

ITE Seminar in Japan Business Opportunities from the Greater Bay Area

Restarting a long term tradition that came to a complete halt in pandemic years, TKS, the organizer of ITE HONG KONG, has held the **ITE “Hong Kong Outbound Seminar - the trend of Japan inbound industry from Hong Kong** on 13 Feb 2025 at the Tokyo International Forum.

A success! The seminar which lasted for around 2 hours was attended by some 30 audiences of whom 27 pre-registered who came from 22 Japanese organizations / corporations.



From time to time in last decade and before the pandemic, TKS been holding or speaking in similar seminars organized by related authority or enterprise in Japan.

The results highly positive! Over the decade, there in fact been long term trend of parallel growths in Hong Kong outbound to Japan and number of Japanese exhibitors in ITE. In fact, Japan in this period grew to become and been remaining the second largest pavilion of ITE.

Speaking in the 2025 seminar were representatives of Hong Kong Tourism Board (HKTB) Japan Office, TKS and Infinity Communications which for years been staging its own Japan Exhibitors Group in ITE.

HKTB highlight strengths of Hong Kong as international MICE destination and as the gateway to the Greater Bay Area that has a combined GDP of US\$1.97 trillion in 2023.

TKS shared Hong Kong outbound statistics that show a quality recovery with spending recovered more than departures; FIT the main recovery contributor as package tour recovery far slower than market; with nearly half trade visitors from neighboring cities and areas and public visitors mainly premium FIT, how ITE can help exhibitors tap into some of the fastest recovering and major Asian markets etc.

Infinity explained how their existing and new services can smooth Japanese exhibitors' participation, who can then better focus on marketing and selling activities in ITE.

For those interested in learning more about the speeches delivered in the seminar, please feel free writing to TKS through Email travel@tkshk.com | WhatsApp: [+852 69361271](tel:+85269361271) | wechat: [itehongkong](https://www.itehongkong.com) | Facebook: [itehk](https://www.facebook.com/itehk) | ITE Website: <https://www.itehk.com>