



Message

A warm welcome to the 32nd International Travel Expo Hong Kong and 13th MICE Travel Expo.

For more than three decades now, the International Travel Expo has served as one of the region's leading travel exhibitions, drawing a high percentage of international exhibitors. Last year's event featured some 645 exhibitors from 56 countries and regions, attracting more than 12 300 buyers. In addition, about 90 000 visitors flocked to the event during its two public days.

Highlights this year include first-time exhibitors from Egypt, Fiji, Greece, Kazakhstan, Malaysia, Nepal, Spain and Vietnam, along with such new theme areas as Green Tourism and Gourmet Travels.

Hong Kong, of course, is one of the world's premier travel destinations, welcoming more than 58 million visitors last year. To ensure its continuing success, the Government, last October, launched a Development Blueprint for the Tourism Industry. Among the Blueprint's strategies is to enhance Hong Kong's competitiveness as a major MICE tourism destination.

In this regard, the 13th ITE MICE Travel Expo, held alongside the International Travel Expo, is a great help as an annual showcase of Hong Kong's MICE strengths and advantages to the region, and the world.



I wish this year's ITE Hong Kong a great success and its exhibitors and buyers the best of business at the fair.



Carrie Lam

(Mrs Carrie Lam)
Chief Executive
Hong Kong Special Administrative Region