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# PROFILE AND MISSION

## 簡介與使命

The Hong Kong Trade Development Council (HKTDC) is a statutory body established in 1966 to promote, assist and develop Hong Kong's trade. With 50 offices worldwide, including 13 in Mainland China, the HKTDC promotes Hong Kong as a two-way international investment and business hub.

The HKTDC organises international exhibitions and conferences as well as business missions to create opportunities year-round for companies, particularly SMEs, in the Mainland China and overseas markets via the Hong Kong platform.

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 companies capture opportunities.

香港貿易發展局（香港貿發局）是於1966年成立的法定機構，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50個辦事處，其中13個設於中國內地，致力推廣本港作為雙向環球投資及商業樞紐。

香港貿發局通過舉辦國際展覽會、會議及商貿考察團，一直致力為香港企業，尤其是中小企，開拓內地及環球市場的機遇。

同時，我們亦為中小企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。

### NORTH AMERICA 北美洲

- Chicago 芝加哥
- Los Angeles 洛杉磯
- New York 紐約
- Toronto 多倫多

### LATIN AMERICA 拉丁美洲

- Mexico City 墨西哥城
- Santiago 聖地牙哥
- Sao Paulo 聖保羅

### EUROPE 歐洲

- Barcelona 巴塞羅那
- Budapest 布達佩斯
- Copenhagen 哥本哈根
- Frankfurt 法蘭克福
- Istanbul 伊斯坦布爾
- London 倫敦
- Milan 米蘭
- Moscow 莫斯科
- Paris 巴黎
- Prague 布拉格
- Warsaw 華沙

### MIDDLE EAST 中東

- Dubai 迪拜
- Riyadh 利雅得
- Tel Aviv 特拉維夫

### AFRICA 非洲

- Nairobi 奈洛比
- Johannesburg 約翰內斯堡

### ASIA 亞洲

- Almaty 阿拉木圖
- Bangkok 曼谷
- Beijing 北京
- Chengdu 成都
- Chongqing 重慶
- Dalian 大連
- Delhi 德里
- Fuzhou 福州
- Guangzhou 廣州
- Hangzhou 杭州
- Ho Chi Minh City 胡志明市
- Jakarta 雅加達
- Kuala Lumpur 吉隆坡
- Manila 馬尼拉
- Mumbai 孟買
- Nanjing 南京
- Osaka 大阪
- Qingdao 青島
- Seoul 首爾
- Shanghai 上海
- Shenzhen 深圳
- Singapore 新加坡
- Taipei 台北
- Tokyo 東京
- Wuhan 武漢
- Xian 西安

### HONG KONG 香港

Head Office 總辦事處

### AUSTRALASIA 澳大利西亞

- Sydney 悉尼

- HKTDC Branch Offices 駐當地辦事處
- Consultant Offices 顧問辦事處

Online Annual Report : <http://aboutus.hktdc.com/annualreport2023-24/en>  
年報網上版 : <http://aboutus.hktdc.com/annualreport2023-24/tc>

as of 31 March 2024  
於 2024 年 3 月 31 日



# THE COUNCIL

## 理事會

The HKTDC governing body is a 19-member Council comprising of leaders from trade, industry and government in Hong Kong. It sets the corporate strategies and plans and supervises the HKTDC's global operations and services.

The Chairman and six members are appointed by the Chief Executive of the Hong Kong Special Administrative Region (Hong Kong SAR). Eight are ex-officio appointments by virtue of their chairmanships of Chambers of Commerce and business associations or government positions, while four are nominated members from Chambers of Commerce.

香港貿易發展局理事會由來自貿易和工業界別領袖，以及政府官員共19名成員組成，是本局最高決策層，負責制定機構策略和工作計劃，以及監督本局在全球的運作和服務。

本局主席及其中六名理事會成員由香港特別行政區行政長官委任，八名當然成員由各大商會和協會領袖以及政府官員擔任，另外四名成員由商會提名。



Peter K N  
Lam  
林建岳



Margaret  
Fong  
方舜文



Algernon  
Yau  
丘應樺



Jonathan  
Choi  
蔡冠深



Shirley  
Chan  
陳淑玲



Sunny  
Chai  
查毅超



Y K  
Pang  
彭耀佳



Lo  
Kam Wing  
盧金榮



Ronna  
Chao  
曹惠婷



Lin  
Yong  
林涌



Betty  
Yuen  
阮蘇少湄



Victor  
Chu  
諸立力



Fletch  
Chan  
陳偉偉



Steve  
Chuang  
莊子雄



Herman  
Hu  
胡曉明



Patrick  
Yeung  
楊偉添



Anthony  
Lam  
林世豪



Luanne  
Lim  
林慧虹



Ma  
Kai Yum  
馬介欽



Kennedy  
Wong  
黃英豪

# COUNCIL MEMBERS

## 理 事 會 成 員

as of 31 March 2024  
於 2024 年 3 月 31 日

### CHAIRMAN

Dr Peter K N Lam, GBM, GBS

### MEMBERS

Dr Sunny Chai, SBS, BBS, JP  
Managing Director  
Fook Tin Group Holdings Limited

Mr Fletch Chan  
Director of Information Services  
HKSAR Government

Ms Shirley Chan, BBS, JP  
Vice Chairman  
YGM Trading Limited

Ms Ronna Chao  
Chairman  
Novetex Textiles Limited

Dr Jonathan Choi, GBM, GBS, BBS, JP  
Chairman  
The Chinese General Chamber of Commerce

Mr Victor Chu, CBE, SBS  
Chairman and CEO  
First Eastern Investment Group

Mr Steve Chuang  
Chairman  
The Federation of Hong Kong Industries

Prof Herman Hu, GBS, JP  
Chairman  
Ryoden Development Limited

Mr Anthony Lam  
Group CEO and Vice Chairman  
Golden Resources Development International Limited

### 主席

林建岳博士 大紫荊勳賢、金紫荊星章

### 成員

查毅超博士 銀紫荊星章、銅紫荊星章、太平紳士  
福田集團控股有限公司  
董事總經理

陳偉偉先生  
香港特別行政區政府  
政府新聞處處長

陳淑玲女士 銅紫荊星章、太平紳士  
YGM貿易有限公司  
副主席

曹惠婷女士  
龍達紡織有限公司  
主席

蔡冠深博士 大紫荊勳賢、金紫荊星章、銅紫荊星章、太平紳士  
香港中華總商會  
會長

諸立力先生 銀紫荊星章  
第一東方投資集團  
董事長及首席執行官

莊子雄先生  
香港工業總會  
主席

胡曉明教授 金紫荊星章、太平紳士  
菱電發展有限公司  
主席

林世豪先生  
金源發展國際實業有限公司  
集團行政總裁及副主席

Ms Luanne Lim  
Chairperson  
The Hong Kong Association of Banks

Dr Lin Yong, JP  
Deputy Chairman & Chief Executive Officer  
Haitong International Securities Group Limited

Dr Lo Kam Wing, BBS, JP  
President  
The Chinese Manufacturers' Association of Hong Kong

Dr Ma Kai Yum  
Chairman  
Carrianna Group Holdings Company Limited

Dr Y K Pang, GBS, JP  
Chairman  
The Hong Kong Tourism Board

Dr the Hon Kennedy Wong, BBS, JP  
Managing Partner  
Philip K H Wong, Kennedy Y H Wong & Co, Solicitors and Notaries

The Hon Algernon Yau, JP  
Secretary for Commerce and Economic Development  
HKSAR Government

Mr Patrick Yeung  
CEO  
The Hong Kong General Chamber of Commerce

Mrs Betty Yuen, JP  
Chairman  
The Hong Kong General Chamber of Commerce

林慧虹女士  
香港銀行公會  
主席

林涌博士 太平紳士  
海通國際證券集團有限公司  
副主席兼行政總裁

盧金榮博士 銅紫荊星章、太平紳士  
香港中華廠商聯合會  
會長

馬介欽博士  
佳寧娜集團控股有限公司  
主席

彭耀佳博士 金紫荊星章、太平紳士  
香港旅遊發展局  
主席

黃英豪議員 銅紫荊星章、太平紳士  
黃乾亨黃英豪律師事務所  
首席合夥人

丘應樺先生 太平紳士  
香港特別行政區政府  
商務及經濟發展局局長

楊偉添先生  
香港總商會  
總裁

阮蘇少湄女士 太平紳士  
香港總商會  
主席



# EXECUTIVE SUMMARY

## 行政摘要

### Connecting Businesses with Opportunities via Hong Kong

In this period of revitalisation, we helped businesses grow and transform, connecting them with opportunities worldwide via our fairs and conferences, support programmes, missions and promotions overseas. Throughout, we reinforced Hong Kong's unique strengths as well as its role as a resilient and connected business and investment hub and superconnector between Mainland China and the rest of the world, with a focus on the key growth drivers of innovation, sustainability and wellness.

### 助企業透過香港平台 接通全球機遇

隨着世界經濟在疫後復蘇，我們透過舉辦不同的展覽會、會議、支援計劃、商貿團及海外推廣活動，協助企業升級轉型及取得增長，並掌握全球機遇。我們聚焦創新、可持續發展及全人健康三大增長引擎，繼續鞏固香港的獨特優勢，積極推動香港作為具韌性且聯通世界的商貿和投資樞紐，以及內地與世界各地之間的超級聯繫人角色。



**Business Connections**  
商貿聯繫

**24M+**



**hktdc.com Sourcing**  
「貿發採購網」平台

**130,000+**

suppliers 供應商

**2M+**

buyers 買家



**Transformation Sandbox**  
T-box升級轉型計劃

**3,900+**

members 會員

# FAST FACTS

## 數字概覽



**511,100+**

physical buyers 買家(線下)

Fairs 展覽



**41,600+**

online buyers 買家(線上)

Fairs 展覽



**28,800+**

physical exhibitors 參展商(線下)

Fairs 展覽



**780+**

physical speakers 講者(線下)

Conferences 會議



**34,300+**

physical participants 與會者(線下)

Conferences 會議



**GoGBA Digital Platform**  
GoGBA 數碼平台

**3M+**

views 瀏覽人次



**Belt and Road Portal**  
「一帶一路」資訊網站

**19M+**

views 瀏覽人次



**Hong Kong Means Business**  
商貿全接觸

**21M+**

views 瀏覽人次





Hong Kong SAR Chief Executive John Lee delivered opening remarks at the third edition of the *Asia Summit on Global Health*.  
香港特別行政區行政長官李家超於第三屆「亞洲醫療健康高峰論壇」致歡迎辭。



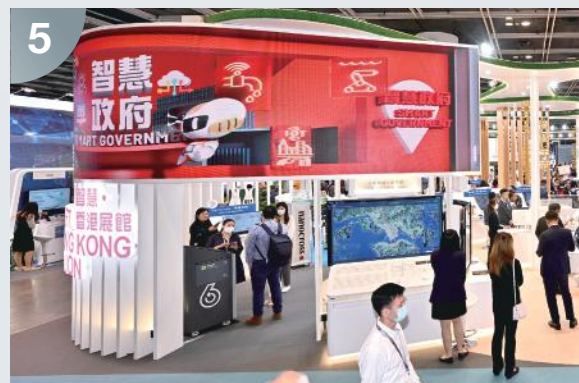
*FILMART*, Asia's largest entertainment content marketplace, welcomed pavilions from countries and regions around the world, including the return of Thailand.  
亞洲最大的跨媒體影視娛樂交易平台「香港國際影視展」吸引來自全球多個國家和地區的參展商設置展館，包括再度參展的泰國。



During our ASEAN mission led by Hong Kong SAR Chief Executive John Lee, the delegation visited leading companies in the region, including Sunway in Malaysia.  
香港特別行政區行政長官李家超率領的代表團出訪東盟，期間代表團參觀了當地的龍頭企業，其中包括馬來西亞大型企業雙威集團。



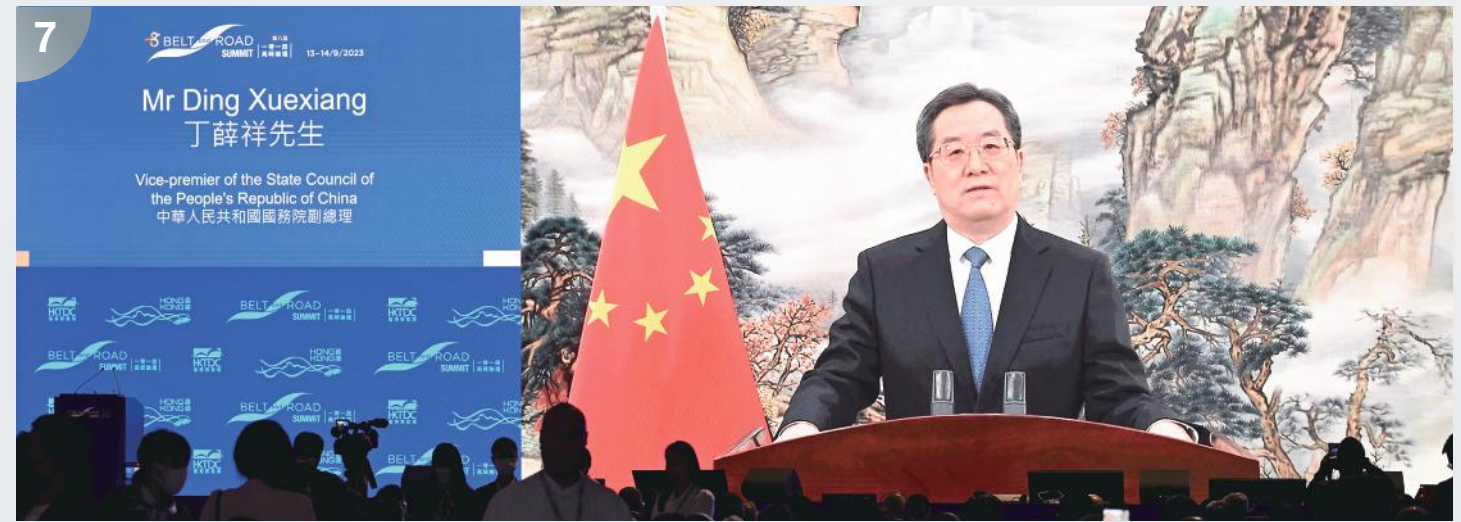
At the *London Dinner*, Hong Kong SAR Financial Secretary Paul Chan highlighted Hong Kong's business advantages and opportunities to the UK business community.  
香港特別行政區財政司司長陳茂波在倫敦舉行的「香港晚宴」上致辭，向英國商界講解香港的營商優勢和機遇。



The Office of the Government Chief Information Officer of the Hong Kong SAR participated in *InnoEX* with a pavilion themed "Smart Government".  
香港特別行政區政府資訊科技總監辦公室於「香港國際創科展」設置「智慧政府展館」。



*Eco Expo Asia* spotlighted electric, hydrogen transport, including this hydrogen bus, for buyers and public visitors to view up close.  
「國際環保博覽」重點展示了電動及氫能運輸，包括圖中的氫能巴士，供買家和公眾近距離參觀。



Ding Xuexiang, Vice Premier of the State Council of the People's Republic of China, delivered the opening keynote at the *Belt and Road Summit*.  
國家國務院副總理丁薛祥於「一帶一路高峰論壇」發表開幕主題演講。



At the Hong Kong Product Pavilion at the *China International Import Expo* in Shanghai, we featured a record number of Hong Kong exhibitors.  
本局在上海舉辦的「中國國際進口博覽會」設置「香港產品展館」，參展的香港展商數目創新高。



Hong Kong-born Filipino fashion designer John Marcus Mase won the Fashion Design Competition at our anchor fashion event *CENTRESTAGE*.  
香港出生的菲裔時裝設計師馬俊傑 (John Marcus Mase) 在本局的時尚盛事「CENTRESTAGE」(香港國際時尚匯展) 時裝設計比賽中贏得冠軍。



The PMQ "Creative Mosaic" showcase installation at the *Think Business, Think Hong Kong* mega promotion in Paris highlighted Hong Kong's latest wave of creatives.  
在巴黎舉行的「成就機遇·首選香港」旗艦推廣活動設有「Creative Mosaic」專區，展示由PMQ元創方帶來的香港本土最新創意作品。



At the *Asian Financial Forum*, renowned economist Prof Jeffrey Sachs gave a keynote on the importance of global collaboration to create a more sustainable economy.  
在「亞洲金融論壇」上，著名經濟學家傑佛瑞·薩克斯教授 (Prof Jeffrey Sachs) 發表了主題演講，帶出全球合作對可持續發展的重要作用。



# CHAIRMAN'S MESSAGE

## 主席的話

**DR PETER K N LAM**  
GBM, GBS

林建岳博士  
大紫荊勳賢、金紫荊星章



In 2023, with the pandemic firmly behind us, businesses around the world focused on rebuilding and revitalising their operations. However, the initial optimism for a strong recovery, much hoped for when the world fully reopened in early 2023, soon dimmed due to global challenges thwarting business growth plans.

