

**GREATER
BAY 粤港澳大湾区
AREA**

**GUANG
ZHOU
SHEN
ZHEN
HONG
KONG
MACAU**

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GREATER BAY AREA

The Greater Bay Area is an ambitious integration plan facilitating the free flow of talent, goods and capital across Hong Kong, Macau, Shenzhen, Guangzhou and seven other southern Chinese cities.

Initial developments include the Guangzhou-Shenzhen-Hong Kong high-speed rail and the Hong Kong-Zhuhai-Macau bridge launched in 2018. Such major infrastructure development directly impacts the events and exhibition industry by cutting down travel time to Hong Kong, which recorded 987,012 overnight MICE arrivals from the Chinese mainland in 2017.

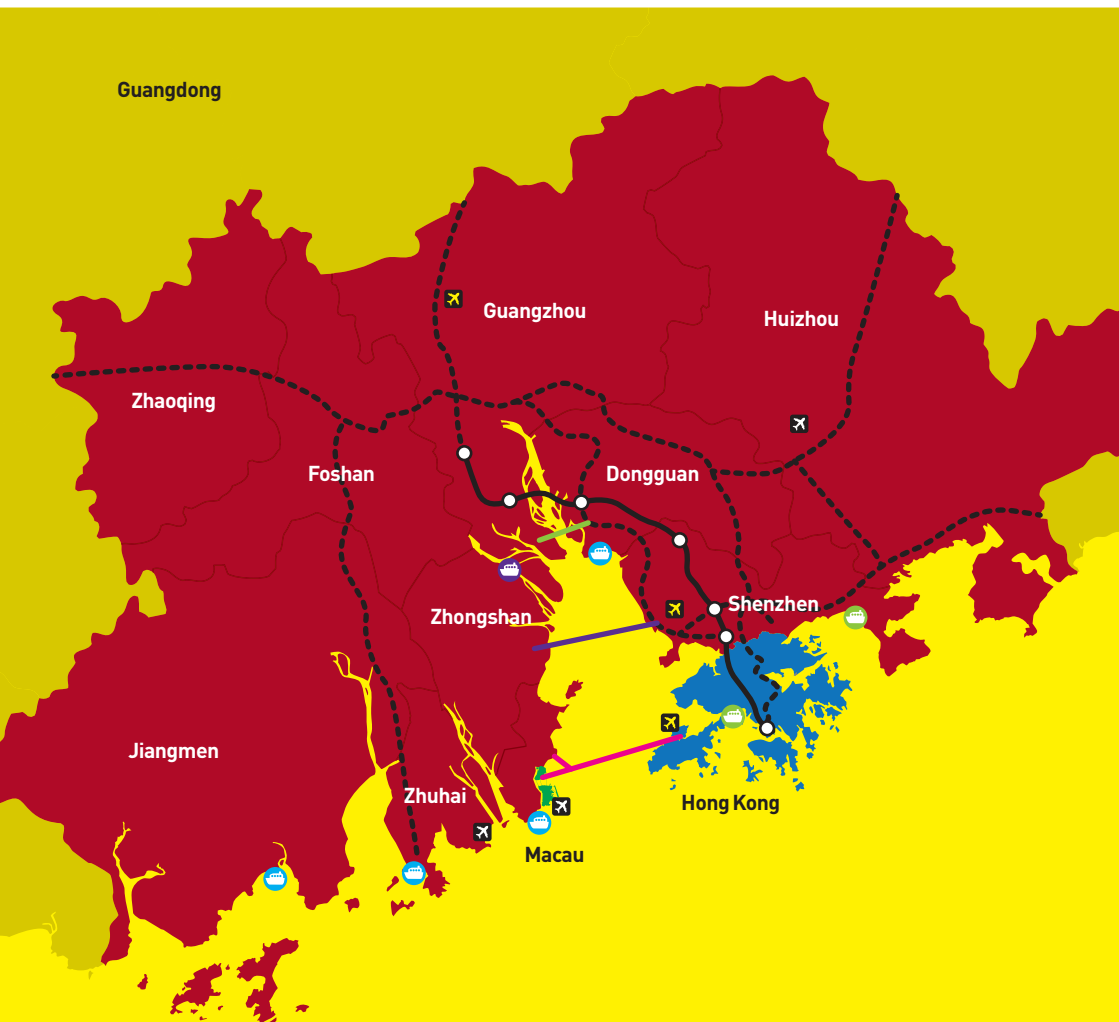
Chinese cities across the border, meanwhile, offer pockets of opportunities too. Shenzhen's rise as an innovation hub, for instance, has drawn interest from business delegates. Better connectivity also facilitates a multi-stop itinerary as delegates meeting in Hong Kong can now zip to Shenzhen to tour tech sites, or visit a factory in Foshan.

