HONGKONG INTERNATIONAL CULTURAL AND CREATIVE INDUSTRIES FAIR

ASIAWORLD EXPO

2015/8/20 (thru) - 23 (sun)

HONG KONG
Culture and creation, we have!

Creative ideas across borders, Culture belong to the world,
Supporting organizations
Ministry of Culture of the People’s Republic of China
Taiwan Affairs Office of the State Council PRC
Overseas Chinese Affairs Office Of The State Council
Science, Education, Culture, Health, and Sport Commission of the CPPCC
CPPCC Committee for Liaison with Hong Kong, Macao, Taiwan and Overseas Chinese
Liaison Office of the Central People’s Government in the Hong Kong Special Administrative Region
China Federation of Literary and Art Circles
Home Affairs Bureau
Commerce and Economic Development Bureau

Organizer:
The Association of Chinese Culture of Hong Kong
Hong Kong International Cultural And Creative Industries Fair Organizing Committee

Co-organizer:
Hong Kong and Mainland China Investment Association
Hong Kong Association for the Promotion of Peaceful Reunification of China
CFLAC Hong Kong Headquarters

Undertaker:
Hong Kong: Cultural and Creative Industries Exhibition (HK) Limited
New Media International & Public Relations Company Ltd
Mainland China:
Shenzhen Yubo Exhibition Strategy Co., Ltd.
Shenzhen Hanbo Expo Culture Co., Ltd.

Co-undertaker:
International Federation of Industry & Commerce
World Chinese Overseas Trade Association

Supporting Organizations of the Fair:
Over one hundred cultural and creative industries associations home and abroad - 【Hundreds of Associations Alliance】

Chairman of the Organizing Committee
Kok King Tak, Justice of the Peace
(Deputy Director of the Science, Education, Culture, Health, and Sport Commission of the CPPCC and President of the Association of Chinese Culture of Hong Kong)

Executive Vice Chairman
Yu Bin (Founder of Shenzhen Yubo Exhibition Strategy Co., Ltd)
Sylvia Lam (Vice President and Secretary General of the Association of Chinese Culture of Hong Kong)

Secretary General
Huang Pou Xing (Executive Secretary General and Planning Director of the Association of Chinese Culture of Hong Kong)

Executive Secretary General
Milan (Founder of Shenzhen Hanbo Expo Culture Co., Ltd.)
Exhibition Outline

- **Name**: HongKong International Cultural & Creative Industries Fair
- **Time**: 2015 \ 8 \ 20 (thru) - 23 (sun)
- **Place**: AsiaWorld- Expo, Hong Kong
- **Projects**: World famous exhibition of arts and culture products auction,
  International creative design and creation ideas exchanges,
  Intangible cultural heritage creation and trading, Original designer
  brand Licensing, International animation design and display,
  International performances in the design and
  industries links and development
- **Constitution**: Exhibition, Auction, International Licensing and
  Franchising Industries Forum, Modern design academic Forum,
  Expo Gold Prize Creative Design Competition
- **Host**: Cultural and Creative Exhibition (Hong Kong) Limited
  Hong Kong International Cultural and Creative Fair Limited
- **Organizer**: Hong Kong International Cultural and Creative Fair Organizing Committee
  Shenzhen Yu Bo Exhibition Strategy Limited
  Shenzhen Han Bo Exhibition and Culture Development Limited
- **Size**: 22000 square meters
- **Supporting by**: Over hundred multinational Cultural and Creative Associations
Annually in August in order to meet the academic atmosphere in Hong Kong, cross-border cultural and creative industries link to the theme of creative design communication with many countries of the world cultural heritage, cultural and creative sharing international advanced experience, and the first time of the convergence of creative and cultural characteristics of different cultures to promote professional design by this industry exhibition!

Bringing together more than one hundred supporting multinational associations, form a strategic alliance to jointly participate in organized industry buyers and exhibitors, conferences and academic activities. One hundred association leaders constitutes an "expo’s consultant expert group", inviting Advisers’ assessment of "Expo’s Gold Medal" for the organization awards.

World famous exhibition of arts and culture auction, International Creative design communication, creativity and trading of intangible cultural heritage, the original designer brand licensing, national animation design and performances are industry links Symposium World Design Capital, brand licensing industry forum, creative new product launches, cultural and creative thematic auction, Expo Gold Medal creative design contest.

