

ANNUAL PLAN

2026/27 業務計劃

Executive Summary 概要

The Hong Kong Trade Development Council (HKTDC) is a statutory body established in 1966 to promote, assist and develop Hong Kong's trade.

With 51 offices worldwide, including 13 in the Chinese Mainland, the HKTDC promotes Hong Kong as an international business and investment hub.

The HKTDC organises international fairs and conferences as well as missions to create opportunities year-round for businesses, particularly SMEs, to explore the Chinese Mainland and overseas markets via Hong Kong.

In addition, the HKTDC provides a variety of SME and start-up support services as well as up-to-date market insights and product information via research reports and digital news channels to help businesses capture opportunities.

香港貿易發展局（香港貿發局）是成立於1966年的法定機構，負責促進、支援及推動香港貿易的發展。

香港貿發局在世界各地設有51個辦事處，其中13個設於中國內地，致力推廣本港作為雙向國際投資及商貿樞紐。

本局通過舉辦不同的國際展覽會、會議及商貿考察團，致力為企業，尤其是中小企業，利用香港平台開拓中國內地和環球市場的機遇。

同時，我們亦為中小企業及初創企業提供多元化的支援服務，以及透過市場研究報告和數碼資訊平台，提供最新的市場分析和產品資訊，協助企業捕捉先機。



Hong Kong SAR Chief Executive John Lee delivered opening remarks at the 10th edition of the *Belt and Road Summit*.
香港特別行政區行政長官李家超於第十屆「一帶一路高峰論壇」致開幕辭。



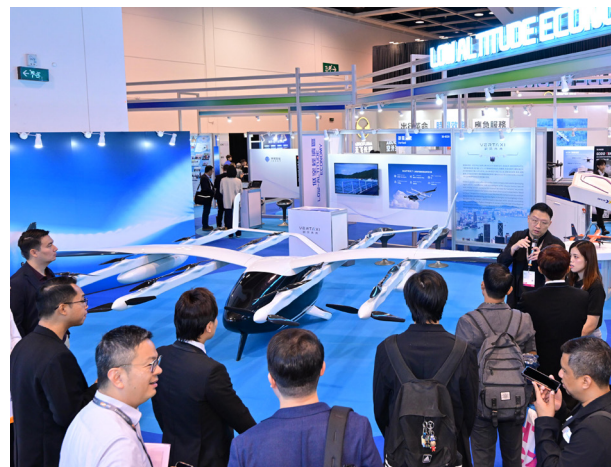
As a long-time *China International Import Expo* exhibitor, we once again mounted a *Hong Kong Food Pavilion* and *Hong Kong Service Pavilion* to promote quality Hong Kong products and services.
本局連續多年參與「中國國際進口博覽會」，設立「香港食品館」及「香港服務業展館」，推廣香港優質產品及服務。



Our mission to Qatar, led by Hong Kong SAR Chief Executive John Lee, resulted in 35 memoranda of understanding and announcements to deepen cooperation.
由香港特別行政區行政長官李家超率領、本局組織的商貿代表團，在卡塔爾訪問期間促成35份合作備忘錄及聲明。



Fashion Hong Kong spotlighted our city's latest creations to an international audience.
「Fashion Hong Kong」向環球業界人士呈獻本地品牌最新系列。



The *Low-altitude Economy* zone at *InnoEX* presented many groundbreaking drone and aircraft solutions, attracting potential buyers from around the world.
「香港國際創科展」低空經濟展區，帶來多項前沿的無人機及飛行器方案，吸引環球買家參觀。



Paul Chan, Financial Secretary of the Hong Kong SAR Government, promoted Hong Kong advantages during our signature promotion campaign, *Think Business, Think Hong Kong*, in Milan.

香港特別行政區財政司司長陳茂波，於本局在米蘭舉行的旗艦推廣活動「成就機遇·首選香港」推廣香港優勢。



HKTDC Chairman Frederick Ma spoke at the launch of the *Global Business Summit*, which deepens the linkage between finance and the real economy, at the *Asian Financial Forum*.

本局在「亞洲金融論壇」推出首屆「全球產業峰會」，推動金融與產業融合，香港貿易發展局主席馬時亨教授於活動致辭。



IP industry players from around the world unlocked business opportunities at the *Business of IP Asia Forum*.

來自世界各地的知識產權業界人士出席「亞洲知識產權營商論壇」，發掘商機。



Leading Chinese immunologist Cao Xuetao gave special remarks at the *Asia Summit on Global Health*.

