



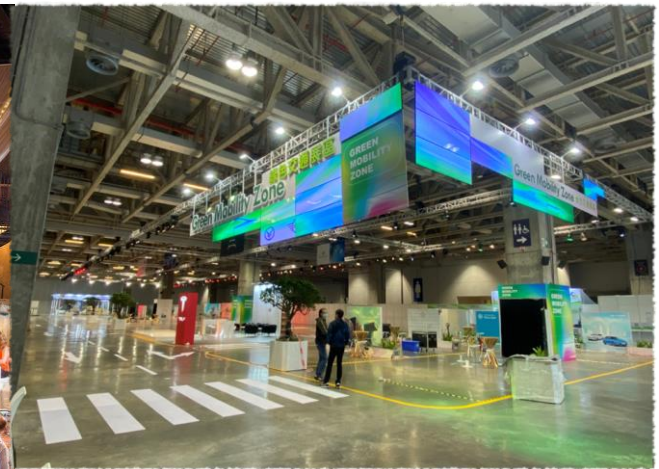
澳門旅遊大學
UNIVERSIDADE DE TURISMO DE MACAU
Macao University of Tourism



Government's roles in events industry development

Sherry Tan

UTM, 2025.10.22



Agenda today

Event industry: a diverse field

Factors affecting event industry development

Government's role in events development

Government stakeholders

Event as a diverse field



Exhibitions

Meetings
(conventions,
conferences)

