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at tourism.hk/meetings
A sophisticated and friendly city that blends countless business benefits, Hong Kong is the perfect place for successful meetings, incentive trips, conventions, and exhibitions that stand out from the rest.

Offering unmatched value, including a prime location in the heart of enterprising Asia, opportunities to connect with China’s burgeoning markets, a business-friendly environment, world-class infrastructure, professional expertise, and colourful attractions, Hong Kong’s superior solutions will give your MICE event global appeal with a local feel.

There’s no destination more dynamic than Hong Kong for those looking to inspire colleagues and reward them for a job well done. Numerous possibilities for hotels, venues and activities will make boosting team performance an enjoyable and easy affair. Endlessly fun, easy to get around, and offering a highly motivated workforce of its own – Hong Kong truly brings out the best in people.

Hong Kong is Asia’s number one location for successful and rewarding conventions, with an enormous selection of venues and hotels, efficient transportation, experienced support staff, and proximity to China’s booming marketplace. Hong Kong’s business acumen regularly attracts the highest calibre of experts keen to network and share knowledge in Asia’s world city.

Some of the world’s biggest trade fairs have called Hong Kong their home, due to its excellent venues and connectivity, free trade policies, and easy access to Mainland China’s vast emerging markets, as well as Asia’s busiest manufacturing hubs. Offering the convenience and experience to make every exhibition an attractive proposition for buyers and sellers alike, Hong Kong is the ideal spot to showcase in Asia.

Hong Kong’s proven track record of hosting world-leading MICE events has attracted numerous awards and accolades that confirm its prestige as a first-choice destination. Whether it be recognition as the Best Business City in the World by Business Traveller magazine, or as a long-standing winner of CEI Asia magazine’s Best Convention and Exhibition Centre in Asia award, Hong Kong’s experience and efficiency are prized globally.

With its extensive array of business and leisure advantages, choosing Hong Kong to host your MICE event will put it ahead of the rest in a city built for business.
Creating unrivalled business opportunities, Hong Kong is strategically located in the centre of the world’s most dynamic economies.

Hong Kong’s commercial and geographical access to Asia’s flourishing markets, combined with its comprehensive international transport connections and economic advantages, make it the region’s top spot for strategic events that get down to business both in Hong Kong and beyond.

ASIA’S BUSINESS HUB
Hong Kong’s extensive tax, trade and legal benefits, as well as its proximity to some of the world’s largest and most robust economies, have made it the most convenient base for doing business in Asia. Hong Kong is efficiently located within four hours of flying time from the region’s key financial markets, and is less than a five-hour flight from half the world’s population.

CONNECTING THE WORLD
The city is also Asia’s busiest aviation hub, with its award-winning international airport operating around 3,100 flights per week from over 180 worldwide destinations. And the world keeps coming – the city has tripled its annual visitor numbers in the last decade to over 61 million, making Hong Kong one of the world’s most popular travel destinations. Consistently ranked among the world’s best airports, Hong Kong International Airport’s handy downtown check-in service and high-speed Airport Express train make business travel in and out of the city effortless and enjoyable.
Combining peerless proximity, trade, visa, and transport advantages, Hong Kong is the world’s number one business entry point to Mainland China.

Whether you want to attract businesses or industry experts from Mainland China to your MICE event, Hong Kong places you in a prime position through its location, open trade and travel policies, widespread transport connections, and English as its first language of business.

UNMATCHED MARKET POTENTIAL

As a Special Administrative Region of China, Hong Kong enjoys a highly active and cooperative business relationship with the Mainland, and is its leading conduit for foreign investment, its primary offshore capital-raising centre, and its second-largest trading partner after the US.

Hong Kong is easy to reach and enter for China’s emerging middle class, who have a rising demand for knowledge, technology, and expertise. For conference and exhibition organisers, the city provides an ideal base for generating information-sharing and networking opportunities with the entrepreneurs, experts, and consumers of the world’s second-largest economy. And the rich culture and prosperity of China’s southern coastal cities draw additional benefits to meeting and incentive trips launched from Hong Kong.