粤港澳大湾区

“大湾区计划”是一项宏大的整合计划，旨在把香港、澳门和广东省的九座城市融合为一个超级都市圈。

于2018年开通的港深广高铁和港珠澳大桥对会展行业最具影响力，缩短了从内地及澳门来港的时间。

而早在2017年，从中国内地赴港参加会展的过夜旅客达到987,012人次。除了香港、深圳、澳门和广州以外，中国内地的多座城市都为这行业提供了丰富机会。更好的交通设施使行程更加紧凑，赴港参加会议和展览的商务人士可坐高铁走访深圳的科技企业。




TRANSPORTATION

 International Airport

 Regional Airport

 Guangzhou-Shenzhen-Hong Kong Express Rail Link

 China Railway

 Hong Kong-Zhuhai-Macau Bridge

 Shenzhen-Zhongshan Bridge

 Humen Bridge

 Shipping Port - 500 Million Tons

 Shipping Port - 200 Million Tons

 Shipping Port - 100 Million Tons



Regional hub... Hong Kong is a global meetings city

HONG KONG

Hong Kong is a jewel in the crown of the Greater Bay Area with its free market economy and distinction as the financial hub of the region. Efficiency is the word of the territory, with its excellent transport system and world-class infrastructure.

Named as one of the top 10 meetings and events cities in APAC by CWT Meetings & Events, Hong Kong also serves as a gateway to China. Over 1.7 million Chinese visitors enter Hong Kong each year for MICE events, and the number is expected to rise with the high-speed rail connection to 44 mainland cities.

Calendar highlights

Art Basel Hong Kong, Hong Kong Sevens, Hong Kong International Jewellery Show



PHOTO AFP

Entertainment... Macau Grand Prix

MACAU

The Greater Bay Area roadmap unveiled by the Chinese central government rightly assigned Macau as the tourism hub thanks to its robust gaming industry.

In 2018, Macau generated MOP 302.85 billion (US\$37.57 billion) in gaming revenue, and the Las Vegas operators such as MGM, Wynn and Sands that have been in Macau since 2002 contributed to an explosion of first-class venues in the territory, and many have diversified their entertainment offerings.

The Macau International Airport serves direct routes from major Asian cities. Otherwise, the city is just an hour's ferry or car ride from Hong Kong.

Calendar highlights

Macau Grand Prix, iGaming Asia Congress



Zhuhai Grand Theater

Calendar highlights

Airshow China

ZHUHAI

With increased accessibility from the opening of the Hong Kong-Zhuhai-Macau Bridge in 2018, the seafront city is a rising star in the Greater Bay region with events and tourism facilities including the Zhuhai International Convention & Exhibition Center.

Preferential policies are offered to Hong Kong enterprises registered at the Hengqin Economic Zone to spur the growth of the services and high-tech industries in Zhuhai.



Zhuhai International Convention & Exhibition Center (ZHCEC) covers an area of 269,000m². Upon the completion of the Hong Kong-Zhuhai-Macau Bridge in 2018, along with two other development initiatives under the auspices of the national government – the Hengqin Free Trade Zone and the Pearl River Delta National Center for Innovation, Zhuhai is the only city in the Greater Bay Area of Mainland China that connecting with Hong Kong and Macau by land.

Being officially put into service in Oct 2014, ZHCEC phase one project occupies a total construction area of 700,000m², including 33,000m² of exhibition space.

The center is a fully integrated with high-end culinary services, hotels, a concert hall and an opera hall, a column-free ballroom of 4500m², 45 modern conference rooms as well as an upscale kitchen of 4,000m², providing F&B services for up to 10,000 guests, which can satisfy multiple requirements of all events. The center is built and owned by Huafa Group, the leading state-owned enterprise in Zhuhai and it is currently managed by North Star Events, a leading professional C&E management company in China, which we have every reason to believe the next several years of ZHCEC could be fascinating and productive ones.





Trading capital... Southern China's manufacturing hub



Innovator... Shenzhen has relaunched as a tech hub

📍 GUANGZHOU

Guangzhou is synonymous with the Canton Fair, one of the world's largest trade shows with the size of 17 Walmart supercentres. The biannual affair takes place at its eponymous complex and features items including electronics, vehicles, textiles and consumer goods.

Guangzhou is the natural choice for manufacturing exhibitions since it is the hub for automobile, electronics, petrochemical and other OEM productions in southern China. Foreign brands such as P&G that first entered China during its opening in the 1980s are still headquartered in Guangzhou.

Meanwhile, the city is growing its conference capacity with the opening of the Guangzhou Yuexiu International Congress Center in 2020.

Calendar highlights

Canton Fair (China Import and Export Fair),
China International Furniture Fair

📍 SHENZHEN

Nicknamed 'the Silicon Valley of China', Shenzhen is home to renowned dronemaker DJI, as well as Chinese big tech giants Huawei and Tencent. The latter's headquarters is the landmark venue at the Nansha Hi-tech Park designed by NBBJ.

The city has gradually shed its manufacturing past following its rise as the country's innovation hub. This cannot be better reflected by the proliferation of upscale hotel properties along and around Binhai Avenue. Day-trip visitors from Hong Kong can now zip in and out of Shenzhen in just 14 minutes on the high-speed rail.

The city is set to welcome another landmark with the launch of the Shenzhen World Convention and Exhibition Center in mid 2019 (see page 18).

