



UBM ASIA LTD.

The Trade Fair Expert

JIMÉ ESSINK presents the event organising company's vision for growth and excellence as it brings people and business together from across the globe through well-regarded and professional trade fairs.

The global events-led marketing services company UBM plc first established its Asia presence in 1994, known then as Miller Freeman Asia. Headquartered in Hong Kong, what would become UBM Asia began through the transfer of pre-existing Asia B2B exhibitions from the parent company and three major acquisitions: two leading Asia exhibition organizers, Hong Kong Trade Fair Group and Headway Trade Fairs Ltd. both based in Hong Kong, and a B2B publishing company.

Their Hong Kong events included the region's largest fairs of their kind, including the Hong Kong Jewellery & Gem Fair and the Asia Pacific Leather Fair. These gave UBM Asia a head start in Hong Kong, Asia's trade fair exhibition capital.

China Scope

A bold decision and investment considering others' prudence around the 1997 handover, UBM saw the strengths in Hong Kong's exhibition industry and great potential of the large China market, according to Jimé Essink, President and CEO. UBM Asia is now the largest trade show organizer in Asia and the largest commercial organizer in China, India and Malaysia.

"Our subsidiary companies stretch across Asia and the US," says Essink. "We have 230 exhibitions and conferences in 20 countries for 20 market sectors, with associated print and online products for over 2,000,000 quality buyers and sellers. Our leading events in Hong Kong, such as the Hong Kong Jewellery & Gem Fair every September and June, Cosmoprof Asia and APLF – Materials, Manufacturing & Technology fairs have grown tremendously – a result of the booming economy in Asia, espe-



Jimé Essink,
President and CEO, UBM Asia.

cially China.

"Our September Hong Kong Jewellery & Gem Fair used to be held in the Hong Kong Convention & Exhibition Centre only. However, the waiting list of companies who wanted to participate and the demand from current exhibitors for bigger booths just kept growing over the years. We needed a larger exhibition venue. In 2006, the fair expanded to Asia-World-Expo (AWE) at the Hong Kong International Airport. It is the first and for some years the only trade fair in Hong Kong that utilizes the city's two mega exhibition venues simultaneously."

Innovate to Excel

"The challenge of having one exhibition in two venues 45 minutes apart from each other by car is getting good and quality visitor flow to both venues. We introduced product sectorisation by venue, launched a unique marketing campaign and communicated extensively with our exhibitors and visitors. Since then, the fair kept growing and in 2009, became the world's largest international jewellery fair.

"Exhibitors and visitors are our customers. We create the best customer experience for them on-site, conducting surveys at all our events to understand their needs and find areas for improvement. We stay closely connected with the

industries and trade associations to identify market trends and pending needs.

"We also invest in our people. We have very extensive, tailor-made training for our staff. There are also annual gatherings of our sales, marketing and operation communities to exchange ideas and share best practices." The annual UBM Asia Marketing Meeting & Awards was a finalist in the categories of "Most Innovative Event" and awarded the Bronze trophy in "Best Use of Limited Budget" in the Marketing Events Awards 2015 held in Hong Kong.

UBM Asia not only has talents but also the most experienced and loyal management among exhibition organizers. With 1,300 staff in 24 major cities, UBM Asia serves and supports global customers with local expertise.

Despite the 2015 slowdown in China, UBM Asia's fairs have proven to be very resilient, and continue to draw quality exhibitors and visitors. In fact, it looks to cover even more ground. Jimé Essink remains confident, knowing that the company has everything it needs to move forward.

"We have gone through various economic ups and downs with our customers throughout the years and earned their goodwill with our support and dedication. A great team of very experienced and loyal senior management, very enthusiastic and capable staff, and the support from industry and trade associations make our progress possible." ■

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