

# 中国及海外会展概览

Directory of China & Overseas

# EXHIBITIONS AND MEETINGS

## 2007-2008



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# 2007—2008 中国及海外会展概览™

**Directory of China & Overseas  
Exhibitions and Meetings**

中国及海外会展概览编委会编辑  
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# 前言 | Preface

2006年是第十一个五年计划的开局之年，也是中国加入WTO后的第五年。在中国经济处于黄金发展期的背景下，中国会展业2006年持续快速和健康发展。“中国会展业跨年回首展望”一文分析了一年来中国会展业发展的几大特点，供你参考。

本书连续第四年推出中国最大展览排名。在原有基础上，今年，我们将排名重新划分为“综合展”与“专业贸易展”两档，分别推出“中国综合展12强排名”和“中国专业贸易展40强排名”。排名的细分更增加展览会的可比性与合理性。本书排名不仅在会展行业中的影响力逐年增大，对参展企业来说该排名更有着实际意义。

中国成为世界最重要的市场，巩固了香港作为亚洲经济中心的地位。香港展览市场迎来了前所未有的繁荣发展，可谓商机处处。“亚洲区国际级展览首选场地”及“香港——开发商机的最佳贸易伙伴”两篇文章，分别来自香港展览业两大支柱——香港会展中心和香港贸易发展局，精辟的介绍和详细的数据令您对香港展览市场有较为全面的了解。

科隆国际展览公司不仅是进入中国最早的、也是在中国发展最成功的世界著名展览集团之一，“科隆展览为您的企业注入新的动力”一文，让您了解这个集展览场馆运营、国际展览会主办到参展商服务为一体的国际展览集团是如何成功运作的。

本书的主体内容——展览会议信息由国内会展信息、香港特区会展信息、澳门特区展览信息，以及海外展览信息四大部分组成。具体索引请详见“目录”和“如何使用本书”。

最后，衷心感谢您使用本书，并希望它一如既往是您今年和未来的市场经营指南！

2006 is kick-off year of the 11th Five-Year Program. It was also the 5th year since China joined WTO. In the background that China's economy was in its golden age, China exhibition industry had been consistently speeding up fast and healthy. "Review 2006 and look forward to 2007" analysis the features in the year for your reference.

Continuously in its 4th year, we rank China Top Exhibitions. Based on its original format, this year we divide the list into two categories: "General fairs" and "Trade shows". They respectively present the Top 12 China's General Fairs and the Top 40 China's Trade Shows. Such dividing improves its comparison ability and rationality. The lists are becoming more popular in show industries in China and have been providing practical guidance to the exhibitors.

China is now the most important market world wide. It enhances the position of Hong Kong as the center of Asian economy. Hong Kong exhibition market has had ever brilliant development opportunities. There were a lot of business opportunities. Two articles "The HKCEC - A favoured showcase for premium international exhibitions in Asia" and "Hong Kong - the best trading partner to broaden business opportunities" are from the two pillars for Hong Kong exhibition industry: Hong Kong Conference Center and Hong Kong Trade Development Council. Their incisive introduction and detailed data make you understand market in Hong Kong completely.

This book's heart core - exhibition and meeting information consist of Domestic Exhibitions and Conferences information, Exhibitions and Conferences of Hong Kong Special Administrative Region, Exhibitions of Macao Special Administrative Region and Exhibition and Conference Overseas.

At last but not least, we sincerely thank you for your using this book. We appreciate your business and expect you continuously find this book the best in guiding you through the future market.



## 如何使用本书 | How to Use this Directory

全书国内会展信息有三大分类索引，便于查阅，具体方式如下：

### 分类一——按城市分类

这是国内会展信息的最主要章节，所有会展的基本信息按照先省区、后城市的汉语拼音顺序排列，城市中的信息再按照举办时间顺序排列。每条会展信息均有一个编号。编号的设置便于您到后面的时间和行业分类中对应查询。

### 分类二——按行业分类

会展信息按行业分成78个分类。每个行业中，会展信息按照举办的时间顺序排列。通过编号，您可以在分类一中查到该展会的基本介绍。

### 分类三——按时间分类

展会在此按举办的时间顺序排列，通过每条信息的唯一编号，您可以在分类一中查到展会的基本介绍。

### ■ 重要提示

书中所列的展览和会议信息在编辑出版时，我们已经尽了最大努力核准无误，但个别展会的举办时间或地点等可能因故调整。因此，在决定参加、参观、出席展会之前，请您务必与主办和承办机构联系，获得确认。

## ★ Exhibitions and Fairs in Mainland China

### Register 1

#### Exhibitions and Fairs by City

This is the main chapter and contains basic exhibition and fair information in Mainland China. It is organized alphabetically by provinces, alphabetically by city within each province, and chronologically within each city. To each exhibition there is a cross - reference number which permits quick reference from register 2 and 3.

### Register 2

#### Exhibitions and Fairs by Industry

This chapter lists exhibitions according to 78 classifications. The exhibitions within the each branch are listed chronologically. A cross - reference number is provided for quick access to more detailed information in register 1.

### Register 3

#### Exhibitions and Fairs in Chronological Order

Exhibitions are listed in chronological order. A cross - reference number is provided for quick access to more detailed information in register 1.

## ★ How to make phone call to China

1. Country code for China is 86.
2. Taking the phone number of 010-6340 0061 in the book as an example, 010 is the city code of Beijing. If you call from outside China, here is how you should dial: 86 10 6340 0061.
3. Area Code of HongKong is 852.

### ■ Warning

We have made best efforts to ensure the accuracy of the listed information at the time of editing. However, before making decision to participate an exhibition or conference, please always contact with the organizer for the very latest confirmation.