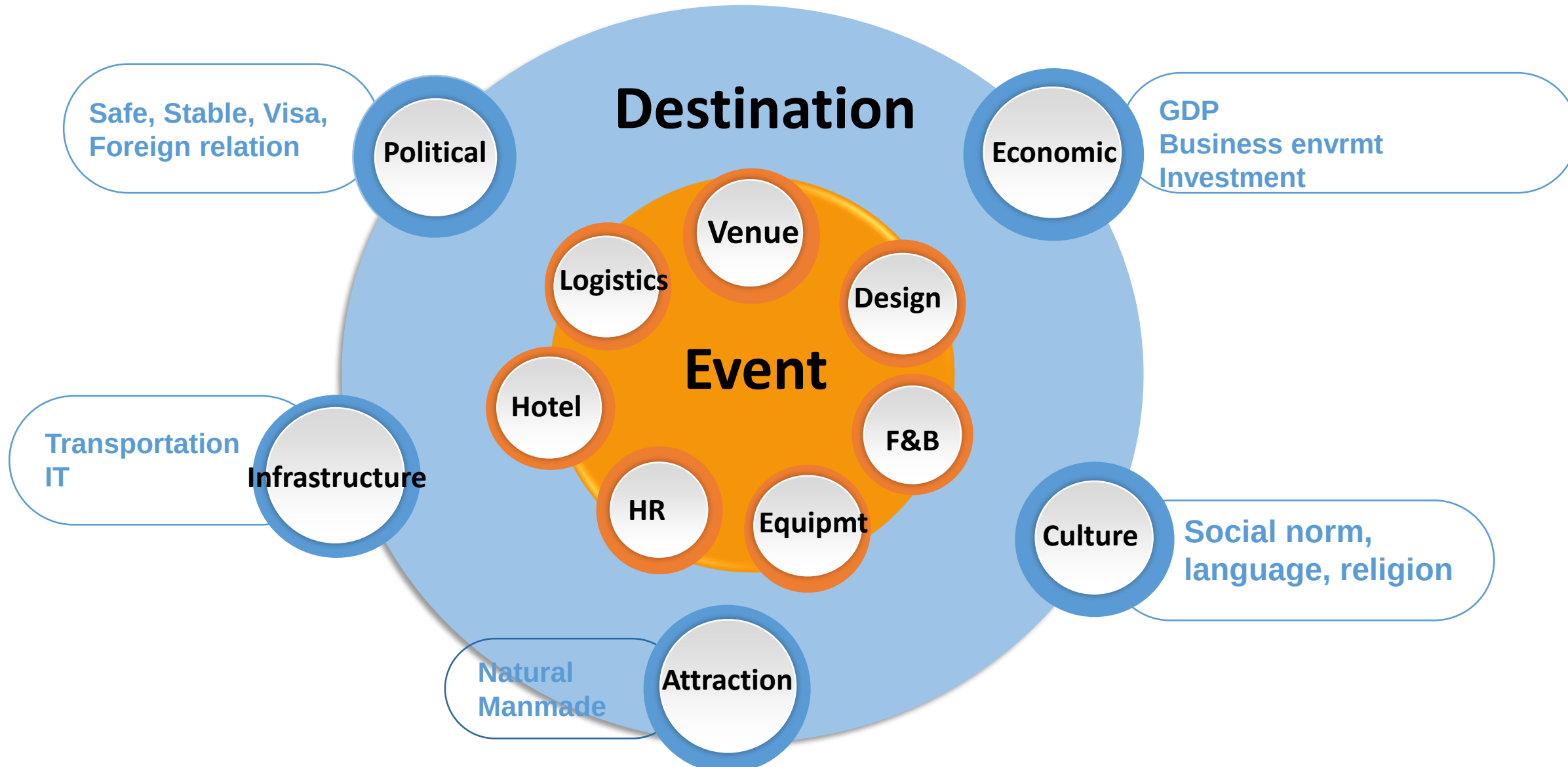


Special
events

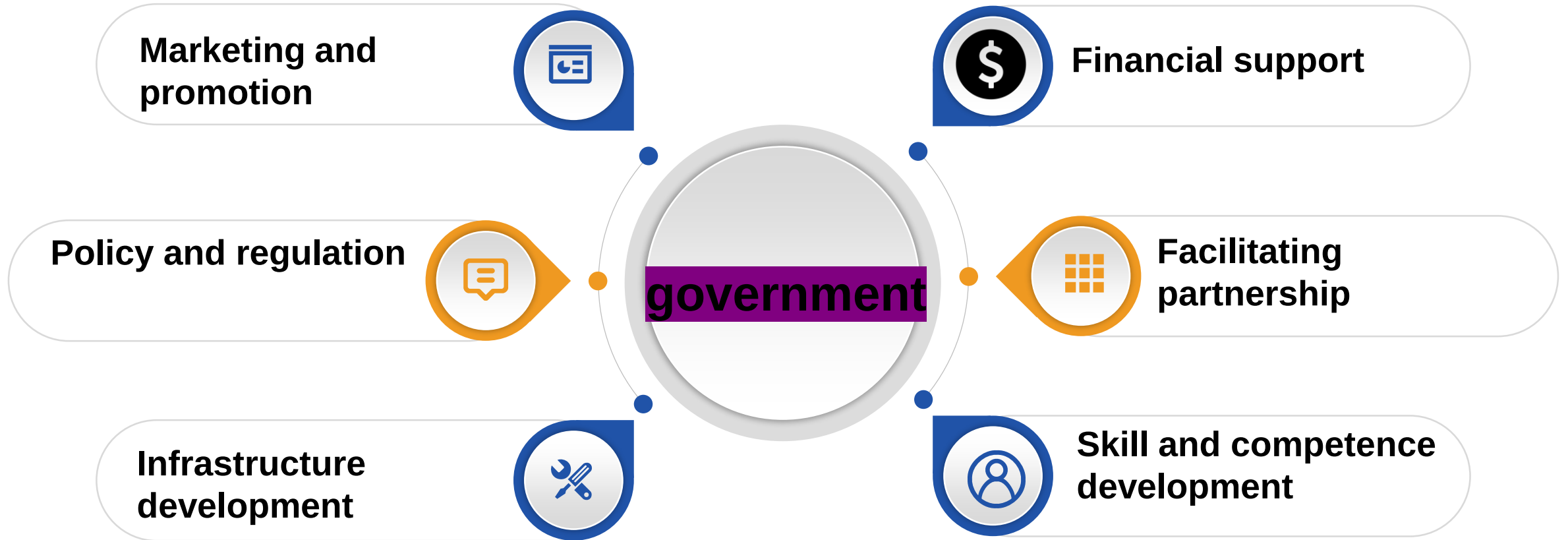
Incentive
events



Event industry development



Government's key roles in event development



Marketing and Promotion

- Funding destination marketing campaigns
- Promoting the country/city as a host for events





Meet in
Malaysia
BE Greater, Together.

