



AsiaWorld-Expo
亞洲國際博覽館



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One-stop ‘Summit Package’ streamlines Freight Forwarders Conference

When well-advanced plans for their annual event hit problems, the organisers of the 5th Annual Sino International Freight Forwarders Conference were left with a tough choice: to cancel the highly respected event disappointing over 1,400 delegates from around the world, or to relocate and re-organise the entire event within a matter of weeks.

David L. Yokeum, President of the WCA Family of Logistic Networks Ltd and organiser of the event, explains how AsiaWorld-Expo came to the rescue.

“Moving an event of this kind at the eleventh hour wasn’t a decision we took lightly,” explains David L. Yokeum, President of WCA Family of Logistic Networks Ltd. “We had delegates jetting in from around the world, and we have a strong reputation for hosting world-class meetings. We knew we couldn’t settle for anything but the best – and now we had to produce the best within the tightest of timeframes.”

The search for another city was soon narrowed down to Bangkok or Hong Kong. As President of the world’s largest association of freight forwarding professionals, Mr. Yokeum knows Hong Kong well, and has long been impressed by the city’s freight forwarding business environment.

“Infrastructure is the key to Hong Kong’s success as a global transport hub,” explains Mr. Yokeum. “It has an award-winning international airport, ports, the terminals, the warehousing facilities, the transport infrastructure – and a government that has created the ideal structure to support our industry.”

The depths of knowledge in Hong Kong, on top of its gateway role both into and out of Mainland China are also key factors, Mr. Yokeum believes. “Hong Kong has a long history of global trade and this expertise is now driving growth and professionalism across China as more and more Hong Kong-based firms expand northwards,” he said.



**5th ANNUAL SINO-INTERNATIONAL
FREIGHT FORWARDERS CONFERENCE**
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Hong Kong



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The right city – The right venue

Once the organisers had settled on Hong Kong, it was essential to find a suitable home among Hong Kong’s various venues.

Mr. Yokeum admits that finding a convenient location was among his main considerations. “When we first looked at AsiaWorld-Expo, we weren’t 100 percent sure, but actually its location turned out to be a key success factor,” he said.

“It’s close to the airport, close to the city, had great hotels within our budget, and is totally integrated into Hong Kong’s efficient transport network. It even has its own MTR station right inside the venue!”

“The net effect was that the venue had everything we needed close-by. It kept our delegates together doing what they came here for: to discuss business,”

In addition, Mr. Yokeum explained, AsiaWorld-Expo offered an exceptional total solution package. “We came to Hong Kong once, compared with ten visits to Shanghai where we’d originally planned the event. When we spoke to the team at AsiaWorld-Expo they immediately understood what we wanted and rapidly put together a proposal and a budget.”

“The professionalism was outstanding,” added Mr. Yokeum.

One-stop “Summit Package” saves time and money

The proposal prepared by AsiaWorld-Expo – known as the Summit Package – offered a one-stop solution for the event. It covered the venue, booth construction and the hall set-up; it included all security and reception arrangements, and it arranged a full F&B service covering several lunches, cocktail receptions and a 5-star gala dinner for over 1,400 delegates.

“The package put together by AsiaWorld-Expo covered everything. It was flexible, cost effective and took all the hassle of dealing with multiple suppliers out of our hands,” explained Mr. Yokeum.

The venue featured a flexible multi-zone set-up with hundreds of one-on-one meeting stations, an exhibition area, and a full F&B service – all within one massive hall.

“This set-up allowed our delegates to optimise their time. Within one hall we could have large-scale presentations, one-on-one meetings, exhibition booths and light snacks or a full buffet meal,” said Mr. Yokeum.

Such had been the success of the event, Mr. Yokeum said he was already considering hosting the 2009 event at AsiaWorld-Expo. “It’s a wonderful venue, a wonderful location, with prompt and professional staff.”

Mr. Yokeum’s views were supported by a survey of 120 delegates, 90 percent of whom said they would recommend that the WCA Family held the event again at AsiaWorld-Expo.



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The small touches that count

Yet despite the quality of the venue and the convenience of the location, Mr. Yokeum said he, his colleagues and the delegates they asked had been most impressed by the smaller touches. “There was an exceptional level of professionalism and positive attitude. It extended from the cleaning and F&B banquet staff, to the security teams and the most senior AsiaWorld-Expo managers.”

“Everyone had a smile. It was huge,” said Mr. Yokeum, with a broad smile himself.



In a survey of delegates, compliments flowed for AsiaWorld-Expo:

- “AsiaWorld-Expo was excellent in all aspects”
- “Staff were nice, helpful and professional”
- “AsiaWorld-Expo was one of the best venues”

An essential event for the industry

Now in its fifth year, the Sino-International Freight Forwarders Conference is an established leader in its field. Its focus on China development at a time of exceptional opportunities and challenges in the industry has made it a must-attend event.

Risk management and international business practices issues were hot on this year’s agenda, said Mr. David L. Yokeum, President of the WCA Family of Logistic Networks Ltd. “Both for foreign companies looking into China, and for Chinese companies trading globally, risk management and international business practices were major themes.”

Other popular topics were the upgrading of transport infrastructure in China and India, and the disparity in labour costs between mature and developing economies. “China and India are growing so rapidly that the infrastructure can’t keep up,” explained Mr. Yokeum. “On top of that, we’re facing major challenges surrounding the cost of doing business around the world.”

“It all made for an interesting and essential forum for our members,” said Mr. Yokeum.

For details of the event, visit: www.wcafamily.com

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