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# 2006 中国综合展 12 强排名

## China's Top 12 General Fairs

| 排名<br>Rank | 展会名称<br>Exhibition  | 展出面积<br>Exhibition Area(m <sup>2</sup> ) | 参展商<br>Exhibitors | 贸易观众<br>Trade Visitors    | 承办<br>Organizer   | 日期<br>Date           | 地点<br>Venue  |
|------------|---|--|-------------------|---------------------------|---|----------------------|--|
| 1          | 第 100 届中国进出口商品交易会<br>(两期·秋季)<br>100th Chinese Export Commodities Fair-Autumn  | 282,000                                  | 14,001            | 192,691                   | 中国对外贸易中心<br>China Foreign Trade Ctr (Group)   | 10/15-20<br>10/25-30 | 中国出口商品交易会<br>琶洲展馆 / 流花路展馆<br>Chinese Export Commodities Fairground Pazhou and Liuhua Complex |
| 2          | 第 99 届中国进出口商品交易会<br>(两期·春季)<br>99th Chinese Export Commodities Fair-Spring    | 263,000                                  | 13,686            | 190,011                   | 中国对外贸易中心<br>China Foreign Trade Ctr (Group)   | 4/15-20<br>4/25-30   | 中国出口商品交易会<br>琶洲展馆 / 流花路展馆<br>Chinese Export Commodities Fairground Pazhou and Liuhua Complex |
| 3          | 中国国际高新技术成果交易会<br>China Hi-Tech Fair   | 135,500                                  | 3,278             | 541,000<br>(总人数 total)    | 中国国际高新技术成果交易中心<br>China Hi-Tech Fair Transfer Ctr   | 10/12-17             | 深圳会展中心<br>Shenzhen Convention & Exhibition Ctr   |
| 4          | 第 16 届华东出口商品交易会<br>(华交会)<br>East China Fair                                   | 103,500                                  | 3,540             | 23,660<br>(境外 foreigners) | 上海外经贸商务展览有限公司<br>Shanghai Promotion Co Ltd  | 3/1-5                | 上海新国际博览中心<br>Shanghai New Intl Expo Ctr  |
| 5          | 中国义乌国际小商品博览会<br>China Yi Wu Intl Commodities Fair                             | 90,000                                   | 2,207             | 100,000<br>(总人数 total)    | 义乌市人民政府<br>Yiwu Municipal People's Government   | 10/22-26             | 义乌梅湖会展中心<br>China Commodity City Exhibition Ctr  |
| 6          | 中国国际工业博览会<br>China Intl Industry Fair 2006                                    | 85,500                                   | 1,968             | 106,000<br>(总人数 total)    | 上海世博(集团)有限公司<br>Shanghai World Expo Group   | 11/1-5               | 上海新国际博览中心<br>Shanghai New Intl Expo Ctr  |
| 7          | 中国哈尔滨国际经济贸易洽谈会<br>Intl China Harbin Fair for Trade and Economic Cooperation   | 76,000                                   | 1,892             | 60,000                    | 中国哈尔滨经济贸易洽谈会办公室<br>Organizing Committee of China Harbin Fair for Trade and Economic Cooperation | 6/15-19              | 哈尔滨国际会展中心<br>Harbin Intl Conference Exhibition and Sports Ctr                                |
| 8          | 中国昆明进出口商品交易会<br>Kunming Fair  | 75,000                                   | 1,474             | 100,000<br>(总人数 total)    | 云南省人民政府<br>The People's Government of Yunnan Province   | 6/6-10               | 昆明国际会展中心<br>Kunming Intl Convention & Exhibition Ctr   |
| 9          | 第五届中国国际装备制造业博览会<br>China Intl Equipment Manufacturing Exposition              | 65,000                                   | 649               | 114,000                   | 沈阳振兴国际展览有限公司 / 沈阳市人民政府 / 中国国际贸易促进委员会辽宁省分会<br>Shenyang Renaissance Intl Exhibitions Co Ltd       | 8/29-9/2             | 沈阳国际会展中心<br>Shenyang Intl Conference & Exhibition Ctr  |
| 10         | 中国北京国际科技产业博览会<br>China Beijing Intl High-Tech Expo                            | 60,000                                   | 2,048             | 230,000<br>(总人数 total)    | 北京贸促会<br>CCPIT Beijing  | 5/23-27              | 中国国际展览中心<br>China Intl Exhibition Ctr  |
| 11         | 第三届东盟博览会<br>China-ASEAN Expo  | 50,000                                   | 2,000             | 31,000<br>(总人数 total)     | 东盟博览会秘书处<br>China-ASEAN EXPO Secretariat  | 10/31-11/3           | 南宁国际会展中心<br>Nanning Intl Convention & Exhibition Ctr   |
| 12         | 中国天津第十三届贸易投资洽谈会<br>China Tianjin Economic Cooperation & Investment Conference | 50,000                                   | 1,200             | 15,000                    | 天津市人民政府<br>中国商业联合会<br>Tianjin Commission of Commerce  | 4/18-22              | 天津国际展览中心<br>天津体育展览中心<br>Tianjin Sport Exhibition Ctr<br>Tianjin Intl Exhibition Ctr          |



## 2006 中国专业贸易展 40 强排名

### China's Top 40 Trade Shows

| 排名<br>Rank | 展会名称<br>Exhibition   | 展出面积<br>Exhibition Area(m <sup>2</sup> ) | 参展商<br>Exhibitors | 贸易观众<br>Trade Visitors | 承办<br>Organizer  | 日期<br>Date       | 地点<br>Venue   |
|------------|--|--|-------------------|------------------------|--|------------------|---|
| 1          | 中国国际家具展览会<br>Furniture China 2006  | 220,000                                  | 1,521             | 61,290                 | 中国家具协会<br>上海博华国际展<br>览有限公司<br>China Natl Furniture Asso<br>Shanghai CMP Sinoexpo<br>Intl Exhibition Co Ltd | 9/11-14          | 上海新国际博览中心<br>上海世贸商城<br>上海国际展览中心<br>Shanghai New Intl Expo Ctr                     |
| 2          | 国际名家具（东莞）展览会<br>Intl Famous Furniture Fair (Dongguan)                          | 200,000                                  | 535               | 118,700<br>(总人数 total) | 东莞名家具俱乐部<br>Dongguan Famous<br>Furniture Asso  | 3/17-21          | 广东现代国际展览中心<br>Guangdong Modern Intl<br>Exhibition Ctr                             |
| 3          | 中国国际工程机械、建材机械、工<br>程车辆及设备博览会<br>Bauma China 2006                               | 150,000                                  | 1,088             | 80,000                 | 中国机械贸促会<br>慕尼黑博览集团<br>CCPIT Machinery<br>Sub-Council   | 11/21-24         | 上海新国际博览中心<br>Shanghai New Intl Expo Ctr   |
| 4          | 第 8 届中国（广州）国际建筑<br>装饰博览会<br>China(Guangzhou)Intl Building &<br>Decoration Fair | 135,000                                  | 2,078             | 81,578                 | 中国对外贸易广州<br>展览公司<br>China Foreign Trade<br>Guangzhou<br>Exhibition Corp                                    | 7/6-9            | 中国出口商品交易会<br>琶洲展馆<br>China Export Commodities<br>Fairground Pazhou<br>Complex     |
| 5          | 北京国际汽车展<br>AUTO CHINA 2006   | 120,000                                  | 1,500             | 560,000<br>(总人数 total) | 中国汽车行业分会等<br>CCPIT automobile<br>industry Branch   | 11/23-27         | 中国国际展览中心<br>全国农业展览馆<br>China Intl Exhibition Ctr<br>Natl Agr Exhibition Ctr       |
| 6          | 中国国际服装服饰博览会（两期）<br>China Intl Clothing & Accessories<br>Fair                   | 120,000                                  | 1,008             | 129,000                | 中国国际贸易中心集团<br>公司中国服装协会<br>China World Trade Ctr<br>Co Ltd; China Natl<br>Garment Asso                      | 3/28-30<br>4/4-6 | 中国国际展览中心<br>China Intl Exhibition Ctr   |
| 7          | 中国广州国际家具博览会（春季·两期）<br>China Intl Furniture Fair<br>(Guangzhou) CIFF            | 120,000                                  | 837               | 115,089<br>(总人数 total) | 中国对外贸易广州<br>展览公司<br>China Foreign Trade<br>Guangzhou<br>Exhibition Corp                                    | 3/27-30          | 中国出口商品交易会<br>琶洲展馆<br>Chinese Export<br>Commodities Fairground<br>Pazhou Complex   |
| 8          | 第 19 届中国国际体育用品博览会（夏季）<br>China International Sporting Goods Show               | 100,000                                  | 868               |                        | 国家体育总局体育器<br>材装备中心<br>Sports Equipment<br>Administrative Ctr   | 9/2-5            | 长春国际会议展览中心<br>Changchun Convention &<br>Exhibition Center                         |
| 9          | 中国杭州国际汽车工业展览会<br>Intl Automobile Exhibition<br>Hangzhou, China                 | 100,000                                  | 183               |                        | 杭州中汽会展有限<br>公司<br>China Natl Automotive<br>Convention &<br>Exhibition Hangzhou<br>Co Ltd                   | 5/18-31          | 杭州市国际会展中心<br>Hangzhou Convention &<br>Exhibition Center                           |
| 10         | 第二十届中国国际塑料橡胶工业展览会<br>Intl Exhibition on Plastics and<br>Rubber Industries 2006 | 92,000                                   | 1,420             | 59,812                 | 雅式展览服务有限<br>公司<br>Adsale Exhibition<br>Services Ltd  | 4/26-29          | 上海新国际博览中心<br>Shanghai New Intl Expo Ctr   |
| 11         | 第四届中国（广州）国际汽车展览会<br>China (Guangzhou) Intl Automobile<br>Exhibition            | 88,000                                   | 386               | 68,316                 | 中国对外贸易广州<br>展览公司<br>China Foreign Trade<br>Guangzhou<br>Exhibition Corp                                    | 7/25-31          | 中国出口商品交易会<br>琶洲展馆<br>Chinese Export Commodi-<br>ties Fairground Pazhou<br>Complex |
| 12         | 中国国际自行车展览会<br>中国国际电动自行车展览会<br>China Intl Bicycle & E-bicycle and<br>Motor Fair | 85,000                                   | 900               | 100,000<br>(总人数 total) | 上海协升展览有限公司<br>Shanghai Xiesheng<br>Exhibition Co Ltd   | 4/17-20          | 上海新国际博览中心<br>Shanghai New Intl Expo Ctr   |
| 13         | 全国糖酒商品交易会（春季）<br>Spring Natl Sugar and Spirit Fair                             | 80,000                                   | 3,000             | 100,000                | 中国糖业酒类集团公司<br>China Sugar and Spirit<br>Corp   | 3/23-24          | 成都世纪城新国际<br>会议展览中心<br>New Intl Convention &<br>Expo Ctr Chendu Century<br>City    |



