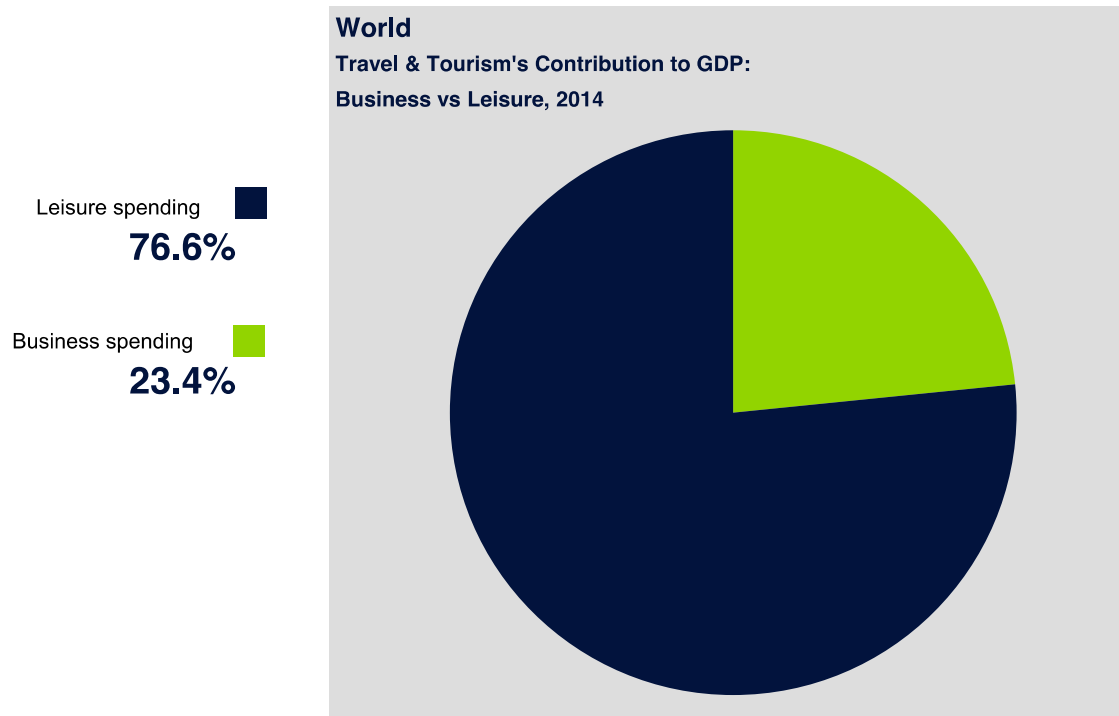


MICE in HCMC: A closer look at Supply & Demand

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GDP of the World's Travel & Tourism



Leisure travel:

\$3,978.0 bn (2015)

Growth:

- 3.3% pa in 2015
- 4.1% pa in 2025

Business travel:

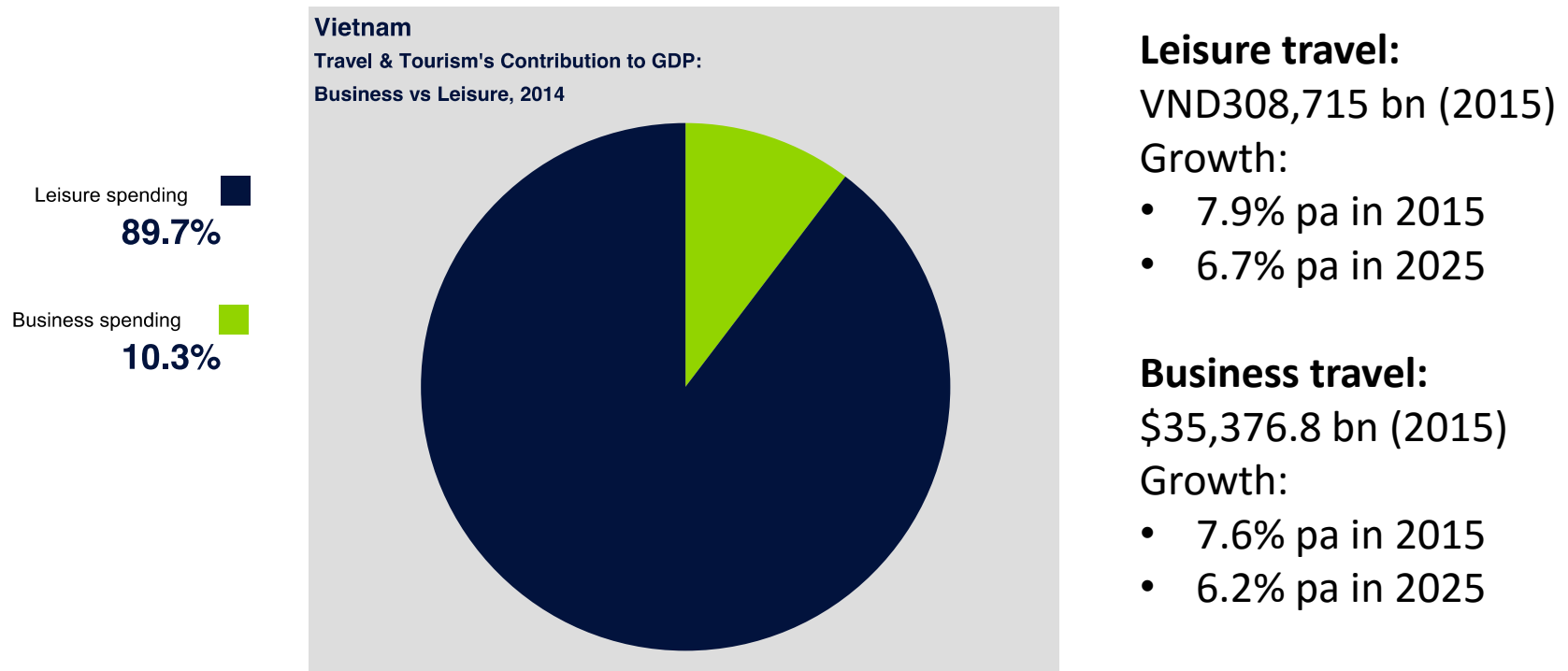
\$1,222.3 bn (2015)

Growth:

- 4.0% pa in 2015
- 3.2% pa in 2025

Source: WTTC – Travel & Tourism Economic Impact 2015 – World

GDP of Vietnam's Travel & Tourism



Source: WTTC – Travel & Tourism Economic Impact 2015 – Vietnam

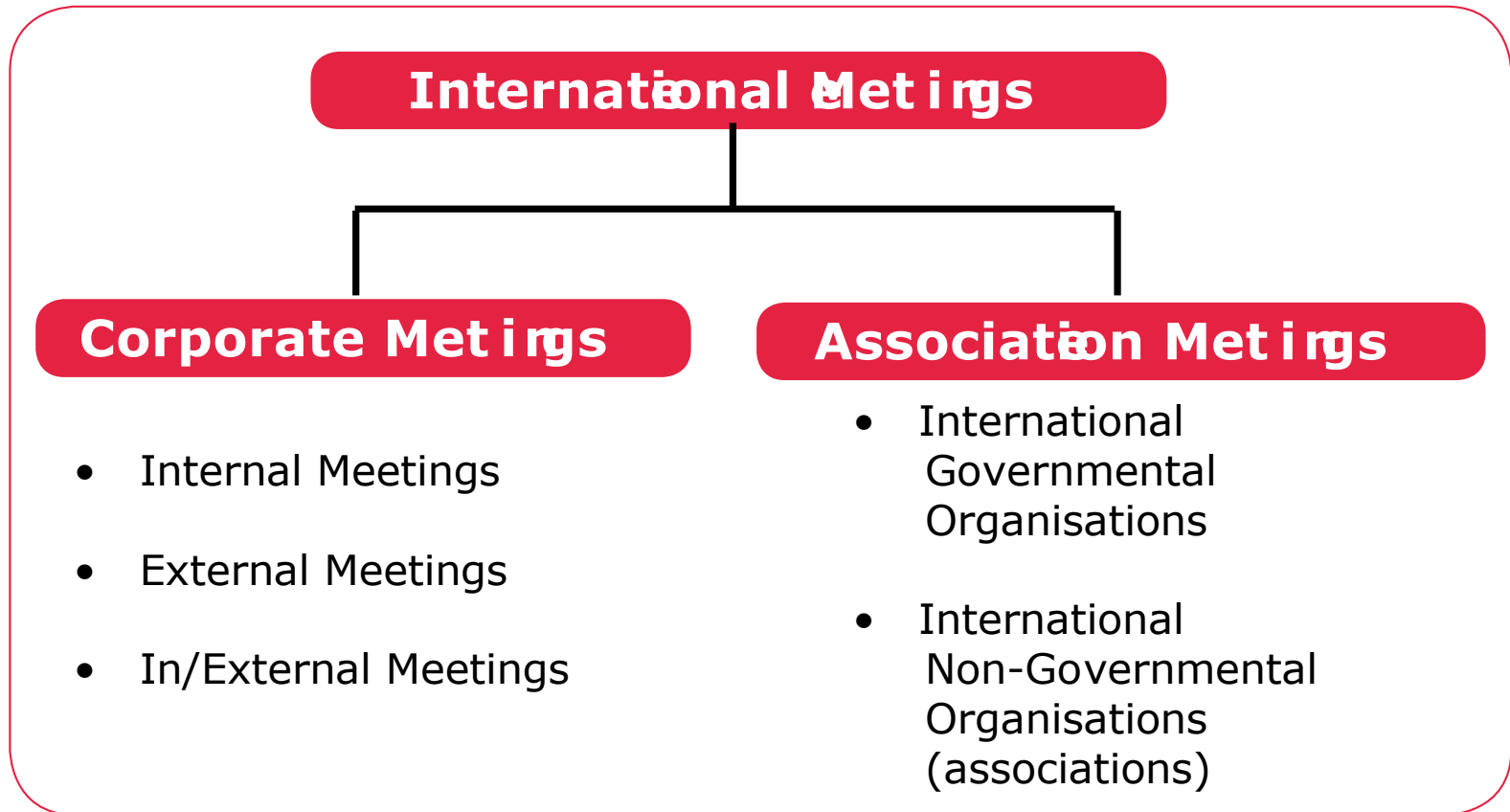
What do we mean by business travel?

- Are those that aim at
 - Professional
 - Education
 - Trade organization or
 - Other special interest
- Spent by business

ICCA reports

- According to ICCA (International Congress & Convention Association):
 - 400,000 conferences annually worldwide,
 - Yield \$280 bn
- Global Association of the Exhibition Industry (UFI)
 - MICE yields \$1.16 Trillion annually worldwide, in which:
 - \$400 bn for Conference
 - \$760 bn for Exhibition

What do we mean by business meetings?



ICCA's country ranking 2014

World's top 10

No	Country	No. of Meetings	Rank
1	USA	831	1 st
2	Germany	659	2 nd
3	Spain	578	3 rd
4	UK	543	4 th
5	France	533	5 th
6	Italy	452	6 th
7	Japan	337	7 th
8	China PR	332	8 th
9	Netherlands	307	9 th
10	Brazil	291	10 th

Among ASEAN countries

No	Country	No. of Meetings	Rank
1	Singapore	142	29 th
2	Malaysia	133	30 th
3	Thailand	118	34 th
4	Indonesia	76	42 nd
5	Philippines	46	50 th
6	Vietnam	46	50 th
7	Cambodia	9	83 th
8	Laos	-	-
9	Myanmar	-	-
10	Brunei	-	-

Scope of Meeting facilities

Country	No. of Meetings		Change %	Total Space sq meters		Change %	Revenue	
	2008	2007		2008	2007		2008	%/2007
Thailand	69	57	21.1%	381,000	274,000	39.1%	110.7	4.6%
Taiwan	60	58	3.4%	410,000	329,000	24.6%	85.9	3.6%
Singapore	59	52	13.5%	202,000	175,000	15.4%	64.0	2.7%
The Philippines	59	62	-4.8%	114,000	125,000	-8.8%	18.6	0.8%
Malaysia	57	52	9.6%	246,000	166,000	48.2%	70.9	2.9%
Vietnam	56	41	36.6%	109,000	62,000	75.8%	28.3	1.2%
Indonesia	54	56	-3.6%	170,000	192,000	-11.5%	25.5	1.1%
Pakistan	32	17	88.2%	62,000	41,000	51.2%	17.3	0.7%