Calendar highlights

Intertextile Pavilion, Bluetooth Asia

大湾区主要城市

香港以其自由市场经济和亚太金融中心的卓越优势,拥有令人艳羡的中国门户地位。

同时,澳门因其博彩业的蓬勃发展而被定位为大湾区的旅游中心。

广州则是中国华南地区的汽车、电子、石化等OEM产业的制造

中心,具有举办制造业展会的天然优势。

深圳的创新中心地位不断攀升,正逐渐远离其制造业历史。现在,来自香港的一日游游客可以乘坐高铁在14分钟内进出深圳。随着2019年底深圳国际会展中心的落

成,这座城市将迎来另一个里程碑(见第18页)。

自港珠澳大桥2018年通车以来,**珠海**的交通便利程度不断提高、会展及旅游设施不断完善,正在成为大湾区一颗冉冉升起的新星。



By the bay... The hotel enjoys dazzling views of Shenzhen Bay



Showstopper... The grand ballroom

HILTON SHENZHEN SHEKOU NANHAI

Formerly an industrial area, Shekou is undergoing redevelopment to become a commercial, residential and entertainment hub. Amid all the new buildings that have gone up is Hotel Shenzhen Shekou Nanhai, a luxury hotel that first opened in 2013, and later expanded to include the Nanhai Wing in 2017.

Located at the west end of Shenzhen Bay, the 541-key hotel is within close proximity to Hong Kong, Macau and Zhuhai. A 30-minute drive away from Shenzhen airport, the hotel is also a stone's throw away from Shekou Seaworld, a mega complex that encompasses shopping boutiques, restaurants, bars and exhibition spaces.

For business events, the hotel offers 4,064 sqm of

events and meetings space, state-of-the-art audio-visual equipment, and sophisticated catering options. The event spaces include—most impressively—a 1,300 sqm, pillarless grand ballroom, and 20 meeting and function rooms that can all be calibrated for different events. Aside from indoor meeting spaces, there are also two outdoor green spaces to meet diverse needs—a 950 sqm rooftop garden and 546 sqm Nanhai lawn—perfect for evening cocktails, dinner banquets, or business luncheons on sunny days.

Versatility is a key theme for the hotel's six dining options. OPEN is an all-day restaurant, while Kitchencraft specialises in Sichuan and Fujian cuisine, and Suisuan is a Cantonese restaurant serving dim sum among other delights. The lobby lounge offers baked goods and coffee. The rooftop bar, with amazing views of Shenzhen Bay, is ideal for post-event parties.

深圳蛇口希尔顿南海酒店

蛇口作为一个昔日的工业区，现在正开发为新的商业、住宅和娱乐中心。

深圳蛇口希尔顿南海酒店便坐落于此。位于深圳湾的西端，毗邻香港、澳门和珠海，距深圳机场仅30分钟车程。这酒店开业于2013年底，于2017年扩建并增添了南海翼，目前拥有541间客房。

深圳蛇口希尔顿南海酒店为商务活动提供最先进的

视听设备与高端多样的餐饮选择。活动和会议空间总面积达4064平方米，包括一个1300平方米的无柱大宴会厅、20个会议室或多功能厅，可轻松配合不同的活动需求。

为迎合多样化的需求，该酒店还提供两个室外绿地：950平方米的屋顶花园和546平方米的南海草坪，是举办鸡尾酒会与晚宴，或在阳光明媚的日子里组织一场商务午餐的绝佳之选。■

Industry leader... HKTDC will next adopt the Confex Model at its shows



EMERGING OPPORTUNITIES

Learning from Hong Kong, Macau holds untapped opportunity for more events By Soon Chen Kang

Among the four key cities—Hong Kong, Shenzhen, Macau and Guangzhou—in the Greater Bay Area, there is little question that Hong Kong is leading on all fronts right now.

The Hong Kong Trade Development Council (HKTDC), the main driver and organiser of trade shows in the city, says the initiative will be the impetus for the body to “internationalise” its local exhibitions. The body will next adopt the Confex Model, which leverages on the synergy between conferences and trade fairs to equip event participants with market intelligence.

Perhaps more transformative opportunities can be expected from the other key cities. Macau, for instance, has a lot of untapped potential.

“Macau isn’t given fair credit for what it’s been able to accomplish in the last decade,” says Olinto Oliveira, director, live communications, MCI Macau. “To put it into perspective, Macau is a very young events destination, and yet it has almost unrivalled space in the region in being able to accommodate large groups within a single venue for a near seamless experience.”

Certainly, more has to be done to change the perception that Macau is only about entertainment.

“A continued presence in trade shows and education

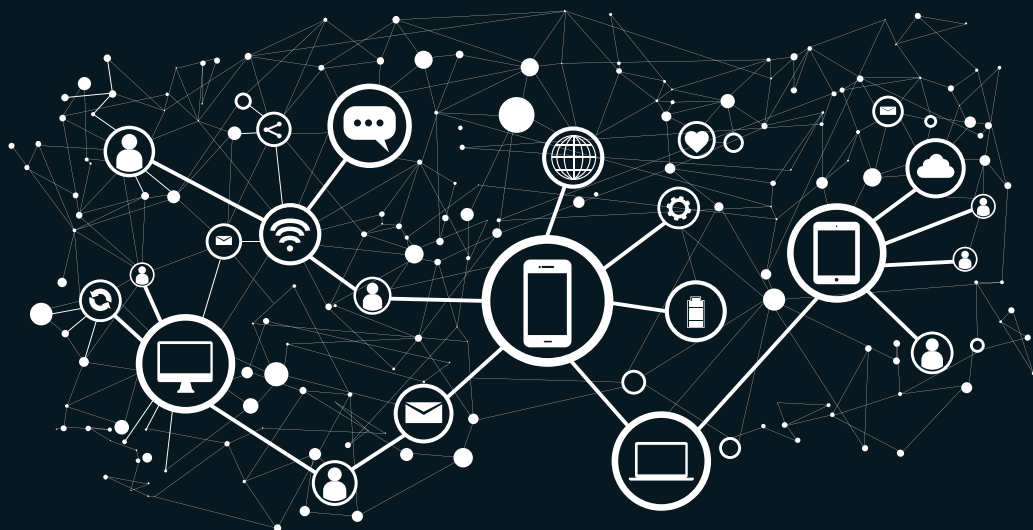
through the way the city markets itself as well as the natural word-of-mouth that will happen as more marquee groups hold events here will surely help to change that perception, but of course these things take time, so patience is required,” he adds.