Visit
Malaysia
Truly Asia

Malaysia Bridges Global Business Events Connections

ibtm WORLD

FIRA BARCELONA GRAN VIA
18 - 20 November 2025 | **STAND L30**

Co-Exhibitors



M.I.C.E

Filter by Country

All Country

Filter by Date

All Date

Filter by Venue

All Venue

**TPB Calendar of Promotions and
Marketing Activities**

Calendar of Philippine Festivals and
Monthly Observances / Theme

NAME OF EVENT

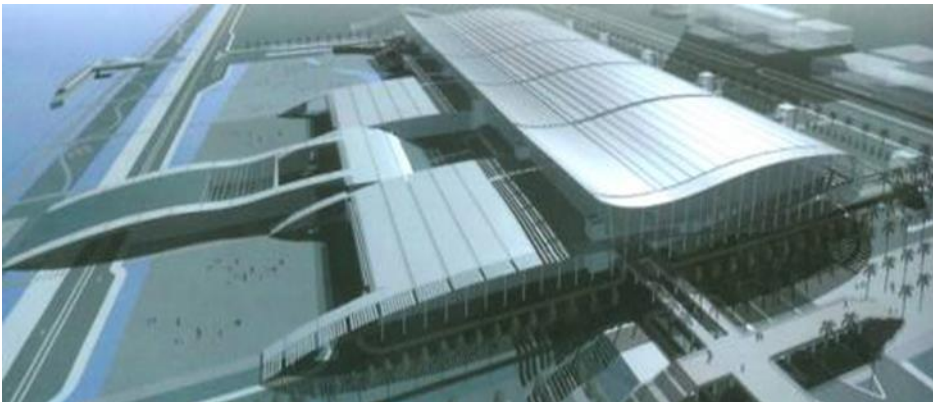
DATE/VENUE

BRIEF DESCRIPTION

PROJECT OFFICER

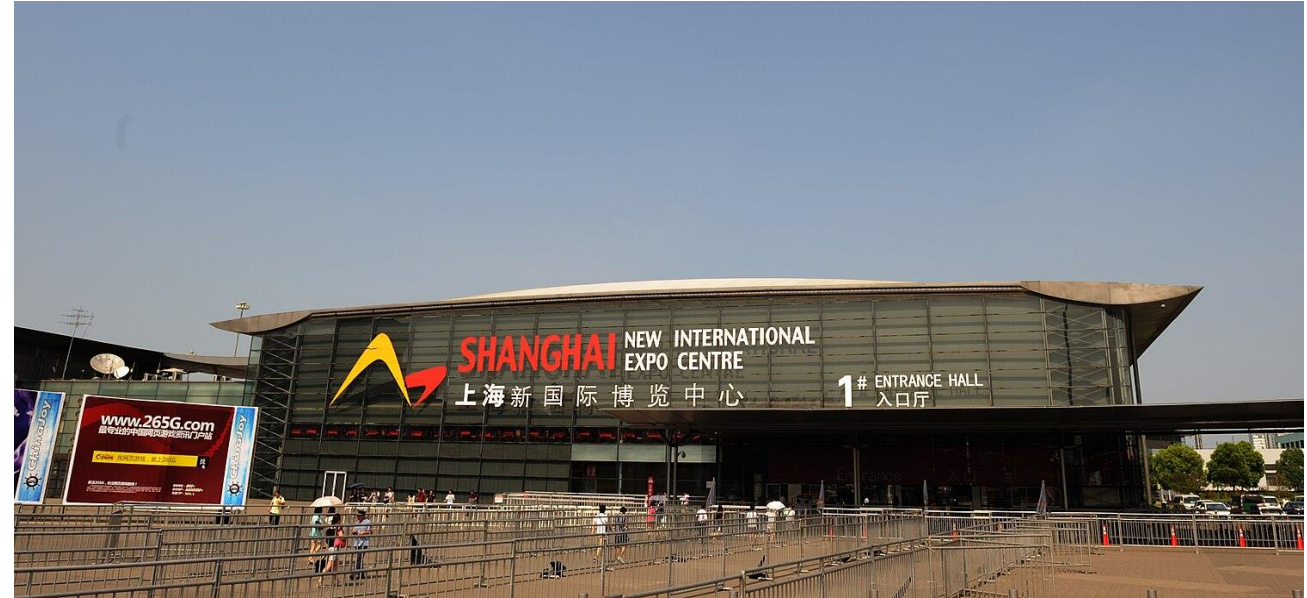
Infrastructure development

- Investing in venues
- Public spaces
- Transportation networks
- Digital infrastructure for hybrid and virtual events