Source: quoted from

http://www.taiwantrade.com.tw/MAIN/resources/MAIN/EN/ATTACH/industry/13MICE_EN.pdf

ICCA's city ranking 2014

Top 10 cities

No	City	No. of Meetings	Rank
1	Paris	214	1 st
2	Vienna	200	2 nd
3	Berlin	193	3 rd
4	Barcelona	182	4 th
5	London	166	5 th
6	Singapore	142	6 th
7	Amsterdam	133	7 th
8	Istanbul	130	8 th
9	Prague	118	9 th
10	Brussels	112	10 th

10 closest cities to HCMC

No	City	No. of Meetings	Rank
1	Cologne	25	97 th
2	Venice	24	99 th
3	Toulouse	23	101 st
4	Los Angeles	22	108
5	Atlanta	21	116 th
6	Birmingham	20	122 nd
7	Hanoi	19	125 th
8	Yokohama	18	134 th
9	HCMC	17	141 st
10	Quebec City	16	152 nd

Trends

- In Asia:
 - 1,000 conventions sponsored every year
- Europe:
 - 3,000 conventions (leading position)
- General trends
 - MICE industry is transformed from Europe and North America to Asia

Interesting quotes

- According to Dept of Investment Service of Ministry of Economics Affairs, Taiwan:
 - Every \$1 spent in MICE promotes \$7-10 economic benefits

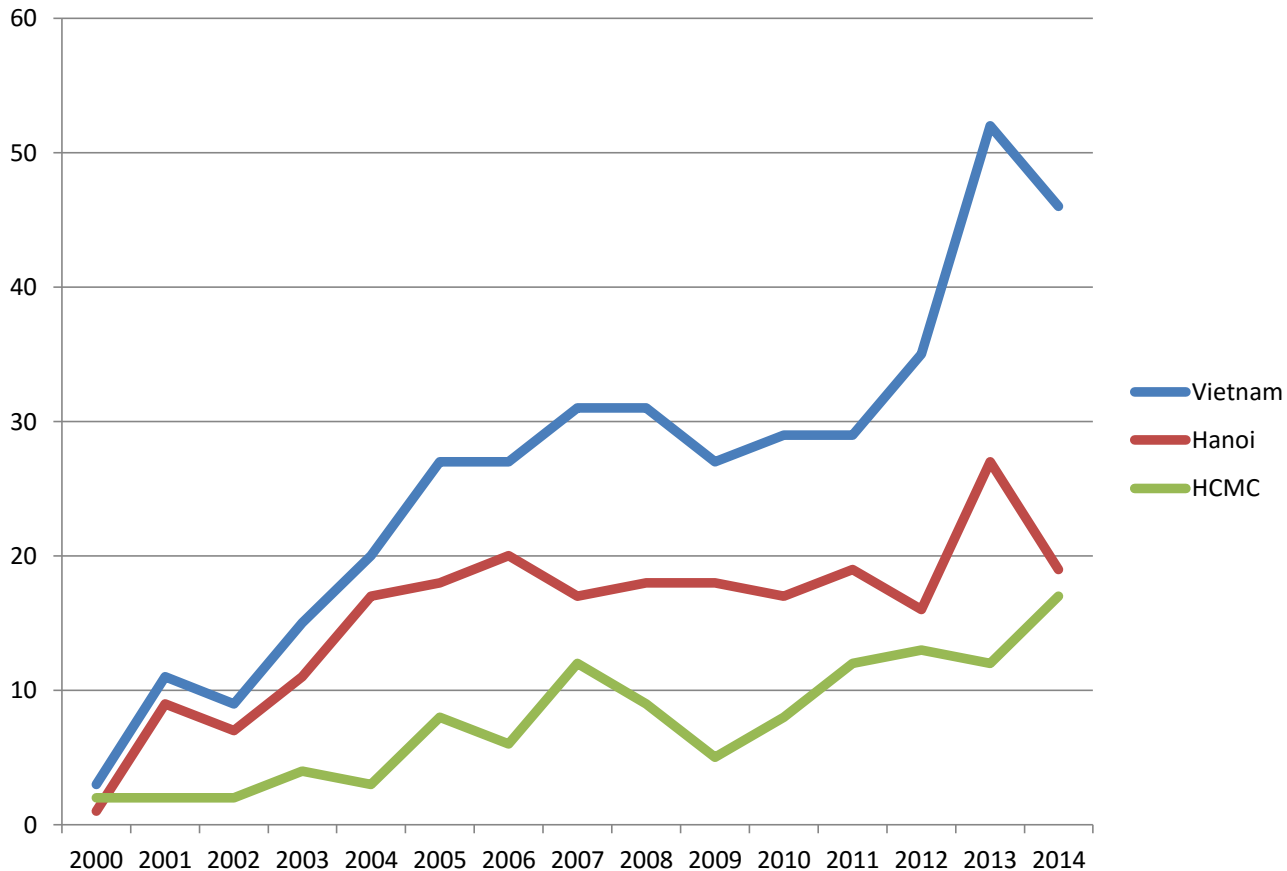
Ranking of HCMC within Asia-Pacific Region

