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# LANGUAGE SHOULD NOT BE YOUR BARRIER

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Elite Asia Enables You And  
Your Business To Be Understood




CLARITY CONTEXT CONVICTION

**M.I.C.E.  
INDUSTRY  
IN HONG KONG**

## The **current trend**

 Hong Kong has received worldwide recognition as one of the best destinations for MICE and business travellers. In 2014, Hong Kong was crowned as the “**Best Business City in the World**”.

- Business Traveller Asia-Pacific Travel Awards 2014

 Hong Kong was named the “**Best City for Business Events**” by the prominent MICE publication CEI Asia magazine, which has listed HKCEC and AWE among the top three venues in Asia, a powerful testament to Hong Kong’s status as a world-class MICE destination.

- CEI Industry Survey 2015

# “ Interpretation and translation in demand

Being the world's 8th largest trading economy, Hong Kong has developed into a **premier convention and exhibition centre in the region**. As a free port with superb air connectivity at the heart of Asia, exhibits, exhibitors and visitors can move into Hong Kong conveniently, making the territory a **preferred location in staging international conventions and exhibitions**.

- Hong Kong Trade Development Council

Overnight MICE Arrivals by Country/Region						
Major Markets	2013			2014		
	No of Arrivals	% Total	Growth (%)	No of Arrivals	% Total	Growth (YoY%)
Chinese Mainland	745,242	45.6	2.6	891,508	49.1	19.6
South and Southeast Asia	262,065	16.0	2.2	281,080	15.5	7.3
Europe, Africa and the Middle East	210,995	12.9	2.5	213,857	11.8	1.4
The Americas	153,366	9.4	-0.3	154,467	8.5	0.7
North Asia	135,050	8.3	-2.4	130,545	7.2	-3.3
Taiwan	68,870	4.2	1.1	88,607	4.9	28.7
Australia, NZ and S Pacific	49,951	3.1	6.1	48,031	2.6	-3.8
Macau SAR	8,824	0.5	-14.3	7,926	0.4	-10.2
Total	1,634,363	100	1.8	1,816,021	100	11.1



## What can we do **for you**

We use the **exact industry terminology correctly and consistently** to translate the content for, but not limited to:

- Website
- Brochure
- Fact sheet
- Press kit
- Backdrop
- Marketing material
- Event material
- Advertisement

Our interpreters will build a bridge that connects between you and your overseas clients in any event.

## Conclusion

**Effective communication** through language services foster relationships with corporate clients.

With the rising global demand of M.I.C.E, language services reconcile cultural differences and bring about **effective and efficient business meetings**.

Hong Kong's extensive trading network with regional and international partners sees the need for language services that will **provide a greater market connectivity and communication**.

Hong Kong is sustaining popularity as an M.I.C.E destination. **Spearhead the thriving M.I.C.E industry** by engaging Elite Asia's professionally experienced interpreters and translators.

Elite Asia's **interpreters and translators with prior industry knowledge** will connect you with potential clients and open new business opportunities.