香港會議展覽中心
Hong Kong Convention and Exhibition Centre



The Government of
the Hong Kong Special Administrative Region



Deutsche Messe AG
Hannover · Germany



Messe München

Shanghai Lujiazui Exhibition Development Co., Ltd

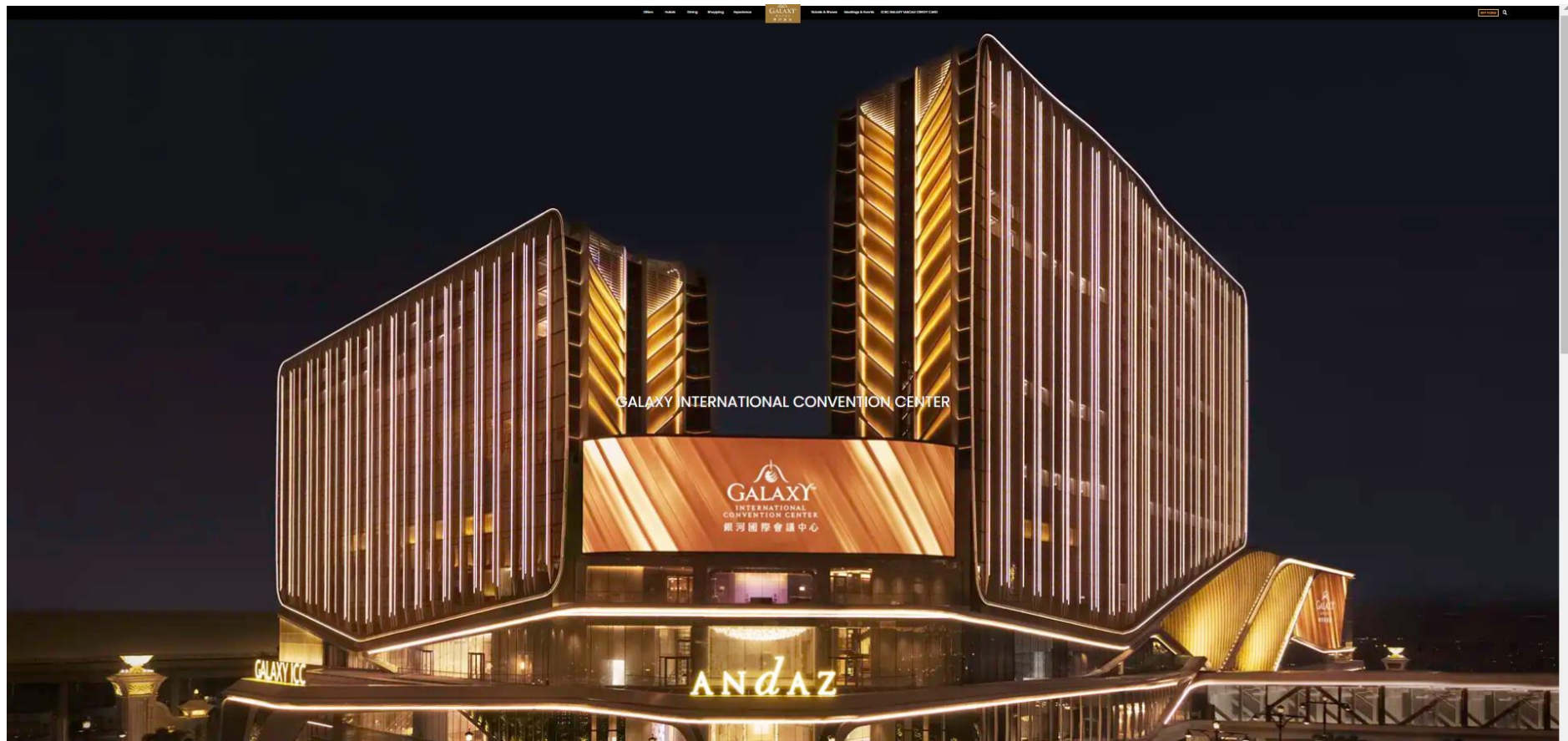
Event venues and hotel rooms in Macao



200,000 sqm
exhibition area

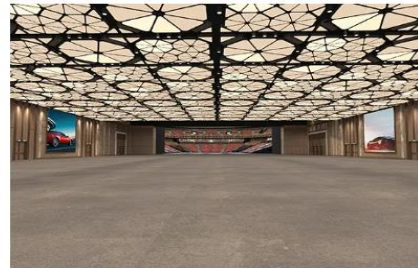
40,000 hotel rooms





MEETINGS & CONFERENCES

33 meeting rooms



EXHIBITIONS

10,000 sqm



INCENTIVES



CONCERTS

16,000 seats

Top Venues

Venues with a minimum of 100,000 sqm of indoor exhibition space



Asia - Pacific

Central & South America

Europe

Middle East - Africa

North America

No.	Name of the venue	City	Country	Total sqm
1	China Import & Export Fair Complex (Pazhou Complex)	Guangzhou	China	504,000
2	National Exhibition and Convention Center	Shanghai	China	470,000
3	Shenzhen World Exhibition & Convention Centre	Shenzhen	China	400,000
4	National Convention and Exhibition Center	Tianjin	China	400,000
5	Messe Hannover (Deutsche Messe)	Hannover	Germany	392,453
6	Messe Frankfurt	Frankfurt/Main	Germany	372,073
7	Fiera Milano (Rho Pero)	Milano	Italy	345,000
8	Kunming Dianchi Convention & Exhibition Center	Kunming	China	300,000
9	Xiamen International Expo Center	Xiamen	China	300,000
10	Koelnmesse	Cologne	Germany	285,000
11	Messe Duesseldorf	Duesseldorf	Germany	262,727
12	Paris Nord Villepinte	Paris	France	250,000
13	McCormick Place	Chicago	United States	241,548
14	Las Vegas Convention Center	Las Vegas	United States	236,214
15	China Kitchen Capital International Convention and Exhibition Center	Binzhou	China	230,000
16	Feria Valencia	Valencia	Spain	223,090
17	Crocus Expo	Moscow	Russia	215,960
18	Porte de Versailles	Paris	France	212,545
19	Western China International Expo City	Chengdu	China	205,000
20	Fira de Barcelona - Gran Via	Barcelona	Spain	203,106
21	BolognaFiere	Bologna	Italy	200,000
22	Chongqing International Expo Center	Chongqing	China	200,000
23	Shanghai New International Expo Centre	Shanghai	China	200,000
24	Messe Muenchen	Muenchen	Germany	200,000
25	Feria de Madrid / IFEMA	Madrid	Spain	200,000
26	Orange County Convention Center	Orlando	United States	190,936
27	Expo Center City (Messe Berlin)	Berlin	Germany	190,000
28	The NEC	Birmingham	United Kingdom	186,000
29	Nuernberg Messe	Nuremberg	Germany	180,000
30	Xiamen International Conference & Exhibition Center	Xiamen	China	170,000

UFI World Map of Exhibition Venues

Regional profile - Asia-Pacific

COUNTRIES/REGIONS WITH A MINIMUM OF 100,000 SQM OF VENUE SPACE

Country	Total sqm	Number of venues	% sqm of regional total
China	13,463,906	312	81.2%
India	601,518	18	3.6%
Japan	451,695	13	2.7%
South Korea	315,364	13	1.9%
Thailand	279,292	9	1.7%
Singapore	219,970	4	1.3%
Australia	201,027	10	1.2%
Taiwan	194,943	9	1.2%
Russia (Asian part)	184,918	10	1.1%
Hong Kong	149,820	2	0.9%
Malaysia	138,532	6	0.8%
Indonesia	125,121	7	0.8%

VENUES WITH A MINIMUM OF 100,000 SQM

No.	Name	City	Country	Sqm
1	China Import & Export Fair Complex (Pazhou Complex)	Guangzhou	China	504,000
2	National Exhibition and Convention Center	Shanghai	China	470,000
3	Shenzhen World Exhibition & Convention Centre	Shenzhen	China	400,000
4	National Convention and Exhibition Center	Tianjin	China	400,000
5	Kunming Dianchi Convention & Exhibition Center	Kunming	China	300,000
6	Xiamen International Expo Center	Xiamen	China	300,000
7	China Kitchen Capital International Convention and Exhibition Center	Binzhou	China	230,000
8	Western China International Expo City	Chengdu	China	205,000
9	Chongqing International Expo Center	Chongqing	China	200,000
10	Shanghai New International Expo Centre	Shanghai	China	200,000
11	Xiamen International Conference & Exhibition Center	Xiamen	China	170,000
12	Nanjing International Expo Center	Nanjing	China	150,000
13	Hongdao International Conference & Exhibition Center	Qingdao	China	150,000
14	Wuhan International Expo Center	Wuhan	China	150,000
15	Jinan Yellow River International Convention and Exhibition Center	Jinan	China	140,000
16	Jiangxi Nanchang Greenland Expo Center	Nanchang	China	140,000
17	IMPACT Arena, Exhibition and Convention Center	Bangkok	Thailand	137,000
18	Qingdao International Expo Center	Qingdao	China	134,000
19	GD Modern International Exhibition Center	Dongguan	China	130,000
20	Hefei Binhu International Convention and Exhibition Center	Hefei	China	130,000
21	Yiwu International Expo Centre	Yiwu	China	126,400
22	Fuzhou Strait International Conference & Exhibition Center	Fuzhou	China	120,000
23	Qingdao Cosmopolitan Exposition	Qingdao	China	120,000
24	Tokyo Big Sight (Tokyo International Exhibition Center)	Tokyo	Japan	116,540
25	Xinjiang International Convention and Exhibition Center	Urumqi	China	115,000
26	Changsha International Convention and Exhibition Center	Changsha	China	114,000