中國著名免疫學家曹雪濤在「亞洲醫療健康高峰論壇」發表特別致辭。



Renowned couturier Guo Pei held her solo show in Hong Kong for the first time, kicking off our annual fashion event *CENTRESTAGE*.

國際知名訂製設計師郭培，首次在香港舉行其個人訂製秀，為本局的年度時尚活動「香港國際時尚匯展」揭開序幕。



Eco Expo Asia showcased the latest achievements in the circular economy and waste management, green and smart mobility, enabling connections and partnerships for the industry.

「國際環保博覽」展示循環經濟及廢物處理、綠色及智慧出行領域的創新成果，推動業界交流合作。



Our trade and public fairs welcomed over 30,200 exhibitors and some 570,000 buyers from more than 190 countries and regions. Our trade and public fairs welcomed over 30,200 exhibitors and some 570,000 buyers from more than 190 countries and regions. Our trade and public fairs welcomed over 30,200 exhibitors and some 570,000 buyers from more than 190 countries and regions.

INTRODUCTION

引言

Over the past year, global challenges, including trade and geopolitical tensions, continued to persist, contributing to prolonged uncertainty among the business community around the world.

In this ever-changing landscape, we are committed to helping businesses connect with arising growth and collaboration opportunities globally via the dynamic Hong Kong platform, while highlighting Hong Kong's unique advantages in the world of business.

As we embark on a new three-year business cycle, we will fortify Hong Kong's dual role as superconnector and super value-adder, linking China with the world.

Opportunities aplenty can be found in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) and wider China market, including the country's 15th Five-Year Plan (FYP). As the GBA's most international city and two-way international gateway to the mainland, Hong Kong is the platform of choice.

As we continue to integrate into the GBA and national development, we will help businesses make their mark across emerging and mature markets to support their growth and transformation journey, while reinforcing Hong Kong's many strengths and advantages.

過去一年，貿易摩擦與地緣政治緊張等挑戰，持續為全球貿易環境增添不確定性。

在當前多變的國際格局中，我們致力透過香港這個充滿活力的平台，協助企業連接全球增長及合作機遇，同時凸顯香港的獨特營商優勢。

在展開新一輪三年計劃周期之際，我們將鞏固香港作為「超級聯繫人」與「超級增值人」的雙重角色，發揮聯繫國家和世界的橋樑功能。

隨著「十五五」新征程開啟，粵港澳大灣區（大灣區）乃至整個中國內地市場將迎來重大發展機遇。香港作為大灣區最國際化的城市，以及世界通往中國內地的雙向國際門戶，是企業拓展業務的首選平台。

我們將全力支援企業升級轉型，協助其在新興及成熟市場拓展業務，更好地把握大灣區建設，融入國家發展大局，並鞏固香港的多元優勢與核心競爭力。

Today's digital age is reshaping the landscape in profound ways. Amid the transformation, we will capitalise on innovation to boost Hong Kong's status as an international business centre and foster opportunities for businesses to help them become future-ready.

Furthermore, in this shifting climate, we will continually optimise our offline-online event experience to enable businesses to stay ahead of the curve, while bolstering Hong Kong's leading position in the global convention and exhibition industry.

Entrepreneurial talents – our changemakers of tomorrow – need our support. In a world marked by digitalisation, we will reinforce our efforts to upgrade SMEs and start-ups to be competitive.

To promote our city as a global hub for high-calibre talents, we will attract international talents to Hong Kong, provide broad support to young entrepreneurs and equip them with the know-how and tools needed to pave the way for a bright future.

As we enter another challenging year, we are committed to working with our stakeholders and partners across the globe to ensure Hong Kong continues to thrive and the growth and expansion plans of its many businesses, large and small, come to fruition.

數碼化正深度重塑全球貿易格局，在此變革中，我們將以創新為重要引擎，進一步鞏固香港作為國際商貿樞紐的地位，為企業創造更多發展機遇，邁向未來。

此外，在當前瞬息萬變的環境下，我們將持續優化線上及線下活動的體驗，協助企業先拔頭籌，同時鞏固香港作為國際會展之都的地位。

創新創業人才是推動未來變革的重要力量，需要我們全力扶持。在數碼化浪潮下，我們將加大力度支援中小企業及初創企業提升競爭力。

為打造香港成為國際人才集聚高地，我們將吸引世界各地優才來港發展，為青年創業家提供多方面支援，包括為他們裝備所需的知識及技能，引領他們踏上成功之路。

新一年新挑戰，我們將再接再厲，致力與全球持份者及合作夥伴攜手共進，促進香港繁榮發展，助力大小企業穩步前行。

OBJECTIVE I 目標一

Boost Hong Kong's role as superconnector and super value-adder linking China and the world

鞏固香港作為國家與世界的「超級聯繫人」和「超級增值人」角色

Strategy 1 策略一

Leverage opportunities arising from China's 15th Five-Year Plan to support national development

抓緊國家「十五五」規劃機遇 貢獻國家發展

As the international two-way gateway to the Chinese Mainland, Hong Kong is the go-to business and investment platform to help businesses access and seize growth opportunities, especially those arising from the 15th Five-Year Plan.

香港作為世界通往中國內地的雙向國際門戶，是協助企業把握增長機遇的首選商貿投資平台，而「十五五」規劃將帶來重大機遇。

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| <ul style="list-style-type: none"> • Partner with Hong Kong Chamber of Commerce in China to organise 15th Five-Year Plan seminars in key mainland cities to highlight business opportunities for both mainland and Hong Kong companies | <ul style="list-style-type: none"> • 與中國香港（地區）商會合作，在中國內地重點城市舉辦「國家新發展 香港新機遇 十五五開局研討會」，為中國內地企業和港商探討國家「十五五」規劃帶來的發展機遇 |
| <ul style="list-style-type: none"> • Be part of the <i>GoGlobal Task Force</i> to encourage mainland enterprises to use Hong Kong to go global | <ul style="list-style-type: none"> • 作為「內地企業出海專班」的成員，本局將鼓勵中國內地企業借助香港平台「出海」 |
| <ul style="list-style-type: none"> • Provide Go Global advisory services at selected MOFCOM trade fairs to address needs of mainland firms keen to go global | <ul style="list-style-type: none"> • 在部分由國家商務部主辦的貿易博覽會，為有意拓展國際市場的中國內地企業提供「出海」諮詢服務 |
| <ul style="list-style-type: none"> • Engage experts with extensive market knowledge of and practical experience in key regions, including ASEAN, to speak at our Hong Kong Pavilions to share insights on overseas opportunities with mainland firms | <ul style="list-style-type: none"> • 於海外主要地區如東盟舉辦的展覽會設立香港館，並邀請特定市場及行業專家分享洞見，協助中國內地企業了解海外發展機遇 |
| <ul style="list-style-type: none"> • Curate a thematic networking session at <i>Business of IP Asia Forum and Entrepreneur Day (E-Day)</i> to enable Hong Kong, mainland and overseas participants to connect and explore collaboration | <ul style="list-style-type: none"> • 在「亞洲知識產權營商論壇」及「創業日」策劃主題交流環節，促進香港、中國內地及海外與會者建立聯繫，探索合作機會 |

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| <ul style="list-style-type: none"> • Launch <i>BizConnect</i> to connect Hong Kong professional service providers with Eastern China-based mainland enterprises keen to expand | <ul style="list-style-type: none"> • 推出「BizConnect」推廣活動，協助有意拓展國際業務的中國內地華東地區企業，與香港專業服務供應商建立聯繫 |
| <ul style="list-style-type: none"> • Organise a <i>DesignInspire</i> pre-event roadshow in the GBA to encourage GBA businesses to enhance the consumer experience by tapping into Hong Kong's design excellence | <ul style="list-style-type: none"> • 在大灣區開展「DesignInspire」展前巡迴推廣，鼓勵區內企業善用香港在設計領域的優勢，提升消費者體驗 |
| <ul style="list-style-type: none"> • Feature a livestreaming studio on-site at Hong Kong Pavilions at flagship mainland exhibitions to strengthen the presence of Hong Kong brands in the mainland market | <ul style="list-style-type: none"> • 在中國內地主要展覽會設立香港館直播間，提升香港品牌在中國內地市場的曝光 |
| <ul style="list-style-type: none"> • Launch the <i>GoGBA Excursion Programme</i> to help the international business community in Hong Kong access GBA opportunities | <ul style="list-style-type: none"> • 推出「GoGBA 灣區商務考察團」，協助在港外資企業發掘大灣區發展機遇 |
| <ul style="list-style-type: none"> • Help start-ups connect with partners in Hong Kong and the wider GBA region, and create synergies within the global start-up ecosystem via <i>Start-up Express International</i> to position Hong Kong as an international innovation and technology (I&T) hub | <ul style="list-style-type: none"> • 協助初創企業透過「創業快綫：國際篇」與香港及大灣區的合作夥伴建立聯繫，促進環球初創生態圈之間的協作，鞏固香港作為國際創新科技樞紐的定位 |

