

Connect Marketplace Hong Kong

2026

18-19 March
AsiaWorld-Expo
Hong Kong, China

Your Pleasure, Our Pleasure

Bringing Premium APAC MICE Together



Embracing the New Era of MICE

Set to take place from 18-19 March 2026, Connect Marketplace Hong Kong will once again position itself as a pivotal event for the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry. The event will unite industry leaders, innovators, and decision-makers from across the globe, fostering collaboration and driving growth in the Asia Pacific region. In 2026, we will place a stronger emphasis on delivering exceptional value and nurturing long-term relationships, making it an essential gathering for MICE professionals looking to thrive in an ever-evolving industry.

2025 Overview

EXHIBITOR	VISITOR	1-ON-1 BUSINESS MATCHING
8,000+ Gross sqm Exhibiting Area	4,000+ Visitors	1,300+ Meeting Conducted
10 Countries & Regions	26 Countries & Regions	450+ MICE Decision Makers Engaged
120+ Exhibitors & Brands	70% Decision Makers	

All-inclusive Sectors



Airlines



Attractions & Entertainment



Event Services & Technology



Event Venues



Hotels & Resorts



Industry Associations



Marketing Services



Tourism Boards



Transportation Service Providers



Travel Agencies

Our Highlights



One-on-One Meeting

Unlock your networking potential by arranging in-person meetings that foster connections and lead to successful deal closures.



Networking Events

Engage in dynamic onsite networking activities to cultivate authentic relationships with industry leaders and peers.



Educational Content

Gain insights from thought leaders on key trends and strategies



Trade Show

Discover cutting-edge solutions and effective strategies that spark innovative thinking.

Hear From Our Exhibitors

What a spectacular experience we had at Connect Marketplace Hong Kong! We met with many professionals and leaders from the MICE industry, not only new business opportunities were generated, but also strengthened our bonds with the MICE community! We look forward to participating again next year.

Ms. Anna Ignateva
Senior Project Manager, Primary Travel

This was beyond our expectation; the diversity that MICE could provide was vividly presented here. The three-day event was packed with opportunities and inspiration. We thoroughly enjoyed the lively atmosphere of face-to-face connections with both participants and conference sessions.

Ms. Eileen Quek
Assistant Director, Sales (International), Singapore EXPO

Hear From Our Buyers

The experience I had with Connect Marketplace Hong Kong was outstanding! From the seamless coordination to the engaging networking activities, every detail was meticulously planned, making the event not just productive but truly enjoyable. It was a pleasure attending and I'm looking forward to more remarkable gathering with Connect Marketplace Hong Kong in the future!

Mr. Rajnish Kumar
Procurement Lead – India (MICE and BT), Novartis

Connect Marketplace Hong Kong was exceptional, with insightful sessions and the opportunity to connect with so many valuable suppliers have made this experience truly fruitful for me. The event was well organised and highly impactful. I would absolutely love to be part of it again next year and continue to build strong business connections in Hong Kong!

Ms. Khadija Bagasrawala
Head Travel, Unity Bank

Key Visiting COMPANIES

- Accenture
- Adobe
- ams Osram
- BLAST Esports
- China Mobile
- Ernst & Young
- FCM Travel
- Ingka Service AB (IKEA)
- ION Group
- KPMG
- LivaNova
- MACEOS
- Rakuten India
- Sabah Convention Bureau
- Sabah International Convention Centre
- SAMSARA CAPITAL
- SANZAAR
- Seven Peaks
- Siemens
- Sinopharm
- Sony Music Entertainment
- The Travel Planners
- Time Technoplast
- Tourism Selangor Promosi
- Turnaround Management Association (TMA) Australia
- Unity Small Finance Bank
- US Pharmacopeia (USP)
- VIAGEM CO
- 北京坤桐文化有限公司
- 北京新展國際傳媒有限公司
- 北京众亿格国际会展有限公司
- 山东汇博国际展览有限公司
- 福建会展壹号(厦门)会展集团)

and more...

Top Visiting COUNTRIES / REGIONS

- Australia
- Hong Kong S.A.R.
- India
- Malaysia
- Macau S.A.R.
- Mainland China
- Philippines
- Singapore
- Thailand
- USA

90% Buyers from outside of Hong Kong
10% from Hong Kong



Promotional Channels



OFFICIAL WEBSITE Showcase your brand to active B2B buyers



EBLAST Introduce and promote your services to key players in the MICE industry.



FACEBOOK/INSTAGRAM/LINKEDIN Connect with global decision-makers



WECHAT Help you strengthen your influence in the Chinese market



HOSTED BUYER PROGRAMME Our Hosted Buyer Programme is specially designed for overseas senior decision makers to source and connect with our exhibitors in a cost-efficient manner. The programme offers a wide range of benefits that may include: Accommodation/ Transportation/ Airport / Hotel Transfer/ Exclusive Business Matchmaking Services/ Access to Hosted Buyer Lounge, and so much more!

Inspirational Experiences



Exhibiting Packages



SPACE ONLY
(Min. 42m²) | US\$ 530/m²



STANDARD BOOTH
(Min. 9m²) | US\$ 550/m²



PREMIUM BOOTH
(Min. 18m²) | US\$ 570/m²



BETTER STAND PACKAGE
(Min. 36m²) | Start From US\$ 35,800

Show Your Interest



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Organisers

