

AsiaWorld-Expo adds \$9bn To Local Economy

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A new report shows the five year-old AsiaWorld-Expo accounted for close to 30% of the entire Hong Kong trade and exhibition market, now worth an estimated \$30 billion.

The figures are based on a recent Economic Impact Study Report 2008 commissioned by the Hong Kong Exhibition and Convention Industry Association and KPMG.

The study reported that AsiaWorld-Expo increased its market share by more than 10% year on year from 2007 to 2008.

Established in 2005, AsiaWorld-Expo is positioned as "The World's Choice in Asia" targeting both the local and overseas MICE industry as well as concerts and special events in the B2C sector.

Stuart Wong, chief commercial officer for AsiaWorld-Expo Management, said the company will launch a marketing campaign to celebrate its fifth anniversary this year and will include a series of promotions including events, advertising and cooperation projects in the pipeline.

"The key message would be to share our contributions to the industry, past achievements and future endeavours with various segments including the general public, business partners and clients".

Wang said when AsiaWorld initially launched, they proactively built the brand by promoting its venue and services as an "exhibition" venue.

Following the successful hosting of major international MICE events such as the Asian Aerospace International Expo and the China Sourcing Fairs, he said the company has built a reputation as Asia's premier international exhibition venue in the global market and extended into hosting public exhibitions, concerts and entertainment events.

Wang said they have recently allocated more resources on promotions in the local market in line with AsiaWorld-Summit to diversify its brand into the hospitality sector and position itself as a leading convention and event catering venue.

When it comes to selecting its marketing mix, he said they adopted a targeted approach by using printed or online media in local and overseas markets and participate in industry forums and exhibitions to achieve top of mind exposure and reinforced its brand image.

He said they also leveraged on the government and HKT's initiatives to promote its services in the Mainland and overseas markets to attract more quality international MICE events to Hong Kong.

"On the local public side, our goal is to enhance our brand exposure and awareness," he said.

He added that AsiaWorld-Expo uses all media channels including digital to promote its venue and events

To celebrate its 3rd Anniversary on both the trade and public levels, AsiaWorld-Expo launched a branding campaign last summer using print media and trams to target strategic segments.

Additionally, to shout out the enhancement of local transportation to AsiaWorld-Expo, a campaign rolled out early last year targeting the locals about the quick and ease of travelling to the venue.

The campaign ran in newspapers and magazines, radio, TV, bus and outdoor billboards that caused a significant rise in ridership of featured transportation.

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