



Take a Closer Look at the Global Trade Fair Industry - A Guided Tour of an HKTDC Trade Fair

(只提供英文版)

Objectives

To broaden the horizon of NGO practitioners on global trade fair industry, a guided tour to the Hong Kong Gifts and Premium Fair will be organised by the Hong Kong Trade Development Council (HKTDC).

The HKTDC puts on more than 30 international trade fairs in Hong Kong each year. The Hong Kong Gifts and Premium Fair is the largest of its kind in the world. This year's gift fair (28 April to 1 May) will feature about 3,900 exhibitors and more than 4,200 booths at the Hong Kong Convention and Exhibition Centre. The exhibitors will display an extraordinary variety of gifts and premium products for the more than 50,000 buyers expected to attend from all over the world.

In the guided tour, participants will discover the inner workings of the global trade fair industry and the HKTDC's central role in promoting Hong Kong trade to the world.

You can get insights into:

- * The behind-the-scene operation of a global trade fair

Details

- Date:** 29 April 2008 (Tuesday)
- Time:** 2:15pm - 4:00pm
- Target:** Project Co-ordinators or staff who need to plan, organise or co-ordinate events
- Venue:** Hong Kong Convention and Exhibition Centre (Harbour Road Entrance), 1 Expo Drive, Wanchai, Hong Kong
- Class Size:** 30
- Fees:** free of charge

Acknowledgement:

