

## *Convention and Exhibition Services – 2008 Liberalization Measures*

### **1. What are the new liberalization measures for the convention and exhibition sector under Supplement V to CEPA?**

New liberalisation measures under Supplement V include :

- to allow enterprises set up by Hong Kong service suppliers on a wholly-owned, equity joint venture or contractual joint venture basis in Beijing Municipality, Tianjin Municipality, Chongqing Municipality and Zhejiang Province to organize overseas exhibitions on a pilot basis. Participating enterprises should be registered enterprises in that province or municipality.

Currently, Hong Kong service suppliers are allowed to set up wholly-owned companies, or enterprises in the form of equity joint venture or contractual joint venture in the Mainland to provide services for organizing exhibitions in Hong Kong and Macao. Liberalisation measures under Supplement IV have also allowed -

- (i) Hong Kong service suppliers to organize exhibitions in the form of cross-border supply, in the Guangdong Province and Shanghai Municipality on a pilot basis; and
- (ii) enterprises set up by Hong Kong service suppliers on a wholly-owned, equity joint venture or contractual joint venture basis in Guangdong Province and Shanghai Municipality to organize overseas exhibitions on a pilot basis. Participating enterprises should be registered enterprises in that province/municipality.

### **2. How will the new arrangement enhance the development of our convention and exhibition sector?**

In Supplement V, the extension of the liberalization measures regarding the organization of overseas exhibitions to other province / municipalities would help to facilitate Hong Kong convention and exhibition service providers to further open up the Mainland market. We also expect that the new measures would attract more international convention and exhibition companies to establish their presence in Hong Kong and use Hong Kong as a

platform to enter the Mainland market. Supplement V would further strengthen Hong Kong's leading position in the convention and exhibition industry in the region, facilitate exchanges between Hong Kong's and Mainland's industry players and enhance our status as a centre for international conventions and exhibitions for our country.

**3. Why do the liberalization measures only extend to cover the Beijing Municipality, Tianjin Municipality, Chongqing Municipality and Zhejiang Province? Will the measures be extended to other places?**

With the increasing volume of economic activities taking place between Hong Kong and these Province / Municipalities, as well as the rapid development of these places as key exhibition centres in the Mainland, they will provide ample business opportunities to Hong Kong service providers. Moreover, these places have relatively more local enterprises. Therefore, it is appropriate for the present pilot scheme to extend to include the Beijing Municipality, Tianjin Municipality, Chongqing Municipality and Zhejiang Province. CEPA adopts a building block approach, and the two sides have been working closely to introduce further liberalization measures at appropriate stage continually.