

# State of the Exhibitions Industry from a China perspective

August 6, 2020

# China Recovery

## What Will The Recovery Look Like?

### U-Shaped Recovery (Conservative Scenario)

#### Border Restrictions still in place

- Health & Safety (WE ARE READY CAMPAIGN)
- Target **local** (social and association) events, small in size, and short in duration
- **Local events account for 30% of revenue**

#### Border Restrictions relaxed for GBA

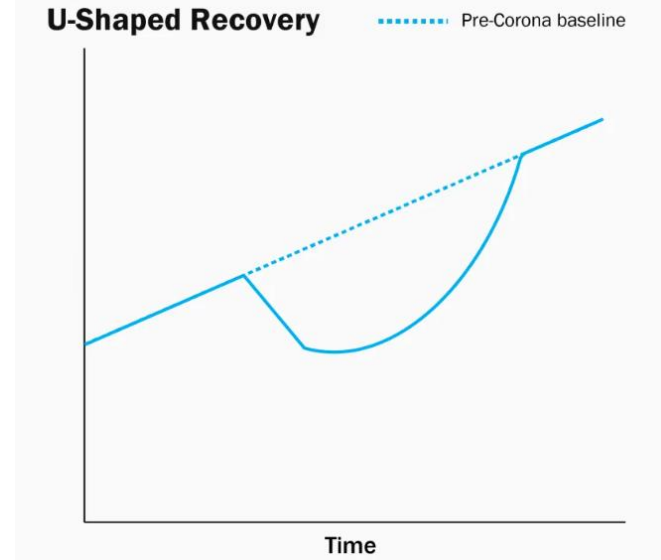
- Relatively low confidence level to travel
- Continue with Health & Safety measures
- Target HK and Guangdong Province events, 2-day event with 1-2 room nights
- **GBA events account for 60% of revenue**
- Account for social distancing
- Corporate: 80-150 pax
- Association (local): 100-200 pax
- Association (GBA): 60-200 pax
- Virtual/Hybrid meeting ready

#### Border Restrictions relaxed for China and selected APAC countries

- Moderate confidence level to travel
- No/Low mobility restriction in China and HK => drive visitors to Macau
- Event size to increase:
- Corporate: 200-400 pax
- Association (local): 100-300 pax
- Association (GBA): 60-200 pax
- More elaborate Virtual/Hybrid meeting setup

#### Most of the travel restrictions relaxed for majority of the countries

- High confidence level to travel
- No mobility restriction between countries
- Vaccine available
- GICC ready to take on bigger events
- Event size to increase:
- Corporate: Above 500 pax
- Association (local): Above 400 pax
- Association (regional/int'l): Up to 1200 pax