EASY COME, EASY GO

Hong Kong is conveniently located within a stone’s throw of a variety of Mainland cities. With hundreds of flights taking off every week, Hong Kong is positioned next to the prosperous Pearl River Delta region which will put your visitors in touch with China’s largest manufacturing hub for fruitful opportunities. From 2017, the neighbouring region’s three major cities will be an even easier commute from Hong Kong via the Hong Kong-Zhuhai-Macau bridge, while the high-speed Guangzhou-Shenzhen-Hong Kong Express Rail network offers a speedy connection to China’s southern cities. Moreover, Hong Kong’s advantageous visa policies allow foreign visitors based in the city to visit Guangdong province for up to six days (144 hours). The convenient visa system, the Individual Visit Scheme (IVS), also attracts countless mainland Chinese visitors to Hong Kong’s MICE events each year.
SUPERB INFRASTRUCTURE

Hong Kong’s world-leading transport, connectivity, venues, and hotels provide the essential framework for efficient and engaging business events.

Hong Kong’s advanced infrastructure, state-of-the-art venues, and expansive range of hotels will accommodate events of all shapes and sizes in style and comfort – leaving your visitors energised and unhindered to concentrate on their business dealings.

OPEN FOR BUSINESS

Hong Kong eliminates the effort from business travel, beginning with its smoothly run international airport – voted the world’s best eight times by Skytrax. Comprehensive transport makes every corner of the city convenient to access, while widespread Wi-Fi and telecommunications keep visitors hooked up to the world. The new Kai Tak Cruise Terminal and upcoming West Kowloon Cultural District are set to join the city’s enviable line-up of business tourism locations.

AVENUE FOR EVERY EVENT

Hong Kong’s meeting, convention and exhibition facilities stand tall on the world stage, with exquisite design, space versatility, and high-capacity potential. The city’s primary venues are the AsiaWorld-Expo located near the airport, the Hong Kong Convention and Exhibition Centre positioned in the heart of town, and the Kowloon Bay International Trade & Exhibition Centre situated in one of the city’s key commercial areas. Moreover, strings of sophisticated hotels, luxury clubs, and business centres offer alternatives for unique or themed events.

WORLD-CLASS HOTELS

Hong Kong’s over 250 hotels range from high-end luxurious to high-quality budget, and can comfortably accommodate even the biggest MICE events, with over 73,000 rooms on offer across the city. Many of Hong Kong’s key hotels are equipped with superlative meeting facilities and excellent restaurants and bars. Transport is fast and easy between hotels and venues; or take a stroll along Hong Kong’s safe streets to find plenty to see (and eat!) in between.
A CITY WHERE BUSINESS FEELS AT HOME

Globally renowned for its business-friendly nature, Hong Kong makes professionalism, convenience, and hospitality its business.

Hong Kong's long-established reputation as Asia’s business capital has given it a range of resources that make it the only MICE destination in Asia to tick every box.

A FREE MARKET
Business visitors can make the most of Hong Kong’s low tax rate, zero customs tariff on imported and exported goods, minimal licensing, sound legal and judicial system, and protective intellectual property legislation. The Hong Kong dollar is pegged to the US dollar, and can be easily exchanged at banks, hotels, and foreign exchange shops.

A WELCOMING, WORLD CITY
English is widely spoken in Hong Kong, and citizens from over some 170 countries can stay between seven and 180 days without the hassle of a visa. Wi-Fi and broadband internet are readily available across town.

COMPACT AND CONVENIENT
Hong Kong’s expansive, efficient, and reliable transport network makes getting around town a breeze for MICE visitors on the go, bringing additional advantage to every event.

IN SAFE, STABLE HANDS
Hong Kong is considered one of the safest cities in the world, with a highly efficient and effective police force. As a Special Administrative Region of China, the territory is administered by a stable government and independent judiciary, and is largely autonomous.

THE BEST OF BOTH WORLDS
Hong Kong's business culture is a unification of its enterprising Chinese roots and international influence. As a world centre of trade, Hong Kong takes a truly global approach to business that encourages networking, knowledge exchange, and the forging of new partnerships.
Whatever your needs, Hong Kong’s experienced professionals will support your every step to help bring your MICE vision to life.

