

Gaining Insights into The Belt and Road Initiative

What is the Belt and Road Initiative?

Also known as “One Belt, One Road” (OBOR), the Belt and Road Initiative is China’s strategic economic and foreign policy to bolster regional connectivity, boost cross-border trade and investments in 65 countries in Asia, Middle East and Europe.

OBOR Focus:

- Connectivity in infrastructure
- Industrial cooperation
- Resources development
- Financial integration
- Policy coordination
- Social & cultural exchange

Image source: Bloomberg

The Initiative will generate new growth momentum in infrastructure, service and trade networks through the land-based Silk Road Economic Belt and the ocean-based 21st Century Maritime Silk Road. Nearly 70 countries have expressed interest in participating in the OBOR action plan.

OBOR Spin Offs for MICE

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The OBOR will promote multilateral trading, free trade zones, liberalisation and facilitation of trade and investment, leading to more people-to-people exchanges and creating more business events opportunities. As a result of improved connectivity and more relaxed visa regulations, Chinese corporate incentive buyers are now looking for new, affordable and exotic destinations for their clients. Now, cost and a match to business interests have emerged as key factors in buyers’ choices of places to hold their events.
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In Malaysia, riding on the OBOR momentum, the nation’s 4,000+ Chinese clan associations are being invigorated by the investment opportunities under Belt and Road. One example is the Federation of Hokkien Associations in Malaysia the largest clan association in the country, setting up a chamber of commerce order to tap into potential business. Clan associations can be found in almost every overseas Chinese society and represent community and business networks and are known to facilitate bilateral trade and cultural exchanges between China and their new homes. Clan reunions can be large and can rotate among destinations like association congresses. Clan members attend such gatherings to find their roots, connect with other members, for leisure purposes and to develop business connections.
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It has been reported that China is starting to explore various international convention and exhibition markets – 128 exhibitions were held abroad last year a trend that will be intensified in the future years with further implementation of OBOR.
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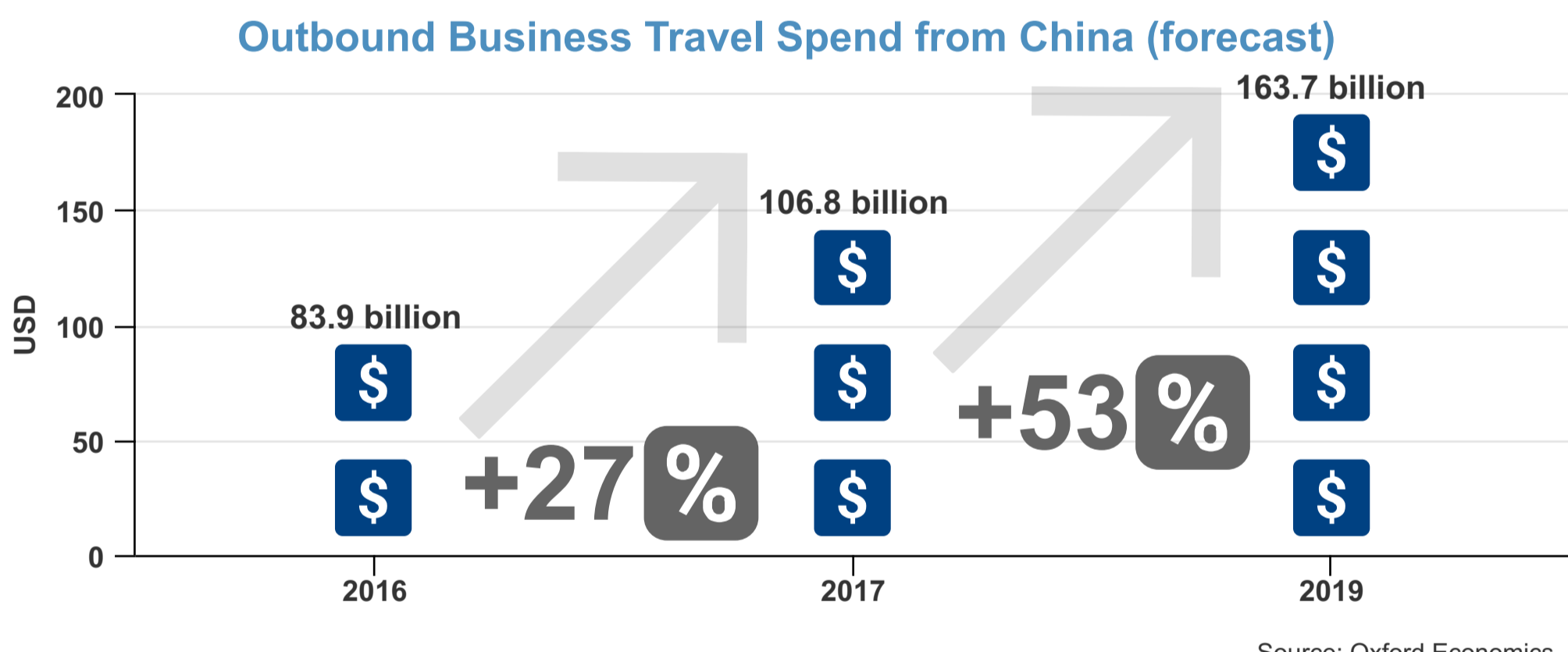
The strategic objectives of the Belt and Road are closely connected to the “going out” strategy of many Chinese corporations and businesses, providing opportunities for these companies to carry out the going global strategy. This also means that they would have a global outlook in terms of where their events could be held. Chinese trade associations are also expected to generate more events in the future as a result of greater autonomy granted to them by the government which will encourage them to meet outside the country in search of new investment opportunities. This sea change will mean significant growth in China’s association congresses leading to evolutionary change in the global meetings industry.

China Outbound Travel Fast Facts

Chinese Outbound Market

Currently the world’s leading outbound market in value, the number of Chinese outbound travellers rose 6% to 135 million in 2016.

Source: UNWTO



Chinese Travel to OBOR countries
By 2020 (Chinese forecast)

150 million

USD200 billion

Chinese tourist visits to countries along the Belt and Road and their estimated spending.

About the Author

Email Jane

Jane Vong Holmes
Senior Manager – Asia
GainingEdge

As Senior Manager Asia, Jane is focused on GainingEdge’s business and relationships in this region and has been part of the consulting team on several GainingEdge projects in Asia, working with bureaux and tourism offices in Hangzhou, Japan, Malaysia, South Korea, Macau, Indonesia and Thailand.

She helped establish GainingEdge’s signature events GainingLeads and GainingEdge Knowledge Exchange which take place annually at key trade events.

Meet the GainingEdge team

GainingEdge will be providing three (3) free MICE advice clinics during IT&CMA in Bangkok Convention Centre, Thailand from 26-28 Sept 2017.

For more details, contact Jane Vong Holmes

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