Strategy 2 策略二

Strengthen Hong Kong's foothold in emerging and mature markets

協助香港企業拓展新興及成熟市場

Both emerging and mature markets are important to Hong Kong businesses' expansion plans. In its unique role as superconnector and super value-adder linking China with the rest of the world, Hong Kong can foster business growth and collaboration opportunities globally.

對於香港企業而言，要取得增長，在鞏固成熟市場的同時，積極開拓新興市場，同樣重要。香港的「超級聯繫人」及「超級增值人」獨特角色，發揮著聯繫國家與世界的橋樑作用，可為企業接通全球增長及合作機遇。

- Bring the *Think Business, Think Hong Kong* campaign to Kuala Lumpur to strengthen Hong Kong's position as a key partner for Asian businesses
- Extend the *Hong Kong Shopping Festival* to ASEAN to facilitate Hong Kong brands' entry into the region
- Organise roadshows in ASEAN with Hong Kong Exchanges and Clearing Limited to promote Hong Kong's liquid capital market
- Explore collaboration with the Hong Kong Monetary Authority and Hong Kong Association of Banks to form a team of practitioners to conduct roadshows in ASEAN to promote Hong Kong as Asia's corporate treasury centre
- Stage *Collaborate2Win* in Central Asia to solidify Hong Kong's status as the go-to hub for legal and dispute resolution services

- 在吉隆坡舉辦「成就機遇·首選香港」推廣活動，強化香港作為亞洲企業首選合作夥伴的地位
- 將「香港好物節」拓展至東盟市場，助力香港品牌開拓區域商機
- 聯同香港交易及結算所有有限公司在東盟地區舉辦路演，推廣具流動性的香港資本市場
- 與香港金融管理局及香港銀行公會合作，組織業界代表前往東盟舉辦推介活動，推廣香港作為亞洲領先企業財資中心的地位
- 在中亞地區舉辦「Collaborate2Win」活動，鞏固香港作為國際法律及爭議解決服務中心的定位

- Launch the *Global Value Chain Forum* at the *Asian Logistics, Maritime and Aviation Conference (ALMAC)* to reinforce Hong Kong's advantages as a multinational supply chain management hub
- Invite major overseas investment projects to the *Belt and Road Summit* to promote Hong Kong as a premier showcase platform for signature projects along the Belt and Road
- Set up the Hong Kong Tech Pavilion at *Mobile World Congress* in Barcelona, *Viva Technology* in Paris and *Consumer Electronics Show (CES)* in Las Vegas and invite Hong Kong I&T companies to participate, to showcase Hong Kong's I&T strengths
- Debut *Fashion Hong Kong* in Paris during pre-season to engage international buyers ahead of *Paris Fashion Week*
- Launch the *Live&Play Explorer Series* in Japan and Korea to increase businesses' brand visibility and impact in the region

- 在「亞洲物流航運及空運會議」設立「全球價值鏈論壇」，鞏固香港作為跨國供應鏈管理中心的優勢
- 邀請主要海外投資項目參與「一帶一路高峰論壇」，推廣香港作為展示「一帶一路」重點項目的重要平台
- 在西班牙巴塞隆拿「世界移動通訊大會」、法國巴黎「Viva Technology」以及美國拉斯維加斯「消費電子展」設立香港科技館，推廣香港的創科優勢
- 在巴黎時裝周季前舉辦「Fashion Hong Kong」活動，吸引國際買家留意及接洽香港設計師
- 在日本及韓國推出「Live&Play Explorer 系列」活動，提升香港企業在當地的品牌曝光及影響力

OBJECTIVE II 目標二

Amplify Hong Kong's strengths and advantages in today's digital age

在當今數碼時代凸顯香港的獨特優勢與競爭力

Strategy 1 策略一

Capitalise on innovation to boost Hong Kong's role as leading business hub

以創新為引擎 鞏固香港的領先商貿樞紐地位

Across our events and initiatives, strengthening our city's position as a leader in business is at the core of what we do. Capitalising on innovation, we will not only reinforce Hong Kong's competitiveness across industries, but also help businesses tap new opportunities.

