

Hong Kong hosts the WOO Congress

Hong Kong will host the 2024 World Out of Home Organisation Global Congress from 5 June to 7 June 2024.

Despite a very successful in-person regional event taking place in Kuala Lumpur, Malaysia in October 2022, this is the first time the Global Congress has been hosted in the Far East. A record 525 participants from all across the world attended the most recent 2023 Global Congress in Lisbon.

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