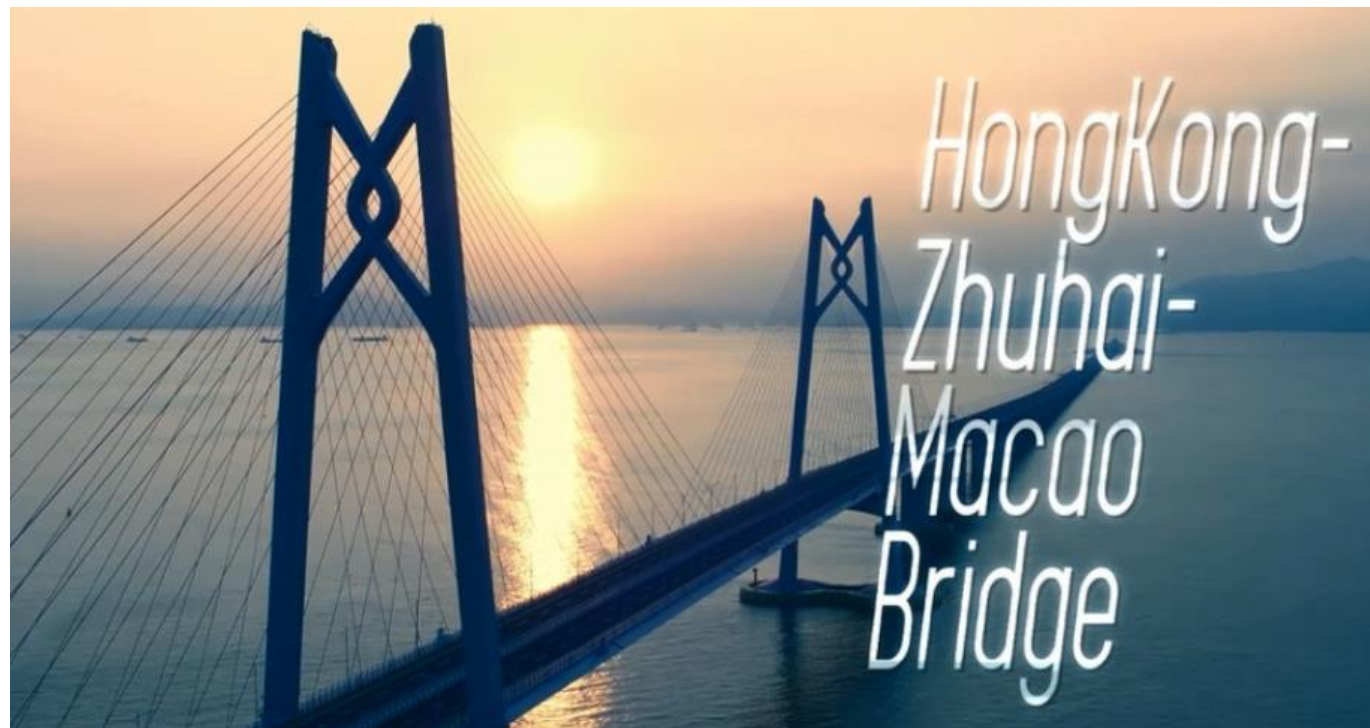
UFI World Map of Exhibition Venues

Regional profile - Middle East & Africa

Country	Total sqm	Number of venues	% sqm of regional total
United Arab Emirates	347,797	7	19%
Saudi Arabia	239,581	14	13%
Iran	213,500	9	12%
South Africa	140,676	6	8%
Bahrain	95,000	1	5%
Qatar	78,035	2	4%
Iraq	72,203	3	4%
Syria	63,000	1	3%
Algeria	62,000	2	3%
Senegal	62,000	3	3%
Jordan	59,994	3	3%

