

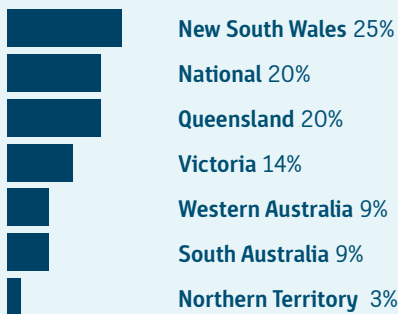
BUSINESS EVENTS AUSTRALIA GREATER CHINA SHOWCASE 2025

MONDAY, 31 MARCH TO WEDNESDAY, 2 APRIL 2025

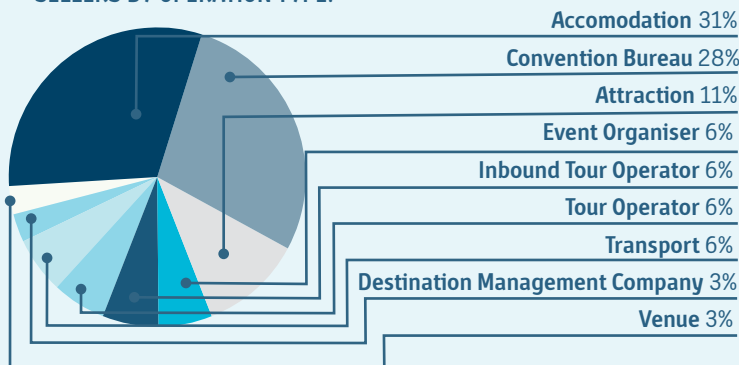
The Business Events Australia Greater China Showcase 2025 was held at Lohkah Hotel & Spa in Xiamen, China from Monday, 31 March to Wednesday, 2 April 2025. The event provided Australian industry sellers with a platform to develop their relationships with incentive agent buyers and corporate customers from Greater China as well as provide insights into market trends and customer behaviour. The event included two and a half days of face-to-face meetings with incentive agent buyers, corporate customers and media as well as a seminar to provide destination knowledge and updates for incentive agents.



SELLERS BY STATE



SELLERS BY OPERATION TYPE:



BUYERS BY OPERATION TYPE:



POST EVENT SURVEY RESULTS

BUYERS



Agents, media and corporate customer satisfaction



Agents intend to sell more Australian product as a result of attending



Agent satisfaction with the professionalism and quality of the Australian sellers



Agents rate potential to develop business with sellers in the near future

SELLERS



Seller satisfaction



Seller satisfaction of the quality of agents and their potential to place business in Australia



Sellers rated their ROI as good, very good or excellent



Sellers would definitely recommend their organisation attend the event in the future

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LEADS GENERATED

from Business Events Australia Greater China Showcase

“The event in China was highly productive, many thanks to the TA in-market and Sydney teams for their excellent organisation. The quality of buyers was impressive, and the first-day training sessions were particularly valuable.”

“The showcase was well presented. Professional, high quality show with good buyers.”