本局透過我們的活動及制定不同舉措，致力鞏固香港作為領先商貿樞紐的地位。我們以創新為引擎，進一步提升香港各行各業的競爭力，並協助企業開拓新機遇。

- Stage the *Global Business Summit* at the *Asian Financial Forum* to explore the impact of high-growth industries on the global economy
- Organise a *Digital Trade Workshop* at ALMAC to strengthen Hong Kong's leadership in international trade
- Co-create an *Animation Plus* zone at FILMART with the Hong Kong Digital Entertainment Association to showcase Hong Kong's IP innovation in animation
- Launch an *AI Studio programme* with the Hong Kong Association of Motion Picture Post Production Professionals to promote the entertainment industry's integration of AI in filmmaking
- Engage health insurance providers as *Asia Summit on Global Health (ASGH)* partners to explore value-based healthcare collaboration

- 在「亞洲金融論壇」首設「全球產業峰會」，探討高增長產業對全球經濟的影響
- 在「亞洲物流航運及空運會議」舉辦「數碼貿易工作坊」，鞏固香港作為國際商貿樞紐的地位
- 與香港數碼娛樂協會合作，在「香港國際影視展」設立「Animation Plus」專區，展示香港原創動畫作品知識產權 (IP)
- 與香港電影後期專業人員協會合作推出「AI Studio」計劃，促進人工智能 (AI) 在電影製作中的應用
- 在「亞洲醫療健康高峰論壇」引入醫療保險機構為合作夥伴，探討邁向價值導向醫療模式的合作機遇

- Launch the *IP and E-commerce Support Services Zone* at the *Hong Kong International Licensing Show* to help SMEs distribute their IP products overseas via e-commerce
- Explore deeper collaboration with the Transport and Logistics Bureau and Innovation, Technology and Industry Bureau to reinforce Hong Kong's transformation into a global I&T hub
- Engage industry partners and multipliers to showcase innovative products and solutions tailored to the elderly at *Home InStyle*, and include more knowledge-sharing sessions on the silver market
- Work with local and global ESG entities, to promote sustainable practices and responsible sourcing at our fairs

- 在「香港國際授權展」設立「知識產權與電子商貿服務區」，協助中小企業通過電商渠道，拓展其 IP 產品的海外分銷網絡
- 深化與運輸及物流局、創新科技及工業局的合作，加速推動香港成為領先的國際創科樞紐
- 與業界夥伴及機構攜手，於「香港時尚家品及家紡展」展示創新的銀髮產品與解決方案，分享銀髮市場最新資訊
- 與本地及國際 ESG 機構合作，在本局舉辦的展覽會推廣可持續發展及負責任採購，促進業界實踐綠色營運

Strategy 2 策略二

Reimagine our offline-online event experience to help businesses stay ahead

優化線上線下活動體驗 協助企業把握先機

To better cater to businesses' evolving needs and accelerate their growth journey, we will continuously enhance our year-round offline-online event experience by leveraging technology, boosting our business matching services and fostering partnerships.

為更好地滿足企業不斷變化的需求、加速其成長進程，我們將持續利用科技，提升全年線上線下活動體驗，加強商貿配對服務以及促進合作夥伴關係。

- Redouble our efforts in online-offline business matching to deliver more value to conference participants
- Introduce an AI-powered event journey planner to enable fair participants to more effectively build connections
- Enhance the *Conference App* by integrating web-based business connection solutions to facilitate business exchange

- 強化線上線下商貿配對服務，為與會者創造更大價值
- 引進 AI 驅動的活動規劃工具，協助參展商及買家更有效率地建立商貿聯繫
- 優化「香港貿發局國際會議應用程式」功能，加入線上商貿聯繫解決方案，促進商貿對接洽談

- Expand select B2B trade fairs to incorporate B2C format to enable participants to capture more opportunities
- Work with renowned fashion designers keen to embrace the Hong Kong platform to launch their collections at *CENTRESTAGE*, to enhance Hong Kong's position in global fashion
- Explore partnerships with overseas Ministries of Culture, when promoting their export businesses at our trade fairs

- 於更多貿易展覽會增設公眾日，協助參展商開拓更多商機
- 與知名時裝設計師合作，在「香港國際時尚匯展」發佈最新系列，提升香港在全球時尚界的地位
- 與不同國家的文化部門合作，在本局的貿易展覽會，加強文化互動

OBJECTIVE III 目標三

Fast-track the transformation of the next wave of entrepreneurial talents

扶持新一代創業人才加速轉型步伐

Strategy 1 策略一

Upgrade SMEs and start-ups in today's tech-dominant world

協助中小企業及初創企業在科技浪潮下升級

SMEs and start-ups are the backbone of Hong Kong's thriving economy. In a world defined by digital transformation, we will provide all the support we can to SMEs and start-ups to help them realise their growth and transformation plans.