Indeed, post-pandemic recovery has been plagued by the global economic slowdown, surge in inflation, rising energy costs, fragile supply chains and ongoing geopolitical tensions and conflicts.

In spite of these disruptions, the Hong Kong Trade Development Council (HKTDC) did not waver from its founding mission to connect businesses with arising opportunities worldwide via the Hong Kong platform as well as showcase Asia's World City as a leading financial, business and investment hub and superconnector between the vast Mainland China market and the rest of the world.

隨著疫情於2023年消退，環球企業致力重新部署業務計劃。同時，香港與內地及世界各地去年初起陸續恢復通關，全面踏上復常之路，各界均熱切期待經濟強勁復蘇，卻因多重環球挑戰令復蘇步伐受限。

事實上，全球經濟放緩、通脹升溫、能源成本上漲、供應鏈脆弱，加上地緣政治持續緊張等因素，均為環球企業帶來不少挑戰。

儘管面對艱難的營商環境，香港貿易發展局(香港貿發局)繼續堅守使命，透過香港平台協助企業連接全球機遇；鞏固香港作為亞洲領先的國際金融、商貿和投資樞紐的地位，凸顯其作為聯通龐大的內地市場與全球的超級聯繫人角色，積極為企業創造商機。





The 16<sup>th</sup> Plenary Session of the Hong Kong-France Business Council in Paris discussed collaboration opportunities across industries, including healthcare.

於巴黎舉行的「香港－法國商務委員會第16次全體會議」上，兩地的商界領袖討論了跨行業的合作機會，包括醫療保健行業。

We redoubled our efforts to attract Mainland China and overseas business people to Hong Kong who returned to our city in their hundreds of thousands from all corners of the world. The attendance at our fairs reaching 70-80%, and some even 90%, of pre-pandemic levels as well as record-breaking participation at our *Asian Financial Forum* and *Belt and Road Summit* attest to the vital role Hong Kong plays in the world of business.

2023年我們加強力度，透過多元化的展覽、會議及活動，成功吸引數十萬計的內地及海外商貿人士重臨香江。參與香港貿發局展會的參展商及買家數目已恢復到疫情前七、八成，當中有部分甚至達到九成，而「亞洲金融論壇」及「一帶一路商峰論壇」的參與人數更創新高，充分證明香港在世界經濟舞台，佔有舉足輕重的地位。



At FILMART, the HKTDC and Thai Ministry of Commerce's Department of International Trade Promotion signed an MoU to strengthen trade and business ties.

香港貿發局與泰國政府商務部國際貿易促進局（DITP）於「香港國際影視展」簽訂合作備忘錄，促進兩地商貿合作。



HKTDC Chairman Peter K N Lam delivered welcome remarks to open *SmartHK*, the flagship event of *Guangdong-Hong Kong Cooperation Week* in Guangzhou.

香港貿發局主席林建岳博士為於廣州舉行的「粵港合作周」旗艦活動SmartHK「推動高質量發展·香港論壇」致歡迎辭。

Aside from helping businesses seize opportunities in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) and the wider China market, we also looked further afield at emerging markets, such as the Regional Comprehensive Economic Partnership (RCEP) and Middle East, and re-engaged with developed markets. Amid full reopening in February 2023, we reconnected with the global business community by embarking on high-level missions, led by Hong Kong SAR Chief Executive John Lee, and industry missions and promoting Hong Kong at leading Mainland China and overseas fairs.

We remained focused on the three themes of innovation, sustainability and wellness, all critical drivers of growth. We positioned Hong Kong as a leader in these areas via our fairs and conferences, business matching and deal-making, support programmes and promotions abroad.

Looking ahead, the GBA and Mainland China will remain our core focus, while we will also help businesses capture arising opportunities in emerging markets, like RCEP and the Middle East. As we build the next generation of future-ready small and medium-sized enterprises (SME) and start-ups, innovation, sustainability and wellness will continue to drive the work we do, with Hong Kong's unique strengths in these areas positioned front and centre.

除了協助企業把握粵港澳大灣區的市場機遇，及進入更廣闊的內地市場外，我們亦聚焦「區域全面經濟夥伴關係協定」（RCEP）及中東等新興市場，並重建與成熟市場的商貿聯繫。自去年2月全面通關後，香港貿發局組織由香港特別行政區行政長官李家超率領的高規格代表團及商貿團，出訪不同國家及地區，及參與內地和海外的重點展會，積極推廣香港的優勢，使香港與國際重新接軌。

香港貿發局將持續聚焦創新、可持續發展及全人健康這三大增長引擎。同時，我們透過舉辦展覽會及會議、商務配對、項目對接、支援計劃及海外推廣活動，推廣香港在這些領域的領先優勢。

展望未來，我們的工作重心仍然放在內地市場，尤其是大灣區。同時，我們將協助企業抓緊新興市場，如RCEP和中東市場的機遇。香港在創新、可持續發展及全人健康領域的獨特優勢為創新企業提供沃土，我們將善用這些有利條件積極推進中小企及初創培育工作，為香港的未來發展注入新動力。



# EXECUTIVE DIRECTOR'S MESSAGE

## 總裁報告

**MARGARET FONG**

方舜文



Although we have stepped out of the shadows of the pandemic, 2023 was fraught with global challenges that had spilled over from the year prior. Amid the uncertainty, we intensified efforts to help businesses, particularly SMEs, because we knew what they needed most was opportunity and support.

In the past year, our anchor fairs and conferences have made a strong comeback, welcoming business people from more than 190 countries and regions to Hong Kong and facilitating a record amount of business connections. In the third year of our five-year digital transformation journey, we enhanced and fully deployed our *Virtual Event Platform*, upgraded our AI Recommendation Engine and introduced new features, like *Scan2Match*, to strengthen online-to-offline engagement.

With the rapid advances in innovation, sustainability and wellness globally, we engaged in thematic conversation and business matching at our fairs and conferences. We also expanded our calendar of events with the debut of our technology event *InnoEX* as the flagship event of the inaugural *Business of Innovation and Technology Week* to help businesses explore arising opportunities in innovation.

儘管疫情的陰霾已過，但全球的挑戰持續在2023年影響營商環境。面對不明朗因素，香港貿發局於年內加強對中小企的服務及支援，助他們把握疫後的機遇。

過去一年，本局舉辦的旗艦展覽會及會議反應熱烈，共有來自逾190個國家和地區的業界人士來港出席活動，促成的商貿聯繫更創新高。踏入本局五年數碼轉型進程的第三年，我們對虛擬活動綜合平台的功能進行升級，包括利用人工智能提升商貿配對成效，並引入如「掃碼易」等新功能，以加強線上線下的無縫聯繫。

有見全球創新、可持續發展和全人健康產業正高速發展，本局相應地在我們的展覽會及會議上加強相關主題的內容及商貿配對活動。此外，我們還舉辦全新的展覽會，如「香港國際創科展」，作為首屆「國際創科營商周」的旗艦活動，協助企業發掘創新產業的商機。





During the ASEAN mission, HKTDC Executive Director Margaret Fong signed an MoU with MATRADE CEO Datuk Mohd Mustafa Abdul Aziz, observed by Malaysia's Deputy Minister of Investment, Trade and Industry Liew Chin Tong to enhance Hong Kong-Malaysia trade ties.

在訪問東盟期間，香港貿發局總裁方舜文與馬來西亞對外貿易發展局（MATRADE）行政總裁Datuk Mohd Mustafa Abdul Aziz在馬來西亞國際貿易及工業部副部長劉鎮東的見證下簽署合作備忘錄，促進兩地的商貿合作。

Supporting SMEs is our mission. To ensure they remained competitive amid the global sustainability agenda, we added an ESG stream to the range of services we offer in our *Transformation Sandbox (T-box)* business support programme. Our partners are central to the work we do, and in the past year, we welcomed new *T-box* collaborators into the fold who work with us to help SMEs achieve their transformation goals.

可持續發展已成為全球趨勢，本局因時制宜為中小企提供全面的支援，協助他們提升競爭力，以把握全球可持續發展新機遇。年內，我們擴展「T-box升級轉型計劃」，成立新支援隊伍協助港商實踐「環境、社會及管治」（ESG）。同時，我們引入新合作機構，攜手支援中小企實現其升級轉型目標。



(From left to right) At the *Hong Kong International Jewellery Show*, HKTDC Executive Director Margaret Fong viewed exquisite jewellery on display, alongside Legislative Council President Andrew Leung and Elegance Jewellery International Ltd CEO Ricky Lam.

(由左至右)香港貿發局總裁方舜文在「香港國際珠寶展」上與立法會主席梁君彥，及雅寶珠寶國際有限公司行政總裁林志強一同欣賞場內展出的璀璨珠寶。



HKTDC Executive Director Margaret Fong delivered welcome remarks at the *Business of IP Asia Forum*, which created greater synergy between IP and innovation.

香港貿發局總裁方舜文在「亞洲知識產權營商論壇」致歡迎辭時指出，論壇促進知識產權及創新領域間的合作，創造更大協同效應。

Our *GoGBA* platform has gone from strength to strength. Aside from consultations and training, we organised a range of activities to help SMEs capture opportunities in the GBA. With the opening of *GoGBA* support centres in Huizhou, Jiangmen and Zhaoqing, we now have a physical presence in all nine mainland GBA cities to provide comprehensive support to businesses. We also optimised the *GoGBA* digital platform to better address SMEs' pain points and equip them with the tools to access the GBA.

我們亦新增了「GoGBA灣區經貿通」一站式平台的服務功能。除了提供諮詢和培訓外，我們組織了一系列的活動，協助中小企抓緊大灣區機遇。年內，我們在惠州、江門及肇慶增設「GoGBA港商服務站」，目前服務站已全面覆蓋大灣區內地九市；我們還優化了「GoGBA數碼平台」的功能，進一步解決中小企的痛點，為他們提供全面的在地支援，進軍大灣區市場。

With the full reopening, we reconnected with many old and new stakeholders across Mainland China, the wider Asia region and beyond. While we brought the world to Hong Kong, we certainly brought Hong Kong to the world. Our missions took us to the mainland, Association of Southeast Asian Nations (ASEAN), Japan, Korea, the Middle East, Europe and beyond and we strengthened our presence at mainland and overseas fairs to promote Hong Kong on the global stage.

自全面恢復通關以來，香港與內地、亞洲其他地區，以至海外的新舊業務夥伴往來交流日益密切，經貿合作更加頻繁。我們把世界帶到香港，同時把香港帶到世界。我們的商貿團足跡遍及內地、東盟、日韓、中東及歐洲等地，同時積極參加更多的內地及海外展會，向世界展示香港優勢。

With its unique advantages and strengths, Hong Kong is the ideal business and investment platform. In the year ahead, we will strengthen Hong Kong's role as a resilient and connected international business and investment hub via our events, support programmes and overseas promotions, with the support of our 50 offices worldwide. As we continue to navigate global uncertainties, we will stay true to our mission and lend SMEs all our support to help them grow and transform.

香港既聯繫國際，又緊接內地市場，具備一系列得天獨厚的優勢，為企業的理想商貿及投資平台。在未來一年，我們將透過舉辦不同的活動、支援計劃及海外推廣，善用全球50個辦事處的網絡，鞏固香港作為具韌性、聯通世界的國際商貿及投資樞紐的角色。面對複雜多變的國際環境，我們將繼續堅守使命，竭力為中小企提供全面的支援，協助他們升級轉型謀發展，並肩為香港的經濟發展作出貢獻。





# DRIVING INNOVATION

推 動 創 新



As a key driver of growth, innovation was infused in all areas of our work to reinforce Hong Kong as a leader in the field. We connected innovation ecosystems around the world with the Hong Kong platform for knowledge exchange, business matching and commercialisation. In the third year of our five-year digital transformation journey, we continued to enrich our offerings with advanced technologies.

## Accelerating sourcing capabilities

Our *Virtual Event Platform (VEP)* has been enhanced and is now fully deployed at our fairs and conferences, giving businesses access to more opportunities via live streaming, video meetings, 3D virtual booths and AI business matching. With a high uptime rate of over 99.9% and average response time of less than 3 seconds, our *VEP* cements Hong Kong's status as a leading convention and exhibition centre.

We launched *Scan2Match* at the *Hong Kong Watch and Clock Fair* and *Salon de TE* in September 2023 to facilitate offline-to-online (O2O) engagement. This new feature in our *HKTDC Marketplace App* strengthens our *EXHIBITION+* hybrid model, enabling buyers to scan exhibitors' QR codes, bookmark their favourite exhibitors, make product enquiries and continue discussions online after the physical fair.

Our *EXHIBITION+* AI Recommendation Engine now supports all of our local fairs via *Click2Match* virtual business matching, which has been widely adopted by participants. In the past year, it also supported six of our major conferences with business matching. With an uptick in business connections, the engine has received positive reviews from users, averaging a rating of 4.62 on a scale of 1 to 5.