Mega-sized... Macau has huge venue capacity

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Away we go... The high-speed rail link connects Hong Kong to key Guangdong cities



SEIZING OPPORTUNITIES

Collaborations between venues and governments are helping to spur the growth of the MICE sector in the Greater Bay Area By Kim Benjamin

It comes as no surprise that Hong Kong, Shenzhen, Guangzhou and Macau are named as key cities in the Greater Bay Area roadmap. As the most developed city in the megazone, Hong Kong is spearheading investment growth through MOUs signed between the Hong Kong Trade Development Council (HKTDC) and the Guangdong provincial governments, as well as other key cities.

In the exhibitions business, new infrastructure such as the Hong Kong-Zhuhai-Macau Bridge, has already paved the way for collaboration between venues across the cities. The collaboration gives rise to emerging events destinations, most notably Zhuhai, which is now accessible by land from Hong Kong.

Ahead of the bridge's opening in October 2018, Asia World-Expo (AWE) formed a strategic partnership, the 'Hong Kong-Zhuhai-Macau Bridgehead EXPO Tourism

Belt' alliance, with Zhuhai International Convention & Exhibition Center (ZHCEC), Hong Kong Regal Hotel and Zhuhai Chimelong Henqing Bay Hotel.

Delegates can host meetings in Hong Kong alongside incentives or further events in Zhuhai, for example. Enid Low, chief strategy officer at AWE says



New crowd... AWE events drawing GBA support

the enhanced connectivity and new infrastructure will offer an enriched MICE experience for delegates, as well as add value to AWE with regards to hosting regional large-scale and multi-day events, with both business and leisure elements.

“‘One Journey, Multiple Destinations’ will be a new tourism trend arising from this enhanced cross-border connectivity,” says Low. “The opening of the bridge has already benefited many events held in AWE, such as the Alisports WESG Hong Kong Esports Festival and Cosmoprof Asia held in November 2018, where some visitors and exhibitors were from the Greater Bay Area.”

For ZHCEC, the alliance with AWE will help to place more emphasis on sharing best practice in terms of exhibition services and management. “We will be sending employees to different venues for training and inspection so they can cooperate and work seamlessly in the future,” says Draper Fu, GM of ZHCEC.

Fu adds that ZHCEC and AWE are currently engaging in R&D with regards to ‘exploring site advantages, setting market price and targeting customer groups’, as well as tailoring programmes for customers and negotiating new projects.

“Meetings and events planners will benefit from the integrated resources in Zhuhai and Hong Kong, less pressure with regards to venue rental and a better quality of services,” he says.

Fu adds that with the continued integration of city resources from Hong Kong and Zhuhai, such as financial programmes, IT industries and tourism programmes, there will be a natural progression towards ZHCEC being able to attract further exhibitions and events.

一程多站

在去年10月港珠澳大桥通车前，亚洲国际博览馆(AWE)、珠海国际会展中心(ZHCEC)、香港富豪酒店及珠海长隆横琴湾酒店宣布结成“桥头博览旅游带”战略合作伙伴。AWE与ZHCEC的合作意味着这两个场馆可以在大桥的两端

共同举办活动。

此外，参会者可以选择在香港举办会议，然后在珠海举办团队建立活动。在大桥的连通下，“一会两地”和“一程多站”将成为新的旅游趋势之一。对ZHCEC而言，与AWE的联盟将有助于其分享展览服务和管理经验方面的最佳实践。

Beyond infrastructure

Shenzhen and Guangzhou are also looking to promote the growth of the exhibitions and events business. Shenzhen World Exhibition & Convention Center is expected to open later this year, while the 50,000sqm Guangzhou Yuexiu International Congress Center (GYICC) will debut in March 2020.

Crane Fan, GM of GYICC, says the Greater Bay Area will bring more frequent business travellers to the region, with the venue able to provide a platform with international standards for meeting professionals. Fan adds that GYICC will also seek to attract planners and delegates with its quality of services, provided via its joint operation by GL Events and Yuexiu Group, a Chinese public real estate company.

“We have the involvement of our shareholder, GL events, a global venue management company for congress centres,” he says. “Yuexiu Group will use its local influence to bring in incentives from Guangzhou administrations and semi-governmental industry associations, helping event organisers establish direct links with related government bodies.”