## 2006 中国专业贸易展 40 强排名

### China's Top 40 Trade Shows

| 排名<br>Rank | 展会名称<br>Exhibition   | 展出面积<br>Exhibition Area(m <sup>2</sup> ) | 参展商<br>Exhibitors | 贸易观众<br>Trade Visitors | 承办<br>Organizer  | 日期<br>Date | 地点<br>Venue  |
|------------|--|--|-------------------|------------------------|--|------------|--|
| 14         | 九月香港珠宝钟表展览会<br>September Hong Kong Jewellery & Watch Fair  | 80,000                                   | 2,519             | 41,331                 | 亚洲博闻有限公司<br>CMP Asia Ltd   | 9/18-23    | 香港亚洲国际博览馆<br>香港会议展览中心<br>Hong Kong Convention & Exhibition Ctr<br>AsiaWorld-Expo |
| 15         | 中国国际医疗器械春季博览会 / 医疗器械设计与制造技术展览会<br>CMEF(Autumn)/ICMD(China Intl Medical Equipment Fair/ Intl Component Manufacturing Design Show) | 80,000                                   | 1,935             | 48,000                 | 国药励展展览有限公司<br>Reed Sinopharm Exhibition Co Ltd   | 4/26-29    | 沈阳会展中心<br>Shenyang Convention & Exhibition Center                                |
| 16         | 第十一届广州国际照明及建筑电气技术展览会<br>Guangzhou Intl Lighting Exhibition/Electrical Building Technology Guangzhou                              | 80,000                                   | 1,250             | 41,697<br>(总人数 total)  | 广州光亚展览贸易有限公司<br>Guangzhou Guangya Messe Frankfurt Co Ltd   | 6/8-11     | 中国出口商品交易会<br>琶州展馆<br>Chinese Export Commodities Fairground Pazhou Complex        |
| 17         | 广州国际美容美发化妆用品进出口博览会 (秋季)<br>Guangzhou Intl Beauty & Cosmetic Import - Export Expo(Autumn)   | 80,000                                   | 1,241             | 260,000<br>(总人数 total) | 亚洲博闻有限公司 / BolognaFiere / 广东博美展览有限公司<br>CMP Asia; BolognaFiere; Guangdong Bomei Exhibition Co, Ltd | 9/26-28    | 中国出口商品交易会流花路展馆<br>Chinese Export Commodities Fair Liuhua Complex                 |
| 18         | 第十一届大连国际汽车工业展览会<br>11th Dalian Intl Automotive Industry Exhibition   | 80,000                                   | 432               | 305,000<br>(总人数 total) | 中国贸促会大连市分会<br>CCPIT Dalian Sub-Council   | 8/24-28    | 大连星海会展中心<br>大连世界博览广场<br>Dalian World Expo Ctr                                    |
| 19         | 香港礼品及赠品展<br>Hong Kong Gifts & Premium Fair   | 76,238                                   | 3,879             | 54,875                 | 香港贸易发展局<br>Hong Kong Trade Development Council   | 4/28-5/1   | 香港会议展览中心<br>Hong Kong Convention & Exhibition Ctr                                |
| 20         | 中国国际医疗器械秋季博览会 / 医疗器械设计与制造技术展览会<br>CMEF(Autumn)/ICMD(China Intl Medical Equipment Fair/ Intl Component Manufacturing Design Show) | 75,000                                   | 1,800             | 37,100                 | 国药励展展览有限公司<br>Reed Sinopharm Exhibitions Co Ltd  | 10/31-11/3 | 郑州国际会展中心<br>Zhengzhou Convention & Exhibition Center                             |
| 21         | 74 届(秋季)全国糖酒商品交易会<br>Autumn Natl Sugar and Spirit Fair   | 70,000                                   | 3,000             | 100,000                | 中国糖业酒类集团公司<br>China Sugar and Spirit Corp  | 10/13-15   | 西安国际展览中心<br>Shaanxi Intl Exhibition Ctr  |
| 22         | 中国国际日用消费品博览会<br>China Intl Consumer Goods Fair   | 70,000                                   | 1,770             | 47,000                 | 宁波市人民政府<br>Ningbo Municipal People's Government  | 6/8-12     | 宁波国际会议展览中心<br>Ningbo Convention & Exhibition Center                              |
| 23         | 第 9 届哈尔滨国际车展<br>Harbin Intl Automobile Industry Exhibition   | 68,000                                   | 600               |                        | 哈尔滨长城展览公司<br>Harbin Great Wall Intl Exhibition Co Ltd  | 7/13-27    | 哈尔滨国际会展中心<br>Harbin Intl Conference Exhibition and Spots Ctr                     |
| 24         | 第 6 届中国(深圳)国际品牌服装服饰交易会<br>China (Shenzhen) Intl Brand Clothing & Accessories Fair  | 67,500                                   | 630               | 80,000                 | 深圳市服装行业协会<br>Shenzhen Garment Industry Asso  | 7/25-28    | 深圳会展中心<br>Shenzhen Convention & Exhibition Ctr                                   |
| 25         | 中国国际五金博览会<br>第二十届中国焊接博览会<br>China Intl Hardware Fair/Weld Fair   | 67,000                                   | 1,617             | 33,600<br>(总人数 total)  | 中国五金交电化工商业协会<br>China Natl Hardware, Electric and Chemical Products Commercial Asso                | 3/10-12    | 上海新国际博览中心<br>Shanghai New Intl Expo Ctr  |
| 26         | 中国国际五金展<br>《科隆国际五金展》强力推动<br>China Intl Hardware Show 2006<br>Powered by Practical World  | 65,900                                   | 1,600             | 30,500                 | 中国五金制品协会<br>科隆国际展览有限公司<br>International Koelnmesse GmbH  | 9/27-29    | 上海新国际博览中心<br>Shanghai New Intl Expo Ctr  |