A WEALTH OF PROFESSIONAL EXPERIENCE

Hong Kong’s wide pool of efficient professionals will leave no stone unturned when providing practical assistance for your event, from initial brainstorming meetings, to designing and constructing unique on-site elements, to final packing and freight forwarding, to arranging post-event tours.

MEHK – ALWAYS HERE TO HELP YOU

Meetings and Exhibitions Hong Kong (MEHK), a division of the Hong Kong Tourism Board, provides an extensive array of support services designed to give every MICE event an effortless setup, smooth execution, and a superior experience for all its participants. From free advisory services during the early planning stage, right through to welcoming cultural and leisure experiences that will thrill your visitors as soon as they arrive, MEHK will help you achieve a world-class event from start to finish.

Choosing to host your event in Hong Kong is the first step – the city’s supportive professionals will make sure it’s a success right through to its final stride with precise and reliable execution.

A CITY BUILT FOR BUSINESS

Consistently ranked as one of Asia’s most business-savvy cities, part of Hong Kong’s global pulling power for MICE events is its expansive network of supportive elements and facilities, all serviced by highly-qualified professionals who will go the extra mile to ensure each of your requirements are met and surpassed.
ENDLESS EXPERIENCES
IN ASIA’S WORLD CITY

Reward and motivate your visitors with Hong Kong’s energising melting pot of colourful attractions, world-famous shopping and mouth-watering food.

ENTICING ATTRACTIONS

While Hong Kong is consistently recognised as the Asia’s business hub, the dynamic city is also jam-packed with exhilarating leisure offerings that will enrich your MICE event – giving it the coveted ‘wow’ factor.

From Ocean Park’s twisting rollercoasters, to Hong Kong Disneyland’s non-stop thrills and familiar faces, to the enlightening Ngong Ping 360, to Tai O’s unique fishing village, Hong Kong is flooded with attractions that inspire better performance and create team-building experiences that reward and refresh.

A WORLD OF CULTURE

Hong Kong’s captivating cultural experiences will bring a local and unique flavour to every event. Many of the city’s authentic Chinese temples are located within an easy reach, while the famous Big Buddha serves as a majestic place to soak in the city’s spiritual side. Proudly looking both East and West, Hong Kong also celebrates its rich colonial heritage with influences evident throughout one of the world’s most multicultural cities.

ECLECTIC EVENTS YEAR-ROUND

Hong Kong’s cultural calendar is crammed with a diverse range of events to keep your visitors entertained between business activities — from Asia’s prestigious contemporary art fair, Art Basel, to the ever-popular Hong Kong Wine & Dine Festival, to the city’s year-round cultural festivals, to plenty of visiting tours and performances.

SHOP ‘TIL YOU DROP

Consider it a challenge to leave Hong Kong without buying something, whether it’s the latest luxury trend piece or a memorable market trinket. With plenty of variety and a tax-free environment, inevitable shopping sprees can either kick-off street-side, or by dipping a toe into one of the city’s countless flashy malls.

EVERY BITE IS TRULY HONG KONG

As the ‘culinary capital of Asia’, Hong Kong’s over 12,000 eateries ensure your visitors will not only never go hungry, but they may also go home a suit size larger! Ranging from world-class fine dining to lively street stalls, Hong Kong’s multitude of Asian and Western cuisine is the perfect way for event participants to get to know each other or celebrate their achievements.
Compact and complete with everything you need, Hong Kong is the ideal destination for meetings and incentive trips that exhilarate and inspire.

If you’re looking to motivate and incentivise people to reach their peak performance, or to reward their efforts and show your appreciation, take them to Hong Kong – a vibrant and business-friendly meeting place that brings the world together. Hong Kong has the experience, efficiency, and variety to ensure your meetings and incentive trips revitalise and invigorate individuals and teams alike.

“The conference is definitely a success. Hosting BlackBerry Jam Asia here in Hong Kong paid off as the convenience and accessibility allowed the conference to be collaborative and cohesive experience for each of us here.”

