

# HANG ZHOU,

2018

TRANSPORT  
COMMERCIAL CIRCLE  
HOTEL CLUSTER  
MICE RESOURCE  
INDUSTRIAL ADVANTAGE  
CASE STUDIES

NEW  
ECONOMIC  
MICE  
DESTINATION



Headquarters

# Take a Poetic Journey through **Hangzhou**



## LOCATION

Located in the north-eastern part of Zhejiang Province, Hangzhou is less than 180 kilometers away from Shanghai. The capital city of Zhejiang Province and the political, economic and cultural centre of the province.

## AREA

16,596km<sup>2</sup>, consisting of ten districts, one County-level city, and two counties.

## POPULATION

9,468 million

## CLIMATE

Subtropical monsoon zone with four distinct seasons. The annual average temperature is 16.2 °C, and the annual average rainfall is 1,500 mm.

## WI-FI

i-Hangzhou covers all public area

## CONNECTIVITY

By Flight — Hangzhou Xiaoshan International Airport is the third largest air portal in East China, with routes reaching more than 100 cities in China and abroad. The airport is 27km from the city centre.

By Railway — Hangzhou East Railway Station is one of the largest railway hubs in Asia. The high-speed railway connects all major cities in the country, including the fastest 4hrs and 23mins train ride to Beijing and 45mins to Shanghai.

Hangzhou is one of the seven famous ancient capitals cities in China and a key scenic tourist city and historical and cultural city determined by the State Council of the People's Republic of China. Established in the Qin Dynasty as a county government, Hangzhou is steeped in more than 2,200 years of history.

Known as the "paradise on earth" thanks to the natural haven of picturesque mountainous landscape and rivers. With natural landscape, rich history, cultural art performances, fashion, shopping, celebrated gourmet food, leisure and entertainment options, the abundant tourism resources ensure that Hangzhou satisfies every business delegates' needs.

The poetic West Lake, the Grand Canal, and the Xixi National Wetland Park are significant natural attractions, while the cultural landscape includes Xiling Seal Engravers Society, former residence of famous people such as Hu Xueyan. The West Lake and the Grand Canal (both are enshrined as UNESCO World Heritage Sites) highlights Hangzhou's cultural heritage, a valuable treasure of China — 30 million visitors come to Hangzhou each year to gain a deep insight of this representative culture. The iconic West Lake is an embodiment of the traditional and distinctive beauty of a perfect mix of humanity and scenery. The Grand Canal on the other hand is the longest (1,776 km) as well as the oldest canal or artificial river in the world, it intertwines with the regular lives of native civilians. Additionally, the scenic and peaceful Xixi National Wetland Park (nicknamed "wetland paradise") is the first and only wetland park covering urban life, agriculture, and culture in China.

Art performances showcase Enduring Memories of Hangzhou and The Romance of the Song Dynasty. As for shopping, the Women's Fashion Garments Mall delights, but it is mandatory to visit the tea and silk shops. Hangzhou is the "land of fish and rice" and "land

of tea" in China — renowned for the production of the famous Longjing tea. The abundant resources and traditional cultural diversity offer great possibility for the MICE industry.

Positioning Hangzhou as a prime destination for international conferences is one of the city's key goals, as part of the overall mission to transform Hangzhou into an international gateway city. With its extensive resources, Hangzhou is uniquely positioned to develop the meetings, incentives, conventions and exhibitions (MICE) sector.



As a representative of China's new era of high-speed development, Hangzhou has become an important engine to boost economic development. Over the last few years, Hangzhou's MICE sector has transitioned from one that drew in clients based chiefly on its resource advantages to one that utilises its industry advantages as a strong selling point. The Internet, the culturally-focused creative industries, financial services, healthcare, as well as renewable and sustainable energies are among the roster of industries that have started emerging in Hangzhou.

The destination is devoted to the knowledge economy, integrating it with the development of the digital economy to boost the magnetism of their historical and cultural opportunities. Hangzhou is marching towards the "First City of

China's Digital Economy". As a distinctive tourism destination, Hangzhou has abundant and high-end tourism facilities offering MICE planners with a wealth of different options.

The G20 Summit was an opportunity to comprehensively upgrade their reception hotels, venues, scenic spots and itineraries. The International Expo Centre is ready to receive large-scale exhibitions. High-end hotel clusters such as West Lake, Qianjiang New CBD, Xixi, Wulin CBD, Binjiang District, Xiaoshan District and Qiandao Lake have been created.

Currently serving a China's major MICE destination, Hangzhou has put great emphasis on MICE which has become a sector of importance within the tourism industry in Hangzhou. Additionally, Hangzhou government and its relevant sectors have established close cooperation to guarantee the smooth organisation of large MICE events in terms of transportation, public relations and publicity, food supply and service quality monitoring and other arrangements. Furthermore, the government has issued a series of incentives and initiatives to support a faster development of the MICE industry.

After the launch of its new brand "Hangzhou, Inspiring New Connections" in 2016, Hangzhou's MICE industry has gained attention nationally and abroad as an international destination, and developing rapidly. Escalating its influence, Hangzhou established itself as a high-quality MICE platform which has organised more than 220 batches of award-winning enterprises to participate in 28 domestic and international professional conferences and exhibitions; and invited more than 20 batches of more than 700 MICE buyers to personally experience Hangzhou's rich tourism resources. The city will explore a broader global vision in the future to discover new value-added products and further enhance service standards.

# Post-G20 Developments

The eleventh G20 Summit was held in Hangzhou on September 4–5, 2016, coming to China for the first time since its establishment in 1999. This significant global event put Hangzhou on the map, and brought new momentum to the development of the city's MICE industry.



In addition to the hardware improvements Hangzhou landed many large-scale events post-G20, further benefiting stakeholders by providing more business opportunities for local businesses. In view of the characteristics of the international academic conference bidding process, Hangzhou has set up the Hangzhou International Conference Bidding Service Centre, assembling the destination's resources (*like hotel, conference centre, transportation company, scenic attractions, PCO, DMC and exhibition organiser etc.*) to facilitate efficient communication with the various professionals in the MICE ecosystem. Adhering to the principle of “market sharing, sharing of results”, these professionals and the government convene to classify and analyse bidding clues to determine the bidding plans for their coalition of bidding centre members, industrial enterprises and the Hangzhou Conference Ambassador.

The series of upgraded measures rolled out by the government have created a conducive environment for the development of Hangzhou's MICE industry. As more high-profile international conferences descend onto this poetic empyrean, a higher emphasis on the specialisation and service standard has also been imposed. The local award-winning enterprises have taken the initiative to adapt to the new requirements, by recruiting more professional and creative planning talents.

杭州  
 会在风景中  
 HANGZHOU,  
 INSPIRING  
 NEW CONNECTIONS

## “NEW ECONOMY” MICE DESTINATION



Hangzhou seizes these global events as an opportunity to promote their high-quality resource integration and preferential policy implementation. In 2016, business meetings and conferences accounted for 14.6% and 5.9% of visitors to Hangzhou, up 0.8% and 1.3% respectively over 2015. With the influence of the G20 summit, MICE has grown into a force that cannot be ignored in Hangzhou's tourism.

### Increasing Bidding Odds Through Resource Integration

Digital economy is the foundation of Hangzhou, reflecting the current height of urban development. The digital economy is the result of "Internet +", and its trove of wonderful possibilities that stem from the infinite imagination of the future. Hangzhou has vigorously conducted major scientific and technological research projects, as well as promoting innovation platforms such as Zhejiang Laboratory, West Lake University, Alibaba, and Yunqi Engineering Institute to achieve world-class levels.

Subfields such as artificial intelligence, cloud computing, big data, Internet of Things, Network data security, and integrated circuits have contributed to a number of original innovations and world-class theoretical results in AI chips, new databases, intelligent networking, intelligent driving, and quantum computing. The establishment of a world-class digital economy and technology hub has unleashed new ideas and technologies in China, and the effect ripples throughout the world.

These initiatives are an important part of the "Hangzhou Conference Ambassador" program, which was launched in 2011 to identify leading figures in Hangzhou's key industries, to integrate resources from all aspects and actively introduce high-value international conferences to advance Hangzhou's MICE development.

The title of "Meeting Ambassador" refers to an elite in an industry who can use his or her appeal and influence to recruit professionals for the city. "Hangzhou appoints meeting ambassa-

*dor by hiring member, director, executive director, etc. who has a certain influence. Through the relevant information and work provided by the conference ambassador, the city has brought a large number of high-level and large-scale international conference projects with remarkable results."* Mr. Zhao Hongzhong, Deputy Director of Hangzhou Tourism Commission said.

