



## Message

I am delighted to welcome participants of the 23<sup>rd</sup> International Travel Expo Hong Kong and the 4<sup>th</sup> MICE, Business & Incentive Travel Expo to Asia's world city.

Hong Kong's strategic location in the heart of East Asia together with our cosmopolitan lifestyle, efficient infrastructure and high quality services have helped to establish the city as a preferred travel and MICE destination in the region. Every year more than 300 conventions and trade fairs are staged in Hong Kong, including some of the world's largest.

Last year, the Hong Kong Tourism Board established the "Meetings and Exhibitions Hong Kong" Office to provide one-stop support for event organisers and enrich the travel experience of MICE participants.

In December, Hong Kong will host the East Asian Games featuring the region's finest athletes. It is one of our mega events for 2009. I invite you to visit Hong Kong again soon to experience more of our city's attractions and rich cultural diversity.

I wish you all an enjoyable and successful Expo.



A handwritten signature in black ink, which appears to read "Donald Tsang". The signature is written in a cursive style and is underlined with a single horizontal stroke.

Donald Tsang  
Chief Executive  
Hong Kong Special Administrative Region