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CMA expands its exposition portfolio with the acquisition of Hong Kong International Education Expo

Riding on the booming education sector, The Chinese Manufacturers' Association of Hong Kong (CMA) announced yesterday (Jan 22) that it will take on the organisation of the long-established Hong Kong International Education Expo (Expo).

Previously organised by another organisation for over 10 years, the Expo has become one of the most popular higher education events in the city with many local and international institutions and consulting agencies attending it every year. It provides a platform for students and their parents to explore course options and discuss with programme providers. The Expo, organised by CMA, will take place in May and July 2019 at the Hong Kong Convention and Exhibition Centre.

CMA President Dr Dennis Ng said the initiative is in line with the association's commitment to education and talent development. He said, "Our work in promoting higher education is becoming more important today, with the impact of new technologies giving rise to a rapidly changing and increasingly complex society. The government invests heavily in education and the new subsidy for students pursuing accredited self-financed undergraduate degrees, for instance, will broaden students' choices for further study. I believe that the Expo will be helpful for them to opt for suitable courses."

While education is the key element of the Expo, CMA is considering to invite organisations of different sizes and industries to take part. "Leveraging our strong industry network, we hope to offer the opportunities for jobseekers to connect with employers and explore career options," said President Dr Ng. A wide range of activities including presentations by representatives of different institutions, sharing insights on latest educational and career opportunities and trends will also be staged during the Expo.

Having decades of experience of organising large-scale products expositions, including the time-honored Hong Kong Brands and Products Expo, Chairman of CMA Exhibition Services Limited cum CMA Vice President Marvin Hsu said the CMA is ready to make bold moves, “We had organised nearly 100 expositions in the past 10 years and it is time to challenge the status quo by running expositions of different nature. In addition to developing new topics and themes, we are also interested in acquiring existing fairs which are popular and have potential for growth,” he said.

CMA is now inviting exhibitors to participate in the Expo. The event details are appended below:

The 25th Hong Kong International Education Expo

Date: 18 and 19 May, 2019 (Saturday and Sunday)

Time: 1200-1800 (TBC)

Venue: Hall 1B, Hong Kong Convention and Exhibition Centre

The 26th Hong Kong International Education and Careers Expo

Date: 6 and 7 July, 2019 (Saturday and Sunday)

Time: 1200-1800 (TBC)

Venue: Hall 5G, Hong Kong Convention and Exhibition Centre



Chairman of CMA Exhibition Services Limited cum CMA Vice President Marvin Hsu (right) announced CMA will take on the organisation of the long-established Hong Kong International Education Expo at the media conference.

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