Scale... Zhuhai Chimelong Hengqing Bay Hotel is part of a multi-city offering

同时，将于2020年3月正式启用的广州越秀国际会议中心(GYICC)也将成为广州一处新的会议场馆之选。GYICC是场馆管理公司智奥会展和中国上市房地产公司越秀集团的联合运营，致力于以优质的服务吸引展览策划人和参展者。

AsiaWorld-Expo
亞洲國際博覽館



AsiaWorld-Expo
亞洲國際博覽館



Hong Kong-Zhuhai-Macao Bridge Creates Exciting New Synergies for AsiaWorld-Expo

Facilitating hassle-free cross-boundary travel, the Hong Kong-Zhuhai-Macao Bridge (HZMB) is a powerful new component of AWE's enhanced transportation network. Located at the entry point to the bridge, AsiaWorld-Expo now enjoys seamless integration with a vast MICE catchment area. Operating 24 hours a day, the HZMB puts significant cities in the Greater Bay Area within a one-hour radius of each other.

The land located adjacent to AWE will be transformed to an exciting landmark—SKYCITY, which will be the largest commercial development in Hong Kong with retail, dining, entertainment facilities, as well as offices and hotels.

The recent recognition of the "Outstanding Venue Award" at the 2018 AFECA Asian Awards held by The Asian Federation of Exhibition and Convention Associations (AFECA) further affirms AWE's position as the region's destination of choice for your next event!

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Staying put... Art Basel
Hong Kong

GATEWAY CITY

Hong Kong has long served as a regional trading hub, and an important two-way platform for the mainland market. But what is its role in a rapidly changing—and more connected—Greater Bay Area? By Megan Gell

As a free port with enviable air connectivity at the heart of Asia, Hong Kong has long been a preferred destination for events. In 2017, Hong Kong jumped from 19th to 13th in ICCA's global city rankings, hosting 119 international meetings that attracted more than 48,000 visitors. Its total overnight MICE visitors for the 2017/2018 fiscal year was 1.9 million and in the first quarter of 2018, there were about 365,100 overnight MICE visitor arrivals, representing a year-on-year increase of about 7%.

But as the Greater Bay Area (GBA) vision becomes a reality, how will Hong Kong's role change? Mark Cochrane, regional manager – Asia-Pacific, UFI, has

been part of the city's events industry for more than 20 years. He sees things remaining largely unchanged in the short to medium-term, but with increasing competitiveness from Shenzhen.

"Generally, Hong Kong's exhibitors have acted as a filter for higher quality exhibitors and visitors compared with those just across the border," he says. "As infrastructure in the Greater Bay Area improves—rail, roads, bridges, air connectivity—events in Macau, Shenzhen and to a lesser extent, Zhuhai, Guangzhou and others, will also improve, become more competitive and more accessible. There will be more attractive alternatives to events in Hong Kong."

Hong Kong Exhibition and Convention Industry



Sold... HKTDC shows account for nearly half of the city's sold exhibition space



At the limit... AWE is increasingly harder to book

Association (HKECIA) chairman Stuart Bailey sees the GBA initiative as a rising tide lifting all boats.

"In the past there's been competitive elements [between the GBA cities], but the idea of bringing us all together with a shared goal and clear roles for each city is a good one," he says.

Hong Kong means business

Cochrane agrees it's not a zero-sum game. "Hong Kong will still be seen as the centre of quality and convenience," says Cochrane. "Around 40-45% of exhibition sqm sold in Hong Kong is the Hong Kong Trade Development Council (HKTDC)—that's not going to go to Shenzhen or anywhere else.

"Also, a lot of events actually can't move. UBM's September Jewellery Fair fills both HKCEC and AsiaWorld-Expo, but because of what's on display, it can't move to the mainland. It needs the free port."

However, Cochrane suggests the biggest three

or four organisers in Hong Kong—UBM, MF, Mega Expo, Global Sources—could move shows to Shenzhen if the pricing is attractive enough and there is the connectivity to get buyers in and out of Hong Kong.

HKECIA's Bailey also sees Hong Kong's free port status ensuring its market position, but that space limitations exist.

"Hong Kong hasn't had any heavy industry shows for 20 years, they're all on the mainland. The shows that do well in Hong Kong are sourcing, art, jewellery, wine and food shows—all those things would be very hard for mainland shows to pull off," he says.

"The issue that Hong Kong has had for the last 10 years is a lack of growth in terms of venue space. HKCEC is effectively full and AWE is increasingly harder to book. The government has plans to expand the HKCEC and AWE and even add smaller new venues in other areas of the city, but most of those plans are a long way away. We're not going to see any serious growth for another 10 years."



Well-connected... Hong Kong's high-speed rail



Aviation hub... Hong Kong International Airport



Thought leader... HKCEC's plastic-free campaign

"That means Hong Kong events have got to be a bit smarter. If they can't grow in size they still want to grow in revenue terms, that's where Hong Kong is providing some interesting innovation...new revenue streams built around attendee experience and other activities."

This focus on visitor experience is paying off. The annual HKECIA survey showed an increase in 12% of mainland companies coming to Hong Kong to look for an external audience. "The increased infrastructure also means it's easier for mainland buyers to come to Hong Kong," adds Bailey.

For MIC, both Cochrane and Bailey see Hong Kong maintaining its advantage for some time. "Hong Kong

is still really attractive for MIC," says Cochrane. "It's about more than just the infrastructure, it is also about whether people enjoy going to that destination."

Mainland impact

What does all this mean for the other 10 cities of the GBA? "It is definitely a net positive," says Cochrane. "The GBA initiative represents a massive economic and business opportunity. There will, of course, be more competition between the cities, but it should ultimately benefit the mainland cities.