創新是驅動增長的關鍵引擎，香港貿發局已將相關元素融入於不同的工作範疇之中，鞏固香港作為國際創新科技中心的地位。本局利用香港平台打通全球的創科生態圈，以促進知識交流、商貿配對及推動科研成果商品化。在本局踏入五年數碼轉型進程的第三年，本局將繼續善用嶄新科技提升服務。

## 提升採購成效

本局推出的加強版虛擬活動綜合平台(VEP)已全面應用到本局的展覽會和會議中，為活動提供現場直播、視像會議及人工智能商貿配對，讓企業捕捉更多商機。平台服務可用性高達99.9%，頁面響應時間平均少於3秒，我們相信，本局的VEP有助鞏固香港作為會議及展覽中心的領導地位。

本局於2023年9月舉辦的「香港鐘表展」和「國際名表薈萃」上推出「掃碼易」(Scan2Match)服務，為買家和參展商提供線下到線上的無縫聯繫。Scan2Match是HKTDC Marketplace (香港貿發局商貿平台)應用程式的新功能，大大提升本局的「展覽+」線上線下融合模式的效能。買家可在展位掃描Scan2Match二維碼，加到我的最愛，並在實體展完結後與展商在線上繼續聯絡，查詢產品詳情及洽商。

買家和參展商還可透過「EXHIBITION+」的「商對易」(Click2Match)智能配對平台進行商貿配對及洽商，目前此人工智能商貿配對推薦系統已支援本局的所有本地展會，並獲參展人士廣泛採用。而平台亦支援在去年舉辦的6場主要會議，為與會人士提供商貿配對服務。透過平台促成的商貿聯繫正持續增加。我們亦獲得許多來自用戶對平台的高度評價，在1至5分中平均獲得4.62分。

## AI Recommendation Engine

人工智能商貿配對推薦系統



accounted for  
展覽會的線上商貿洽談請求

**71%**

of online business  
connection requests per fair  
由人工智能推薦



facilitated

**76%**

of scheduled online  
meetings per fair  
的展覽會線上會議由人工智能促成



contributed to an average of  
會議及論壇中安排的商貿洽談會平均

**27%**

of arranged meetings  
at conferences  
來自人工智能推薦

We completed the revamp of our news portal *Hong Kong Means Business (HKMB)* for a more personalised, intuitive user experience. On the platform, which is offered in English, Traditional Chinese and Simplified Chinese, business opportunities in innovation, sustainability and wellness, our three core themes, can be found for not only the GBA and wider China market, but also RCEP and beyond.

本局的商貿資訊網站「商貿全接觸」已進行升級改版，提供更個人化及便利的用戶體驗。網站提供英文、繁體中文及簡體中文三種語言頁面，為企業提供焦點主題的資訊，包括創新、可持續發展及全人健康，協助企業把握大灣區及內地市場，以至RCEP及其他地區的市場機遇。

## Facilitating connections and opportunities

To capture the many arising opportunities in innovation and position Hong Kong as a leading innovation and technology (I&T) hub, we launched *InnoEX* as the flagship event of the inaugural *Business of Innovation and Technology Week* in April 2023. The event, co-organised with the Hong Kong SAR Government, showcased next-generation smart solutions and cutting-edge technologies and gathered tech experts, thought leaders and investors from around the world to facilitate exchange, collaboration and commercialisation of innovations.

## 促進商貿聯繫 把握迎來機遇

為捕捉創新科技帶來的龐大機遇，鞏固香港作為創科樞紐的領導地位，本局於2023年4月推出全新的「香港國際創科展」，作為香港特別行政區政府與香港貿發局共同策動的首屆「國際創科營商周」的旗艦活動。創科展展示了新世代智慧解決方案和尖端科技，匯聚全球的科技專家、意見領袖和投資者，就創新科技的合作和商品化展開交流。

## Hong Kong Electronics Fair (Spring Edition), Hong Kong International Lighting Fair (Spring Edition) and InnoEX

香港春季電子產品展、香港國際春季燈飾展及香港國際創科展



**~3,000**

exhibitors from 20+  
countries and regions  
參展商來自 20+ 個國家及地區



**66,000+**

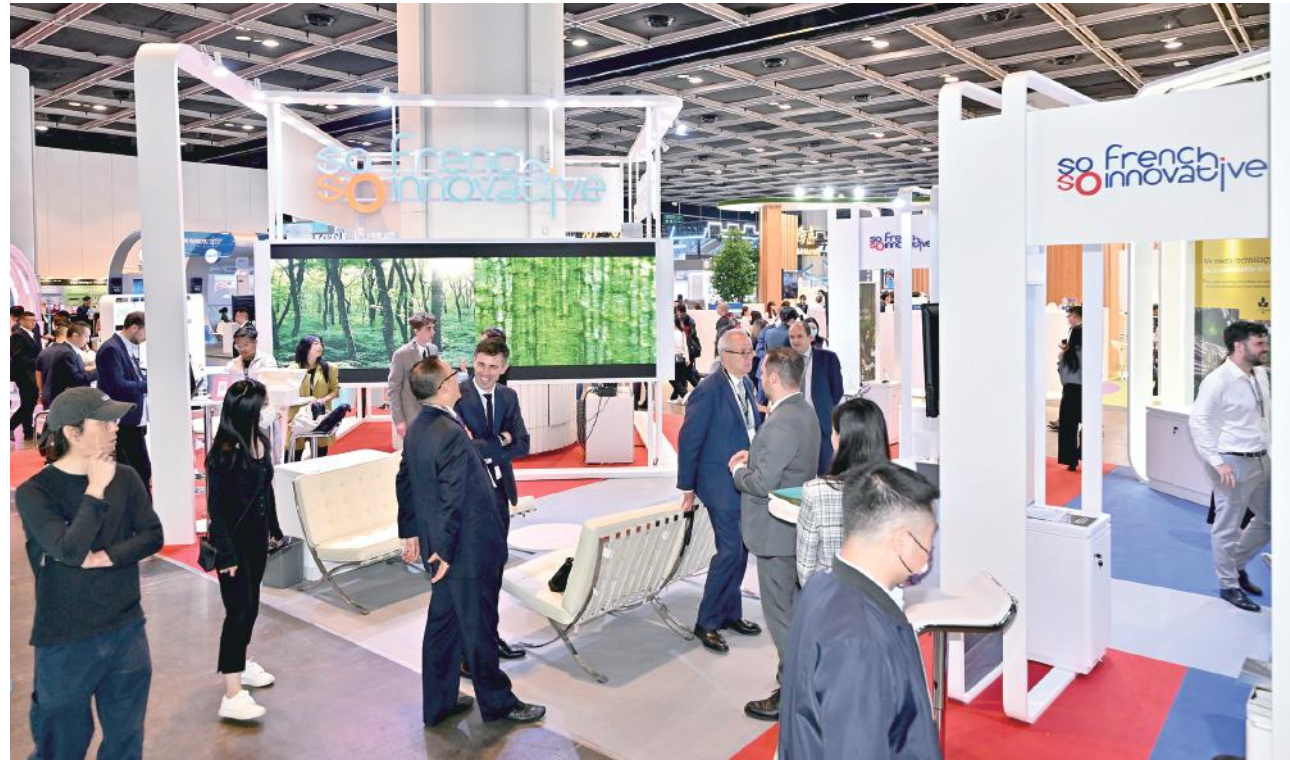
buyers from 160  
countries and regions  
買家來自 160 個國家及地區



**3,000+**

of arranged meetings  
at conferences  
商貿配對環節





The first edition of InnoEX welcomed some 3,000 exhibitors from around the world, showcasing the latest cutting-edge technologies and smart solutions.

第一屆「香港國際創科展」匯聚約3,000家環球參展商，展示嶄新尖端科技和新世代智慧解決方案。

Intellectual property (IP) is the fuel that drives innovation. This message was front and centre at our anchor IP conference, *Business of IP Asia (BIP Asia) Forum*, in December 2023, which created greater synergy between IP and innovation. The Global Tech Summit covered generative AI and its diverse business applications, while the cleantech-themed Innovation and IP Market strengthened IP commercialisation and facilitated cross-sector collaboration among universities and R&D centres.

知識產權 (IP) 是驅動創新的原動力。本局於2023年12月舉行的「亞洲知識產權營商論壇」，是本局的旗艦會議之一，旨在發揮知識產權與創新科技之間的協同效應，並突出知識產權在推動創新的重要性。其中，「環球科技峰會」涵蓋了生成式人工智能及其跨行業的應用，而「創科營商廊」則以「清潔科技」為主題，推動知識產權商品化，並促進大學和研發中心的跨界別合作。

### Business of IP Asia Forum 亞洲知識產權營商論壇

**90+**  
speakers from 10+  
countries and regions  
講者來自 10+ 個國家及地區

**2,500+**  
participants from 30+  
countries and regions  
與會者來自 30+ 個國家及地區

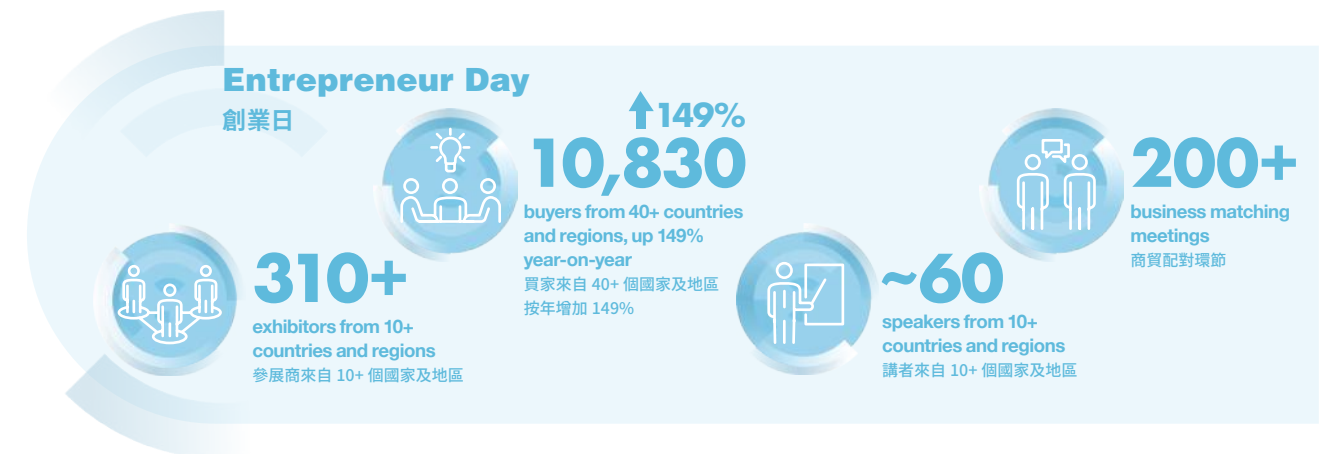
(From left) Hong Kong SAR Director of Intellectual Property David Wong, HKTDC Executive Director Margaret Fong, Hong Kong SAR Deputy Financial Secretary Michael Wong and Nestlé Hong Kong Managing Director Simon Cheung visited the display area of NESTLÉ'S EAGLE BRAND 註冊商標, the first registered trademark in Hong Kong, at *Business of IP Asia*.

(左起) 香港特別行政區知識產權署署長黃福來、香港貿發局總裁方舜文、香港特別行政區財政司副司長黃偉綸及雀巢香港有限公司董事總經理張勁於「亞洲知識產權營商論壇」期間，參觀香港第一個註冊商標「NESTLÉ'S EAGLE BRAND 註冊商標」的展示區。



At the concurrent *Entrepreneur Day (E-Day)*, conversations centred around today's hot topics, including AI Chatbot, Web3 and more. We piloted Web3 during the event, allowing the collection of NFTs using a digital wallet, to promote use of the technology and position *E-Day* as a testing ground for tech projects. The event welcomed some 30 missions from the mainland, Philippines, South Korea, Thailand and United States.

而同期舉辦的「創業日」，則聚焦當今最熱門的議題，包括人工智能聊天機械人、第三代互聯網 (Web3) 等。本局在活動中試行 Web3，讓參觀人士使用數碼錢包收集非同質貨幣 (NFT)，既可促進相關技術的普及應用，也能作為未來創科項目的參考。活動吸引來自內地、菲律賓、韓國、泰國、美國等地約30個商貿團參加。



In December 2023, we also held the second edition of *Start-up Express International*, which focused on start-ups in fintech, green tech, healthtech and Web3. The 10 winners, selected by the Hong Kong Science and Technology Parks Corporation (HKSTP), Hong Kong Cyberport Management Company Limited and Gobi Partners, were invited to join *E-Day* to exchange insights and network. They also received marketing, technology and peer support via the *Start-in-Hong Kong Programme* to facilitate their setup in Hong Kong and explore the regional market.

2023年12月，本局舉辦了第二屆「創業快線：國際篇」，匯聚從事金融科技、綠色科技、健康科技和Web3等初創企業。10家優勝初創由香港科技園公司、香港數碼港管理有限公司和戈壁創投選出，並獲邀參與「創業日」，藉此促進他們與潛在合作夥伴的交流及建立商脈。優勝初創還可透過「Start-in-Hong Kong Programme」獲得市場營銷、科技及業界的支援，有助他們在香港成立公司，及發掘在其他亞洲地區的市場機遇。



*Start-up Express International* is the international version of our long-running start-up development programme, *Start-up Express*, which equips start-ups with the capabilities and connections to expand internationally. 10 winners for the local and international edition are chosen annually whom we provide comprehensive support to.



本局的初創培育計劃「創業快綫」已舉辦多年，而「創業快綫：國際篇」是該計劃的國際版，旨在協助有意進軍國際市場的初創做好準備，拓展業務網絡。計劃每年均會選出10家本地及環球優勝初創，為他們提供全面的支援。

Entrepreneurs from across the globe gathered at our anchor entrepreneurial event *Entrepreneur Day* to discuss collaboration opportunities.

本局的支持創業重點活動「創業日」匯聚全球企業家，共同探索合作商機。

## SUCCESS STORY

With the aim to expand to the Japan market, 2021 *Start-up Express* winner Kamakura Foods Limited (Wada Bento) was referred to our Osaka office, which provided business consultation support. In September 2023, they secured JPY400 million in investment from Osaka-based Harada Corporation and other investors from Hong Kong and Singapore and opened a representative office in Osaka. At *E-Day*, Kamakura and Harada signed an MoU to extend their cooperation. The company now operates a number of machines across Japan, with additional ones to be deployed in Osaka and Tokyo later this year.

2021年「創業快綫」優勝初創鎌倉食品有限公司（和田弁當）計劃開拓日本市場。本局將該公司轉介予我們的大阪辦事處，為其提供商貿諮詢服務。2023年9月，該公司獲大阪的原田產業、來自香港及新加坡的投資者的支持，成功集資4億日元，並在大阪開設了辦事處。在「創業日」上，鎌倉和原田簽署了合作備忘錄進一步擴大合作。該公司目前在日本已設有多部便當自動販賣機，將於今年內擴展至大阪和東京。

We expanded *IPHatch*, our open innovation competition, to an Asia version. Aside from Hong Kong start-ups, we targeted start-ups from across the continent to grow the regional innovation ecosystem and promote Hong Kong as a leading hub for IP and tech commercialisation. Among the nine winners, six were from Hong Kong, while two hailed from Malaysia and one from Thailand.