## 2006 中国专业贸易展 40 强排名

## China's Top 40 Trade Shows

| 排名<br>Rank | 展会名称<br>Exhibition  | 展出面积<br>Exhibition Area(m <sup>2</sup> ) | 参展商<br>Exhibitors | 贸易观众<br>Trade Visitors | 承办<br>Organizer  | 日期<br>Date | 地点<br>Venue  |
|------------|---|--|-------------------|------------------------|--|------------|--|
| 27         | 香港秋季电子产品展<br>Hong Kong Electronics Fair<br>(Autumn Edition)   | 63,496                                   | 2,481             | 57,791                 | 香港贸易发展局<br>Hong Kong Trade<br>Development Council  | 10/13-10   | 香港会议展览中心<br>Hong Kong Convention &<br>Exhibition Ctr     |
| 28         | 中国(深圳)国际玩具及礼品暨<br>家庭用品、时尚用品、文具<br>礼品及旅游用品展(秋季)<br>China (Shenzhen) Intl Toys & Gifts &<br>Houseware, Fashion Accessories,<br>Stationery & Travel Goods Fair | 60,000                                   | 2,413             | 64,700                 | 深圳华博展览有限公司<br>Shenzhen Sinoexpo<br>Exhibition Co Ltd   | 10/24-27   | 深圳会展中心<br>Shenzhen Convention &<br>Exhibition Ctr        |
| 29         | 中国(深圳)国际礼品、工艺品、<br>钟表及家庭用品展览会(春季)<br>China (Shenzhen) International Gifts<br>Handicrafts, Watches & Houseware Fair  | 60,000                                   | 1,750             | 64,000                 | 深圳华博展览有限公司<br>Shenzhen Sinoexpo<br>Exhibition Co Ltd   | 4/18-21    | 深圳会展中心<br>Shenzhen Convention &<br>Exhibition Ctr        |
| 30         | 国际广告印刷包装纸业展<br>APPEXPO 2006   | 60,000                                   | 657               | 72,000                 | 世博集团上海现代国<br>际展览有限公司<br>World Expo Group<br>Shanghai Modern Intl<br>Exhibition Co Ltd          | 12/20-23   | 上海新国际博览中心<br>Shanghai New Intl Expo Ctr                  |
| 31         | 香港国际珠宝展<br>Hong Kong Intl Jewellery Show  | 59,348                                   | 1,977             | 29,246                 | 香港贸易发展局<br>Hong Kong Trade<br>Development Council  | 3/6-9      | 香港会议展览中心<br>Hong Kong Convention &<br>Exhibition Ctr     |
| 32         | 国际时装及时尚配饰展 / 中国<br>国际鞋类展 / 中国国际皮革展<br>All China Leather Exhibition/ China<br>Intl Footware Fair/ Moda Shanghai  | 57,500                                   | 1,260             | 15,117                 | 亚太区皮革展有限公司<br>Asia Pacific Leather Fair<br>Ltd   | 9/5-7      | 上海新国际博览中心<br>Shanghai New Intl Expo Ctr                  |
| 33         | 2006 年中国制冷展<br>China Refrigeration 2006   | 57,500                                   | 919               | 49,138                 | 北京市贸促会<br>中国制冷学会<br>CCPIT Beijing  | 4/11-13    | 上海新国际博览中心<br>Shanghai New Intl Expo Ctr                  |
| 34         | 香港家庭用品展<br>Hong Kong Houseware Fair   | 56,934                                   | 2,302             | 32,458                 | 香港贸易发展局<br>Hong Kong Trade<br>Development Council  | 4/21-24    | 香港会议展览中心<br>Hong Kong Convention &<br>Exhibition Ctr     |
| 35         | 中国国际通信展览会(通信奥运)<br>第 70 届全国电子展(秋季)<br>67th China Electronics Fair<br>Telecom Expo China 2006  | 55,000                                   | 2,000             | 50,000<br>(总人数 total)  | 中电会展与信息传播<br>有限公司<br>China Electronic<br>Exhibition &<br>Information Commu-<br>nication Co Ltd | 4/12-14    | 深圳会展中心<br>Shenzhen Convention &<br>Exhibition Ctr        |
| 36         | 香港玩具展<br>Hong Kong Toys & Games Fair  | 54,342                                   | 1,935             | 29,180                 | 香港贸易发展局<br>Hong Kong Trade<br>Development Council  |            | 香港会议展览中心<br>Hong Kong Convention &<br>Exhibition Ctr     |
| 37         | 香港春季电子产品展<br>Hong Kong Electronics Fair<br>(Spring Edition)   | 53,390                                   | 2,261             | 51,339                 | 香港贸易发展局<br>Hong Kong Trade<br>Development Council  | 4/14-17    | 香港会议展览中心<br>Hong Kong Convention &<br>Exhibition Ctr     |
| 38         | 上海国际纺织工业展览会<br>The Intl Exhibition on Textile<br>Industry   | 50,000                                   | 1,400             | 50,493                 | 上海国际展览公司<br>Shanghai Intl<br>Exhibition Co Ltd   | 7/5-8      | 上海新国际博览中心<br>Shanghai New Intl Expo Ctr                  |
| 39         | 第十届中国国际服装服饰交易会<br>10th China Intl Fashion Trading Fair  | 50,000                                   | 1,250             | 45,000                 | 宁波国际展览有限公司<br>Ningbo Intl Exhibition<br>Corp   | 10/22-24   | 宁波国际会议展览中心<br>Ningbo Intl Conference &<br>Exhibition Ctr |
| 40         | 第 8 届东博国际机床展<br>(暨上海国际机床展)<br>EASTPO 8th Intl Machine Tool Fair   | 50,000                                   | 640               | 52,322                 | 东博展览有限公司<br>EASTPO Exhibition<br>Co Ltd  | 3/20-23    | 上海新国际博览中心<br>Shanghai New Intl Expo Ctr                  |



# 中国会展业跨年回首展望

文 / 张玉敏

回首走过的2006，整本书也写不尽中国展览业一年的繁荣与辉煌、成功与收获。这里只截取几个层面，进行点评，与大家分享和共同探讨。

## 最牛的展览

56万的参观人数，6376名在册记者，5百辆展览车型，这一系列数字使得“2006北京国际汽车展”成为牛气冲天的展览。尽管动用了2000名警力，整个车展仍拥挤成一个大集贸市场。参展的汽车厂商定单拿得接应不暇，主办方与服务商也赢得钵满盆溢。

中国以汽车行业年30%的增长率，已经成为世界第三大汽车生产国和世界第二大汽车消费国。在这种形式下，中国车展争取世界几A级车展已经显得不那么重要了，国际汽车巨头争先恐后在中国车展上亮相。纵观全国，除北京车展火爆外，2006年度广州车展、成都车展等全国各地大、中、小车展、汽车节、汽车嘉年华都频频报捷，车展成为2006年最牛的展览。

当世界汽车巨头纷纷重金投资中国市场的同时，中国汽车企业的脚步却悄悄跨越国界。2006年度，出国参展的汽车企业在数量上明显增加。以北美最大的底特律车展为例，中国记者在详细报道新车型和发展方向时，北美当地的媒体却用大篇幅报道了中国汽车企业参加底特律车展的发展史，从最初的一两家配件厂商发展到如今由副市长带头的展团参展，中国汽车企业给当地汽车业带来实际的压力。2006年，更有一个较为突出的趋势是，中国企业从热衷于世界四大车展，延伸至，将展板插入到中东、南亚、东欧和南美各中、小车展上，做到各地生花。

