

# ITE Hong Kong Updates



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## ITE Hong Kong and MICE Travel Expo 2025 selected as Hong Kong Mega Event

Please be informed ITE Hong Kong and MICE Travel Expo 2025 (ITE) have been selected as a Mega Event in Hong Kong and being listed on the official Mega Event calendar! Our honor! When searching for the listing, please go directly to the month of June when ITE will be held, and below the Link to the Calendar.

<https://www.brandhk.gov.hk/docs/default-source/default-document-library/calendar-of-mega-events-first-half-en.pdf>

Such honor means more to us as an encouragement to go further than an endorsement! Also, in our view, such honor shall be shared with all individuals, organizations and companies who have been in one way or another supporting and/or participating in ITE in the long struggle to hold live editions during the pandemic years!

The tough environment in past years means recovery path been a haphazard one! Our first attempt failed in 2020, and the first live ITE was held in 2021. Since then live ITE been holding annually, and all post pandemic live editions have international exhibitors. In fact, ITE in 2023 started having back regional buyers and trade visitors; and in 2024 used same number of halls as in 2019, nearly half buyers and trade visitors from outside Hong Kong, and public visitors back to some 85% pre-pandemic level. Below key statistics of ITE Hong Kong 2024.

<b>Exhibitors</b>	<b>Trade Visitors</b>	<b>Premium FIT</b>	<b>Exhibiting Countries &amp; Regions</b>
<b>515 (87%)*</b>	<b>7023 (46%)*</b>	<b>63027</b> (90% FIT*)	<b>68</b> (Asia 64%   non-Asia 36%)

*\*Notes: % from outside Hong Kong and/or overseas*

TKS, the organizer, is committed to continue onto the path of quality recovery and the path of “Bringing the World to Hong Kong/Asia, and HongKongers/Asians to the World”!

For more information on Mega Event, the following paragraphs are taken from official website of Brand HK: <https://www.brandhk.gov.hk/en/mega-events/mega-events>

Mega events can drive the business of multiple sectors, such as tourism, hotel, catering and retail, bringing huge economic benefits to Hong Kong. It is roughly estimated that every 1.5 million tourists can contribute to around 0.1 percentage point of growth in Gross Domestic Product.

Since the full resumption of normal travel in early 2023, many mega events have taken place in Hong Kong. They include Art Basel Hong Kong, Hong Kong Sevens, FIVB Volleyball Nations League, Hong Kong International Dragon Boat Races, Hong Kong Cyclothon, Hong Kong Wine & Dine Festival, Hong Kong

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WinterFest and a fashion show presented by a renowned French luxurious brand. The success of these events has showcased Hong Kong's dynamism and attractiveness as an events capital.

The Government will continue to join hands with all sectors of society to propel and attract more international mega events to be held in Hong Kong, with a view to demonstrating the city's charm as an events capital, promoting mega event economy and reinforcing Hong Kong's status as a global city.

The Hong Kong Tourism Board (HKTB) stands ready to serve as the first point of contact for event organisers by offering all-round support from professional advice to coordinating with relevant authorities and event promotion. Contact HKTB's Mega Events Development Advancement team at [megaevents@hktb.com](mailto:megaevents@hktb.com) to catapult mega event and visit HKTB's mega events page for more.

Last but not the least, our special thanks to the Hong Kong Government and the Hong Kong Tourism Board for all the supports before, during and after the pandemic!

TKS Exhibition Services Ltd.  
The Organizer

## About ITE Hong Kong 2025

Co-locating the 39<sup>th</sup> ITE (Leisure) and 20<sup>th</sup> ITE MICE, the annual ITE in 2025 is its **39<sup>th</sup> edition since launching** and its **5<sup>th</sup> live edition since Covid-19**, which will be held from **June 12 to 15** at Halls 1 in Hong Kong Convention & Exhibition Centre with 2 days each for trade and public visitors.

For details, please visit: [www.itehk.com](http://www.itehk.com) Exhibiting / Media Inquiry, please contact the Organizer, TKS Exhibition Services Ltd: Email [travel@tkshk.com](mailto:travel@tkshk.com) | WhatsApp: [+852 69361271](tel:+85269361271) | wechat: [itehongkong](#) | Facebook: [itehk](#)

## (A) Related News Clippings

### Now News (19/11/24):

【懶人包】香港 2025 上半年盛事活動一覽

<https://news.now.com/home/local/player?newsId=583585>

### HK01 (19/11/24):

盛事經濟 | 明年上半年至少 93 個 邊個最盛大? 一文看清活動清單

[https://www.hk01.com/article/1077525?utm\\_source=01articlecopy&utm\\_medium=referral](https://www.hk01.com/article/1077525?utm_source=01articlecopy&utm_medium=referral)

## (B) Other ITE News Clippings (Sep – Nov)

Please click [HERE](#).