Fashion and apparel designs T-Taiwan show, intangible cultural heritage performances, micro-film broadcasting, animation experience activities, the gold medal competitions, expo is rich and wonderful.
Multinational “Design Capital” museum

World famous cultural and artistic creation auction museum
Modern creative masterpieces, Museum collections, Arts and crafts masters creation, Creative Home artwork etc.

International Creative Design Works museum
Home accessories creative design, Fashion and apparel creative design, Creative watches design, Creative hats and shoes design, Glasses creative design, Jewelry creative design, Other creative designs

Original design brand licensing museum
Modern Home Decoration Artworks, Hotel Club ornaments creative artwork, International brands artwork stores, Office Art Decoration, Original creative features bookstore, Original handmade artworks

Animation design and brand licensing museum
Original film and television animation design products, Art and cultural animation brand products, Animation and game products, Animation derivatives

Creation and trading of intangible cultural heritage museum
Hong Kong, Japan, Korea, Singapore, Italy, France, USA, Germany, Taiwan, Macau, Mainland China including opera mask, clothing apparel, traditional drama, skills and other forms of traditional elements with modern design and copyright trade show

Show performing arts museum
Creative hotels features and stylish tourism introduction promotion, Fashion design T station performances, Intangible Cultural Heritage Exhibition Art Show
Invitation of the international famous cultural and creative designers for professional ideas exchange, lectures, seminars etc.

A wide range of cultural and creative industrial organizations invited to Hong Kong including design research institutes, universities, associations and related activities affiliates, design and creative garden design institutes, design buyers group etc.

Invitation of National cultural and creative professional marketing groups

Invitation of National cultural and creative associations, academic groups and international organizations committees

Invitation of Hong Kong, Macau, Taiwan and Mainland Chinese cultural and creative experts and professional buyers

Invitation of multinational cultural and creative industrial organizations and buyers
Exhibition Promotion

- Hong Kong and multi-national mainstream media
- Professional websites, specialized magazines
- ‘Over hundred Associations’ various academic publications and website links
- Advertising companies operation and outdoor advertising promotion
- activities Expo’s official website and related digital platforms
- Expo’s official we-chat platforms
- Point to point promotion information transfer express
  
  Each staff of Expo’s professional sales committee, makes 100 calls and effective promotion information deliveries everyday. Overseas publicity and exhibition promotion organizing committee send leaflets. Total more than 30,000 point to point delivery spread professional pipeline express transfers

- Expo’s distribution of electronic magazines
  
  Before the show exhibitors and buyers to interact, the great and attractive cultural and creative field free e-magazine distributed - “Buyers Preview”, “Exhibitor Preview” electronic magazine.
Exhibition experience shared

- Sharing Experience in forefront of world cultural and creative design concepts and academic activities of academic
- Sharing of Expo’s electronic magazine “Buyers Preview” and Business Resources
- Sharing of Expo’s “one hundred Associations’ advanced cultural and creative ideas and business model
- Share of Products Brands Licensing Support
- Share of brands valuation supports
- Share of Europe, America, Japan, Korea site translation supports
- Share of advertising platform support
- Share of auction platform support
- Share of online and offline exposition support
Exhibition Forum and Auction

- **Industrial Forum**
  
  8/20 - 22/2015  three topic/theme forums:
  "World Cultural and Creative Development Trend Forum,"
  "Brand licensing boost industrial development forum,"
  "Creative design brand licensing and vendors docking Cooperation Seminar"

- **Auction**
  
  8/20 - 22/2015  four theme auctions:
  "Cultural and Creative Products Auction"  
  "Charity auction"

- **Design Contest**
  
  8/23/2015  International creative design award ceremony  
  8/20-23/2015  Anime image design used for fashion, toys, tableware, home accessories brand creative products Seminar

- **Performance Experience**
  
  8/20-23/2015  Extension performances including design work, animation student fashion show, performances of non-heritage, creative college classroom design

- **Expo’s gold medal competitions**
  
  8/23/2015  Exhibitors participating, "the Hong Kong International Cultural and Creative Industry Expo Cultural and Creative Award" presentation ceremony
Exhibition advertising and sponsorship

- Exhibition’s Directory Advertising
- Activities, forums, and various exhibition “XXX sponsorship”
- Gifts and Products Sponsorship
- Committee designated organizing partners
- Exhibition site advertising and media
- Exhibition’s Mascot sponsorship
Hong Kong International Cultural & Creative Industries Fair is the invitation of international cultural and creative industries and supported by powerful cultural creation organizations and associations held in Hong Kong every year. We created the concepts of “convergence of cultural and creative industries, exploration of cultural & creative markets and cultural and creative industries economy development” I am very confident!

