld-Expo kicked off its 5th anniversary celebrations by

welcoming record numbers of visitors

for its new public show **"Happy Farm"**.

Since opening in 2005, AsiaWorld-Expo has focused its efforts to establish itself in the MICE industry. Those efforts have paid off handsomely, with millions of people now attending events at the venue and generating an estimated HK$9 billion from trade fairs alone for the local economy every year.

To celebrate its 5th anniversary, AsiaWorld-Expo strategically expanded its scope to launch "Happy Farm@AsiaWorld-Expo", a unique, fun-filled public event that was designed to give families, teenagers and animal lovers the opportunity to pet and feed animals in a comfortable and air-conditioned environment.

"In promoting Hong Kong as an international exhibition and convention centre, our focus has primarily been on trade exhibitions," explained Mr. Stuart Wang, Chief Commercial Officer of AsiaWorld-Expo Management Limited. ***"Thanks to continuous enhancements, AsiaWorld-Expo now enjoys easy accessibility by public transport at competitive prices, so we believe the time is right to also establish a closer relationship with the local community.*** In fact, interacting with the public enables us to gain even more feedback on our performance, which helps us further improve our operations and enhance our business strategies."

The first and largest indoor petting zoo in Hong Kong, the three-day Happy Farm@AsiaWorld-Expo attracted a mammoth number of visitors. This extraordinary success not only confirmed the popularity of AsiaWorld-Expo as a venue for public events, but also demonstrated its ability to comfortably accommodate even large-scale public shows.

Enhanced transportation links connecting AsiaWorld-Expo with major transportation hubs in Hong Kong Island, Kowloon and the New Territories include ***special Airport Express fares, free shuttle services from Tung Chung*** and ***point-to-point franchised buses, which were well-received by the public and helped change first-time casual visitors' perception of the venue's location***.

"Visitor numbers were far beyond our expectations," continued Mr. Wang, "and crowd control management was even put in place on the final day, which was a Sunday. We have received many valuable suggestions which will help us to improve and enhance our public shows in the future. For instance, we may consider extending the opening hours and further enriching the shows' contents to make the event even more action-packed. We appreciate the public's support and we look forward to serving the community with many more high-quality events."

Happy Farm was the first in a series of 5th anniversary events. To keep the celebratory momentum in full flow, more public shows are scheduled for the rest of the year, including "Walking with Dinosaurs – The Arena Spectacular" in December.

Photo Captions:

1. *Hong Kong's first and largest indoor petting zoo enjoyed very high attendance – it was a full house of animal lovers and families!*
2. *Both children and adults enjoyed the unique experience of petting, feeding and playing with a wide range of cute and cuddly animals including goats, horses, ponies, rabbits and turtles.*
3. *These little girls celebrated AsiaWorld-Expo's 5th anniversary by putting their palm prints on the "Give Me 5" painting.*

1

2

3

亞洲國際博覽館剛舉行了一個全新的公眾活動—「親親動物農莊」，進場人次創高峰，為接踵而來的五週年誌慶節目揭開序幕。

自2005年投入服務以來，亞洲國際博覽館致力鞏固在展覽、會議及獎勵旅遊業的地位，卓越成績有目共睹。現時，每年均有數以百萬計的訪客到博覽館參加各類活動，而單以商貿展覽業務計算，博覽館每年為本港經濟帶來約90億港元進賬。

為慶祝成立五週年，亞洲國際博覽館在商業策略上再創新猷，首次舉行「親親動物農莊」，一個特別為父母、子女及喜歡小動物等公眾人士而設的精彩活動，參觀者更可置身舒適的空調環境，近距離接近和餵飼可愛的小動物。

亞洲國際博覽館管理有限公司首席商務總監王世德先生表示：「過往，我們主力發展商貿展覽，以鞏固香港作為國際展覽及會議之都的地位。***隨著設施不斷改進，加上交通配套日益完善，博覽館近年開始積極透過公眾活動，進一步與廣大市民接觸，加強雙方的互動***。事實上，這亦有助我們獲得更多意見，令博覽館的發展及運作精益求精。」

「親親動物農莊」是本港首個室內大型動物農莊嘉年華會，在三天的展期裡，成功吸引大量市民進場參觀，人潮絡繹不絕。這次取得突破性成績，印證博覽館是舉辦公眾活動的理想場地。

近年，***博覽館的交通服務不斷提升，市民可由***香港島、九龍和新界的***公共交通樞紐直達博覽館，包括：機場快綫特別優惠票價、東涌免費穿梭巴士，以及點對點專利巴士等。市民對這些服務普遍感到滿意，更令首次到訪的市民對博覽館的地理位置改觀***。

王世德先生續稱：「參觀人數超乎預期，而閉幕當日適逢星期天，大會更需實施人潮管制措施。我們聽取了不少寶貴的意見，可供將來舉辦公眾活動時參考，以作改進。例如：我們或會延長開放時間，並增加活動內容，令節目更為充實。博覽館感謝市民的支持，期待日後繼續舉辦更多精彩的公眾活動，為香港市民服務。」

「親親動物農莊」是博覽館五週年誌慶的首個特備節目，為延續歡樂的慶祝氣氛，博覽館將於年底前陸續推出多項公眾活動，包括在12月公演的「與龍同行　震撼舞台」。

圖片說明：

1. *「親親動物農莊」是本港首個室內大型動物農莊嘉年華會，吸引了大批喜歡小動物的人士及一家大小進場參觀。*
2. *場內展出不同種類的可愛小動物，包括：山羊、大馬、小馬、兔子及烏龜，不論是大人或小童均可與牠們近距離接近。*
3. *小女孩在慶祝亞洲國際博覽館成立五週年的畫作上蓋上色彩鮮艷的手印。*