中小企業及初創企業是香港經濟發展的重要支柱。在當今的數碼化時代，我們將致力支援他們成長及轉型。

- Host a *Start-up Multilateral Co-operation Roundtable at E-Day* to strengthen cross-border exchange among start-up ecosystems
- Organise an *SME Tech Clinic at E-Day* for SMEs to introduce tailored tech solutions and foster partnerships with start-ups
- Champion a wide-ranging *E-commerce Excellence* approach at *MarketingPulse* and *eTailingPulse* to help SMEs enhance their e-commerce proficiency
- Partner with high-profile industry KOLs and reputable e-commerce platforms to enhance marketing campaigns and drive sales and visibility for exhibitors, particularly SMEs
- Strengthen *Transformation Sandbox* partnerships to offer specialised capacity-building workshops and training programmes
- Launch a lazy pack to equip SMEs with a comprehensive set of resources, including information related to digital and green transformation
- Devise a timely seminar programme in collaboration with tech partners to empower SMEs to digitalise their operations
- 在「創業日」舉辦「初創多邊合作圓桌會議」，加強初創生態圈的跨境交流
- 在「創業日」設立「中小企科技診所」，讓中小企業介紹度身定制的科技解決方案，促進其與初創企業的合作
- 在「亞洲品牌及營銷論壇」及「亞洲電子商貿論壇」介紹全面的電子商務攻略，協助中小企業提升其電子商務營銷技巧
- 與知名的網紅及具信譽的電商平台合作，舉辦推廣活動，協助參展商，尤其是中小企業，提升知名度及促進銷售
- 加強與第三方夥伴的合作，為「T-box 升級轉型計劃」會員提供培訓工作坊，提升營商競爭力
- 為中小企業提供有關數碼及綠色轉型資訊的懶人包
- 與科技企業合作，推出切合市場需要的研討會，助力中小企業實踐數碼轉型

Strategy 2 策略二

Position Hong Kong as a base for nurturing international talents

打造香港成為國際人才集聚高地

We will position Hong Kong as a base for attracting and nurturing international talents from around the world. We will unlock their potential and prepare them for a changing, competitive world and shape them into the next generation of leaders.

本局致力吸引世界各地優才來港發展，培育本地人才，鞏固香港作為國際人才樞紐的地位。我們將協助他們釋放潛能，裝備自己，與時並進，保持競爭力，成為未來領袖。

- Co-organise *ASGH Open Stage* activities with youth organisations or medical societies and industry associations to nurture emerging young biotech and healthcare talents
- Expand *FILMART's Producers Connect Programme*, jointly organised with the Hong Kong Film Development Council, to facilitate creative IP exchange
- Explore more design competitions at our lifestyle fairs to nurture global talents and broaden international participation
- Enrich the *Hong Kong Forum Young Executive Programme* with tailored tracks for young members to encourage more young executives to join the Federation of Hong Kong Business Associations Worldwide
- 在「亞洲醫療健康高峰論壇」，與青年組織、醫學協會和行業商會共同組織「創新空間」活動，培育新一代生物科技及醫療人才
- 擴大本局與香港電影發展局在「香港國際影視展」合辦的「Producers Connect」的活動規模，促進創意 IP 的交流
- 在本局的生活時尚展覽會增加設計比賽環節，匯聚全球設計人才，培育更多具國際競爭力的年輕設計師
- 在「香港論壇」的「青年企業家交流活動」注入專屬元素，鼓勵更多年青行政人員加入「環球香港商業協會聯盟」





Hong Kong Trade Development Council
38/F Office Tower, Convention Plaza,
1 Harbour Road, Wan Chai,
Hong Kong

香港貿易發展局
香港灣仔港灣道1號會展廣場辦公大樓38樓

(852) 1830 668

www.hktdc.com



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