Hangzhou has hired a total of seven batches of 52 conference ambassadors to date, covering the fields of medicine, science, engineering, education, art, agriculture, management, law, and history.

Hangzhou will continue to explore new value-added MICE products with a broader global perspective and further enhance service standards; elevating the global influence of Hangzhou's MICE brand to let the world rediscover the lyrical charm of Hangzhou and its values — *to cement its status of a world-class conference destination.*

# Distinctive **Conference Hotels & Venues**

## Intercontinental Hotel Hangzhou →

Located in the beautiful and scenic Hangzhou Qianjiang New Town, the InterContinental Hangzhou is nestled in the pride of the city, 25km away from Xiaoshan International Airport. Its unique design and magnificent architecture make the hotel one of the city's newest landmarks. The InterContinental Hangzhou has five restaurants in various styles as well as over 30 meeting rooms of different sizes — which includes a pillar-less 1,780m<sup>2</sup> grand ballroom and two auditoriums. It also houses a spa, 384 spacious rooms, a club lounge and clubrooms for delegates to unwind.



## ← Park Hyatt Hangzhou

Designed by award-winning New York duo Yabu Pushelberg, Park Hyatt Hangzhou has been conceived as a contemporary Jiangnan-style residence, referencing the local South Yangtze River (Jiangnan) area. Inspired by the former home of Hu Xue Yan, a legendary merchant during the Qing Dynasty who was hailed as a “Hong Ding Shang Ren (*Red Merchant*)” for his contributions to Chinese society, Park Hyatt Hangzhou mirrors the home of the Hangzhou connoisseur who loves travelling, art, culture and, most of all, hosting friends from around the world.

Park Hyatt Hangzhou's event facilities includes a 9,849 square feet (915m<sup>2</sup>) conference centre, three restaurants, a bar/lounge, and complimentary wireless internet access, onsite-parking, indoor pool, steam room, and 24-hour fitness centre. This luxury hotel also has a nightclub, a rooftop terrace, and provides tour/ticketing assistance.



## The Dragon, Hangzhou →

The Dragon is Zhejiang's premier luxury hotel, and the first hotel in the world to be fully equipped with groundbreaking high-tech intelligence systems. The 110,000m<sup>2</sup> hybrid establishment marries modern elegance with traditional Hangzhou architecture style, providing an ideal relaxation destination for business and leisure travelers alike.

The hotel contains 566 guestrooms, which includes a wide range of suites such as the superior rooms, deluxe rooms, ladies' superior rooms, executive floor, executive suites, deluxe suites, dragon suites, chairmen suites, and presidential suites. The 13 function rooms have a total 4,500m<sup>2</sup> space (including two 1,200m<sup>2</sup> ballrooms), and the intelligent management systems enhances efficiency and productivity of business meetings. There are also cafes, a cigar lounge, and a veritable smorgasbord of restaurants for gastronomy indulgence such as the all-day-dining Chinese restaurants which makes every meal a refreshing experience. From the menu design to the interior décor, The Dragon's special attention to details ensures an unforgettable experience.



## Shangri-La Hotel, Hangzhou ↑

Shangri-La Hotel is located beside the picturesque West Lake (*by car it is five minutes from the downtown; 15 minutes to the railway station and 45 minutes drive to Xiaoshan international airport*). The hotel has 382 beautifully appointed guest rooms and suites located in two wings (*the East and West Wing*), and three villas in a separate annex. The spacious rooms (*some of the largest among Hangzhou luxury hotels*) are tastefully designed to complement the alluring natural setting. The Horizon Club rooms offer an enhanced level of service, com-

fort, and convenience for busy travelers. The hotel is also suitable for seminars and celebrations besides conferences, with 21 meeting and function rooms and a traditional fixed seating auditorium which accommodates 600 guests.

The hotel strives to meet all kinds of requirements from guests. The professional and experienced staff is always available to offer complete service and support from picking up meals to decorating venues for private parties of ten people or large business meetings.

## VIII Distinctive **Conference Hotels & Venues**



### Hangzhou International ↑ Expo Centre

Located in the Qianjiang Century City (*Xiaoshan District*), on the south bank of Qiantang River and east of the Third Qiantang River Bridge, Hangzhou International Expo centre is affiliated to Hangzhou Olympic and International Expo Centre Xiaoshan Construction Investment Co., Ltd. and has been entrusted to North Star Events Group, the largest convention and exhibition output management group in China, for its management and operation.