同時，本局的開放式創新比賽「IPHatch」亦增設了亞洲版，聚焦香港以至亞洲區的初創，旨在促進亞洲區的創科生態圈發展，及推廣香港作為領先的知識產權和創新科技商品化中心。獲選的9家優勝企業中，有6家來自香港、兩家來自馬來西亞，及包括一家泰國企業。

Policymakers, international finance and multilateral organisation representatives and business leaders from around the world, including more than 70 Mainland China and overseas delegations, attended the *Asian Financial Forum (AFF)* in January 2024 to discuss multilateral cooperation and engage in forward-looking dialogue on finance and business and the impact of I&T on the industry. I&T topics discussed included fintech innovation, virtual asset development and Web3. *AFF's* InnoVenture Salon featured over 140 start-up exhibitors across AI, blockchain, fintech, greentech and more.

於2024年1月舉行的「亞洲金融論壇」，邀得世界各地的政府代表、國際金融及多邊組織代表，以及商界領袖出席，當中包括70多個內地和海外代表團。一眾與會者於論壇上探討了多邊合作相關的議題，並就金融、商貿以及創科對業界的影響作前瞻性的討論。創科議題方面，則聚焦金融科技創新、虛擬資產發展和Web3，同場的「InnoVenture」專區展示了超過140家初創企業的人工智能科技、區塊鏈、金融科技、綠色科技等技術。



Hong Kong SAR Financial Secretary Paul Chan welcomed attendees to the keynote luncheon on day one of the *Asian Financial Forum*.

香港特別行政區財政司司長陳茂波於「亞洲金融論壇」首天的專題午餐會致辭，歡迎出席的與會者。



Deal-making is a hallmark of our *Asian Financial Forum*. Over 700 meetings took place to discuss collaboration across various sectors, including fintech, the environment, infrastructure and more.

投資項目對接是「亞洲金融論壇」的標誌性活動，場內舉行了逾700場對接會，讓參會人士聯繫商業夥伴洽談合作機會，項目涉及金融科技、環境及基建等多個領域。



Digitalisation was also a theme at our annual *Asian Logistics, Maritime and Aviation Conference (ALMAC)* in November 2023, which featured a new Logtech Salon showcasing AI, automation, robotics and smart mobility, to highlight the latest I&T products and solutions of the global logistics, maritime and aviation industries. Logtech Forums brought together industry leaders discussing innovative solutions and state-of-the-art technologies and generative AI.

於2023年11月舉辦的「亞洲物流航運及空運會議」同樣以數碼化為主題，其中首次舉辦的「Logtech Salon」展示人工智能系統、自動化系統、機械人和智慧出行科技，以凸顯適用於全球物流的最新創科產品及解決方案。「創新對話」環節匯聚行業領袖，討論包括生成式人工智能等創新解決方案和最新科技。

### Asian Logistics, Maritime and Aviation Conference

亞洲物流航運及空運會議



**70+**

speakers from 10+ countries and regions  
講者來自 10+ 個國家及地區



**2,080+**

participants from 30+ countries and regions  
與會者來自 30+ 個國家及地區



**280+**

business matching meetings  
商貿配對環節

With the Belt and Road Initiative (BRI) turning 10 in 2023, our *Belt and Road Summit* in September 2023 reflected on this milestone and highlighted arising opportunities of the BRI. I&T was a major theme of discussion at the event, which included sessions on greentech co-organised with HKSTP and digital technology with Cyberport as well as project investment sessions on I&T. The exhibition area also featured innovative technologies, including AI, and digital solutions.

2023年是「一帶一路」倡議提出十周年，本局於9月舉行的「一帶一路高峰論壇」正好見證了這重要里程碑，並重點推廣「一帶一路」帶來的龐大機遇。高峰論壇以創新科技為主題，當中包括由本局與香港科技園合辦的「一帶一路綠色科技發展」專題分組論壇，以及與數碼港合辦的「數碼科技及數據應用如何推動大灣區和『一帶一路』的發展」專題分組論壇，其他專題分組論壇則聚焦創科項目投資等。同場展區展示了人工智能、數碼解決方案等創新科技。

### Belt and Road Summit

一帶一路高峰論壇



**90+**

speakers from 10+ countries and regions  
講者來自 10+ 個國家及地區



**~6,000**

participants from 70+ countries and regions  
與會者來自 70+ 個國家及地區



**800+**

business matching meetings  
商貿配對環節



Jointly with Cyberport, we organised a breakout session on digital technology in GBA and Belt and Road development at the *Belt and Road Summit*.

於「一帶一路高峰論壇」，本局與數碼港合辦「數碼科技及數據應用如何推動大灣區和『一帶一路』的發展」專題分組論壇。

## SUCCESS STORY

Fostering collaboration between Hong Kong and overseas companies at the *Belt and Road Summit* resulted in 17 MoUs, including:

- Technology transfer in Vietnam's Mekong Delta between Hong Kong's NDN Group and Vietnam's Innovation Services Centre (ISC)
- Technology investment in the GBA and ANZ regions between Hong Kong's Abacus Ventures and New Zealand's Stonewood Group
- Cooperation on contactless payment solutions between Hong Kong's Tappy Technologies Limited and United Arab Emirates' Time House Trading LLC

Following the MoU signing between NDN and ISC, NDN set up a branch office on the ISC campus in December 2023. In addition to mentoring, NDN will conduct tech transfers with start-ups located in ISC. NDN will also provide strategic advice to these start-ups for potential expansion into Hong Kong. As part of a pilot initiative, both parties are keen to explore collaboration in the production and deployment of NDN's multi-functional smart lampposts across the ISC campus.

「一帶一路高峰論壇」促成了香港與多家海外公司之間的合作，共簽訂了17份合作備忘錄，包括：

- 香港NDN集團與越南創新服務中心(ISC)在越南湄公河三角洲進行技術轉移
- 香港Abacus Ventures與紐西蘭Stonewood Group在大灣區和澳紐地區合作投資科技項目
- 香港拍拍寶科技有限公司與阿聯酋Time House Trading LLC就非接觸式支付解決方案展開合作

在NDN和ISC簽署合作備忘錄後，NDN於2023年12月在ISC園設立辦公室。除了為ISC園的初創提供指導服務，NDN還會向其進行技術轉移。NDN又向這些初創提供策略建議，協助他們在香港拓展業務。作為試驗計劃的一部分，雙方在生產及業務佈局上積極合作，而ISC園也採用了NDN的多功能智能街燈。



At the *Hong Kong International Film and TV Market (FILMART)*, we debuted a virtual production studio on-site, in collaboration with Hong Kong creative tech firm Votion Studios, to showcase the latest advances in production techniques and real-time content generation. Hong Kong Baptist University (HKBU) presented pioneering AI, visualisation and human-machine interaction technologies for film creation, while the Hong Kong Design Institute held the grand opening of its virtual production studio.

在「香港國際影視展」上，本局與香港創科企業阜訊 (Votion Studios) 合作，首次設立虛擬製作工作室，展示最新的製作技術和實時生成內容。首次參加的香港浸會大學也展示了最新電影創作應用的人工智能、視覺化和人機互動技術。香港知專設計學院則在影視展上為其虛擬製作錄影廠舉行盛大開幕禮。



In collaboration with Votion Studios, we inaugurated a virtual production studio at *FILMART* to showcase the latest local advances in production techniques.

本局與阜訊 (Votion Studios) 合作，於「香港國際影視展」上首次設立虛擬製作工作室，展示本地製作技術的最新發展情況。

The concurrent *EntertainmentPulse* brought together global leaders in entertainment to explore the latest industry trends and tech developments, including generative AI, video streaming and digital animation production. Opportunities arising from the Direct-to-Consumer (D2C) model of streaming platforms were also discussed.

同期舉辦的「亞洲影視娛樂論壇」匯聚全球娛樂業界領袖，探討最新行業趨勢和科技發展，包括生成式人工智能、視頻串流和數碼動畫製作；以及討論串流平台D2C (Direct-to-consumer) 嶄新消費模式的商機。

### Hong Kong International Film and TV Market (FILMART) and EntertainmentPulse

香港國際影視展及亞洲影視娛樂論壇



**760+**

exhibitors from 20+ countries and regions  
參展商來自 20+ 個國家及地區



**7,500+**

participants from 50 countries and regions  
與會者來自 50 個國家及地區

Our retail shop dedicated to promoting creativity, *Design Gallery (DG)*, launched an acceleration programme, *Power-Up by DG*, in June 2023 to strengthen buyer-seller communication. Online business matching sessions were held, at which *DG* suppliers engaged with merchandisers from among *DG*'s mainland consignment partners. Many product enquiries and trial orders were received thereafter, helping our suppliers expand their customer reach across Mainland China.

「香港·設計廊」是本局成立的零售平台，致力推動香港本土的創意產品。我們於2023年6月推出全新的「香港·設計廊」內銷營商計劃，聯繫加強買賣雙方的溝通。線上商貿配對活動讓「香港·設計廊」的供應商，與內地寄賣合作夥伴聯繫，進行產品查詢和洽商試單，有助香港供應商在內地拓展客源。



## Championing innovation through partnerships

We hosted *InnoClub* events with over 500 attendees and expanded its membership by some 530, now totalling over 1,000 since its launch in 2021. We held the first InnoClub Awards to recognise the achievements of *InnoClub* members with the GBA Innovator Award, Industry Impact Award and Rising Star Award.

*InnoClub*, co-created by HKTDC and Hang Seng Bank, empowers start-ups and SMEs in Hong Kong and the GBA to digitalise and innovate, thereby supporting the growth of Hong Kong's innovation ecosystem. *InnoClub* offers bespoke banking and financing solutions, business matching, digitalisation showcases, advisory services and more.

## 促成合作 驅動創新

年內，本局舉辦了多場「InnoClub」活動，吸引超過500家中小企參與，而「InnoClub」平台亦新增了約530名會員。自2021年成立至今，「InnoClub」會員已突破1,000名。同時，我們首度舉辦InnoClub Awards，設有GBA Innovator Award、Industry Impact Award和Rising Star Award，表揚優秀的香港創業家。

由本局和恒生銀行攜手打造的「InnoClub」，協助香港及大灣區的中小企實踐數碼轉型及採用創新業務方案，推動香港的創科生態圈發展。「InnoClub」為中小企提供度身訂造的理財和金融解決方案、商貿配對活動、數碼轉型個案分享和商貿諮詢服務等。



(From left) Hang Seng Bank's Head of Partnership and Innovation, Strategic Planning and Corporate Development Nancy Cheng handed awards to iMeddy's Stephen Tsoi, DimOrder's Tim Lee and Decode Cure's Bin Ye at the inaugural InnoClub Awards.

(左起)恒生銀行策略及企業發展部副總監鄭婷婷於首屆InnoClub Awards頒獎禮上，向iMeddy聯合創辦人及市場總監蔡國俊、DimOrder（點單）聯合創辦人李宗泰和Decode Cure創辦人葉彬博士頒發獎項。

# SUCCESS STORY

We welcomed Amazon as a *T-box* partner to help SMEs explore e-commerce opportunities with their platform. As part of our ongoing *Go Beyond Your Limits* programme, *T-box* and Microsoft co-organised a workshop, with Microsoft experts sharing the latest updates on Enterprise Resource Planning (ERP) and cloud solutions.

*T-box*, which offers comprehensive tailor-made business support to SMEs, helped a traditional handbag manufacturer with over 50 years of experience enhance their e-commerce capabilities via training workshops and webinars. After joining the *Grow with Google* campaign and *Go Beyond Your Limits* programme, the company successfully launched its website in October 2023.

To support SMEs' digital transformation journey, we signed an MoU with Douyin. A seminar with Douyin representatives discussed the latest e-commerce trends and solutions and provided some 140 participants with an understanding of how to best utilise Douyin in their business operations. The event was supported by the Hong Kong SAR Trade and Industry Department's (TID) SUCCESS, Hong Kong Productivity Council's SME ONE and HKSTP's TecONE.

本局的「T-box升級轉型計劃」(T-box)在年內引入新合作夥伴亞馬遜(Amazon)，協助中小企利用其平台發掘電子商貿商機。此外，「T-box」與Microsoft香港攜手推出的「Go Beyond Your Limits」計劃，為中小企提供多方面的支援，包括舉辦工作坊，邀請Microsoft專家分享企業資源規劃(ERP)和雲端解決方案的最新發展情況。

「T-box」計劃為中小企提供全面且度身訂造的支援服務，協助多家企業成功升級轉型。例如，一家擁有50多年經驗的傳統手袋製造商參加了「T-box」團隊舉辦的培訓工作坊和網上研討會，包括「Grow with Google」及「Go Beyond Your Limits」計劃後，成功於2023年10月推出首個企業網站。

此外，本局與抖音簽署合作備忘錄，攜手支援中小企實踐數碼轉型。其中，雙方共同舉辦了一場研討會，邀請了抖音代表於會上分析最新的電子商貿趨勢和解決方案，並向約140名與會者介紹如何在日常業務營運上有效地運用抖音平台。該活動獲香港特別行政區工業貿易署「中小企業支援與諮詢中心」、香港生產力促進局「中小企一站通」，以及香港科技園「TecONE中心」的全力支持。





# CREATING A SUSTAINABLE TOMORROW

創 建 可 持 續 未 來



We promoted Hong Kong as a leading hub in sustainability by incorporating this theme in our events, support programmes and overseas promotions. This ranged from ESG, greentech and green finance to sustainability in infrastructure, logistics and supply chains. In doing so, we helped businesses with their own sustainability transformation and unlocked related opportunities in Hong Kong and globally.

## Reinforcing Hong Kong as a hub for sustainability

We staged our flagship sustainability fair *Eco Expo Asia* in October 2023, showcasing the latest new green technologies and green solutions in transport and construction from around the world. The Expo's theme was "Taking the Leap towards Carbon Neutrality". New to the Expo was a hydrogen pavilion, featuring a range of hydrogen technologies, to promote opportunities from this clean energy source.

香港貿發局致力推廣香港作為領先的可持續發展樞紐，在不同的活動、支援計劃及海外推廣活動融入可持續發展主題，包括 ESG、綠色科技、綠色金融，以至可持續基建、物流及供應鏈等。這些舉措有助企業實現可持續發展轉型，及發掘香港以至全球的可持續發展商機。

## 鞏固香港作為可持續發展樞紐的地位

於2023年10月舉行的「國際環保博覽」是以可持續發展為主題的旗艦展覽，聚焦運輸及建築領域，展示來自世界各地的最新綠色科技及解決方案。展會以「綠色躍動：創建零碳未來」為主題，並新增「氫能館」，展示各種氫能科技，向企業推廣相關領域的機遇。



At *Eco Expo Asia*, the Hong Kong SAR Environment and Ecology Bureau showcased how high technology can be applied in daily environmental protection tasks, such as this unmanned ground penetrating radar robot dog.