Speech on cooperation signing ceremony
– Miss Chan

“... Cooperation early in the sidelines, today formally signed cooperation, like a pair of lovers will work together to create a better tomorrow.” ....

Random Access Taiwan Exhibitor
Customer
– Mr. Lau

I’m looking forward to Hong Kong’s cultural and creative exhibitions for a long time. Hong Kong market can be more exposed to overseas customers. Do not miss the exhibition opportunities.

Random Access Shenzhen
designer
– Miss Xiao

I heard there are a lot of excellence creative designs, works and professional meetings, learn and learn well, of course, to visit

Chairman of Committee
– Mr. Yu Bin

Hong Kong International Cultural & Creative Industries Fair is the invitation of international cultural and creative industries and supported by powerful cultural creation organizations and associations held in Hong Kong every year. We created the concepts of “convergence of cultural and creative industries, exploration of cultural & creative markets and cultural and creative industries economy development” I am very confident!

Member of ‘Over Hundreds Association’
– Mr. IP PANG

I saw them, after three years of preparation, has a very strong strength, powerful competence and capability. The exhibition arranged in Hong Kong is a good international location and operation platform, we should support with all our resources.
Customers around the world, Taiwan and Mainland China to Hong Kong

Foreigners arrived in Hong Kong by air, airport departure and take ride of S1 bus (one-way fare about HK $ 3.5) or take the Airport Express to reach Expo hall.
 Takes about 3 minutes

Customers to Hong Kong via Hong Kong and Shenzhen Customs

Visitors or exhibitors from Shenzhen, China can select Futian Port, Huanggang Port, Luohu Port, Man Kam To Port or Shenzhen Bay Port for custom clearance and take MTR or Express Bus straight to Expo hall.
 Takes about 45 minutes.

Customers in Hong Kong

Take the Airport Express Line to Expo:
Hong Kong Station to the Expo hall for about 28 minutes;
Kowloon Station to the Expo hall for about 25 minutes; Tsing Yi Station to the Expo hall for about 17 minutes;
### Exhibition Scope

- **Main Exhibition Hall**
  - "Design City" in "Design Capital" - museum
  - "Hong Kong Design Centre" - exhibition area
  - "Hong Kong Design Fair" - exhibition area

### Exhibition Price

- **Main Exhibition Hall**
  - 300 sq ft (3 sq m): $3,000
  - 500 sq ft (5 sq m): $5,000
  - 700 sq ft (7 sq m): $7,000

### Exhibition Hall: Basic Equipment

- **Exhibition Booth**: includes basic equipment and furniture, e.g., table, chair, and lamp.
- **Exhibition Hall**: includes basic equipment and furniture, e.g., table, chair, and lamp.
- **Exhibition Building**: includes basic equipment and furniture, e.g., table, chair, and lamp.

### Exhibition Contact Person

- For inquiries:
  - Tel: (852) 2555 3388
  - Fax: (852) 2555 3389

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**Main Exhibition Hall**

<table>
<thead>
<tr>
<th>Hall</th>
<th>Section</th>
<th>Area (sq ft)</th>
<th>Price (HK$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3E1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3E2</td>
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<tr>
<td>3E5</td>
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<td></td>
</tr>
</tbody>
</table>

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**Exhibition Floor Plan**

- **Exhibition Booths**: clearly marked on the plan.
- **Exhibition Area**: clearly marked on the plan.
- **Exhibition Contact Person**: clearly marked on the plan.