## 里程碑式的交易会

骄傲地走过第100届的中国出口商品交易会，不仅历经了中国展览业从零到辉煌的过程，更见证了中国从起步到飞跃的历程。自2006年秋季开始，中国出口商品交易会（广交会）将更名为“中国进出口商品交易会”。一个“进”字的增加，赋予了这个老牌交易会新的生机和更广的发展空间。

本年内更名的大展还有“上海工业博览会”更名为“中国工业博览会”。两字之别，意味着，主办方有信心将这一区域性专业展升级至国家级博览会。

## 房地产展知向谁边

曾经风光无限的房展，2006年呈下降趋势，不仅参展项目减少，参观人数和成交额均有程度不同的退步。主办方认为这是国家出台一系列规范房地产市场的政策导致、以及可建和在项目减少；参展商一方，即房地产开发商则认为楼盘根本不愁买，没必要将动辄十几万的资金投到展览会上，况且展览会的形式未必是售房的最理想方式；观众即购房者的看法是，展会是“获得房讯最佳场所”的事实已成为历史，目前信息来源广泛，而作为购买房产这样的较大投资，需要看到实际房子（或样板间）和环境才行。如此之多的各方因素，导致曾经是各大、小都市最热门的展览，2006年度底气不足。进入2007年后，随着全国房屋需求的总体平稳，从2月1日起开发商要缴纳30%-60%土地增值税、中国股市的强劲导致部分热钱快速向证券市场转移，以及其他各方面因素的影响下，房展是否能再红火起来？还仍是一个问号。

## 2006中国展览业关键字搜索：文化与创意

十年前是“高新技术”展风起云涌的时代，以“北京科博会”、深圳“高交会”为代表的、紧随其后的“重庆高交会”等是全国“高新技术”展的领军展事。是的，只有“高新技术”方能领导产业向前发展。

在此之后，中国机械工程学会主办的“工业装备”展开启了制造业综合展的先例。直至五年前，全国上下以“制造业”为主题名称的综合展览达到高峰期，这其中最出色的莫过于上海“国际工业展”和沈阳“制博会”。作为“世界工厂”的中国是制造业大国，制造业展览形成规模是必然结果。

2006年则是文化展年。首届中国北京国际文化创意产业博览会2006年12月14日落下帷幕。该展在中国文化之都北京引起的反响不亚于当年的“首届中国



北京国际科技产业博览会(科博会)。这项展事的举行颇具政府色彩,可以说是北京政府大力扶持文化创意产业发展政策的体现。文化、创意,延伸至设计,是近一两年异军突起的新兴的专业展。自全国第一个文博会在深圳召开后,在义乌、上海、宁波,到北京,相继举办了文化产业类专业展,加之一些综合性展览独辟专区,“文化创意”展大有当年“高新技术”展在全国各地兴起的势头。

目前全世界,文化创意产业每天创造的产值高达220亿美元,这个产值还在以世界年平均5%的速度递增,英国创意产业每年的递增是12%,而中国的递增速度则高达70%。全球范围内,创意产业每年的产值已经超过了制造业对GDP的贡献。这就是“文化创意”展兴起的大环境。动漫、网络游戏、无线娱乐等分支是文化创意业的重要组成部分。顾,以北京为例,“北京文化创意产业博览会”受到了多家国内国际知名IT和通信企业的追捧和参与。

文化、创意、设计横跨行业范畴,除上述动漫、网络外,大到建筑离不开文化、工业产品离不开设计和创意,小到中国的茶、西方的酒,以及文化艺术品的收藏和文艺演出等社会人文,无不与文化密不可分。可见文化创意类展览之前景广阔。

### “奢侈”衍生出的新展类

十一年前,上海博华国际展览有限公司的第一届“国际游艇展”在上海举办,首开中国奢侈品展的先河。“游艇”与奢华两字紧密相关。这个当年在国内不那么出名的展览,却引起了海外新闻界的热评。海外媒体称该展象征着中国已经开始有了对奢侈品需求的市场。时隔今日,不仅在上海,在大连、宁波、青岛和广州都纷纷推出游艇展,广州游艇展还冠以“休闲产业”之美名。

除游艇展外,2006年,深圳、上海相继举办了“奢侈生活”类展览,向中国观众推荐国内、国际从生活用品到直升飞机的较为顶级的奢侈品。买家的购买潜力不可小看。进入2007年,将有两项国际品牌的SPA展亮相上海,励展集团将其著名的“亚洲豪华旅游展览会”首度引入中国上海。主办方更将此展定义为私人聚会,观众和买家将以在展前被邀请的方式参观该展。

奢侈品离中国人不再遥远,在我们这个追求时尚、崇尚品位的国度,“豪华”、“富华”类展览才刚刚开了个头。

### 两股势力的长驱直入

2006年度,中国展览业经历了新一轮的外资并购重组。国际展览集团在展览业的投资和并购集中在专业展的派头兵上。

2006年3月26日亚洲博闻宣布参与主办中国第一大美容展“广州美博会”,并同时将其全球美容展系列扩展到中国时尚之都—上海;4月22日欧洲纺织机械制造商委员会与中方达成合作协议,将其ITMA亚洲展览会与中国最大的纺织机械大展“中国国际纺织机械展览会”联姻。2006年5月21日香港会议展览中心(管理)有限公司的姊妹机构——香港展览会议场地管理中国有限公司作为最大股东的中外合资郑州香港会展管理公司成立,并接手国有独资的郑州国际会展中心的管理经营。6月12日励展集团继2005年与中国最大医药展览会主办机构国药展览公司合资成立“国药励展展览公司”后,今年宣布成功入主中国最大的中国国际机床展。汉诺威中国展览公司继参与上海“国际工业博览会”后,9月6日高调宣布联合主办“成都车展”。11月9日欧洲著名展览公司ITE Group PLC与郑州国际会展中心签约,将在未来三年内逐步引入郑州每年4到6项国际展览;同在11月,科隆国际展览有限公司与中国对外贸易中心(集团)建立长期战略合作伙伴关系,从双方展览的互相合作、到场馆的管理、人员培训和旅游的等多方面进行合作。

当具有雄厚资金支撑的外资集团对中国内地展览业进行大规模“圈地”动作的同时,中国本土的展览企业正在形成另一种势力、进行国际化运作。例如,中国对外贸易中心在马来西亚举办中国出口商品展览会暨投资洽谈会、农业贸促会在泰国举办中国农业展览会,还有在美国迈阿密举办的中国钓鱼、狩猎暨户外用品展览会、在约旦举办的伊拉克重建展。虽然,这里不能列举很多,但是,我们看到一股力量。这些中国本土展览企业在为中国公司开拓海外市场的同时,自己本身正在逐步摆脱仅仅作为海外展览在华代理的角色,将展览举办到国外的腹地,赢取更大的收益。

综观2006年度,中国展览的其他特点还有,健康、投资理财、节能方面的展览成为新热点展览,其中节能展更是渗透到诸如汽车节能、建筑节能等到多个领域。2006年除展览规模在不断扩大的同时,一些专业展虽小但精彩。还值得一提的是,办展及服务的整体水平的明显提高,骗展、投诉的情况大幅减少等。展望2007年,我们共同努力并期待中国展览业有更佳表现。■