香港特別行政區環境及生態局於「國際環保博覽」展示應用在日常環保工作中的高科技，如圖中的探地雷達機械狗。

Amid the global green agenda, sustainability also served as a key topic of discussion at our flagship financial event *AFF*, held annually in January to kick-start our calendar of events. During the Forum, workshops were held on climate investment, green and sustainable finance opportunities in the GBA and net-zero transition finance. Green projects were discussed at the Project Investment Sessions.



今年1月，本局舉行旗艦金融活動「亞洲金融論壇」，為本局全年活動拉開序幕。隨著綠色發展已成為各國的關注焦點，我們將可持續發展定為論壇的主題。同時，我們在論壇期間舉辦了多場專題工作坊，深入探討氣候投融資、大灣區跨境綠色和可持續金融機遇、淨零排放與轉型融資等議題，而投資項目介紹環節也探討了多個綠色項目。

Leading economist Douglas Diamond, recipient of the Nobel Memorial Prize in Economic Sciences in 2022, delivered remarks at the *AFF* keynote luncheon.

2022年諾貝爾經濟學獎得主、著名經濟學家道格拉斯·戴蒙德教授 (Prof Douglas Diamond) 在「亞洲金融論壇」專題午餐會上發表演說。

At *ALMAC*, industry giants engaged in conversation on opportunities in the logistics, maritime and aviation sector, with a focus on sustainability. A "Power Dialogue: Embracing Sustainable Supply Chains for the Future Trade" discussed best practices in integrating sustainability into corporate values and business goals. An ESG workshop equipped participants with the latest on the regulatory, investment and reporting fronts.

在「亞洲物流航運及空運會議」上，一眾行業巨頭就物流、航運及空運領域的機遇發表真知灼見，並深入探討可持續發展議題。「專家對談：實踐可持續供應鏈 迎接環球貿易新時代」則探討了可持續發展如何融入至企業價值及業務目標之中。另外，演講嘉賓也在工作坊上分享了ESG的最新監管、投資以及匯報要求。

*ALMAC* spotlighted sustainability, with international experts sharing the latest green trends and opportunities in the logistics, maritime and aviation industries.

「亞洲物流航運及空運會議」聚焦可持續發展，國際專家分享了有關物流、航運和空運的最新綠色趨勢和商機。





# SUCCESS STORY

Sustainability was also a focus at the Belt and Road Summit. We partnered with HKSTP on a greentech session and with the Hong Kong Monetary Authority on a session discussing energy transition financing. A core part of our mission, our deal-making work connects SMEs with partners and investors to help them grow and transform. The Summit facilitated cooperation on a range of environmental projects.

At the *Belt and Road Summit*, Hong Kong company Kinming Resources Holdings Limited signed a number of agreements:

- Letter of intent to cooperate on voluntary carbon credits trading with Core Climate Global Limited, Hong Kong Exchanges and Clearing Limited's (HKEX) new carbon marketplace
- Cooperation agreement with China Energy Conservation and Environmental Protection (Hong Kong) Investment Co., Ltd. to use Kinming's professional advisory services to transform into a carbon-neutral company
- Cooperation agreement with Universal Cosmos Limited to use Kinming's carbon-neutral sand in its business, covering management of expressways, railways and other infrastructure in Zhejiang province in Mainland China

本局亦在「一帶一路高峰論壇」聚焦可持續發展議題，包括聯同香港科技园公司合辦綠色科技專題分組論壇，及與香港金融管理局合辦能源轉型調集私人資金專題分組論壇。活動的重點環節投資項目對接，將中小企與潛在合作夥伴和投資者連接起來，助其實現業務發展及升級轉型的目標。同時，論壇促成了多項環保項目的合作。

於「一帶一路高峰論壇」上，香港企業建明資源集團有限公司簽署了多項協議：

- 與香港交易所新設的國際碳市場Core Climate Global Limited簽署自願碳信用交易合作意向書
- 與中國節能環保（香港）投資有限公司簽訂合作意向書，使用建明資源的專業諮詢服務，助中國節能環保轉型為碳中和企業
- 與香港浙經有限公司簽訂合作意向書，建明資源為浙江省的高速公路、鐵路和其他基建項目提供「零碳砂」



Kinming Resources Holdings Limited and HKEX's Core Climate formalised cooperation on voluntary carbon credits trading at the *Belt and Road Summit*.

建明資源集團有限公司與香港交易所旗下的國際碳市場Core Climate Global於「一帶一路高峰論壇」簽署自願碳信用交易合作意向書。

To shine a spotlight of sustainability in fashion, we invited a range of sustainable brands to exhibit at our annual fashion showcase *CENTRESTAGE*. Redress, the leading circular fashion multiplier, staged the Redress Design Award Grand Final Fashion Show featuring emerging sustainable brands. Keen to meet sustainable fashion brands at the fair, various Europe multi-brand stores participated, with their buyers making fruitful connections with local sustainable fashion brands.

為推動可持續時尚的發展，本局邀請了多個可持續發展品牌參與年度時裝盛會「CENTRESTAGE」（香港國際時尚匯展）。非牟利環保組織Redress於展會期間帶來「Redress設計大賽」總決賽時裝表演，展示了多個新晉可持續發展品牌。多家來自歐洲的多品牌店買家藉參展與香港的可持續時裝品牌建立聯繫。



At *CENTRESTAGE*, the Redress Design Award fashion show featured sustainable brands, including this show-stopping creation by Hong Kong designer Jasmine Leung.

在「CENTRESTAGE」（香港國際時尚匯展）的舞台上，Redress設計大賽時裝表演展示多個可持續品牌，包括香港設計師梁皓琳(Jasmine Leung)的佳作。

The Jiangsu-Hong Kong Cooperation Joint Meeting in October 2023 had a distinctive sustainability theme, with dialogue focused on reinforcing green, low-carbon and I&T collaboration. We signed two action plans with the Jiangsu Development Reform Commission and Jiangsu Provincial Department of Science and Technology to strengthen cooperation in the service sector and I&T, respectively.

於2023年10月舉行的「蘇港合作聯席會議」以可持續發展為主題，討論兩地在綠色、低碳和創科方面加強合作。本局與江蘇省發改委以及江蘇省科技廳分別簽署了兩份行動計劃，同意加強與香港在服務業和創科領域的合作。



## Supporting SME ESG transformation via partnerships

Our *T-box* business support programme, which has over 3,900 members since its launch in 2020, helps SMEs achieve their transformation goals in sustainability and branding, digital transformation, market expansion and more to thrive in the new normal.

We work with over 100 partners to provide SMEs curated support. In the past year, we formed new partnerships with ESG associations, such as the Business Environment Council, ESG Consortium, GBA Carbon Neutrality Association, Hong Kong Quality Assurance Agency, Jane Goodall Institute and more, to address SMEs' ESG pain points.

## 攜手合作夥伴 助中小企ESG轉型

本局的「T-box升級轉型計劃」自2020年推出以來，會員人數已超過3,900名。計劃旨在協助中小企實現在可持續發展、品牌升級、數碼轉型、市場拓展等方面的轉型目標，助其佔盡先機。

年內，本局與超過100個夥伴合作，為中小企提供度身訂造的支援。過去一年，我們與不同的ESG協會建立新合作夥伴關係，如商界環保協會、環境社會治理公會、大灣區碳中和協會、香港品質保證局、珍古德協會 (Jane Goodall Institute) 等，助中小企解決ESG相關的痛點。

# SUCCESS STORY

*T-box* launched the *Sustainability Support Stream* in June 2023 to help SMEs pursue ESG transformation. Related activities attracted almost 600 participants and more than 440 consultations were given to *T-box* SME members.

In June 2023, *T-box* formalised a partnership with Dun & Bradstreet Hong Kong (D&B) to support SMEs in their green transformation journey via a range of ESG services and D&B ESG Registered™, an industry-trusted badge of recognition. This badge, presented upon completion of the required assessment, acknowledges a company's commitment to disclose ESG data.

One example of how we supported SMEs in their sustainability journey is with PropCap Technologies Limited, Asia's first cross-border mortgage match-lending platform. The company attended the *T-box*-D&B ESG business opportunities workshop in June 2023 and, after D&B's evaluation, received a special offer for the D&B ESG Registered™ service, obtaining the badge in September

「T-box」於2023年6月設立新的可持續發展支援隊伍，協助中小企進行ESG轉型。年內「T-box」舉辦了多個ESG相關活動，吸引近600名中小企代表參與。同時，T-box團隊為會員提供逾440次諮詢服務。

於2023年6月，「T-box」與鄧白氏香港 (Dun & Bradstreet Hong Kong) 成為合作夥伴，透過一系列的ESG服務及「鄧白氏ESG註冊服務™」，支援香港中小企實踐可持續發展。透過「鄧白氏ESG註冊服務™」，企業可在通過評估後獲得業界認可的ESG標章，展示他們對ESG信息披露的承諾。

年內，「T-box」成功協助多家中小企實踐可持續發展，而亞洲首家海外房產按揭配對平台PropCap Technologies Limited便是其中一個例子。該公司於2023年6月參加了由「T-box」與鄧白氏合辦、聚焦ESG商機的工作坊。鄧白氏以「T-box」會員專屬優惠價向該公司提供「鄧白氏ESG註冊服務™」，經評估後

2023. To enhance their knowledge, they also joined the *T-box* ESG capacity-building workshop in July 2023. With *T-box*'s support, PropCap released their first ESG report, underlining their ESG commitment.

Another success story was the support *T-box* provided to interior design and consultancy firm Brilliant Design & Build Ltd. The company joined the *T-box*-D&B ESG business opportunities workshop in June 2023 and received a special offer for the D&B ESG Registered™ service. They were awarded the badge in October 2023, highlighting their sustainability credentials. This recognition and the know-how accumulated from *T-box* workshops enabled the company owner to become a committee member of the Hong Kong Institute of Environmentalists.

該公司成功於9月獲得ESG標章。PropCap也參加了「T-box」於7月舉辦的ESG能力提升工作坊。在「T-box」的支援下，PropCap發佈了首份ESG報告，展示其在ESG上的承諾。

另一個成功例子是比利設計營造工程有限公司，該公司主要從事室內設計及工程。比利設計於2023年6月亦參加了由「T-box」與鄧白氏合辦、聚焦ESG商機的工作坊，並以「T-box」會員專屬優惠價獲得「鄧白氏ESG註冊服務™」。及後於10月，該公司成功獲得ESG標章，顯示其在可持續發展的投入。同時，該公司也參加了多個「T-box」工作坊，豐富了其ESG相關的專業知識，再加上ESG標章的認證，令該公司順利加入香港環境師學會。

## Promoting sustainability on *hktdc.com Sourcing*

Our e-marketplace, *hktdc.com Sourcing*, connects more than two million buyers with more than 130,000 suppliers. We introduced a product certification feature, enabling uploading, showing and searching for companies with green certification on the platform. This facilitates buyers' sourcing journey by easily identifying ESG-related certified products and suppliers. In the past year, over 6,000 company and product certificates were uploaded.

To further promote sustainability on the platform and reduce printed materials by platform users, we encouraged suppliers to upload their company e-catalogues, information and sustainability initiatives on *hktdc.com Sourcing*.

## 於「貿發網採購」平台推廣可持續發展

本局的「貿發網採購」平台聯繫超過200萬名買家和超過13萬家供應商。年內，平台引入新功能，讓供應商上傳綠色產品認證證書，方便買家尋找相關供應商及產品，有助提升採購效率。去年已有6,000多家公司及其產品的認證證書在平台上上傳。

此外，本局鼓勵供應商把公司電子目錄、資訊及可持續發展的政策上傳到「貿發網採購」平台，減少紙張印刷本，進一步推廣可持續發展。





# PROMOTING WELLNESS

推廣全人健康



Wellness extends beyond healthcare, encompassing nutrition, literature, sports, design and fashion, culture and more, and is a recurring theme in our events, support programmes and overseas promotions. Our work in wellness reinforces Hong Kong as a leader in this area and helps connect businesses with partners and investors to unlock growth opportunities locally and in the mainland and international markets.

## Creating opportunities in wellness

In May 2023, the second edition of *International Healthcare Week (IHW)* featured a myriad of events, networking opportunities and business matching, leveraging Hong Kong's role as a leading healthcare innovation and investment hub.

The Week's flagship event, *Asia Summit on Global Health*, is Asia's premier event on healthcare, facilitating dialogue and collaboration among policymakers, business leaders, start-up founders and other key players from healthcare, biotech, innovation, finance and other sectors. The *Hong Kong International Medical and Healthcare Fair* was staged concurrently to highlight Hong Kong's strengths in healthcare.

全人健康涉及的範疇廣泛，不止着重體魄的健康，還包括其他相關的範疇，如飲食與營養、閱讀、運動、時尚創意及文化等。年內，本局舉辦了多個以全人健康為主題的活動、支援計劃及海外推廣活動，以鞏固香港在相關領域的領先地位，助企業與合作夥伴及投資者聯繫，發掘本地、內地以至國際市場商機。

## 締造全人健康商機

於2023年5月舉行的第二屆「國際醫療健康周」，充分利用香港作為亞洲醫療行業創新及投資中心的戰略地位，透過一連串的活動為企業提供交流機會和商貿配對，助企業開拓商機。

「亞洲醫療健康高峰論壇」作為「國際醫療健康周」的旗艦活動，是亞洲醫療界的年度盛事。高峰論壇促進了亞洲區內的政府官員、商界翹楚、初創企業家以及來自醫療保健、生物科技、創新、金融等行業主要持份者的對話和合作。此外，「香港國際醫療及保健展」同期舉行，以突顯香港在醫療健康領域的優勢。



World Health Organization Director General Dr Tedros Adhanom Ghebreyesus addressed the *Asia Summit on Global Health*, highlighting the need to work together to build a new future post-pandemic that is equitable and inclusive.

世界衛生組織總幹事譚德塞博士於「亞洲醫療健康高峰論壇」上致辭時表示各國需共同努力，在疫後建設一個公平和包容的新未來。

# SUCCESS STORY

A Hong Kong Polytechnic University (PolyU) spin-off created in 2018, Eieling Technology is a pioneer in medical imaging. Its product Liverscan uses non-invasive ultrasound imaging and transient elastography to diagnose and confirm stage of liver fibrosis. After exhibiting at our *Medical Fair* in May 2023, we connected Eieling with a leading private hospital in Hong Kong, which led to the purchase and setup of Liverscan for clinical use at the hospital in October 2023. They also participated in our Hong Kong Service Pavilion at the *China International Import Expo (CIIE)* in November 2023, signing an MoU with Suzhou Municipal Government to introduce Liverscan in the Mainland China market.

