



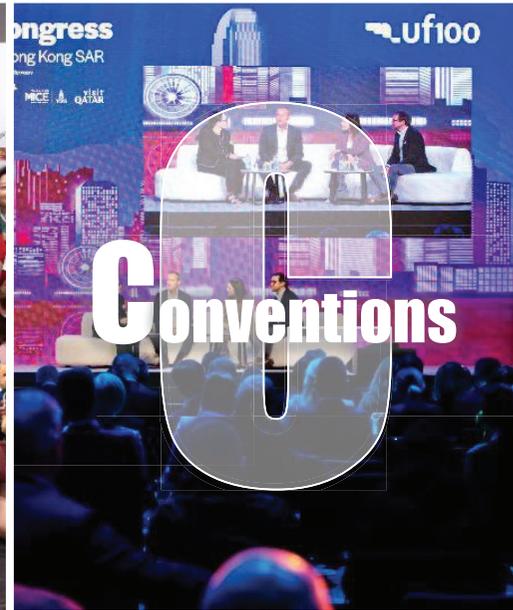
From Exhibitions to Concerts : How AWE is leading a new trend in mega events

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Have you ever been to a career fair, an education expo, a conference, or even a large-scale exhibition?

What is MICE ?



Economic Engine of Hong Kong

NEWS > HONG KONG NEWS

HK expands MICE capabilities to strengthen global connectivity: Paul Chan

HONG KONG NEWS 20-11-2025 17:19 HKT

by Anson Luk



The financial chief highlighted Hong Kong's key advantage in hosting Meetings, Incentives, Conventions and Exhibitions (MICE) events, stating that the city is expanding the capacity for world-class exhibitions to deepen the unique role in connecting mainland China and the world.



Delivering his speech at the 92nd UFI Global Congress 2025, Financial Secretary Paul Chan Mo-po said AsiaWorld-Expo and Hong Kong Convention and Exhibition Centre jointly hosted more than 300 events last year, drawing over nine million participants.

Leisure Overnight Traveller :

HK\$5,500

Per capital consumption

MICE Overnight Visitor :

HK\$7,800

Per capital consumption



In 2024

■ >350 Exhibitions ■ > 9 mil participants

Source:

1. Hong Kong Tourism Industry Snapshot (2025)

2. MEHK - <https://www.mehongkong.com/eng/home/news/detail/UFI-Celebrates-Centennial-at-92nd-Global-Congress-in-Hong-Kong.html>

Industry Value Chain

How MICE Fuels a Whole Industry Ecosystem



Trading



Event Planning



Production



Hotels



Tourism



Catering



Attractions



Logistics



~HK\$53 billion

Contribute to Hong Kong GDP

~80,000 full-time employment opportunities



Fintech



Freight Forwarder



Account & Finance



Intellectual Property



STEAM



Smart Design



Recycling



Green Products



Retail

Source: The Hong Kong Exhibition and Convention Industry Association (HKECIA) (2018)

About us:

AsiaWorld-Expo



AsiaWorld-Expo 

- Opened in December 2005
- Wholly owned by Airport Authority Hong Kong since April 2022



Extensive Catchment Area

GBA is a Gateway To Growth

Exceptional Scale

Greater Bay Area

Major Economic Indicators of the Guangdong-Hong Kong-Macao Greater Bay Area (2024)