"There will be greater opportunity for those cities' venues as more organisers, visitors and exhibitors will want to come to GBA, and the GDP of the GBA will undoubtedly rise. Costs may increase with underlying factors such as staff salaries and other inputs, and competition may put pressure on venue rental fees, but overall the size of the pie will grow."

Cochrane sees huge opportunity for domestic MICE organisers to grow their own shows. "There is a GDP of US\$1.5 trillion and a population of 67 million in the GBA," he says. "There is an opportunity for the secondary cities especially as the big global organisers are fantastic at international B2B shows, but for domestic-focused shows or B2C, domestic organisers have an opportunity to do really well with that.

However, there is work to be done. "The infrastructure and overall economic growth will drive opportunity, but if looking beyond Hong Kong, Shenzhen or Guangzhou, the cities will have to take a more active roll in positioning themselves," he adds.

Shenzhen perhaps has the most to gain, with not only increased connectivity, but the world's largest convention and exhibition centre opening in mid-2019. More direct flights will certainly have a positive impact on international attendance.

But for Hong Kong, the future also looks bright.

大湾区之首

香港在2018年第一季度接待的过夜会展游客数量达近365,100人次,同比增长约7%。在短期内,香港将继续扮演重要角色。与中国内地相比,香港的展览能吸引更多高质量的参展商和参观者。此外,得益于自由港的地位,香港仍会

是珠宝展览举办单位的首选。

然而,从长远来看,内地的二线城市也为内地的会展组织者提供了广阔的机会,尤其是以内地市场为重点的展会及B2C展会。而且,价格更优惠的深圳在全新的深圳国际会展中心落成后也将吸引更多的展会。



New arrivals... Mainland buyers up

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For further details, please contact **Jessie Choi**, Senior Business Development Manager, at +852 3175 1987 or jessie.choi@haymarket.asia

如果您有任何疑问, 欢迎联系**Jessie Choi**, 资深业务发展经理,
电话 +852 3175 1987 或电邮 jessie.choi@haymarket.asia

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VENUE HIGHLIGHTS



Experience-driven... Shenzhen World is aiming to redefine the events experience for all attendees

SHENZHEN

When it comes to Shenzhen, the superlatives come thick and fast, for there is perhaps no other city in China that has undergone such rapid transformation in such a short period of time. Now there will be an event venue to match Shenzhen's considerable ambitions.

Shenzhen World Exhibition & Convention Center will be a world-class facility when it opens in mid-2019. Not only will the Center offer 400,000sqm of event space in its first phase, it will also anchor a much larger complex of hotels, restaurants, shops and entertainment; all within close proximity—and direct rail links—to the airport.

The exhibition space will be split across 18 halls of 20,000sqm and one of 50,000sqm (the world's largest single exhibition hall), and each will have adjacent meeting and conference facilities. The main convention centre will be able to host up to 7,500 people, including a main hall seating 2,100. The upper level, meanwhile, will include a 1.75km-express walkway.

But this isn't just about size. The Shenzhen government has brought in China Merchant Group and OCT Group (acting as joint venture, Zhaohua) to design, build and operate the project for 20 years; while US-based SMG has been appointed to manage it.

"If you want to call it a world-class venue, it must have world-class design," says Gu Xuebin, founder and CEO of WeMeet and an advisor to Shenzhen World. "To be a smart venue, the core measurement is visitor experience. That is why Shenzhen World is selecting top-class companies to help them deliver a world-class experience for attendees.

"China Telecom and Huawei will help them with hardware and network infrastructure, while Tencent is helping them design a world-class innovative service platform for all visitors."

Mao Daben, executive deputy GM of Zhaohua and head of sales and marketing at Shenzhen World, says: "Construction will be completed by end of June and our first event is in July, a show by the Bao'an government. This year we have two other projects and then the full opening for international shows will be in 2020. The first priority is to host big international exhibitions, but conferences and events are our next target."

Shenzhen World will also alleviate the capacity pressure at **Shenzhen Convention & Exhibition Center (SZCEC)**. The venue, which will remain open for at least three years, offers 100,000sqm of event space.

HONG KONG



In demand... AsiaWorld-Expo boasts a 14,000-pax arena

HONG KONG

Few convention and exhibition venues manage to attain icon status, but that's exactly what the **Hong Kong Convention & Exhibition Centre (HKCEC)** has achieved over its 30-year history. Since then it has expanded considerably, and during the last financial year (July 2017 to June 2018) HKCEC hosted 1,061 events—including 13 new international conferences—and more than 8.2 million visitors.

Its record speaks for itself, and its facilities and services are always industry-leading. A new Smart Building Management System launching this year will deliver sustainable results and cost savings for organisers, while its ISO 20121 event sustainability management credentials are a regional standout. Its WiFi capabilities too lead the way, and as of late 2018 it can host 20,000 mobile devices concurrently. And all this sits atop 91,500sqm of some of the world's most sought-after event space.

AsiaWorld-Expo (AWE) is located just minutes by express train from one of the world's busiest airports – and now, the Hong Kong-Zhuhai-Macao bridge. The 70,000-sqm facility consisting of 10 column-free halls and the largest indoor 14,000-pax arena in Hong Kong, which was acquired by the Airport Authority in late 2018, also enjoys close proximity to a large number of

leisure and entertainment options, and these will be further enhanced with the forthcoming, neighbouring SKYCITY development project in Hong Kong. Set to open in phases between 2023 and 2027, the SKYCITY complex will comprise retail, dining, entertainment facilities, hotels and offices.

