香港貿易發展局
Hong Kong Trade Development Council

Hotel Patrons registers Trade Fairs with Kiosks at Hotel Lobbies

OVERVIEW

Hong Kong Trade Development Council (TDC) is the global marketing arm and public service hub for Hong Kong-based manufacturers, traders and service exporters. Each year, TDC organizes nearly 30 world-class international trade fairs in Hong Kong – seven of which are the largest in Asia – attracting some 460,000 buyers.

THE CHALLENGE

The Customer has long been relying on the counter booths to support the visitor registration for trade fairs and it is not unusual to witness long waiting queues.

It is desirable to look for ways to reduce the long waiting times and to improve the operation efficiency through pre-registration and self-registration.

THE SOLUTION

Building up a self-registration kiosk that can allow business travelers to register their personal and business data at their convenience inside the hotel lobby.

The kiosk is able to print and issue the visitor badge right away on the spot. The badge looks exactly the same as the one they get from the counter. Those who pre-register over the Internet can also scan or input the barcode associated with the confirmation slip to get the visitor badge through the kiosk.

MajorLink products & services include the self-registration kiosk, mobile GPRS integration and managed service inclusive of routine check, onsite troubleshooting and paper refill.

Launched in Q2-2006. In April and October each year, these kiosks are placed into more than thirty prominent hotels across Hong Kong.

TRADE FAIR BUYER REGISTRATION

13 - 16 October 2006 Hong Kong Conve

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