由香港理工大學於2018年成立的「意領科技」，是推動醫學成像的先驅，其產品Liverscan採用非入侵醫療超聲影像及瞬時彈性成像，直接量度肝組織硬度並對應肝纖維化程度。意領科技在2023年5月參與「香港國際醫療及保健展」後，在本局的穿針引線下，該公司認識了一家領先的香港私家醫院，院方於同年10月購買了Liverscan作臨床應用。意領科技及後於11月參展本局在「中國國際進口博覽會」內設置的「香港服務業館」，並與蘇州高新區政府簽署合作備忘錄，藉Liverscan產品進軍中國內地市場。

We not only highlighted Hong Kong's strengths across the spectrum of wellness at our events and product promotions overseas, but also when engaging our major trading partners. With the support of the Korean International Trade Association, the 19th Hong Kong-Korea Business Roundtable resumed as a physical event in Hong Kong in June 2023. Hong Kong and Korea members explored collaboration opportunities across wellness sectors, including biotech, foodtech, healthtech and more.

除了本地及海外產品推廣活動外，本局亦向主要貿易夥伴推廣香港在全人健康領域的優勢，為香港業界創造機遇。第19屆「香港——韓國商業圓桌會議」在韓國貿易協會的支持下，於2023年6月重返香港舉行實體會議，兩地成員共同探討全人健康跨行業合作機會，包括生物科技、食品科技、健康科技等。

## Asia Summit on Global Health 亞洲醫療健康高峰論壇



## Hong Kong International Medical and Healthcare Fair 香港國際醫療及保健展





## Promoting a balanced lifestyle

In April 2023, just a few weeks after the full resumption of normal travel, we organised five lifestyle and two licensing events concurrently to facilitate cross-sector business collaboration and promote creative and knowledge-based economic growth in Hong Kong. Some 60% of total buyers travelled from Mainland China, ASEAN, Japan, Korea, the United States and beyond, a testament to Hong Kong's position as a leading business platform and convention and exhibition centre.

## 推廣生活平衡

2023年4月，在香港全面通關後僅數周，本局便同期舉辦了五項生活時尚及兩項授權業活動，以促進跨行業的商貿合作，推動香港的創意產業發展，及推進知識型經濟的發展。參與相關活動的買家中，約六成是來自中國內地、東盟、日本、韓國、美國等地，足證香港作為國際商貿平台、會議及展覽中心的領導地位。

### Fashion InStyle, Home InStyle, Hong Kong Gifts and Premium Fair, Hong Kong International Home Textiles and Furnishings Fair, Hong Kong International Printing and Packaging Fair

香港時裝節、香港時尚家品家紡展、香港禮品及贈品展、香港國際家用紡織品展、香港國際印刷及包裝展



**3,860+**

exhibitors from 20+ countries and regions  
參展商來自 20+ 個國家及地區



**~56,000**

buyers from 130+ countries and regions  
買家來自 130+ 個國家及地區



**2,200+**

business matching meetings  
商貿配對環節

Aside from the *Hong Kong International Licensing Show (HKILS)*, the concurrent *Asian Licensing Conference (ALC)* shone a spotlight on wellness, with sessions on market-driven morality in sports licensing and strategies to showcase Chinese cultural heritage by leveraging Hong Kong's status as a leading arts and culture hub.

年內，本局舉辦多個聚焦全人健康的活動，其中包括「香港國際授權展」。而同期舉辦的「亞洲授權業會議」亦設有探討全人健康發展趨勢的環節，涵蓋「運動授權——市場主導的品牌價值」及「發揮香港平台優勢 傳播中華文化精髓」等議題。

### Hong Kong International Licensing Show 香港國際授權展



**320+**

exhibitors from 10+ countries and regions  
參展商來自 10+ 個國家及地區



**18,160+**

buyers from 100+ countries and regions  
買家來自 100+ 個國家及地區



At *Home InStyle*, Hong Kong exhibitor Ta Yang Creative Development Limited introduced their range of Ekau cookware to buyers.

香港參展商大洋創展有限公司於「香港時尚家品家紡展」上，向買家介紹其Ekau廚具系列。

## SUCCESS STORY

We connected property developer Boustead Ikano Sdn Bhd, which owns MyTOWN shopping mall in Malaysia, with Universal Basketball League (UBL) at *HKILS*. This led to the MYTOWNKL x UBL collaboration in August 2023, a two-day basketball tournament at MyTOWN to engage shoppers. Original UBL merchandise was sold exclusively as redemption via the MyTOWNKL App. The partnership resulted in a 17% year-on-year increase in total footfall and an 80% increase in total transactions for mall tenants.

經營MyTOWN購物中心的馬來西亞發展商Boustead Ikano Sdn Bhd，在「香港國際授權展」認識了香港漫畫宇宙當入樽 (UBL)，雙方於2023年8月在MyTOWN購物中心舉行了為期兩天的聯乘活動MyTOWNKLxUBL籃球比賽，MyTOWNKL應用程式還向會員獨家提供UBL限量精品換購優惠。此次聯乘合作令商場客流量按年增加17%，及商戶總交易量按年上升80%。



Our anchor summer fairs, consisting of the *Beauty and Wellness Expo*, *Food Expo*, *Food Expo PRO*, *Home Delights Expo* and *Hong Kong International Tea Fair*, were held concurrently in August 2023 to encourage healthier living and strengthen Hong Kong's position as a key wellness hub in the region.

去年8月暑假期間，本局同期舉辦多場旗艦展覽會，包括「美與健康生活博覽」、「美食博覽」、「美食商貿博覽」、「家電·家居·博覽」以及「香港國際茶展」，旨在推廣健康的生活方式，鞏固香港作為亞洲全人健康中心的地位。



Celebrity chef Ken Lau prepared delicious pasta using a cheese wheel during one of the many cooking demonstrations at the *Food Expo*.

「美食博覽」設有多場星級名廚烹飪示範環節，劉銘佳Ken Sir於現場以名貴巨輪芝士示範製作香濃芝士意粉美饌。

A culinary voyage around the globe, the *Food Expo* showcased diverse healthy cuisine, ranging from frozen dried ice cream from Thailand and organic black garlic juice with 100% natural black garlic extract from Korea to Italian fruit paccherini made with premium durum wheat semolina and natural fruit puree. The popular cooking demonstrations returned with Michelin-starred chefs delighting visitors.

本局的「美食博覽」帶領入場人士以舌尖環遊世界。展場內展示多款健康美食，包括無需冷藏的泰國雪糕脆脆、以100%純天然黑蒜濃縮精華製成的有機韓國義城黑蒜汁、以及來自意大利的阿布素水果味寬管粉。人氣活動星級名廚烹飪示範邀得米芝蓮星級名廚載譽歸來，讓參觀人士大開眼界。

The new *Food Expo PRO*, previously the *Food Expo's* Trade Hall, included a Food Science and Technology Zone showcasing innovative food processing technologies, such as peanut protein-based and alternative plant-based chicken products. Meanwhile, the Food Tech Symposium highlighted the latest in emerging food tech, with food tech start-ups sharing their insights on the impact of tech on the F&B industry.



美食博覽「貿易館」改名為全新的「美食商貿博覽」，增設的「食品科學與技術」展區，展示嶄新的食品加工技術，例如花生蛋白植物雞肉產品。現場設有「食品科技研討會」，探討食品創新科技發展，並邀得食品科技初創分享科技如何應用於餐飲業與零售。

Every year, our anchor summer fairs attract hundreds of thousands of locals and tourists alike. Our long-standing and ever-popular *Food Expo* is no exception.

於每年暑假，本局均呈獻多場旗艦活動，包括一直廣受歡迎的「美食博覽」，吸引數十萬香港市民及遊客參與。

The 14<sup>th</sup> edition of the *Tea Fair* showcased a diversity of popular teas, tea products and tea wares from across Mainland China, wider Asia region, Africa and beyond. Other Fair highlights included forums, artistic performances and a tea competition to introduce visitors to tea cultures from around the world.

第14屆「香港國際茶展」展示多款來自內地、其他亞洲地區、非洲等地的茶葉、茶製品和茶具，大受入場人士歡迎。其他亮點活動還包括研討會、茶藝匯演和名茶比賽，向入場人士介紹世界各地的茶文化。

The *Hong Kong International Tea Fair* featured a variety of international tea arts performances to the delight of fairgoers.

「香港國際茶展」設有多場國際茶藝匯演，為入場人士帶來賞心悅目的茶藝體驗。





# SUCCESS STORY

Hong Kong health and beauty company Baihuilin (BHL) benefitted from *T-box's* advice to join the *hktdc.com Sourcing* platform and cross-border e-commerce store of *DG* on JD.com. Attending various *GoGBA* activities, BHL obtained practical tips and business guidelines to open a product experience store in the Baiyun district of Guangzhou. *T-box* and *GoGBA* teams also connected BHL with the Shenzhen Qianhai Authority, and in March 2024, BHL finalised a deal to set up an office and product experience area in the Qianhai Shenzhen-Hong Kong Youth Innovation and Entrepreneur Hub.

Another success story was a health supplement brand, which was keen to tap the Mainland China market. *T-box* helped the company achieve their goal by connecting them with *DG*, enabling the launch of their first cross-border e-commerce shop on *DG's* JD.com International platform in May 2023. The company also attended the *T-box x Douyin* seminar to understand how to access the mainland market using Douyin.

香港健康護理產品公司百匯霖在「T-box」團隊的建議下，加入了「貿發網採購」平台，並於京東國際開設「香港·設計廊」跨境網店。該公司參加了多個「GoGBA灣區經貿通」活動，從中獲得營商實務要訣及建議，及後成功在廣州白雲區開設產品體驗店。此外，該公司在「T-box」和「GoGBA灣區經貿通」團隊的協助下，與深圳前海管理局建立聯繫，並於2024年3月決定進駐「前海深港青年夢工場」，設立辦公室和產品體驗區。

另一個成功例子是一家銳意進軍內地市場的保健食品品牌。「T-box」協助該公司與京東國際建立聯繫，其後該公司於2023年5月在京東國際開設其第一家跨境網店，實現其業務拓展計劃。該公司還參加了「T-box x 抖音」研討會，瞭解如何利用抖音進入內地市場。

Another set of popular summer fairs, the long-running *Hong Kong Book Fair* returned for its 33<sup>rd</sup> edition alongside the *Sports and Leisure Expo* and *World of Snacks* in August 2023. Intersecting literature, sports and nutrition, this trio of public events promoted the importance of physical, mental and dietary well-being.

另外，本局於暑假期間還舉辦了其他人氣展覽會，包括舉辦多年的「香港書展」，去年已踏入第33屆。同期舉行的還有「香港運動消閒博覽」和「零食世界」。三項公眾活動為市民打造集閱讀、消閒，以及美食於一身的全新體驗，向大眾推廣保持身心靈及飲食健康的重要性。

## Hong Kong Book Fair, Hong Kong Sports and Leisure Expo, World of Snacks

香港書展、香港運動消閒博覽、零食世界



**780**

exhibitors from 30+ countries and regions  
參展商來自 30+ 個國家及地區



**1M**

public visitors  
入場公眾人士

The *Book Fair* explored children's and young adult literature and encouraged a passion for reading via the more than 600 seminars, featuring acclaimed writers, and cultural activities. The event also introduced a World of Art and Culture Zone to foster cultural exchange and promote an appreciation for art and culture.

Over 800 *Book Fair* visitors were interviewed by a research institute commissioned by the HKTDC to gain insights into their reading and spending habits. The survey results revealed that respondents spent on average 70% of their annual expenditure on printed books at the Fair. This attests to the *Book Fair* being an unmissable destination for book enthusiasts.

「香港書展」帶來了兒童和青少年文學，並透過超過600場講座及文化活動，培養公眾的閱讀興趣；活動新設的「國際文化藝術廊」，促進文化交流，並提高大眾對藝術欣賞的興趣。

本局委託研究機構進行調查，訪問了逾800位入場人士，深入了解書迷的消費預算及閱讀習慣。調查顯示，受訪者今年在書展的消費佔全年購買印刷書籍平均支出的70%，反映「香港書展」是書迷選購心頭好的重要平台。



Now in its 33<sup>rd</sup> edition, the *Book Fair* is a staple in Hong Kong's summer events calendar, attracting literary enthusiasts from across the globe.

「香港書展」一直是香港的暑期盛事，踏入第33屆，書展繼續吸引來自世界各地的愛書之人參與。

The *Hong Kong Sports and Leisure Expo's* thematic zones introduced various indoor and outdoor activities, from board games and photography to a range of sports. A 4-metre-high mobile rope net, interactive boxing sandbags, VR rowing boats experience and racing were among the many attractions enjoyed by the public.

「香港運動消閒博覽」的主題區提供了多元化的室內外活動，包括棋類遊戲、攝影及各種運動項目。場內設有4米高的流動繩網、互動拳擊沙包、虛擬實境划艇體驗和競賽，為參觀人士帶來嶄新體驗。



*CENTRESTAGE* in September 2023 highlighted the latest innovations in fashion from local and international brands, many of which embrace sustainable practices. Aside from organising fashion shows, we worked together with partners to host diverse events promoting the industry's sustainable development.

於2023年9月舉行的「CENTRESTAGE」(香港國際時尚匯展)網羅本地以至全球國際品牌的最新時尚創意產品,多個品牌已將可持續發展融入其設計中。除了時裝匯演,本局亦聯同合作夥伴舉辦多元化的活動,推動業界可持續發展。



To foster partnerships between Hong Kong designers and performers and highlight the fusion between dance and fashion, the Fashion Hong Kong Runway Show at *CENTRESTAGE* debuted a crossover performance of local fashion labels and Hong Kong Ballet dancers to showcase designers' Spring/Summer 2024 collections.

為促進香港設計師和表演者之間的合作,及凸顯舞蹈與時尚的融合,「CENTRESTAGE」的Fashion Hong Kong Runway Show大玩跨界協作,由香港芭蕾舞團的舞蹈家以優美舞姿展現香港時裝設計品牌2024年的春夏系列。



Hong Kong designer Angus Tsui's creations are known for their futuristic, avant-garde silhouettes, featured in the fashion-ballet crossover performance at *CENTRESTAGE*.

香港設計師徐逸昇(Angus Tsui)的作品以大膽前衛的剪裁而聞名,並於「CENTRESTAGE」以時裝揉合當代芭蕾舞藝術的方式呈現作品。

In December 2023, we organised *Chill 11* to promote Hong Kong as a hub of culture and creativity. Supported by more than 100 partners, the cultural extravaganza featured art exhibitions, arts and crafts workshops, performances and more. The *DesignInspire in Motion* roadshow series, promoting Hong Kong's culture and creativity locally and abroad, was also featured at the event.