Famed as the main venue for the G20 Hangzhou Summit, the Hangzhou International Expo Centre had a remarkable performance in its first operational year — hosting 1804 conferences in 2017, and totalling exhibition area of over 3.62 million square metres. By being a member of various international associations (*including ICCA, UIA, IAEE, UFI, AIPC*), the venue has fostered a stronger presence on the international stage.



### Cloud Town ↑

The Cloud Town International Convention & Exhibition Centre is a 197 million yuan (€25million) investment creatively designed as an open '3D park' full of attractions, and it covers an area of 42.7m<sup>2</sup> and total construction area of 20,150m<sup>2</sup>. It has an exhibition area of 2,300m<sup>2</sup>, a lecture hall with a capacity of 3,000 people, and 15 small to medium-sized conference rooms. The Centre has a meaningful colour palette — its

white facade represents a cloud; the blue and green external decorative bars symbolise science and technology (*blue sky*) and innovation (*green field*).

This project was launched on 25<sup>th</sup> June, 2015, and construction was completed on 17<sup>th</sup> September within 85 days! Its official opening on 14<sup>th</sup> October 2015 has spawned the term 'West Lake Speed'.





## EVENT CASE STUDY

# The 22<sup>nd</sup> International Forging Conference

The 22<sup>nd</sup> International Forging Conference was successfully held at the Hangzhou International Expo Centre on September 17—22, 2017. The conference was attended by nearly 300 foreign representatives from 18 countries and 300 domestic and Taiwanese representatives.

The IFC is an important exchange platform, which not only promote the progress of technology, equipment, tooling, heating and heat treatment, as well as experience exchange of marketing and business management. Integrating with the world, it also drives the com-

munication and cooperation among entrepreneurs, scholars and excellent workers to co-build the platform which belongs to the forging colleagues of the world.

During the conference, 40 domestic and foreign enterprises (*SAT, ASİL ÇELİK SANAYİ VE TİCARET A.Ş., Transvalor S.A., Actemium Maintenance Presses, Fagor Arrasate, CONDAT, etc.*) displayed their latest products and technologies in the designated exhibition area, which provided delegates with an intuitive update of the latest industry development and progress of new technologies.

The International Forging Association is supported by twenty national and regional associations and organisations, such as the European Forging Alliance, the American Forging Association, and the Japan Forging Association. The International Forging Association began in 1953 and has a history of 60 years. The conference is held every three years and is rotated by national and regional forging associations.

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# Recommended Routes



## 2 Business Tour

### HIGHLIGHTS

- Famous local enterprises and universities (such as Alibaba, HIK VISION, Zhejiang University and China Academy of Art)
- Longjing Tea Village
- Famous social location such as Chenghuang Pavilion, Qiangwang Temple, and Hangzhou Cuisine Museum, etc.

### RECOMMENDATIONS

Visits to well-known universities and enterprises in Hangzhou for knowledge exchange, a buffet party can be held at the hotel or social location.

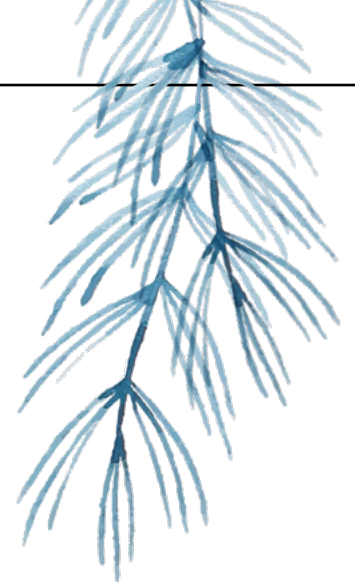
## 1 Cultural Tour

### HIGHLIGHTS

- West Lake
- China Silk Museum
- The Imperial Street of South Song Dynasty and Hefang Street
- Chenghuang Pavilion
- Wangxingji Fan Museum
- Doctor Hu Qingyu's Clinic
- The Grand Canal

### RECOMMENDATIONS

- Attend a themed evening banquet in West Lake
- Watch the performance of "Enduring Memories of Hangzhou" and "The Romance of the Song Dynasty"
- Practice Taiji
- Trace the ancient canal by boat





## 4 Innovation Tour

### HIGHLIGHTS

- Xixi Wetland Creative Industry Park
- LOFT49 Studio
- Kaiyuan198 at West Lake Creative Valley
- Zhijiang Cultural Creative Park
- West Lake Digital Entertainment Industry Park
- The Cloud Town