Alec Saunders, Vice President, Developer Relations & Ecosystem, BlackBerry

“The huge range of quality hotels located near the expo and all over town made it easier for delegates to arrange their own accommodation. The diverse venue options available in the city also made it easy to organise breakout sessions, events, and business meetings off-site.”

Patrick Yeung, Regional Vice President, Leadership cum President, Hong Kong & Macau NU SKIN Greater China

YOUR ULTIMATE REWARDS CITY
A prime location in the heart of Asia, easy access for mainland Chinese attendees, peerless infrastructure, award-winning venues, and boundless professionalism make Hong Kong the ultimate home for conventions of the highest global standards. With no aspect overlooked, Asia’s business metropolis is ready to help you deliver a compelling convention that will attract international experts and thought leaders, and foster powerful collaboration between professional bodies and organisations from East and West.

“Hong Kong offers much more than just the usual criteria for a world-class convention, because of its unusual cultural mix of East and West. The success of the FDI Centenary Congress really strengthened Hong Kong’s position as the FDI as a top-rate convention, exhibition, meetings, and incentive travel destination.”

Dr Tin Chun Wong, President, Fédération Dentaire Internationale (FDI)

“One of the challenges we face when we’re hosting a conference where we’re bringing in up to 1,000 people from 88 different countries is finding a friendly destination that can accommodate visitors from many countries, but that also has excellent facilities and great entertainment.”

Ellie Young, Conference Coordinator, Wikimedia Foundation
Hong Kong’s powerful pull for exhibitions and trade fairs stretches globally, hosting over 100 major exhibitions every year that attract over 1.1 million visitors from local and overseas markets. The city delivers in every area that appeals to exhibitors looking to showcase products to a discerning business audience: advanced facilities and infrastructure, valuable proximity to China and Asia’s dynamic economies, a free and fair trade climate, zero import tax on exhibits, a transparent legal system, comprehensive intellectual property legislation, professional staff, and plenty of ways to reenergise at the end of a productive day.

“The launch of Art Basel in Hong Kong in 2013 is a clear indication of the city’s potential for establishing itself as a premier location for contemporary and modern art in Asia.”

Magnus Renfrew, Director Asia, Art Basel

“Hong Kong is, and will continue to be, one of the most attractive places in Asia to do business, to network, and to exchange ideas. The Asia-Pacific market continues to develop and still has great potential for growth, and we believe that Vinexpo Asia-Pacific will continue to play a major role in shaping business in the region.”

Robert Beynet, Chief Executive Officer, Vinexpo Overseas
There are many reasons why Hong Kong is recognised as Asia’s primary place for MICE events. Over the years, Hong Kong and MEHK have won a variety of industry accolades, including:

- Business Traveller Asia Pacific Awards 2014: Best Business City in Northeast Asia (7th consecutive year); Best Business City in the World (6th consecutive year)
- Meetings & Conventions Gold Awards 2012: Gold Service Award
- CEI Industry Awards 2015: Best City for Business Events; first runner-up for Best Convention Bureau

SUPPORT AT EVERY STAGE

The Hong Kong Tourism Board established Meetings and Exhibitions Hong Kong (MEHK) to continue strengthening the city’s position as the number one destination for meetings, incentive trips, conventions, and exhibitions in Asia-Pacific.

MEHK offers extensive support services that make world-leading MICE events simple to set up and smooth to execute. Step by step, MEHK will lay the groundwork to take your event to unprecedented heights, whether it be through helping you find suitable hotels, providing city-wide hospitality and trade offers, facilitating dedicated immigration counters at Hong Kong International Airport, assembling complimentary welcome packages for attendees, or presenting thrilling cultural and leisure experiences that will give your event a memorable edge.

Together with the city’s network of highly qualified professionals, and a ‘can do’ attitude that’s famously Hong Kong, the MEHK team is dedicated to helping before, during and after your event to achieve success at every stage.

For more information, please visit mehongkong.com or send an email to mehk@hktb.com.