Hong Kong is not short of swanky hotel ballrooms either, and the new **Rosewood Hong Kong** is the latest in large-scale luxury. Opened in March, the hotel offers 3,200sqm of event space capable of hosting up to 2,000 guests. This includes a 1,000-sqm grand ballroom complete with landscaped gardens overlooking the Harbour, private show kitchens and the Pavilion.



New standard... Meetings and conventions hub

GUANGZHOU

Guangzhou's historical Canton Fair district will soon have a new state-of-the-art conferencing facility, the 50,000-sqm **Guangzhou Yuexiu International Congress Center**, opening in March 2020. Managed by GL Events, the centre will comprise 47 flexible meeting spaces accommodating up to 800 people, a 505-seat amphitheatre and two exhibition halls of 2,500 sqm each. Its total capacity is 2,600 people.

The city's other major venues include the giant **Canton Fair Complex**, which occupies a 1,100,000-sqm site on Pazhou Island. This includes 338,000 sqm of indoor exhibition space and 43,600 sqm outdoors. The venue is home to the famous Canton Fair—soon to celebrate its 125th edition—but also hosts many other large-scale trade exhibitions.

GUANGZHOU

VENUE HIGHLIGHTS

MACAU

MACAU

Macau has seen a level of five-star venue openings that other destinations can only dream about, and they all come with a host of extras from in-room plunge pools to theatres with exclusive shows, world-class dining from the likes of Joël Robuchon, and even a figure-of-eight rollercoaster.

Whether **City of Dreams**, **The Venetian**, **Studio City**, **Sheraton Grand Macao's** 5,000-person ballroom or a pool party at **The Countdown (formerly Hard Rock Hotel)**, Macau truly has something for every event. Next up is the 2,000-room **Grand Lisboa Palace**, which will open in Cotai by year-end right beside the Macau East Asian Games Dome.



Integrated... Morpheus at City of Dreams



Luxury at scale... Meetings at The Venetian



Multipurpose... ZHCEC

ZHUHAI

When **Zhuhai International Convention & Exhibition Center** (ZHCEC) opened in 2014, it was among the Greater Bay Area's first integrated convention and exhibition venues with everything from a concert hall to hotels on-site.

The 64,000 sqm venue is now a well-established host of major domestic events such as Wal-Mart China's 10,000-strong annual conference and RemaxWorld Expo, the largest printing supplies exhibition in the world. In December, it will host the Guangdong-HongKong-Macao Greater Bay Area International Tea Expo.

ZHCEC also maintains international standards such as ISO 2200 and ISO 9001, has been an UFI member since its inception, hosts major brand events for the likes of Honda and Adidas, and collaborates with PCOs on developing its own events.

The Centre is located in Shizimen CBD, a specially created district with a focus on international business, about 40 km from Hong Kong International Airport. Key facilities include 30,000 sqm of exhibition space, a 4,500-sqm ballroom supported by a 4,000 sqm banquet kitchen, 35 meeting rooms, a 1,200-seat theatre and 800-seat concert hall.

The **China International Aviation Exhibition Center** (Zhuhai Airshow Center) occupies a 1.3 million-sqm plot and hosts the biennial Airshow China, the world's second-largest aviation and aerospace event.



Going big... Zhuhai Hengqin Chimelong International Ocean Resort is a one-stop venue for incentive groups

ZHUHAI HENGQIN CHIMELONG INTERNATIONAL OCEAN RESORT

Being just 15 minutes away from the Hong Kong-Zhuhai-Macau Bridge, Zhuhai Hengqin Chimelong International Ocean Resort is the ideal one-stop venue for corporate incentives with its ocean theme park, themed hotels and meeting facilities.

The property currently has more than 5,000 rooms at its four themed hotels—Chimelong Hengqin Bay Hotel, Chimelong Penguin Hotel, Chimelong Circus Hotel and Chimelong Ying Hai Hotel and Apartments. Chimelong Hengqin Bay Hotel has a large conference centre and other events spaces that are suitable for breakout sessions.

For corporate incentives, it is most important that planners are able to minimise logistical challenges and make the most of the itinerary. Having all facilities in one place makes all the difference.

In a short itinerary, planners can kick-off with a



Hanging out with dolphins... A dining option at Chimelong

cruise from the Zhuhai Wanzai Tourism Terminal, followed by a cocktail welcome reception and dinner at Chimelong Hengqin Bay Hotel's dolphin poolside—up close and personal with the adorable dolphins.



Hengqin Bay Hotel

The group can then get into serious business on the second day with meetings, talks and team-building activities at Chimelong Hengqin Bay Hotel's 3,000 sqm pillarless ballroom, or one of the 26 meeting rooms. Later, guests can adjourn to Chimelong Hengqin International Circus City to enjoy the circus performance at the 3,000-seater hall.

With plenty of entertainment options to choose from, Chimelong International Ocean Resort facilitates a compact itinerary that makes event planning a breeze for organisers. For more information on the resort's rich offerings, please call:

+86 756 299 8050, email: cary.zhang@chimelong.com, or visit zh.chimelong.com/hengqinbayhotel.