### RECOMMENDATIONS

- Visit Kaiyuan198 at West Lake Creative Valley
- Admire artistic buildings in China Academy of Art
- Take a boat on the West Lake
- Exercising at Air Runway in the Cloud Town

## 3 Romance Tour

### HIGHLIGHTS

- West Lake
- Leifeng Pagoda
- Louwailou Restaurant
- Xiling Seal Engraver's Society

### RECOMMENDATIONS

- Take the bicycle around West Lake
- Cook Hangzhou-style dishes at the local household
- Selfies with West Lake sceneries and at Xixi Wetland Park



# The Future's Right Here

## — Alibaba Computing Conference 2018

Organised by Alibaba Group, one of the top influencers in the global stage of the technology industry.

The Computing Conferences 2018 was held in different Chinese cities such as Beijing, Shanghai, Shenzhen, Nanjing, Chongqing, Guangzhou and Wuhan. Hangzhou – *where the headquarters of Alibaba Group is located* – was also (*proudly*) one of the event's hosting cities. The conference took place on 19-22 September to great success in Cloud Town, Hangzhou.

The overall scale and impact of the conference has reached a higher level compared to last year. The conference attracted in total 75,985 scientific and technological elites from home and abroad. A total of 125,626 delegates participated in various activities during the four-day session. The conference provided a panoramic view of Alibaba's technology commitment by inviting most influential speakers of the world data technology and sharing the vision of the future on cloud computing and artificial intelligence.

### NEW TECHNOLOGICAL ACHIEVEMENTS

This conference consisted of two main forums, 20 summits such as ATEC developer challenge conducted by Ant

Financial, AI Summit, New manufacture summit and other 151 sub forums. Alibaba Group has announced a series of new technological achievements and business cooperation programs, such as Smart Mobility Initiatives, Roadmap for Frontier Technology Research and Innovative Cloud Solutions for the Olympic Games.

### INTERACTIVE EXHIBITION DISPLAY

In order to create immersive, scenario-based experience of professional exhibition, the conference gathered international top science and technology enterprises to work closely to present interactive exhibition. Various of interactive exhibition programs were implemented during the exhibition, including the Starry Sky theme exhibition, Cloud Surfing Water World and KOB Global Robot Fighting Competition, etc. More than 200 international companies took part in the exhibition.

### INNOVATIVE ACTIVITIES

Apart from the interactive exhibition program, numerous innovative activities

took place during the conference, such as The Cloud & Xiami Music Festival, The Cloud Geek School, The Cloud Intelligent Games, etc.

The Cloud & Xiami Music Festival, known as Silicon Valley Music Festival in China, merged with leading scientific and virtual technology, brought an extraordinary live performance to the conference. Advanced tech-installations showed on the stage, such as AI intelligent capture, 200 glittering UAVs, and intelligent robotic arms.

### CHALLENGES

Though a thing to celebrate, the unprecedented scale of the conference was the biggest challenge. The newly developed and launched conference service APP designed by Nail-Based provided non-stop bus transfer service, catering ordering, personalised agenda booking services, customised private calendar, exclusive traffic navigation, check-in guidance and real-time view of the forum, restaurant inquiry, exhibition area display, etc. The aim of the Nail-Based conference service APP was to offer delegates a convenient one-stop service during the conference.

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# Hangzhou MICE Event Roadmap



## Awards & Honours

- Chinese Top Ten Best Business Cities (Forbes) from 2004
- Top-ten happiest cities in China (State Statistical Bureau) 2007-2018
- Top-five urban security in China (Blue Book of public service)
- China Top-ten smart city (MOHURD) 2012
- China's Best Tourist City (UNWTO from 2006)
- The best sample city for global tourism of 2017 United Nations World Tourism Organisation
- World Tourism Alliance headquarter located in Hangzhou (2017)
- Top-ten tourism cities in China 2018
- Top-ten tourism cities in Asia 2018



## Meeting Organising & Promotional Performance

Data of conference consumption of more than **5.4** billion yuan

More than **220** batches of award-winning enterprises

Total income: **304,134** billion

More than **20** batches of more than **700** professional conference buyers

### Hangzhou M.I.C.E. Association already has

**206**  
Members

**90**  
Hotels

**29**  
Travel  
Agencies

**56**  
Conference  
Companies

**31**  
Meeting Service  
Providers of  
Others



Hangzhou,  
inspiring new  
Connections

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