

# Case Study

## Improving Productivity in Event Services

### Convention/Exhibition Facilities

#### AsiaWorld-Expo, Hong Kong

Hong Kong's AsiaWorld-Expo (AWE) is the only exhibition centre in the world that is fully integrated with one of the world's busiest international airports and has its own in-venue railway station. In fact, everything about this world-class exhibition facility was designed to provide easy access and an effortless experience for exhibitors and visitors. AsiaWorld-Expo opened in 2005 and has already positioned itself as the premier facility in the region for trade fairs, conventions, concerts and sports events.

Mr. H.W. Lau is the Chief Operating Officer of the facility and is ultimately responsible for all preparations for client exhibitions, conventions and concerts -- an enormous

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-H.W. Lau, Chief Operating Officer,  
AsiaWorld-Expo

task when you consider that the facility encompasses more than 70,000 square-metres of rentable exhibit and event space. One day in 2007 Lau saw a Segway® Personal Transporter (PT) that was being used by an exhibitor at one of their sourcing exhibitions. He was immediately struck by the idea that perhaps this innovative tool could also improve his productivity and that of his staff as they served AsiaWorld-Expo's clients.

"Due to the size and multi-level construction of AWE, performing simple everyday duties can actually be very time consuming," says Lau. "It is simply not efficient for our staff

to walk long distances from point A to point B over and over again and, therefore, duties that were deemed 'of less importance' were at times delayed or postponed. For a time we used golf carts within the facility, but the golf carts have their limitations because they cannot pass through standard doorways or be transferred to different levels via standard elevators."

A short time later Mr. Cheng asked his Authorized Segway Dealer for a demonstration on site to explore the capabilities of the Segway PT.

"Through our initial demonstration we learned that the Segway PT is easy to ride, able to cover great distances in a short period of time, and is safe for the rider and the public," says Lau. "We thought that it might have great utility for technical operations and hall inspections, which could be accomplished more frequently with Segway PTs."

Asia World-Expo purchased two Segway PTs and immediately put them into service. "Our event services department found immediate benefits in using the Segway PTs," says Lau. "With the Segway PT we are able to conduct up to three times the number of standard duty patrols that we conduct by walking, and when other tasks arise we are able to complete them easily and efficiently without delay. And unlike the golf carts, the Segway PTs allow us to easily move through doorways and use in elevators. In addition, it provides our customers with a progressive, responsive image of AsiaWorld-Expo, which is precisely how we want to be seen."

Although Lau initially purchased the two units exclusively for the event services department, he already sees other applications within the facility. "I can easily see the usefulness of the Segway PT for security patrols, too. They have the same challenges of trying to patrol the entire facility, and there is no reason why this would not improve their productivity, as well." ■



## Executive Summary

### CUSTOMER

AsiaWorld-Expo  
Exhibition and Event  
Venue Hong Kong

### MARKET SECTOR

Exhibition and Event  
Facilities

### THE CHALLENGE

- Provide efficient customer service at a state-of-the-art convention facility with 70,000 square-metres of convention and meeting space
- Respond quickly to issues as they arise throughout the facility

### THE SOLUTION

- Purchase two Segway PTs for the Event Services Department

### BENEFITS TO THE CUSTOMER

- Greatly reduces travel times within the facility
- Boosts the number of standard duty patrols of the facility by up to 300%
- Able to move through standard doorways and use standard elevators when moving to another level.
- Leaves clients with a progressive image of AsiaWorld-Expo

To learn more information or to find a local Authorized Segway Dealer, please visit [www.segway.com](http://www.segway.com) or call 866.4SEGWAY

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