## 香港 — 开发商机的最佳贸易伙伴

### Hong Kong - the best trading partner to broaden business opportunities

在众多利好因素之下，香港是全球商人进行贸易理想之地，并且适合举办各类大型贸易展览会为不同工业带来商机。

凭借 40 年的历史与经验，香港贸易发展局（香港贸发局）被公认为全球最专业及实力雄厚的贸易展览主办机构之一。当中多个展览会在世界上或亚洲都享有领导地位，如香港玩具展、香港时装节秋冬系列、香港礼品及赠品展和香港秋季电子产品展是亚洲同类型的展会中最大和世界第二大。而香港钟表展更是在亚洲和世界内同类型展会中最大。香港贸发局不断努力发展及更多的展览会，在 2006 年推出了 6 个全新的展览会，涵盖的行业包括汽车零部件、打印及包装、医学和保健、家具、建筑材料及设备 and 环保等，使展会总数达 32 个。

香港的多元化贸易展览会阵容带动着亚洲展览业向前迈进。大量的展会提供了一个可贵的一站式服务平台让国际买家与展商建立新的业务往来或增进现有关系，发掘新产品或签订交易合约。

基于其庞大的人口、经济继续以惊人的速度增长使国家变得更富裕，中国内地已成为世界最重要的市场之一。来自中国内地的买家数量相当多，并且总是在买家来源地中排列高

Hong Kong, blessed with many factors, is an ideal trading place for worldwide traders and is well positioned to host a wide range of trade exhibitions to serve different industries.

With a history of 40 years, Hong Kong Trade Development Council (HKTDC) is recognised as one of the most successful organisers of trade fairs in the world. Many of its fairs are leading in the world or in Asia, to name a few, Hong Kong Toys and Games Fair, Hong Kong Fashion Week for Fall/Winter, Hong Kong Gifts & Premium Fair, and Hong Kong Electronics Fair (Autumn Edition) are Asia's largest and the world's second largest of their kinds. Hong Kong Watch and Clock Fair is the largest of its kind in Asia and the World. HKTDC has continued to strive by bringing in more exhibitions. In 2006, six more new fairs were introduced to cover the sectors of auto parts, printing and packaging, medical and health care, furniture, building materials & construction equipment and environmental protection, making its total spectrum of fairs to reach 32.

Hong Kong is powering ahead as Asia's trade fair capital with an impressive line-up of trade exhibitions. The large number of shows develops a valuable one-stop platform for international buyers and sellers to build new business contacts and strengthen existing ones, to discover new products and to seal business deals in the process.

The Chinese mainland has emerged fast as one of the world's most important markets as its population is huge and the country is becoming more affluent as its economy continues to grow at a staggering rate. The number of Chinese mainland buyers coming to our fairs is significant and always ranks amongst the



位。在2005年有63,800个中国内地买家,而2006年已有78,250位买家,上升了23%。在贸易数据表现方面,香港在2005年是中国内地的第三大贸易伙伴(仅次于日本和美国)。根据中国海关的统计,在2005年中国内地和香港之间的双边贸易合计达1,367亿美元(占中国内地对外贸易总额9.6%)。当中从中国内地出口到香港达1,245亿美元,使香港成为继美国之后中国内地第二大的出口市场。另一方面,在2006年首9个月,中国内地和香港之间的贸易总计达2,180亿美元,相比2005年同期增长了12.9%。可见此发展中的市场的确潜在着许多贸易机会。

香港贸发局的国际化展览会享有很高的名誉,因此绝对适合和欢迎更多的中国内地制造商和供货商利用这有效的贸易平台与国际买家建立网络、扩展市场并且完成买卖。

根据2005年香港展览会议业协会(HKECIA)进行的调查,香港依然是进行国际贸易的优先选择。当年纪录性地共有41,599家来自世界各地的公司来香港参展,比在2000年上次调查的数字上升59%。这显示并加强了香港展览会在开发商机中所起的关键性作用,与此同时香港的展览会非常国际化,很少其它城市能相比。

香港一向是亚洲的经济中心,它的金融制度没有外币管制,并且拥有低税率和独立完善的法制,香港的自由港口政策也让不同种类的产品能免税进口。在东西交汇位置,香港是最佳的会议场合并且已建立了悠久的国际贸易历史。完善的基础建设包括世界级展览场馆 - 香港会议展览中心和亚洲国际博览馆,和各类设施及酒店等都为贸易提供更多的方便。

香港会议展览中心的扩建工程将于2009年完成,香港贸发局很多的展览将能更进一步增长和在区内及世界上的排名进一步上升。■

top groups of origin. There were 63,800 mainland buyers in 2005 and in 2006, there were already 78,250 buyers, up 23%. In terms of trade performance, Hong Kong was the Mainland's third largest trading partner (after Japan and the US) in 2005. According to China's Customs Statistics, bilateral trade between the Mainland and Hong Kong amounted to US\$136.7 billion (9.6% of the Mainland's total external trade) in 2005. Of which exports from the Chinese Mainland to Hong Kong grew to US\$124.5 billion, making Hong Kong the second largest export market after the US. On the other hand, the total trade between Chinese mainland and Hong Kong in the first 9 months of 2006 amounted to US\$218 billion, a 12.9% growth over the same period in 2005. Definitely there are a lot of trade opportunities available for this burgeoning market.

The international profile of HKTDC fairs enjoys a high reputation. More Chinese mainland manufacturers and suppliers are encouraged to come to use our effective trading platform to network with international buyers, widen their markets and get business deals.

According to the survey conducted by The Hong Kong Exhibition and Convention Industry Association (HKECIA) in 2005, Hong Kong remains the preferred place for international trade. During the year, a record high of 41,599 companies from around the world exhibited in Hong Kong, up 59% from its last survey in 2000. It reinforced the fact that Hong Kong exhibitions play a pivotal role in opening up business opportunities. And Hong Kong's trade exhibitions are truly international in character, a quality that few other cities can match.

Hong Kong has long been an economic hub in Asia. Its financial system has no exchange controls, low tax rates and independent legal system. It also adopts a free port policy which allows free entry of different kinds of products. Located between east and west, Hong Kong is the best meeting place and has established a long and sound history of international trade. Its superb infrastructures including the world class exhibition venue - Hong Kong Convention and Exhibition Centre and AsiaWorld - Expo, and excellent facilities and hotels around offer more ease for trading.

With the completion of the expansion project at the Hong Kong Convention and Exhibition Centre by 2009, many of HKTDC's fairs will be able to grow further and to advance their rankings in the region and in the world. ■



# 亚洲区国际级展览首选场地

## — 香港会议展览中心

文 / 梅李玉霞

亚洲展览市场发展蓬勃，商机处处，正好让会议展览业各精英大展拳脚。不少参展商亦洞悉到亚洲市场前景秀丽，纷纷透过亚洲市场推广国际性产品及服务。在日益兴盛的贸易及商务旅游热潮下，亚太区多个城市正在兴建新场馆或扩建现有设施，以图分一杯羹。作为区内首屈一指的展览场地，香港会议展览中心（香港会展中心）亦不断革新，有鉴于大型展览主办单位对市区展览场地需求若渴，香港会展中心正进行19,400平方米的扩建工程。在扩建竣工后，香港会展中心将可提供近90,000平方米的可租用展览及活动面积，并成为香港占地最大且屡获殊荣的多用途活动会场。