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**Asia World Expo Hall No. 3**

- **Other Information**: detailed information on page 3 of the document.
Exhibition Application Instructions

- Participation Process Flow
  - Submit information
  - Fill out the "Application Form"
  - Assigned booth and make payment
  - Sending "Booth Confirmation" from Exhibition Committee

- Price

<table>
<thead>
<tr>
<th>Booth type</th>
<th>unit</th>
<th>Price : RMB ￥</th>
<th>Price : HK$</th>
<th>Price : US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard booth (including basic equipment)</td>
<td>9 m²</td>
<td>¥ 26,000</td>
<td>HK$ 33,000</td>
<td>US$ 4,300</td>
</tr>
<tr>
<td>Raw Space booth (Excluding any free facility configuration)</td>
<td>1 m²</td>
<td>¥ 2,800</td>
<td>HK$ 3,600</td>
<td>US$ 470</td>
</tr>
</tbody>
</table>

Exhibition Visa, Passport and Visit

- For more information, please login:

Exhibition Application Form

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## 1. Company Information

- **Business Nature:**
  - ☐ manufacturers
  - ☐ Agencies
  - ☐ Others
- **Type:**
  - ☐ Local
  - ☐ Export
- **Company Name:**
- **Company website:**
- **Address:**
- **E-mail:**
- **Telephone no:**
- **Fax no:**
- **Contact person:**
- **Mobile phone no:**
- **Direct line no:**

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## 2. Exhibition Museum Choices

- ☐ Multinational “Design Capital” museum
- ☐ World famous cultural and artistic creation auction museum
- ☐ International Creative Design Works museum
- ☐ Original design brand licensing museum
- ☐ Animation design and brand licensing museum
- ☐ Creation and trading of intangible cultural heritage museum
- ☐ Show performing arts museum

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## 3. Booth and Raw Space Choices

1. **standard booth (3m × 3m) (Qty)**
   - ☐ RMB ¥26000
   - ☐ HK$33000
   - ☐ US$4300
   - ☐ 5% extra charge for corner
   - Booth no: ________
   - Currency: ________
   - Amount: ________
   - including basic equipment: Panels, carpet, company name fascia board, an advisory desk, two chairs, spotlights, a wastebasket and a power plug

2. **Raw Space ________sq.m (minimum size 36m²)**
   - ☐ charge/sq.m RMB ¥2800元
   - ☐ HK$3600元
   - ☐ US$470元
   - Space no: ________
   - Currency: ________
   - Amount: ________

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## 4. Remittance

- **Payee:** Cultural and Creative Industries Exhibition (Hong Kong) Limited
- **Bank Name:** The Hongkong and Shanghai Banking Corporation Limited
- **Account No:** 0987 5326 2838

- **Remittance in China:**
  - **Payee:** 深圳市作畫展覽策劃有限公司
  - **Bank Name:** 中國工商銀行深圳市東門支行營業部
  - **Account No:** 40000 2110 9200 358257

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## 5. Contact Us

- **Cultural and Creative Industries Exhibition (Hong Kong) Limited**
- **Name:**
- **Mobile:**
- **QQ:**
- **E-mail:**

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## 6. Confirmation

- **Chop and Sign - Agencies:**
- **Chop and Sign - Exhibitor:**
- **Chop and Sign - HKICCIIF Committee:**

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### Authorized Person:

- Authorized Person 1:
- Authorized Person 2:
- Authorized Person 3:

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### Tel: Date: Tel: Date: Tel: Date:
NEW CONCEPT OF

Cultural and creative industries’ Conveyance
Cultural and creative industries’ Marketing
Cultural and creative industries’ Economics

Exhibition Objective ideas
Exhibition - Contact us

Hong Kong

Cultural and Creative Industries Exhibition ( HK ) Limited
Tel No : ( 852 ) 6637 7289
Fax No : ( 852 ) 6991 7688
Address : Unit 907, 9/F, Solo Building,
83 Bedford Street, Kowloon, Hong Kong

Mainland China

Hotline Enquires : 400 – 0755 – 103
Shenzhen Han Bo Exhibition Cultural Co., Ltd
Tel No : ( 86 755 ) 8231 5135
Fax No : ( 86 755 ) 8221 5170
Address : Room 2901, Dong Jia Building,The Panglin Plaza
No. 2008 JiaBing Road, LuoHu, Shenzhen.

Shenzhen Yu Bo Exhibition Strategy Co., Ltd
Tel No : ( 86 755 ) 2518 5311/12/13/14
Fax No : ( 86 755 ) 2518 5310
Address : Room 603, Dong Jia Building, The Panglin Plaza
No. 2008 JiaBing Road, LuoHu, Shenzhen.

Expo Website : www. hkiccif.com
Expo QQ : 2850613554 & 314089651
Expo E-mail : info@hkiccif.com
WeChat no: hk_iccif
The First Exhibition Brand of International Culture and Creative Professional Fair

HK·ICCIF 2015 INVITATION

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