珠海横琴长隆国际海洋度假区

珠海横琴长隆国际海洋度假区距港珠澳大桥仅15分钟车程, 90分钟直达香港; 5分钟即达横琴口岸, 24小时通关澳门; 快捷专线直达珠海机场, 珠海城轨站及九州港客运码头, 无缝连接粤港澳大湾区各大城市。度假区内坐落四大主题酒店, 包括长隆横琴湾酒店、企鹅酒店、马戏酒店及长隆迎海酒店公寓, 其总客房数目超于5000间。

活动组织者可以在这里安排丰富的日程。比如, 从长隆横琴湾酒店出发, 前往15分钟车程外的珠海湾仔码头登船, 游览珠澳双城的景色, 品尝长隆外宴团队精心制作的游船午餐。

酒店拥有多元化的室内外场地, 能满足不同规模及主题的团队需求, 比如在南花园或雪国沙滩举行露天欢迎鸡尾酒会; 或在海豚池畔进行BBQ户外自助晚宴派对等。

如需举办商务活动, 长隆横琴湾酒店酒店拥有两大宴会厅, 分别是3000平方米的无柱式宴会厅——海洋殿及1200平方米的水晶殿, 并配备有灵活多变的26间多功能厅。宴会厅布局可根据宾客的宴会需求灵活调整, 而且能举办大型的千人宴会。此外, 长隆横琴国际马戏城拥有近3000个座位, 先进的AV及灯光设备为大型活动提供技术保证。

珠海长隆横琴湾酒店水世界面积达12000平方米, 丰富多样的水上游玩设施适合各种水上团建活动。而长隆海洋王国和长隆横琴国际马戏城则能为宾客提供别具特色的娱乐体验。有关珠海长隆度假区内更多会奖活动的安排, 请联络我们的商务活动策划团队:

电话: +86 756 299 8050;

电邮: cary.zhang@chimelong.com;

网站: zh.chimelong.com/hengqinbayhotel



Flexibility... Chimelong Hengqin Bay Hotel's 3,000 sqm pillarless ballroom

场馆精选

深圳

在整个大湾区,深圳的转型速度首屈一指。21世纪初,伴随非凡的经济增长及大量创新年轻人口的涌入,一众豪华国际酒店纷纷来到深圳。最近,深圳宝安国际机场的扩建和升级也让更多的国际直航线路成为可能。

另外,将于2019年中开放的**深圳国际会展中心(SWECC)**注定会成为游戏规则的改变者。此中心拥有40万平方米的展览空间和4.5万平方米的会议空间,将容纳一个更大规模的酒店、餐厅、商店和娱乐综合体,而且距离机场很近,还有直达轨交。

展览空间将分为18个2万平方米的展厅和1个5万平方米(全球最大)的超级展厅,每个展厅旁边都有配套的会议设施。主会议中心能举办多达7500人的活动,其中主会议厅就可容纳2100人。

SWECC能为主办机构提供一切常见的服务,包括现场餐饮、WiFi、影音设备、传动装置及后勤支援等。而不同寻常的是整个场馆会全面接入微信,实现最流畅、最自如的数字运营。

珠海

2014年10月开业的**珠海国际会展中心(ZICEC)**是大湾区首批综合性会展场馆之一,从音乐厅到酒店一应俱全。该中心位于石门中央商务区,也是一个专门设立的国际商务中心,距香港国际机场约40公里。珠海国际会展中心的主要设施包括3万平方米的展览场地和4500平方米的宴会厅。



亚洲国际博览馆

香港

香港会议展览中心(HKCEC)自1997年香港回归中国以来已大幅扩建。在上一财政年度(2017年7月至2018年6月),香港会议展览中心共举办了1061项活动,包括13项新的国际会议,共吸引参观者820万人次。

其全新的智能楼宇管理系统为主办机构提供了可持续发展的成果,帮助他们节省开支。这中心荣获的ISO 20121可持续发展活动管理系统认证则在本地独树一帜。同时, HKCEC的WiFi功能也领先业界——截至2018年底可同时支持2万台移动设备。

亚洲国际博览馆(AWE)则拥有一个独特优势:从世界上最繁忙的机场之一乘特快列车只需几分钟便可抵达,而如今珠港澳大桥的开通则使其交通更加便利。亚洲国际博览馆面积达7万平米,于2018年底被机场管理局收购,并将于2023-2027年分阶段进行第二期25万平方米的综合商业体建设。



珠海国际会展中心

广州

广州很快将拥有一个全新的、先进的主场:即将于2020年3月开业、面积达5万平方米的**广州越秀国际会议中心**。该多层会议中心将包括47个可容纳800人的灵活会议空间,一个可容纳505个座位的露天剧场和两个2500平米的展厅,总容量达2600人。广州市其他的主要场馆还有著名的广交会场馆。



威尼斯人

澳门

澳门拥有**新濠天地、威尼斯人、新濠影汇、喜来登大酒店**(配有能容纳5000人的宴会厅)以及以泳池派对为特色的迎尚酒店,任何活动在这里都能找到合适的场地。即将出现在澳门场馆版图上的下一个新星是拥有2000间客房的**上葡京**,将于年底在路氹开业,紧邻澳门东亚运动会体育馆。