GDP (USD)	2,077.38 billion
Population	Over 87.35 million
Size	Over 56,000 sq. km

San Francisco Bay Area

GDP(USD)	1,288.6 billion
Population	7.59 million
Size	17,887 sq.km

New York Bay Area

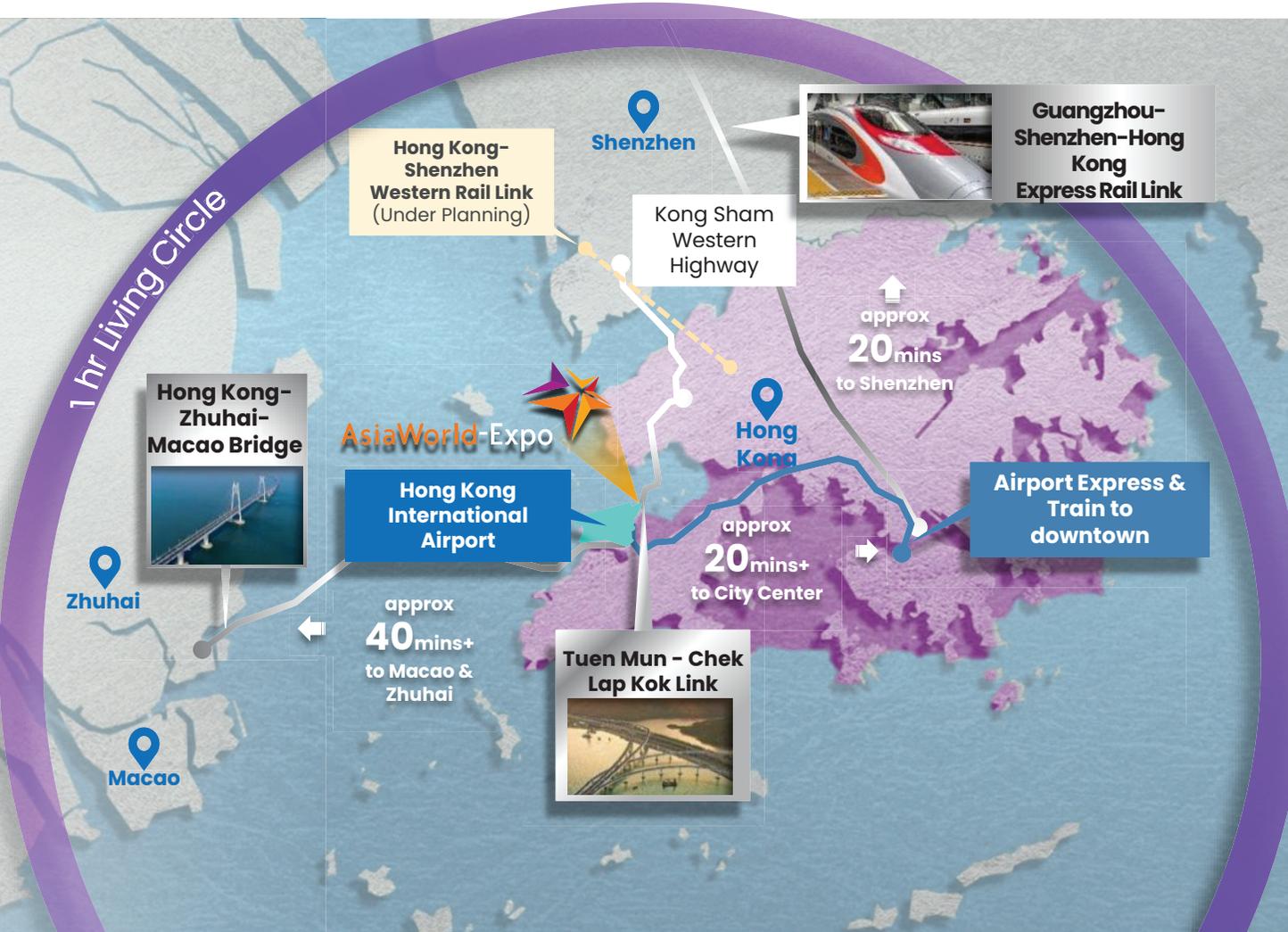
GDP(USD)	2,298.9 billion
Population	19.5 million
Size	17,312 sq.km

