

HONG KONG World's Freest Economy Where Trade Fairs Achieve More



Jewellery & Gem WORLD Hong Kong 2025



A super-connector of lucrative global markets

Hong Kong stands as international trade fair capital of Asia, has long been a super-connector of global markets for trade shows. Beyond unmatched attributes such as low tax regime with zero import tax on exhibits, robust legal system, intellectual property protection and seamless professional services, Hong Kong offers excellent connectivity, with about 140 international airlines operating flights to some 200 destinations worldwide via the world-class Hong Kong International Airport (HKIA).

What's more, Hong Kong as the most internationalised financial and trading hub of the Greater Bay Area (GBA) is the best gateway for exhibitions to capture immense business opportunities in GBA that has a population of 87 million and the wider Chinese Mainland market of 1.4 billion people.

"Hong Kong has a highly business friendly environment as the world's freest economy. It serves as a strategic gateway to Chinese Mainland, providing exceptional opportunities for businesses aiming to grow in Asia. From innovation and technology to jewellery, from aviation to maritime, from art to entertainment, and from food and beverages to fresh produce, exhibitions of any sector and any scale achieve their goals beyond expectations in Hong Kong," says Marilyn Tham, general manager, Mega Events, MICE & Cruise Division of Hong Kong Tourism Board (HKTB).

Growing momentum for exhibition success

In 2025, more than 90 trade shows covering 30-plus industries have been lined up in Hong Kong. Among them are successful recurrent flagship trade shows and internationally established exhibitions that have chosen Hong Kong to expand their global penetration. This growth momentum continues from 2024, when 80 were trade or trade-consumer events were held among 121 large-scale exhibitions of over 2,000 sqm of floor space that attracted over 1.46 million show visitors.

Stuart Bailey, chairman of the Hong Kong Exhibition and Convention Industry Association, highlights ongoing government incentives as a key factor: "The HK\$500 million (US\$64 million) venue rental subsidy from the HKSAR government for new and recurrent large international exhibitions until 2026, coupled with HKTB's effective support including financial subsidies and enhanced hospitality for new international exhibitions, help position Hong Kong as a smart choice for organisers and attendees alike."



The Battery Show Asia 2025

A stellar line-up of highly successful trade fairs in 2025

As recurrent fairs organised by the Hong Kong Trade Development Council, Global Sources, Informa markets and ComAsia continue to dazzle, A-list fairs such as APLF Leather, the biennial HOFEX & ProWine Hong Kong, and Asia Fruit Logistica, Vegetarian Food Asia 2025 and Super Terminal Expo 2025 have also reached new heights, show after show.

Trade fairs that picked Hong Kong for their Asia debut in 2025 have reported results surpassing expectations. Leading international MICE trade show Connect Marketplace attracted 4,000 industry professionals and more than 60 exhibitors from over 30 countries and regions in March for its Asia expansion in Hong Kong. Informa Markets organised four co-located events - the Battery Show Asia 2025, Mobility Tech Asia, Data Center Asia, and Build4Asia, attracting over 18,800 attendees and 314 exhibitors. The debut of the Battery Show Asia 2025 in Hong Kong attracted some of the world's most innovative companies such as CATL, General Motors, Huawei, Siemens and Schneider Electric. John Lewinski, executive vice president of Informa Markets, highlighted, "While we organise large-scale events in the U.S. and Europe, Asia remains the focal point of the market. With Chinese Mainland serving as the main battery manufacturing hub and other key countries spread across Asia, we selected Hong Kong to service the entire region - from Korea and Japan in the north to Southeast Asia."

The inaugural Senior Expo Asia 2025 also made a strong debut with 200 exhibitors and brands showcasing innovative silver economy products and services to over 64,000 visitors. Airspace Asia Pacific 2025, which will also be staged in Hong Kong for the first time in December, is expecting a strong debut showcasing the latest advancements in air traffic flow management, automation and next-gen aviation technologies.



SKYTOPIA

World-class infrastructure gearing up for thriving exhibition scene

The vibrancy of Hong Kong's exhibition scene is also reflected by the robust results and expansion of the city's flagship convention centres - Hong Kong Convention and Exhibition Centre (HKCEC) and AsiaWorld-Expo (AWE).

With 812 events held in 2024, the HKCEC has attained full recovery while it became the first MICE venue in Hong Kong accredited with the Muslim Gold Certification, leading the charge together with over 190 halal-certified restaurants to enhance Hong Kong's cultural inclusivity for high-valued Muslim trade visitors. Monica Lee-Müller, managing director of Hong Kong Convention and Exhibition Centre (Management) Limited, notes: "Exhibitions continue to be one of the key drivers of Hong Kong's mega events economy, and the presence of Muslim exhibitors, buyers and visitors has grown notably."

AWE maintains rosy outlooks having staged some of the city's inaugural shows and flagship fairs, as the venue continues expanding its convention and exhibition space from 70,000sqm to 100,000sqm in its ongoing Phase 2 expansion. AWE CEO Irene Chan says: "Located at the heart of fast-growing Greater Bay Area, AWE is the perfect showcase of the synergies and rich potential of this vibrant market."

In the adjacent Airport City, the spectacular SKYTOPIA under development will seamlessly converge commerce, culture, leisure and entertainment, as HKIA's newly launched three-runway system and the expanded Terminal 2 operational in phases further enhances seamless connectivity with Chinese Mainland and the world.



Kai Tak Sports Park

Rewarding mega destination experiences await

With the HKTB spearheading a holistic strategy weaving together attractions, mega events, dining options and everything else Hong Kong has to offer, rewarding and memorable experiences await exhibition visitors in every visit.

The city's mega sports and entertainment scene is increasingly vibrant following the grand opening of Kai Tak Sports Park, the city's largest multi-purpose sports and entertainment complex, where Hong Kong Sevens and Coldplay's the 'Music of the Spheres' world tour were staged soon after its opening on 1 March.

The ongoing Hong Kong Rewards! also presents dedicated privileges tailored for exhibitions, including offers for metro rail travel and cultural experiences, curated by HKTB in conjunction with industry partners.

"Hong Kong not only plays host to prestigious high-yield business events but also stages a wide spectrum of mega art and culture, sports and entertainment events. These events synergize to enhance the overall destination experience for exhibition visitors, encouraging longer stays and generating significant benefits for Hong Kong's economy," says HKTB's Ms Tham.



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