



Global Venue Experts Forum

10-11 Sep 2026 | Shougang Park, Beijing, China

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Leadership Decisions for the Next Generation of Venues

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Experience the Transformation

The Global Venue Experts Forum, 2026 will take place at **Shougang Park**, located in **Shijingshan District of Beijing** one of the world's most remarkable examples of industrial transformation and urban regeneration.

Once a major steel production complex, the site has been reimagined into a vibrant district for business events, innovation, culture, sport, and international exchange. Its transformation became internationally recognised during the Beijing 2022 Winter Olympics, where industrial heritage and modern development came together in a way that captured global attention.

Today, Shougang Park represents much more than a venue. It is a living example of how places can reinvent themselves, attract new industries, create new opportunities, and generate long-term economic and social value.

For venue leaders, investors, city planners, destination organisations, and policymakers, the setting itself reflects many of the themes explored throughout GVEF: investment, transformation, relevance, growth, and long-term value creation.

Hosting GVEF at Shougang Park provides delegates with the opportunity to experience first-hand how a former industrial site has evolved into a destination that supports innovation, international engagement, business events, culture, and year-round activity.

Because sometimes the most powerful case study is not presented on stage. It is the place where the conversation takes place.

