



Top Convention Organizer Congress Corporation Launches Hong Kong Subsidiary

Corporate Name: Global Expo & MICE Management Co. Limited (GEMM)

First Hong Kong Subsidiary Established by Japanese Company Specializing in MICE* Services

Congress Corporation (head office: Chiyoda-ku, Tokyo; president: Moriomi Kumasaki), an industry leader in planning and managing large conventions, has established a Hong Kong subsidiary that will begin operations on September 26. Forming part of the company's global growth strategy, the new subsidiary, Global Expo & MICE Management Co. Ltd. (GEMM), will assist Congress Corporation to meet anticipated growing demand in overseas markets. The corporation is the first Japanese firm specializing in MICE services to establish a subsidiary in Hong Kong. Making the most of Hong Kong's geographical advantage, GEMM will be a key operational base to support customers in South China, ASEAN and the Middle East.

Focus on Four High-Growth Areas

GEMM will focus on four key areas: Expo projects, where Congress Corporation has established a solid reputation through events such as the Expo 2005 Aichi and Expo 2010 Shanghai; MICE events including international conferences and exhibitions; management of tourist/cultural/MICE facilities; and organizing scientific and cultural events. Many US and European MICE management companies already operate from bases in Hong Kong, creating a more mature and developed market than Japan's, but GEMM aims to thrive in this fiercely competitive environment by offering "Japan-quality" services to attain the highest levels of customer satisfaction.

Congress Corporation opened a representative office in Beijing in 2002. In 2004, it established its wholly-owned subsidiary "Congress Corporation (Shanghai) Ltd.", which was approved by the Chinese Government as the first foreign capital firm operating in China. The company undertook much work in China relating to Expo 2010 Shanghai, including managing pavilions for the State Grid Corporation of China, Italy and Saudi Arabia, and managing the observation platform at the Shanghai World Financial Center. The company is currently managing the symbolic Chang'an observation tower at the heart of the International Horticultural Exposition 2011 Xian, which runs until 22 October 2011.



*Taken from the initials for Meeting, Incentive travel, Convention and Exhibition/Event, this abbreviation denotes business events involving interaction among large numbers of guests, including corporate conferences, bonus travel and study tours, congresses and annual meetings held by international and academic organizations, cultural and sporting events, exhibitions, and trade fairs.

Company Profile

Corporate name:	Global Expo & MICE Management Co. Limited (GEMM)
Begins operation:	26 September 2011
Capital:	HK\$4,000,000
Chairman/CEO:	Junji Yoshioka [Managing Director, Congress Corporation; Chairman & CEO, Congress Corporation (Shanghai) Ltd.]
COO/President:	Nobuo Ishii [COO, Congress Corporation (Shanghai) Ltd.]
Employees:	5
Location:	Unit 1206, 12th Floor, The Metropolis Tower, 10 Metropolis Drive, Hung Hom, Kowloon, Hong Kong
Main activities:	EXPO Project Coordination, Planning and Operation MICE Planning and Operation Exhibition and Event Organizer Cultural and Tourism Facility Management and Operation
Area of operation:	Hong Kong, Macau, South China (Shenzhen, Guangzhou), ASEAN, Middle East

Inquiries:

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