香港会展中心不仅蜚声国际及拥有骄人佳绩，而且坐落于香港这个世界级商贸展览城市，尽享非凡地利。香港曾连续12年获选为全球最自由经济体系<sup>\*</sup>，资金、资讯、人才及货物均可自由流通，在世界上备受赞誉。凭借此等优势，香港一直是区内首选的展览地点，并赢得“亚洲展览之都”的美誉。2006年12月，香港特别行政区行政长官曾荫权到访北京，其间国家总理温家宝特别赞扬香港于举办国际级会议及展览上表现杰出。中央政府并承诺与香港特区政府紧密合作，推动及争取在港举办大型的国际会议及展览，充分发挥香港国际都会的特色，并提升国家及特区的国际地位。

在香港会展中心举办的国际性商贸展览均已臻达世界级水平，在区内鲜有其它场地能够比拟。这有赖于香港既是繁荣的国际枢纽，亦是外商进军亚太区市场的理想踏脚石。每年，香港会展中心均会举行各式各样的商贸活动及展览，接待约500万名参展商、买家及访客。如此备受信赖，足证香港会展中心服务出众，成功招徕世界各地最优质的参展商及买家亲身到访。近期一项统计数字更明确指出，香港会展中心所举办的展览，深获世界各地垂青。根据香港展览会议业协会（HKECIA）于2005年进行的展览调查显示，“商贸展览”及“商贸及公众展览”类别的受访者

表示他们52%的参展公司及50%的访客均来自香港以外地区，证明香港会展中心的吸引力遍及全球。此项调查的受访者来自66个大型展览（此等展览都在香港会展中心举行，每个均占地逾1,819平方米），约占2005年度大型展览总数的77%，反映数字极具代表性。

此外，愈来愈多国际展览主办单位选择把现时在欧洲或美国成功举办的商贸展览移师到香港会展中心举行，希望借着在亚洲举办全新展览以进军蓬勃的中国内地市场。

事实上，先后于香港会展中心举行的多个大型国际商贸展览，当中不少于外国成功举办后，再按亚太区市场需要改良而推出。如“家具及装饰布材设计展（Decosit HKG）”于2006年3月首度假香港会展中心举行，此比利时主办单位Textirama便已于欧洲举办过相当成功的同类展览。由于香港展览反应理想，Decosit HKG定于2007年3月再度假香港会展中心举行。同样地，法国励展（Reed MIDEM）继在欧洲成功举办享负盛名的“国际地产投资交易会（MIPIM）”后，随即于2006年9月举行“亚洲香港国际地产投资交易会”，并于2007年11月在香港会展中心举行第二次盛会。



亚洲商业环境设计及装饰产品展览会 2006  
Hospitality Design Asia 2006



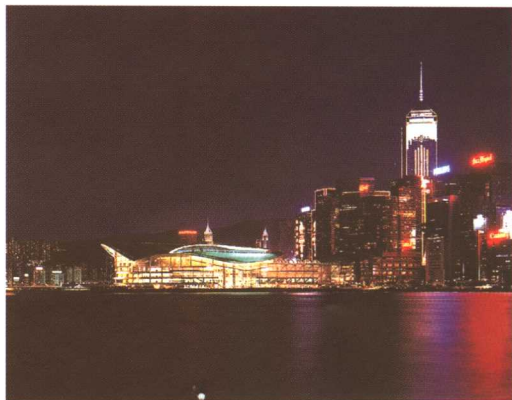
除上述例子外，不少展览主办单位亦选择在香港会展中心举行测试市场趋势的新产品展览。例如，澳洲Baird Publications出版公司于2006年3月举办了一个有关航海、船运及港口等科技及服务的“中国海事展（China Maritime）”，并于2008年再度举行。美国方面，“亚洲商业环境设计及装饰产品展览会（Hospitality Design Asia）”于2005盛大展开，该展览采用了VNU展览集团开发之卓越模式，展览水平臻达业内高峰，专门就酒店、餐厅及娱乐场所的装潢提供崭新意念，现在更已成为香港会展中心的周年活动。另外，法国展览主办单位亦把握香港的地利优势，例如由Vinexpo Overseas主办的“亚太地区葡萄酒与烈酒商展（Vinexpo Asia Pacific）”便早于1998年假香港会展中心举行，并于2006及2008年再度展出。与此同时，由法国Eurovet主办的“香港国际时尚内衣展”亦首度进军香港，这个顶尖的高级内衣商贸展览于2007年4月隆重登场。

当然，香港会展中心能吸引到国际级展览及商贸活动主办单位的青睐，不独只是因为其具备枢纽地位及拥有亚太区中心的优越地利。事实上，活动主办单位不仅以规模大小来衡量展览成败，还需视乎能否招揽到优质的参展商及买家。透过不断引进零售商品展览及高级品牌展览，香港会展中心现已成为潮流探热针，不少崭新及时尚的产品均在这里首度亮相。这使香港会展中心的展览更具号召力，不少业界领袖和先驱亦因此慕名而来，以求第一时间掌握潮流新趋势。

拥有如此优良条件，香港亦顺理成章成为大型展览的理想选址。根据香港的Business Strategies Group于2006年6月发表的“亚洲商贸展览业”UFI报告（2005年第2版）指出，2005年在香港举行之商贸展览，平均规模为9,514平方米。这个数字主要是按在香港会展中心举行之展览计算而得，清楚显示出香港展览的平均规模已名列亚洲首位，远胜其它商贸展览城市，也反映了在香港举行的商贸展览无论在规模及意义上均不同凡响。

就香港会展中心而言，该会场每年均举办逾50项大型国际及地区性商贸展览，当中不乏一些规模宏大、举世瞩目的展览活动，例如世界最大型钟表展览会及世界第二大电子产品展览会等。此外，许多展览均属亚洲最大型的盛事，在其行业中举足轻重，这包括玩具展、礼品展、时装

香港会议展览中心夜景



展、珠宝展、美容展、家居用品展及灯饰展等。另外，还有许多展览同样因卓越素质及意义非凡而备受注目，这包括皮具、纺织、旅游及眼镜等展览，全均是买家为采购货品而必到的盛事。

有别于一般展览场地，香港会展中心致力建立品牌形象，锐意创造出“周全的展览体验”，这种优势至今其它亚洲城市仍无可匹敌。如此骄人的佳绩，实有赖多个重要因素。长久以来，香港会展中心一直拥有优良的设施、卓越的地利、舒适的环境及便捷的交通，是世界上最营运灵活及豪华舒适的展览会场之一。此外，香港会展中心不但位处优美维多利亚海港，而且坐落于核心商业地段，星级酒店、餐厅食肆、零售商铺及消闲热点均信步可达；亦由于位处市中心，参与活动的人士更能够享用以效率及廉宜见称的香港公共运输系统，轻松往返会场。

另一个使香港会展中心备受信赖的因素，就是长达19年的辉煌佳绩及专业的人才。香港会展中心每天平均举行5个活动，员工经验丰富由此可见。

香港会展中心的进取和努力，多年来赢得不少会议及展览行业奖项，深获各界广泛认同。就以近年为例，香港会展中心便在《亚太会议展览及奖励旅游》杂志进行的2007年业内调查当中，获读者投票选为“亚洲最佳会议展览中心”，香港会展中心在这个类别中连续5次荣膺最佳会场。2006年，香港会展中心亦于“第17届TTG旅游业大奖”中连续两年获颁“最佳会议展览中心”的美誉。面对区内众多新旧会场的激烈竞争，香港会展中心仍能脱颖而出，成功夺得多个殊荣，足证服务傲视同侪、胜人一筹。■

\* 根据美国华盛顿权威的传统基金会报告的2006年经济自由研究指数结果，该指数评估了世界逾150个经济体系。

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# The HKCEC - A Favoured Showcase for Premium International Exhibitions in Asia

By/ Monica Lee-Müller



The rapid development of Asia's exhibition market has opened up new opportunities for every sector of the exhibition and convention industry. Exhibitors see the fast-growing Asian markets as a chance to sell international products and services. Meanwhile, throughout the Asia Pacific region, new venues are being built and older ones expanded, all looking at ways to capture some of these growing trade and business tourism opportunities. As the leading venue in Asia, the Hong Kong Convention and Exhibition Centre (HKCEC) is currently expanding by adding 19,400 square metres of exhibition space to accommodate increasing demand from major exhibition organisers for more in-town space. Once completed, the HKCEC will be able to offer almost 90,000 square meters of rentable function space, making it the largest multi-purpose award-winning venue in Hong Kong.

