



For Immediate Release
11 January 2022

Beijing North Star Convention and Exhibition Investment Co., Ltd and GainingEdge Enter into Strategic Partnership on Project China National Convention Center II (CNCC-II)

Beijing North Star Convention and Exhibition Investment Co., Ltd., the investor and developer of the complex project “China National Convention Centre (Phase Two)” (CNCC-II), has reached strategic cooperation with GainingEdge, a world-renowned international consulting company for convention centers and business events. GainingEdge will be responsible for the pre-opening operation and marketing of the convention center from 2021 to 2025. **This is an important move of CNCC-II in its deployment in the international convention market.**

CNCC-II is located in Beijing Olympic Sports Center Area, the northern end of the central axis of Beijing. It will serve as the Main Media Center (MMC) during the Beijing 2022 Winter Olympics to provide media services for the world. After the Games, CNCC-II is expected to open at the start of 2024 as an international convention center.

CNCC-II aims to build “A Masterpiece of the Capital in the New Era”. It has a total floor area of approx. 780,000 square meters with its main part of about 420,000 square meters serving as the convention center. Designed by French architect Mr. Christian de Portzamparc (the Laureate of the Pritzker Architecture Prize), the project can host conferences, forums, banquets, and other commercial events of different scales for 30 to 20,000 people, as well as exhibition events for more than 50,000 people. The supporting functions of CNCC-II lie on the west part of the main building with a total floor area of approx. 360,000 square meters, including a 5A Level-I office building, boutique shopping & retail, and two hotels, planned to be the Ritz-Carlton and Marriott Marquis.

GainingEdge is an internationally renowned consulting firm with a track record advising international convention and exhibition centers and destination marketing organizations specializing in the international convention market. Its services for centers include commercial advice, operator procurement, asset management, and operation and global marketing services. As a leader in the international business events market, GainingEdge has advised convention centers on 5 continents and brings a unique global perspective.

GainingEdge will provide a full range of consulting services for CNCC-II at the preparatory stage, by offering its expertise in venue management and international marketing. It will assist to build CNCC-II into a leading convention complex in the world, and provide an efficient, professional, and supportive platform for exchange and communication between China and the world.

-ENDS-

For more information about this media release, please contact:
Rod Kamleshwaran
Chief Operating Officer & Partner, GainingEdge
Phone: +61 408 809 453
Email: rod@gainingedge.com

The logos of Beijing North Star Convention and Exhibition Investment Co., Ltd (NSCEI) and China National Convention Center (CNCC) are as below. If you need a PNG version, please contact [Caryn Wong](#) of GainingEdge for a copy.



Fig-A 1-43



Note to Editor:

GainingEdge is a global specialist consulting firm advising the tourism and business events industry and associations since 2004. It provides a data-driven approach to market synthesis and on strategic recommendations that are specific, practical, and actionable.

GainingEdge has offices in Melbourne, Kuala Lumpur, Paris, The Hague, Johannesburg, Dubai, and Vancouver.