



2012 NU SKIN

Greater China Regional Convention

“We appreciate AsiaWorld-Expo in providing not only the **world-class facilities** but also **all-rounded support** in managing such a massive event so skilfully. The team’s depth of **experience and reliability** also give us full confidence to implement creative new ideas, which not only wow our delegates, but also impress media and many industry players.”

*Mr. Patrick Yeung, Regional Vice President,
Leaderships cum President,
Hong Kong & Macao, NU SKIN Greater China*



AsiaWorld-Expo
亞洲國際博覽館





AsiaWorld-Expo – The venue of choice for Hong Kong's largest conference

Attracting some 20,000 delegates from around the world, the 3-day NU SKIN Greater China Regional Convention 2012 was the biggest conference ever held in Hong Kong. This mammoth, record-breaking event included an award ceremony, a large-scale conference, seminars, a product exposition, and a VIP dinner, all of which were held under one roof at AsiaWorld-Expo.



Opening Show and VIP Dinner



Award Ceremony



The NU SKIN Greater China Regional Convention is a fast-growing bi-annual event— in fact, the 2012 conference was more than double the size of the previous conference.

With its exceptional scalability, AsiaWorld-Expo is the perfect choice for events wanting a venue that can grow with them in the long-term.



Seminar



Conference



Product Exposition

The flexible, highly sophisticated design of the halls at AsiaWorld-Expo allows the creation of more than 48,500 sqm of column-free space. In recognition of the venue's scalability and its **hassle-free event solutions**, this was the fifth event NU SKIN has held at AsiaWorld-Expo. Its landmark Greater China Regional Convention has also become a **recurrent** fixture on the AsiaWorld-Expo calendar, setting a number of **new records** both for the event and the venue.



A remarkable, record-breaking event



✦ **170-meter-wide stage** with enhanced 3D and LED light mapping effects for its opening show that created unprecedented visual and sound effects.

✦ **Largest-ever seat-riser** built to enable some 8,000 people at the back of the hall to fully enjoy the event program.

✦ **28-meter-long DNA chain model** was completed with the joint effort of 20,000 people and was certified as a new **Guinness World Record**.

✦ **Professional F&B team** of AsiaWorld-Expo served 8,000 delegates within just one hour.

✦ **One thousand workers** helped bring this massive event to life.



A creative solution for even the biggest events

✦ The unique configuration and **crowd-control expertise** of AsiaWorld-Expo ensured a spacious ambience with abundant entrances and exits.

✦ **Comprehensive transportation facilities** likewise facilitated the easy movement of the many thousands of event participants.

The marshalling area provided **hassle-free parking** for more than 150 coaches, allowing tens of thousands of delegates to arrive at the same time.



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