2023年12月,本局舉辦的「潮活11」推廣香港作為文化及創意樞紐的地位。在100多個合作夥伴的支持下,這場文化盛事涵蓋藝術展覽、藝術和手工藝工作坊、表演等。活動的重點環節「DesignInspire in Motion」環球巡迴展覽,全力向世界宣揚香港的文化和創意優勢。



*Chill 11* featured a variety of fun family-friendly activities over the festive Christmas period, with diverse musical talents entertaining fairgoers, including Hong Kong girl band After Class.

「潮活11」在聖誕節期間舉辦了一連串精彩好玩的活動,包括由不同風格的音樂人獻唱,大受家庭歡迎,圖為香港女子音樂組合After Class。





# EXPANDING OUR GLOBAL FOOTPRINT

開 拓 全 球 機 遇



In this period of revitalisation, we redoubled our efforts to not only bring the world to Hong Kong, but also bring Hong Kong to the world to reinforce Hong Kong's status as a resilient and connected international finance and business hub and a superconnector between Mainland China and the rest of the world.

With pandemic restrictions lifted, we embarked on high-level missions, led by the Hong Kong SAR Chief Executive John Lee, and industry missions, organised product promotions and roadshows as well as strengthened our participation at leading fairs in Mainland China and overseas showcasing Hong Kong products and services.

## Connecting businesses with GBA opportunities

Since full reopening, our efforts to help businesses access arising opportunities in the vibrant and rapidly growing GBA market intensified.

We organised a range of GoGBA activities, such as *GoGBA Development Day* in Hong Kong and Guangzhou, field trips to the Guangzhou districts of Nanshan and Baiyun, seminars and networking activities, which more than 1,100 businesses joined.

為把握經濟復蘇的契機，本局積極協助香港企業「走出去」，並將全球機遇「引進來」，以鞏固香港作為具韌性並聯通世界的國際金融及商貿樞紐的地位，充分發揮香港連接內地與全球的超級聯繫人角色。

隨着各國解除防疫措施，本局在年內多次組織由香港特別行政區行政長官李家超率領的高規格代表團進行外訪。同時，我們亦舉辦多個商貿團、產品推廣活動及路演，更組織港企參與在內地和海外舉行的重點展會，展示香港的產品和服務。

## 接通大灣區機遇

自全面通關以來，本局加大力度協助企業把握大灣區日益蓬勃的機遇。

本局組織了一系列「GoGBA灣區經貿通」活動，例如在香港及廣州舉辦「GoGBA大灣區發展日」，組織考察團到訪廣州南山和白雲區、舉行多場研討會和交流活動，共吸引超過1,100家企業參與。



GoGBA Development Day highlighted the many arising opportunities in the vast and rapidly growing GBA and how businesses can access them.

「GoGBA大灣區發展日」向企業介紹迅速發展的大灣區市場，以及把握區內商機的竅門。

To provide more on-the-ground support, we opened GoGBA support centres in Jiangmen in June 2023 and Huizhou and Zhaoqing in March 2024. With our existing support centres in Dongguan, Foshan, Guangzhou, Shenzhen, Zhongshan and Zhuhai, we now have a physical presence in all nine mainland GBA cities to offer more comprehensive support to businesses eyeing GBA opportunities.

Our in-person support is complemented by the virtual offerings we provide via our GoGBA website and WeChat mini programme, the latter of which was awarded the Best Government/Public Services Mini Programme and Most Innovative Mini Programme by China's Aladdin Awards, known as the Oscars for mini programmes.

Our GoGBA platform has undergone technical and content optimisation to enrich the user experience and better address the needs of businesses. We launched a go-to-guide series, career section and Hong Kong service provider directory, among other features.

Since launch in 2021, our business support platform GoGBA has supported over 7,900 individuals in-person and online, ranging from training and advisory to networking activities. GoGBA digital platforms have amassed more than 3 million total views.

In May 2023, we staged *SmartHK*, organised with the Guangdong Department of Commerce, as the flagship event of *Guangdong-Hong Kong Cooperation Week* in Guangzhou to connect Hong Kong and Guangdong businesses. The Week strengthened collaboration among Hong Kong and Guangdong government departments, chambers of commerce and trade associations via business and trade activities across the GBA.

為加強對企業的在地支援，本局於2023年6月在江門增設「GoGBA港商服務站」，其後於2024年3月在惠州及肇慶增分別設立服務站。連同在東莞、佛山、廣州、深圳、中山和珠海的服務站，「GoGBA港商服務站」至今已全面覆蓋大灣區內地九市，為有意拓展大灣區市場的企業提供更全面的支援。

本局的「GoGBA灣區經貿通」設有網站及微信小程序，帶來更豐富及全面的用戶體驗。年內，微信小程序囊括了被譽為小程序行業「奧斯卡」的「阿拉丁神燈獎」，以及「最佳政務小程序」和「最佳創新小程序」獎項。

年內，本局的「GoGBA灣區經貿通」平台進行技術和內容優化，帶來更佳的用戶體驗，更好地滿足企業營商所需。本局也為平台增設「GoGBA營商懶人包」、「就業」和「服務業名冊」專頁，帶來更全面的商貿資訊。

「GoGBA灣區經貿通」平台自2021年推出以來，已於線上線下為超過7,900名用戶提供商貿支援，包括培訓、諮詢以及商貿交流活動，各電子平台的總瀏覽量已超過300萬人次。

2023年5月，本局與廣東省商務廳合辦了SmartHK「推動高質量發展·香港論壇」，作為「粵港合作周」在廣州的旗艦活動，促進粵港企業的商貿往來。本局於「粵港合作周」期間在大灣區舉行了多項商貿活動，加強了粵港兩地政府部門、商會及行業協會之間的合作。







Hong Kong SAR Chief Executive John Lee delivered welcome remarks at *SmartHK* during *Guangdong-Hong Kong Cooperation Week* in Guangzhou.

作為「粵港合作周」的重點活動之一，*SmartHK*「推動高質量發展·香港論壇」在廣州舉行，香港特別行政區行政長官李家超於活動上致歡迎辭。

To reach out to participants in the GBA, we debuted the GBA Live Studio on-site during *SmartHK*. In collaboration with media partners, we interviewed event partners, speakers and exhibitors, amassing over 7 million views.

Another flagship event of *Guangdong-Hong Kong Cooperation Week*, *Chic HK* was organised with the Shenzhen Municipal People's Government to help Hong Kong brands tap the many arising mainland opportunities. 40% of Hong Kong exhibitors at the shopping festival were new to the mainland market.

本局首次於「*SmartHK*」活動現場設立「灣區直播室」，讓其他灣區城市的企業也可在線上參與。我們夥拍媒體訪問了是次論壇的合作夥伴、與會講者和參展商，錄得超過700萬人次觀看。

另外，本局與深圳市人民政府合辦「港·潮流」購物節，作為「粵港合作周」的旗艦活動之一，協助香港品牌開拓內地商機。當中四成的參展港商均是首度進軍內地市場。



A flagship event of *Guangdong-Hong Kong Cooperation Week*, *ChicHK* at COCO Park in Shenzhen provided Hong Kong brands a stepping stone to the vast mainland market.

「港·潮流」購物節是「粵港合作周」的旗艦活動之一，假深圳福田星河COCO Park購物中心舉行，助香港品牌進軍龐大的內地市場。



We also facilitated business collaboration and expansion in the area of creativity and entertainment. For instance, in April 2023, Guangzhou was one of the stops of the multi-month *DesignInspire in Motion* global roadshow to promote Hong Kong's culture and creativity and help Hong Kong designers expand internationally. The show attracted more than 15,000 visitors and resulted in over 10 million impressions on social media. The roadshow also made a stop at *SmartHK*.

With tech toys among the must-have gadgets today, we embarked on a tech toys mission to Shenzhen in January 2024 to gain a better understanding of industry developments and explore business collaboration with leading tech companies in the mainland and local corporations specialising in AI.

本局致力促進企業在創意和娛樂領域上的合作和發展。例如於2023年4月舉行為期多個月的「*DesignInspire in Motion*」環球巡迴展覽，其中一站設在廣州，旨在推廣香港的文化及創意產業，協助香港設計師開拓國際市場。展覽吸引超過15,000人參觀，並在社交媒體上錄得超過1,000萬次曝光。*SmartHK*「推動高質量發展·香港論壇」亦是巡迴展覽的其中一站。

智能玩具日益普及，故此本局於2024年1月組織了香港智能玩具業考察團到訪深圳，讓港企掌握行業發展趨勢，及探討內地科技龍頭企業和本港人工智能企業間的合作機會。



(From second left to right) At the *China Hi-Tech Fair* in Shenzhen, CPC Guangdong Provincial Committee's Standing Committee Member Chen Jianwen, Guangdong Governor Wang Weizhong and CPC Guangdong Provincial Committee Secretary Huang Kunming were given a tour of the Hong Kong Pavilion by Shenzhen Vice Mayor Tao Yongxin.

(由左二至右)於深圳舉行的「中國國際高新技術成果交易會」上，廣東省深圳市委常委陶永欣向廣東省委常委陳建文、廣東省省長王偉中和廣東省委書記黃坤明介紹「香港館」。



## Deepening engagement in the wider China market

We strengthened our connectivity with the wider China market via a series of initiatives, including events, missions, product promotions and Hong Kong pavilions at leading mainland fairs, all designed to help businesses amplify their mainland presence and seize arising opportunities across industries via the Hong Kong platform.

This was the second year of the *Support Scheme for Pursuing Development in the Mainland* to help Hong Kong businesses more fully leverage country's development and capture opportunities. The programme offers practical workshops and advisory services and organises missions and other promotional activities. So far, we have organised over 290 events attended by more than 22,000 participants since 2022.

Hefei in Mainland China's Anhui province was the destination for a creative mission under the *DesignInspire in Motion* banner in September 2023, with the aim to connect brands from Mainland China with Hong Kong designers, practitioners and branding consultants to enhance their creative capabilities. Company visits and networking activities were complemented by business matching meetings to explore collaboration.

With the Jiangsu Development and Reform Commission and Yancheng Municipal People's Government, we held a seminar in Yancheng, Jiangsu in December 2023. With over 100 business leaders attending, the event discussed green finance, certification and technology and ESG practices to facilitate the development of Yancheng's new energy, new materials and related industries via the Hong Kong platform.

With the Chengdu-Chongqing Economic Circle a key national development strategy, we organised a high-level delegation comprising representatives from finance, logistics, I&T, infrastructure and real estate services and professional services to connect with government and business leaders in Chengdu and Chongqing in October 2023.

## 推進與內地市場的融合

本局透過一系列措施加強與內地市場的聯繫，包括舉辦活動、商貿團、產品推廣，以及在內地重點展會上設置「香港館」，協助企業利用香港平台拓展內地市場，早著先機。

「內地發展支援計劃」於去年踏入第二年，本局繼續透過該計劃為港企提供實用工作坊及諮詢服務，組織商貿團和多個推廣活動，協助他們更好地把握國家發展機遇。計劃自2022年推出以來已舉辦超過290項活動，吸引超過22,000人參與。

2023年9月，「DesignInspire in Motion」主辦創意營商團到安徽合肥市，旨在加強中國內地品牌與香港設計師、業界人士、以及品牌顧問的聯繫，提升他們的創造力。活動內容包括市場考察、交流活動及商貿配對，發掘兩地的合作潛力。

2023年12月，本局與江蘇省發改委及鹽城市人民政府在江蘇鹽城合辦研討會，匯聚超過100名商界領袖。研討會探討了綠色金融、認證與科技，以及ESG實踐等議題，鼓勵當地企業利用香港平台推動新能源、新原料和相關行業的發展。

成渝地區雙城經濟圈是重要的國家發展戰略，本局於2023年10月組織了高規格代表團，由來自金融、物流、創科、基建、房地產服務和專業服務界代表組成，期間與成都及重慶的政商領袖建立聯繫。

# SUCCESS STORY

Jiangsu Solar Space, a mainland manufacturer of Passivated Emitter and Rear Contact solar cells, connected with HSBC at the Hong Kong-Jiangsu Green Finance Roundtable we organised in September 2022. They continued discussing collaboration on green finance with HSBC to expand their business in the mainland and Cambodia. In December 2023, HSBC China granted the company a loan.

2022年9月，本局舉行的「蘇港綠色金融對接交流會」，促成專門生產鈍化發射極和背部電池技術太陽能電池（PERC）的內地製造商江蘇中潤光能與滙豐銀行建立繫。其後雙方繼續在綠色融資方面討論合作細節，以擴大在內地和柬埔寨的業務。2023年12月，滙豐中國向該公司提供了相關借貸。

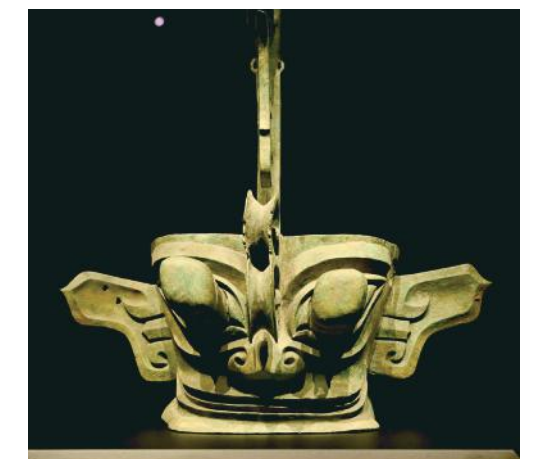
We also visited the Sichuan Department of Culture and Tourism to discuss how the Hong Kong platform can help promote Sichuan's culture and tourism. An example of our successful collaboration involved the commercialisation of Sanxingdui IP, for which we invited Hong Kong designers and manufacturers to produce merchandise, which were displayed at Sanxingdui Museum in Sichuan Province and the Sanxingdui exhibition at the Hong Kong Palace Museum.

本局還到訪四川省文化和旅遊廳，討論如何透過香港平台推廣四川文化和旅遊業。本局成功協助三星堆知識產權(IP)商品化，並邀請香港設計師及製造商共同生產三星堆文創產品，於四川省三星堆博物館及香港故宮文化博物館的三星堆展覽中發售。



At the Sanxingdui Museum in Sichuan Province, HKTDC Executive Director Margaret Fong viewed Hong Kong merchandise that drew inspiration from Sanxingdui relics, including the Bird essential oil crystal diffuser and other aroma diffusers, homeware and more.

香港貿易發展局總裁方舜文到位於四川的三星堆博物館，參觀由香港企業創作的三星堆文創產品，包括「神鳥杯晶石擴香」以及其他擴香器和家居用品等。



We promoted the commercialisation of Sanxingdui IP, unique artefacts from the Sanxingdui archaeological site and major Bronze Age culture in Sichuan province.

在本局的協助下，四川三星堆成功通過IP賦能，以三星堆遺址獨特文物和四川主要的青銅時代文化為主題，開發文創產品。



A biennial forum in Chengdu to promote Hong Kong's legal services was co-organised with the Hong Kong SAR Department of Justice. Over 100 Hong Kong delegates, Hong Kong supporting organisations and Sichuan Province co-organisers and supporting organisations joined. Some 1,300 local business leaders and legal practitioners attended the event, which highlighted Hong Kong as a legal and dispute resolution hub.