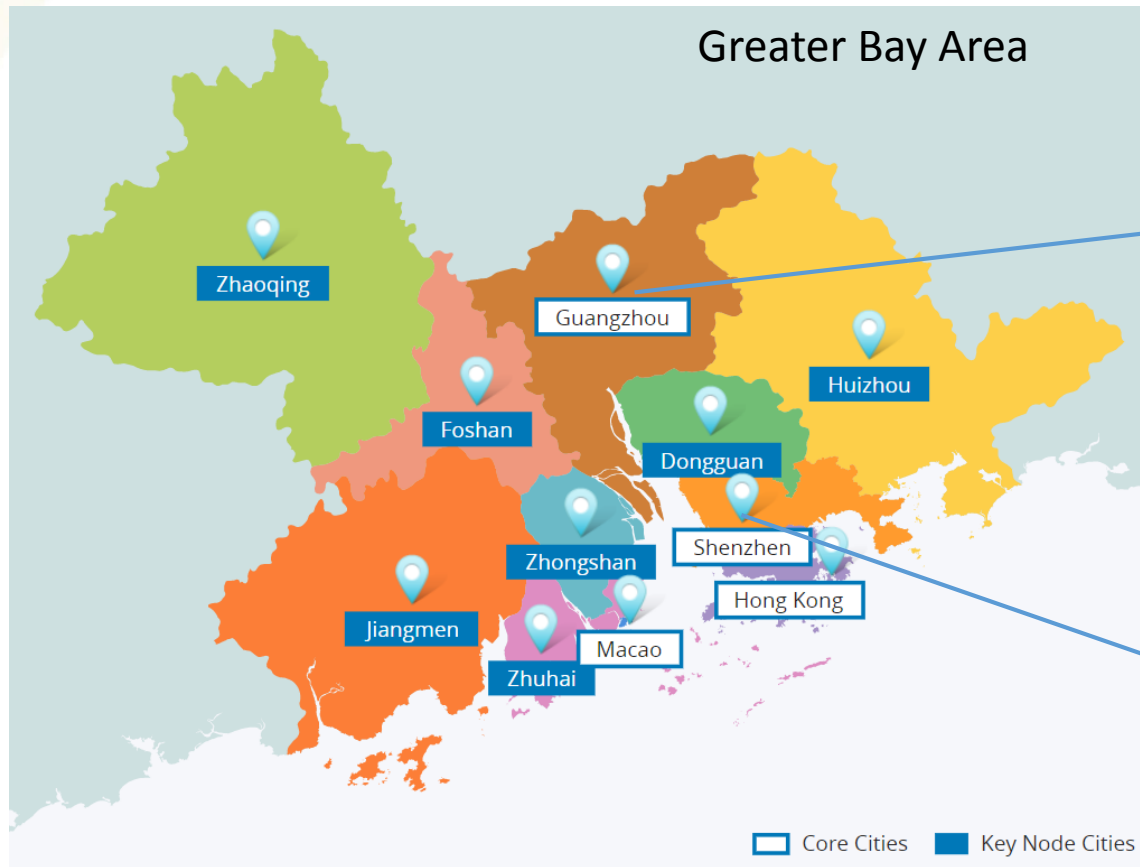
01

02

03

04

# Greater Bay Area (GBA) and beyond



Guangzhou



中國進出口商品交易會  
CHINA IMPORT AND EXPORT FAIR  
**CANTON FAIR**

Shenzhen



Shenzhen World  
Exhibition & Convention Center  
深圳国际会展中心

Shanghai



**SNIEC**  
SHANGHAI  
New International  
Expo Centre

# Greater Bay Area (GBA)

Cities	Convention and Exhibition Centers
<b>Guangzhou</b>	Guangzhou International Convention and Exhibition Center Baiyun International Convention Center Pazhou International Exhibition Center Guangzhou Jinhan Exhibition Center China Import and Export Complex PWTC Expo Nan Fung International Convention & Exhibition Center
<b>Shenzhen</b>	Shenzhen World Convention & Exhibition Center Shenzhen Convention & Exhibition Center
<b>Zhuhai</b>	Zhuhai International Convention and Exhibition Center
<b>Foshan</b>	Foshan International Convention and Exhibition Center Tanzhou International Convention and Exhibition Center
<b>Dongguan</b>	Dongguan International Conference & Exhibition Center
<b>Zhongshan</b>	Zhongshan Huoju International Convention & Exhibition Center
<b>Jiangmen</b>	Guangdong Zhuxi International Convention & Exhibition Center
<b>Huizhou</b>	Huizhou Convention & Exhibition Centre
<b>Zhaoqing</b>	Zhaoqing International Convention and Exhibition Center
<b>Hong Kong</b>	Hong Kong Convention and Exhibition Centre AsiaWorld Expo
<b>Macau</b>	Macau Convention Centre Macau Tower Convention and Entertainment Center Macau Fisherman's Wharf Convention and Exhibition Centre

# Floorplans & Events

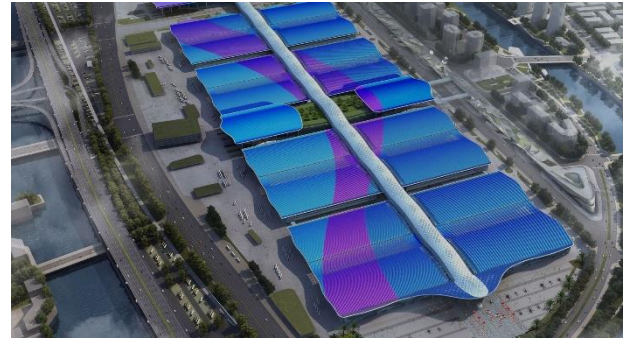
## Shanghai New International Expo Center (SNIEC) 上海新國際博覽中心

200,000 square meters (Indoor Exhibition area)  
100,000 square meters (Outdoor Exhibition area)



## Shenzhen World Exhibition & Convention Center 深圳國際會展中心

400,000 square meters (Phase I),  
500,000 square meters (full completion)



## China Import and Export Fair 中國進出口商品交易會

338,000 square meters (Indoor Exhibition area)  
436,000 square meters (Outdoor Exhibition area)





# Event Highlights

<b>Shanghai New International Expo Center (SNIEC)</b> 上海新國際博覽中心	<b>Shenzhen World Exhibition &amp; Convention Center</b> 深圳國際會展中心
SEMICON China 2020 2020/6/27-29 31,208pax 80,500m <sup>2</sup>	China(Shenzhen), International Gifts, Handicrafts, Watches & Houseware Fair 2020/6/20-23 10,500+pax 160,000m <sup>2</sup>
FPD China 2020 2020/6/27-29	China(Shenzhen) knitting brands innovation design week & Shenzhen international knitting exhibition 2020/6/22-24 1,000,000+pax 70,000m <sup>2</sup>
China Food 2020/6/27-29 60,000pax 30,000m <sup>2</sup>	The 20th China International Automotive Aftermarket Industry & Tuning (Shenzhen)Trade Fair 2020 2020/7/10-12 160,000m <sup>2</sup>
The 10th Shanghai, China New Retail Microboss and social E-Commerce Expo, 2020 2020/6/27-29 50,000pax 40,000m <sup>2</sup>	Intertextile SHENZHEN apparel fabrics; CHIC SHENZHEN; yarnexpo SHENZHEN;PH VALUE SHENZHEN 2020/7/15-17
China Occupational Safety & Health Goods Expo 2020/7/3 – 5 25,000pax 70,000m <sup>2</sup>	
Health / Wellness / Fitness Expo 2020/7/3 - 5 70,000pax 90,000m <sup>2</sup>	

# Galaxy Entertainment Group



Precinct



Galaxy International Convention Center



We Are Ready

# Thank you

[www.galaxyicc.com](http://www.galaxyicc.com)

星際酒店  
StarWorld Hotel

