

# THE HONG KONG EXHIBITION AND CONVENTION INDUSTRY ASSOCIATION (HKECIA)

founded in 1990, is the trade body set up to promote Hong Kong as the Trade Fair Capital of Asia. This year marks the 20th Anniversary of HKECIA. Our Association has come a long way since its inception and has grown from a 10-member association to over 100 members we have today.

From the beginning, our journey has been characterised by a firm commitment to providing benefits for our members through strategies that promote and encourage efficiency and professionalism. At the same time, we strive to represent our members' best interests in the business community while taking every opportunity to highlight the many advantages that Hong Kong provides as the leading convention and exhibition centre in the region. Today, HKECIA provides a united voice for private and public exhibition and conference organizers, designers, stand contractors, freight forwarders, professional services and venue providers. As the only body representing the exhibition and convention industries in Hong Kong, HKECIA formulates positions on issues relating to our industry and expresses our view through different channels. Through our executive and various sub-committees, the HKECIA works with the government, relevant organizations and trade bodies to address issues while focusing on ways to bring more exhibitions and visitors to Hong Kong.



Since 2004, HKECIA has taken the Initiative to commission the Economic Impact Study on a biennial basis. This Economic Impact Study Report - 2008 (EIS 2008) was conducted by internationally-renowned professional services firm KPMG Transaction Advisory Services Limited. HKECIA Chairman Mr Stanley Chu said, "This report is a valuable reminder that Hong Kong's exhibition industry has an important role to play in Hong Kong's prosperity. In 2008, the industry contributed some HK\$30 billion to the local economy and generated employment for 61,000 FTE (Full Time Equivalent) employees. It also raised close to HK\$1 billion in taxes. Indeed, the industry's contribution to the economy in 2008 increased by some 14% (i.e. a Compound Annual Growth Rate of around 6.7%) compared to 2006. This was a remarkable accomplishment when we consider the challenging economic climate at the time. The report's findings are also a powerful reminder that we must keep formulating new growth strategies for the long-term success of both the industry and Hong Kong."



# 香港展覽會議業協會(HKECIA)

成立於1990年，屬行業組織，致力向外界宣傳香港乃亞洲展覽之都。今年是香港展覽會議業協會成立二十周年紀念。本協會自成立以來走過了漫長路，創會會員由10名增加至現今100名。

剛起步時，我們即決意透過推廣並促進業內效率及專業性的策略，為協會會員謀福利。與此同時，我們致力在商界代表會員爭取最佳權益，同時把握每個機會，宣揚香港作為區內領先會議展覽中心所具備的無數優點。今天，香港展覽會議業協會以團結的聲音代表私營和公營展覽會議主辦商、設計師、展攤承建商、物流貨運以及專業服務和場地供應商。作為香港唯一代表展覽會議業的組織，香港展覽會議業協會就業內各項事宜闡明立場，透過不同的渠道表達意見。本協會透過執委會和事務委員會跟政府、相關機構和商貿團體合作，共同處理問題，並且專注研究如何為香港爭取更多參展商和參觀者。

自2004年開始，香港展覽會議業協會每兩年進行《展覽業對香港經濟的整體貢獻研究報告》。這份詳盡深入的2008報告，由國際著名的專業服務公司KPMG

Transaction Advisory Services Limited負責進行。香港展覽會議業協會會長朱裕倫先生表示：

「本報告再度證明香港展覽業對本地經濟的繁榮發展肩負重要角色。在2008年，業界為本港經濟帶來約302億港元進帳（約38億7千萬美元），創造61,000個全職職位，而政府從中獲得接近10億港元稅收。事實上，與2006年比較，展覽業對經濟的貢獻增長約14%（複合年增長6.7%）。鑑於當時經濟下半年正面對艱巨的挑戰，這個增幅實屬顯著。此外，報告結果亦確認我們必須繼續物色嶄新的增長策略，以推動業界和本港的長期發展。」



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