Tokyo Bay Area

GDP(USD)	2097.5 billion
Population	44.39 million
Size	36,904 sq.km

The Heartbeat of the GBA MICE Landscape

AsiaWorld-Expo 



Explore All in AWE : Hub for EXPOtainment

AsiaWorld-Expo 

Conference & Convention



Special Event



EXPO tainment

Hub for diverse events,
Connecting you and the world

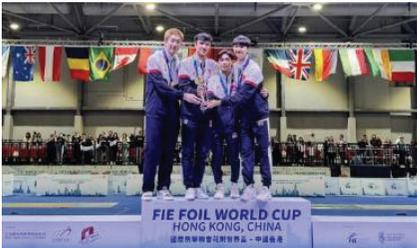
Exhibition



Live
Entertainment



Asia's First & Signature Events



Over 140 Concert Days in 2024

Cantopop

Jpop

Kpop

Mando-pop

Thai pop

Western

Musical Festival

EDM

Film Music Live

Fans Meeting

Tom Jones

Super Junior

G-Dragon

Laufey

2024年5月14日
Zimm's United Boss & Tin One's

Zhang Zhehan 張哲瀚

Lisa @BlackPink

Jisso @BlackPink

Hans Zimmer

MIKA NAKASHIMA 中島美嘉

YOASOBI

Imagine Dragons

2NE1

朴寶劍

ERASER X
2025 LE SSERAFIM TOUR
HONG KONG
2026.07.25 (FRI) 8PM
2026.07.26 (SAT) 7PM
ASIAWORLD-ARENA

NUZ

NCT Dream

宇多田光

Attack on Titan
—BEYOND THE WALLS WORLD TOUR—
進撃の巨人
the official concert
2025年11月4日
AsiaWorld-Arena

from "Glass Heart"
FAN MEETING - ASIA TOUR
feat. Takara South

Glass Heart
NETFLIX 3-3
MOST WANTED
拉闊音樂會
2025 LISAP ZIMM
NETFLIX



How AWE is leading a **new trend in mega events**

CASE SHARING

How AWE Empowers a traditional congress ?

Where Business Meets Leisure

UFI Global Congress

- brought together > 600 top-level executives from over 50 countries and regions



CASE SHARING How AWE Empowers Event Experiences :
Value-Add and Operational Excellence



Setting the Standard for World-Class Operational Efficiency and Excellence

CASE SHARING

How AWE Empowers Event Experiences :

Unleashing Audience Growth

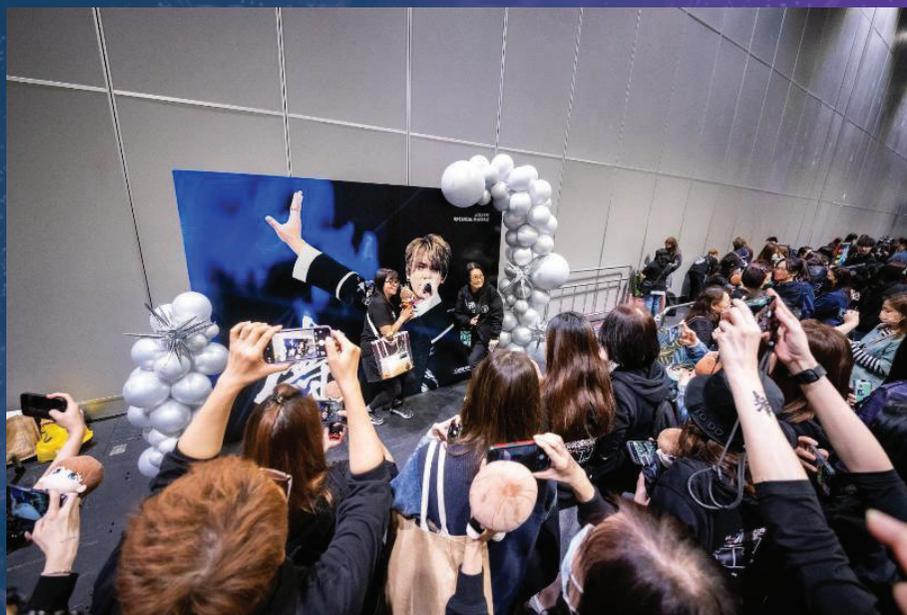
Expand sports and entertainment events with exhibitions for greater reach and impact



FWE HYROX
WORLD SERIES OF FITNESS RACING



Emerging Trend – Festivalisation



Brand Activation



Professional Event Management

6 Concurrent Events on 1 day



>20,000 audience
Concurrently



Different
Concert
Schedule



Dedicated
Route



Additional Bus/MTR
Service Frequency

Outstanding Staff, Achieving Great Events





AsiaWorld-Expo Phase II

20,000 seat capacity

Adding another 30,000sqm, making total floor area to 100,000sqm

Thank you