ICCA's ranking of Asia-Pacific's cities:

Asia-Pacific cities ranking	Global ranking	Cities
1	7	Singapore
2	14	Beijing
3	15	Seoul
4	16	Hong Kong
5	20	Taipei
20	101	Macao
23	108	Manila
26	125	Jakarta
30	134	Yokohama
32	141	Hangzhou
32	141	Ho Chi Minh City
...

Remark: Paris retained the top rank in ICCA's statistics, followed by Vienna.

Number of meetings per year



Source: Various Statistic reports of ICCA

SUPPLY SIDE OF MEETINGS



How is HCMC seen as a MICE hotspot?

FROM SUPPLY SIDE:

1. Attendees

- Good hinterland
 - Industry
 - Trade

2. Short & long haul connections

- Inflow of business visitors
- Cosmopolitan

3. Dynamic services

- Accessibility of services

Supply: an additional significance

- Long Thanh International Airport
 - 40km away from HCMC
 - 1st phase (2020): 50 million passengers annually
 - 2nd phase (2030): 100 million passengers
 - Major MICE support facility
 - Connects seaport, road & air

How is HCMC seen as a MICE hotspot?

FROM DEMAND SIDE

1. Planning service
 - Theme development
 - Creativity
2. Hotel's facilities vs Convention Center
 - 43% customers use hotel meeting facilities (still increasing)
 - 29% host their activities at Convention Centers
 - 21% look for universities or congress venues
3. Logistics
 - Information
 - Financing
4. Rotation

Findings

- A strong correlation between No. of Headquarters of MNCs and No. of Meetings
- Popular topics ranked in top-down order :
 - Medical
 - Technology
 - Science
 - Industry
 - Education
 - Social Science

Implications to HCMC

1. Making a full use of its hinterland:
 - Industry & trade base in the southern economics region
 - Targets to be a MICE hub for Indochina
 - ASEAN Economic Community (AEC) – 2016
2. Linkages of socio-economic activities
 - HCMC – Dongnai – Vungtau Triangle
 - Intermodal Logistics

Implication to HCMC (continued)

3. Capacity building

- Human resource development
- Soft-infrastructure

4. Attract International Organizers

- International Conventions & Exhibitions

How were numbers counted?

- Group A:
 - Organized or sponsored by International Organizations
 - Have at least 50 participants/meeting
- Group B:
 - Not organized or sponsored by “International Organizations” but nonetheless of significant international character
 - At least 40 percent of the participants are from countries other than host & at least 5 nationalities are represented
 - Lasting at least 3 days, or unknown duration
 - With either a concurrent exhibition or at least 300 participants

How were numbers counted?

- Excluded:
 - Purely national meetings, as well as those of an exclusively religious, didactic, political, commercial or sporting nature
 - Meetings with strictly limited participation
 - Corporate and incentive meetings.

Supply: Competition

- Beijing
- Hongkong
- Singapore
- Bangkok
- Incheon
- Manila
- Jakarta