VENUES WITH A MINIMUM OF 50,000 SQM

No.	Name	City	Country	Sqm
1	Dubai International Convention & Exhibition Centre	Dubai	UAE	122,000
2	Exhibition World Bahrain	Sakhir	Bahrain	95,000
3	ADNEC Centre Abu Dhabi	Abu Dhabi	UAE	89,294
4	Riyadh Exhibition & Convention Center	Riyadh/Malham	Saudi Arabia	78,000
5	Tehran Permanent Fair Ground / Iran International Exhibitions Co.	Tehran	Iran	70,000
6	Damascus International Fairgrounds	Damascus	Syria	63,000
7	Palais des Expositions - SAFEX	Algiers	Algeria	50,000





汽车之家：汽车之家818在线车展

汽车之家

合作方式：AR定制化解决方案



0:20 / 4:44

全屏



Financial Support

- Subsidies
- Grants
- Tax incentives for event organizers
- Sponsorship for large-scale cultural and international events



Convention and Exhibition Stimulation Programme

Evaluation Criteria



Event scale and
overall effectiveness



Boost to quality
MICE industry development



Capability, experience and
previous event records



Co-operation in fulfilling obligations



Subsidy Ceiling and Calculation Method



The upper limit of total subsidy for each event is MOP3,000,000



Basic subsidy amount:

Conventions:

Calculated based on the
number of participants

Exhibitions:

Calculated based on exhibition venue rental expenses
and the number of exhibitors



Performance incentive mechanism

The subsidy may be gradually increased based on the actual event performance and
may also be accumulated



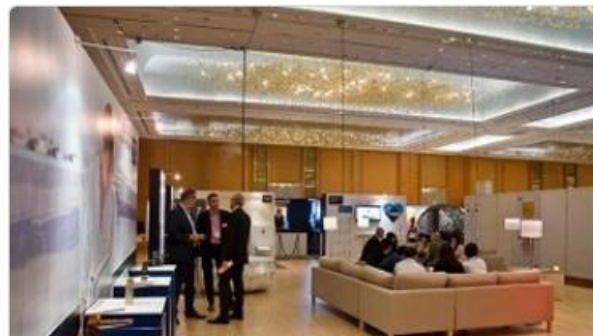
Assistance Schemes

Various grant and funding programmes to help support your event in Singapore.



Approved International Fair (AIF)

Get tax breaks if your trade fair is recognised by the Approved International Fair (AIF) scheme.



Business Events in Singapore (BEIS)

SECB is extremely encouraging of quality events with fresh, exciting, and innovative content.



In Singapore Incentives & Rewards (INSPIRE) Global 2.0

SECB has partnered with the city's major tourism players to help curate and tailor-make

Policy development and regulation

- Creating enabling policies for the event and tourism sectors
 - Visa policy for event attendees?
 - Policy for more convenient int'l logistics?
- Streamlining permits, licensing, and compliance processes for event organizers





[Macao-Hengqin Synergy & Multiple Entry for Tourist Groups] Fostering MICE Industry's Qualitative Development

🕒 Latest news

> [The Chief Executive, Mr S](#)

China expands multi-entry permits for HK, Macao for neighboring city residents

Updated: November 29, 2024 14:38 Xinhua

BEIJING, Nov. 29 -- China on Friday announced new policies enabling residents of Shenzhen and Zhuhai in Guangdong, the economic powerhouse province, to make more frequent visits to neighboring Hong Kong and Macao.

The measures are seen as the country's latest efforts to enhance mobility and foster deeper integration within the Guangdong-Hong Kong-Macao Greater Bay Area.

Facilitating Partnerships

- Encouraging public-private partnerships (PPPs) in hosting and organizing events
- Supporting collaborations between local communities, businesses, and international stakeholders

MICE Bidding and
Support Team



Skill and competence development

- Training programs for event professionals (e.g., project management, logistics, marketing).
- Collaborations with academic institutions to develop event management courses.



Relevant government stakeholders

- Department of Tourism/culture/arts/sports
- Department of Infrastructure
- Department of Finance
- Department of Foreign Affairs/immigration
- Customs
- ...



Every destination shines!