Apart from its international reputation and proven track record, the HKCEC benefits from its location in one of the world's premium trade fair cities, Hong Kong. Having maintained its title as the world's freest economy for the last 12 consecutive years\*, Hong Kong remains one of the region's most favoured exhibition destinations, having built its informal status as the 'Trade Fair Capital of Asia' on a reputation for the free flow of capital, information, people, and goods. During a visit of HKSAR Chief Executive Donald Tsang to Beijing in December 2006, Mr Wen Jiabao, China's Premier, endorsed Hong Kong's excellent record

of hosting international conferences and exhibitions. Expressing strong support for Hong Kong's role as a hub for the convention and exhibition industry in Asia, the PRC Government promised to work closely with the HKSAR Government in an effort to promote the hosting of international conferences and exhibitions in the city and enhance its already widespread reputation for internationalism.

The internationalism of the HKCEC's trade fairs is at a level matched by few other venues in the region. This is partly because Hong Kong itself remains a vibrant international hub and a preferred gateway into the Asia Pacific regional market. Each year, the HKCEC welcomes 5 million exhibitors, buyers and visitors to its vast array of trade fairs and exhibitions, clear evidence of the importance placed by exhibition organisers on locating quality service within an

environment that attracts the best exhibitors and buyers from around the globe. Recent statistics clearly highlight the international flavour of the HKCEC's exhibitions. According to an exhibition survey carried out by the Hong Kong Exhibition and Convention Industry Association (HKECIA) in 2005, respondents in the categories of 'Trade Exhibitions' and 'Trade and Public Exhibitions' declared that 52% of their exhibiting companies and 50% of their visitors originated from outside Hong Kong. The survey was based on responses from 66 large-scale exhibitions (i.e. occupying over 1,819 square metres at the HKCEC), and represented around 77% of all such exhibitions held during 2005.

Increasingly, international organisers are choosing the HKCEC as the venue for launching or testing new Asian editions of successful existing trade shows running in Europe or the US, or for launching new shows specifically aimed at tapping into the vibrant Mainland China market.

Newly launched leading international trade shows that was held in recent years or will be held shortly at the HKCEC include a number that are exporting and transforming successful 'home' editions for the Asia-Pacific market. Upholstery trade show Decosit HKG, for instance, was launched for the first time in March 2006 at the HKCEC: its Belgian organiser Textirama already ran a hugely successful European version of this show. Decosit HKG will be staged again at the HKCEC in March



2007. Similarly, France's Reed MIDEM launched its MIPIM Asia property trade show in September 2006 on the back of a renowned European equivalent, and will follow up the Hong Kong version with a second edition at the HKCEC in November 2007.

Other organisers adopting this model or similar ones for shows at the HKCEC include Australia's Baird Publications, which launched China Maritime, a professional show for maritime, shipping and port technology and services, in March 2006, returning again in 2008. From the US, based on a successful model developed by VNU Exhibitions, came Hospitality Design Asia in 2005. This show, the leading hospitality design trade show on the decoration of hotel, restaurant, and entertainment venues, is now an annual event at the HKCEC. French organisers have also been active in exploring the potential of the Hong Kong environment. Major French wines and spirits exhibition Vinexpo Asia Pacific, organised by Vinexpo Overseas, chose the HKCEC as its base in 1998, returning in 2006 and booking again for 2008. Meanwhile, a new entrant to Hong Kong is leading high-end lingerie trade show Hong-Kong Mode Lingerie, organised by France's Eurovet, which will open for the first time in April 2007.

The HKCEC's attractiveness to international exhibition and trade fair organisers arises from more than its hub status and its geographical position at the heart of the Asia Pacific region, however. Organisers assess the success of their shows not simply by size but, more importantly, by the quality of both exhibitors and buyers. By attracting retail consumer commodity shows and high-end brand shows, the HKCEC has established itself as a place where the latest trends are unveiled and new directions are rolled out. That adds an extra level of attractiveness to the shows, which in turn draws major players and cutting-edge innovators to Hong Kong, eager to remain at the forefront of new developments.

When quality takes first place like this, sizeable exhibitions follow as a matter of course. According to the UFI report "The Trade Fair Industry in Asia" (2nd edition, 2005) undertaken by Hong Kong's Business Strategies Group and released in June 2006, the average size of trade fairs held in Hong Kong in 2005 was 9,514 square metres. This figure, based primarily on events held at the HKCEC, places Hong Kong first for average exhibition size amongst all trade fair and exhibition cities in Asia, and testifies to the scale and importance of the trade fairs being regularly held there.

On its own, the HKCEC hosts more than 50 major international and regional trade fairs each year and boasts a roll-call of some of the largest and most prestigious exhibitions on offer. It hosts the

world's largest fair for watches and clocks and the second largest for electronics. In addition, many of its exhibitions qualify as Asia's largest events in their fields, including fairs for toys and games, gifts and premium, fashion, jewellery, beauty, household products and lighting goods. Many of its other events are world-renowned for their quality and importance, including 'must visit' sourcing events for leather, textiles, travel services and optical goods.

The HKCEC works towards differentiating itself from more run-of-the-mill venues, creating what it calls a "total exhibition experience" which remains unmatched by other Asian destinations. Its success in doing this has been built on a number of key factors. Some, such as design, location, comfort and ease of access, represent fixed long-term advantages. The HKCEC is one of the most smoothly efficient yet comfortable and luxurious exhibition venues in the world. Besides its remarkable harbour-side location, the HKCEC benefits from a CBD location which puts it within walking distance of a host of 3-star to 5-star hotels, restaurants, retail outlets, and leisure activities. Its city centre location also means that the HKCEC can be easily accessed by public transportation, using Hong Kong's famously efficient and economical public transport system.

Other factors in the HKCEC's efforts to maintain itself as a preferred venue, such as a 19-year proven track record and staffing excellence, are ones that cannot be taken for granted and which require constant review. The combined experience of the HKCEC's staff is invaluable in a venue that, on average, hosts five separate and independent events on every day of the year.

These efforts have been reflected in many exhibition and convention industry awards won by the HKCEC over the years. To note just a couple of the most recent, in the 2007 Industry Survey run by CEI Asia Pacific magazine, the HKCEC was voted "Best Convention and Exhibition Centre in Asia" by readers. This is the 5th consecutive readers' survey in which the HKCEC has been recognised as the top venue in its category. In 2006, the HKCEC was named "Best Convention & Exhibition Centre" at the 17th TTG Travel Awards for the second consecutive year. Both these prestigious awards were achieved in the face of strong competition from many new and expanding venues in the region. ■

\* Among the more than 150 economies worldwide reviewed in the 2006 Index of Economic Freedom Study by the authoritative Heritage Foundation in Washington, DC.

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