At the *China International Consumer Products Expo* in Haikou, one of the most important trade platforms for consumer products in Mainland China, we organised a Style Hong Kong Pavilion to enable Hong Kong brands to reach out to mainland buyers and explore collaboration opportunities. We held livestreaming sessions and KOLs were invited to visit the Pavilion and promote our exhibitors. 4.1 million impressions were generated from livestreams, short videos and posts.

Another fair we took part in was the *China International Import Expo (CIIE)* in Shanghai. At our Service Pavilion, we featured Hong Kong businesses representing finance, logistics, professional services, technology, healthcare and more. To promote Hong Kong's eight centres, we held sharing sessions that were livestreamed, garnering over 3 million views. More than 370 business matching meetings were conducted, connecting Hong Kong exhibitors with mainland buyers.



本局與香港特別行政區律政司於成都合辦兩年一度的論壇，旨在宣傳香港的法律服務。論壇獲超過100個香港代表團、支持機構，以及四川省的合辦方和支持機構支持。活動吸引約1,300名當地商界領袖及法律從業員參與，推廣香港作為國際法律及爭議解決服務中心的地位。

在海口舉辦的「中國國際消費品博覽會」，是內地重點推廣的消費精品展示及交易平台之一。本局在博覽會設置「香港時尚館·海口」，讓香港品牌接觸到內地買家並探索合作機會。本局也邀得網紅於現場探店拍片直播，為參展商宣傳；也透過現場直播、短片和帖文，為此次活動創下高達410萬次曝光。

本局亦在上海舉行的「中國國際進口博覽會」上設置「香港服務業展館」，吸引來自金融、物流、專業服務、科技和醫療保健等領域的港企參展。為宣傳香港的八大中心定位，本局舉辦了直播分享會，並錄得逾300萬瀏覽人次。同時，我們還舉行了超過370場商貿配對會議，讓港企與內地買家建立聯繫。

Our Style Hong Kong Pavilion at the *China International Consumer Products Expo* in Haikou enabled Hong Kong consumer goods companies to reach out to mainland buyers.

本局於海口舉辦的「中國國際消費品博覽會」上設置「香港時尚館·海口」，為香港消費品企業與內地買家提供交流對接機會。

At *CIIE*, we also organised a Hong Kong Product Pavilion featuring Hong Kong F&B companies. Aside from cooking demonstrations and tastings enjoyed by visitors, we helped arrange over 470 business matching meetings. An exhibitor survey revealed more than RMB30 million worth of orders were concluded on-site or under negotiation.

Riding on our *CIIE* participation, we staged an inaugural Hong Kong symposium as part of the Hongqiao Forum, engaging the Hong Kong SAR Chief Executive and China's Minister of Commerce. The event, organised with the Hong Kong SAR Government and MOFCOM, promoted Hong Kong as the premier two-way business platform connecting Mainland China with the world.

We provide market intelligence not only at our events, but also via publications. We produced a report with the Guangdong Department of Commerce, "Hong Kong: The Premier Platform for Mainland Companies to Expand into the BRI and RCEP Markets" to highlight Hong Kong as the ideal business platform. We also collaborated with the Shanghai Commission of Commerce to produce a report, "Dual Circulation Import Opportunities: Accessing the Mainland Market via the YRD".



在「中國國際進口博覽會」上，本局亦設置「香港產品展館」，組織香港的食品及飲料企業參展，入場人士可欣賞廚藝示範及試食。同時，本局協助安排超過470場商貿配對會議。根據參展商調查顯示，現場簽約或洽談中的訂單總值超過3,000萬元人民幣。

同時，本局首次於「虹橋國際經濟論壇」舉辦「香港通道·連接全球」分論壇，旨在推廣香港作為連通內地及國際市場雙向門戶的獨特地位。活動由香港特別行政區政府和國家商務部合辦，並邀得香港特別行政區行政長官和國家商務部部長出席。

除了舉辦活動外，本局亦發佈不同的專題調研報告，為企業提供市場資訊。例如本局與廣東省商務廳合作發佈《香港作為內地企業「走出去」拓展「一帶一路」及RCEP機遇首選平台》報告，顯示香港是理想商貿平台的角色。本局還與上海市商務委員會合作，發佈《「雙循環」擴大進口機遇：通過長三角拓展廣闊內銷市場》報告。

HKTDC Executive Director Margaret Fong (front row, second from right) attended a dinner hosted by Shuhei Kishimoto, Governor of Japan's Wakayama Prefecture (front row, second from left).

香港貿發局總裁方舜文（前排右二）出席由日本和歌山縣知事岸本周平（前排左二）款待的晚宴。



## Strengthening ties with RCEP

In parallel to stepping up our engagement with Mainland China, we showcased Hong Kong's strengths beyond China, including the vast and rapidly growing RCEP market, to deepen ties, facilitate opportunities and reinforce Hong Kong's role as the superconnector between Mainland China and the world.

Hong Kong-Japan bilateral ties were strengthened at the 41<sup>st</sup> Plenary Session of the Japan-Hong Kong and Hong Kong-Japan Business Cooperation Committees, which took place in Tokyo in October 2023. Amid the global digital, sustainability and wellness agenda, members from both committees discussed collaboration in a range of areas, most notably greentech, healthcare investment and smart city solutions.

To foster innovation and creativity and strengthen ties between Hong Kong and Japan's design industries, we organised a creative mission to Tokyo for local designers in October 2023, which comprised visits to enterprises and industry associations, networking and business matching meetings.

In the same month, we brought the *DesignInspire in Motion* global roadshow to Tokyo to promote Hong Kong's creative excellence, with previous stops in Hong Kong and Guangzhou. "Design through Heritage" pop-up exhibitions were held at RAND Omotesando, concurrently with design festival DESIGNART TOKYO.

We also engaged with Korea, another major trading partner of Hong Kong. To promote the Hong Kong platform to Korean start-ups, an outreach seminar for 180 Korean entrepreneurs and investors was organised in Seoul in October 2023 to highlight Hong Kong's start-up ecosystem and the ways in which it facilitates connections between Korean start-ups and investors and partners in the region.

## 加強與RCEP的商貿聯繫

除了加強與內地合作，本局還向高速增長且龐大的RCEP市場展示香港優勢，加強企業間的聯繫和促進合作，充分發揮香港作為連接內地與全球的超級聯繫人角色。

2023年10月，本局在東京舉行第41屆「日本・香港/香港・日本經濟合作委員會全體大會」，以加強香港和日本的雙邊合作關係。圍繞全球數碼化、可持續發展和全人健康議題，兩地委員會的成員就多個重點領域的合作展開討論，包括綠色科技、醫療保健投資和智慧城市解決方案。

為促進創新及創意，加強香港與日本設計業界的聯繫，本局於2023年10月舉辦「香港創意營商團@日本東京」，組織本地設計師走訪日本當地的企業及商會、進行交流活動和商貿配對會議。

同月，本局把「DesignInspire in Motion」環球巡迴展覽帶到東京，宣傳香港的優秀創意設計。本局選址東京時尚中心RAND表參道舉行此次展覽，以「設計源流」為主題，與東京設計業界盛事「DESIGNART TOKYO」同期舉行。

韓國是香港另一個主要貿易夥伴。本局於2023年10月在首爾舉行了一場講座，向當地初創推廣香港平台。講座介紹香港初創生態圈，以及如何透過香港初創生態圈促進韓國初創與區內投資者和合作夥伴的聯繫。活動共吸引180名韓國企業家和投資者參加。



At a seminar in Seoul, the HKTDC connected Hong Kong and Korean entrepreneurs and investors and promoted Hong Kong's business advantages and start-up ecosystem.

本局在首爾舉行的研討會助香港及韓國的企業家與投資者建立聯繫，並推廣香港的營商環境和初創生態圈優勢。

We returned to Seoul a month later on a Hong Kong fashion and garment study mission. The trip provided Hong Kong delegates insight into the success factors of South Korea's fashion and garment industry in shaping global consumers' lifestyles, with the aim to apply the knowledge towards growing Hong Kong's fashion and garment industry.

In July 2023, we organised a high-level mission to Indonesia, Malaysia and Singapore, led by Hong Kong SAR Chief Executive John Lee. More than 30 senior executives from Hong Kong's leading chambers, organisations, enterprises and conglomerates strengthened ties, expanded networks and discussed collaboration opportunities with their ASEAN counterparts. A record 33 MoUs were signed, signalling closer cooperation based on a shared vision of prosperity and development in Asia.

一個月後，本局組織了香港時裝及成衣考察團到訪首爾，探索韓國時裝及成衣業帶領全球時尚潮流的成功因素，為推動香港的時裝及紡織業發展注入新意念。

於2023年7月，本局組織了由香港特別行政區行政長官李家超率領的代表團前往印尼、馬來西亞和新加坡。30多位來自香港主要商會、機構、企業和集團的高層，透過此行加強與東盟同業間的聯繫，拓展業務網絡及探討合作契機。此行成功促成香港與當地不同機構的合作，共簽署33份合作備忘錄及協議，標誌着各方將本著亞洲繁榮發展的共同願景，開展更緊密的合作。





During the ASEAN mission, the delegation visited CT Corp, one of Indonesia's largest diversified conglomerates, to explore business collaboration.

代表團出訪東盟期間，拜訪了印尼最大之一的多元化企業集團CT Corp，探討商貿合作。

In the same month, we took our *Think Business, Think Hong Kong (TBTHK)* signature campaign to Bangkok to showcase Hong Kong as a resilient business hub. The expo featured 120 Hong Kong companies in fashion, lifestyle, healthcare and toys industries, with over 80% new to the Thai market. Over 2,000 buyers attended, and close to 500 business matching meetings were arranged. Trade Talks, covering retail tech trends, licensing opportunities, e-commerce, innovation and sustainability, were attended by more than 670 guests. The Hong Kong Night reception offered guests a taste of Hong Kong culture through local delicacies, scenery and musical and animation talents.

同月，本局於泰國曼谷舉行旗艦活動「成就機遇·首選香港」，展示香港作為強韌的商貿樞紐。該展會展出120家包括時尚生活、醫療保健和玩具等港企的產品，當中有超過八成港企首次踏足泰國市場。活動吸引超過2,000名買家出席，並進行了約500場商貿配對會議。此外，我們亦舉行貿易講座，內容涵蓋零售科技趨勢、授權業商機、電子商貿、創新科技和可持續發展等議題，共有超過670名與會者參加。本局更舉辦了「香港之夜」酒會，透過本地美食、景點以及音樂和動畫作品，讓嘉賓體驗香港的獨特文化。



The *Think Business, Think Hong Kong* cocktail reception in Bangkok brought together the Hong Kong, Thai and ASEAN business communities to strengthen bilateral cooperation.

本局在泰國曼谷旗艦推廣活動「成就機遇·首選香港」舉行了香港之夜酒會，讓來自香港、泰國及東盟的商界領袖聚首交流，深化與多方的雙邊經貿關係。

# SUCCESS STORY



As part of the *TBTHK* campaign in Bangkok, an MoU between Hong Kong's Smart City Consortium and Thailand's Digital Economy Promotion Agency was signed to strengthen collaboration between the two economies in smart city development.

Moreover, Hong Kong agritech pioneer Farm66 signed an agreement with Allsmart, a Thai food manufacturing and retailing firm, to sell them a 20-foot container with an indoor aquaponics farming ecosystem. An agency agreement was also signed, which appointed Allsmart as Farm66's sole Thai distributor.

於曼谷「成就機遇·首選香港」活動上，香港智慧城市聯盟與泰國數位經濟促進辦公室簽署了合作備忘錄，加強雙方在發展智慧城市上的合作。

此外，香港農業科技先驅綠芝園與泰國食品生產與零售公司Allsmart簽署協議，向後者出售一個20呎的室內魚菜共生種植系統。雙方還簽署了一項代理協議，委託Allsmart為綠芝園的泰國獨家經銷商。

In November 2023, we returned to Bangkok. In response to industry demand to explore the ASEAN market, a Hong Kong watch mission to Bangkok was organised comprising market briefings, company visits and business matching. Some 150 business matching meetings were organised for delegates to connect with their Thai counterparts.

有見越來越多企業有意開拓東盟市場，本局於2023年11月組織了香港鐘表商貿團到訪曼谷，活動內容包括市場概況介紹、公司參觀及商貿配對。是次活動舉行了約150場商貿配對會議，讓香港業界與泰國同業建立聯繫。



With the support of HKEX and Hong Kong professional services providers, we staged the first ASEAN fundraising roadshow in Kuala Lumpur in May 2023 to promote Hong Kong as the ideal fundraising platform. We connected Hong Kong financial and professional service providers with Malaysian delegates from publicly-listed companies, enterprises and mature start-ups with imminent fundraising or IPO needs. A symposium highlighting Hong Kong's advantages as the go-to overseas listing and fundraising destination was also held.

在香港交易所和香港專業服務業界的支持下，本局於2023年5月在馬來西亞吉隆坡舉辦了首次東盟集資路演，推廣香港作為一個理想的融資平台，並為香港的金融及專業服務業界穿針引線，與馬來西亞的上市公司、企業和有急切集資需要或進行首次公開招股的成熟初創建立聯繫。同時，本局還舉辦論壇介紹香港上市及融資平台的優勢。

## SUCCESS STORY

We helped realise expansion plans of a full-service provider of mobile communication antennas, which was keen to open a manufacturing base in ASEAN. Our *T-box* team connected the company with our overseas offices, including Bangkok, Kuala Lumpur and Ho Chi Minh City. Following a virtual meeting and in-person consultation with our Bangkok office, the company chose a factory site in Thailand's Eastern Economic Corridor in October 2023. An operational start date is targeted for June 2024.

本局成功協助一家提供全方位移動通信基站天線的企業實現其拓展計劃，在東盟開設生產基地。「T-box」團隊協助該公司與本局的曼谷、吉隆坡和胡志明市等海外辦事處建立聯繫。該公司與曼谷辦事處進行視像會議和面對會面後，於2023年10月選址泰國東部經濟走廊設廠，並預計於2024年6月投入營運。

## Extending our reach beyond Asia

We also strengthened our engagement with emerging markets, including the Middle East. Following our high-level Middle East mission in February 2023, we continued to build momentum and brought government and business leaders from the region to Hong Kong to leverage our city's business and investment platform.

Our *Belt and Road Summit* welcomed some 180 participants – a record high – from 10 countries in the Middle East and North Africa (MENA), including Egypt, Qatar, Saudi Arabia and the United Arab Emirates (UAE). This included the largest delegation of Middle East government officials. A Policy Dialogue on Middle East business opportunities featured government leaders from the region, while a forum brought together MENA business leaders to discuss opportunities in the region and strengthen cooperation with Hong Kong.

Five of the 17 B2B MoUs signed at the Summit related to the Middle East, which focused on strengthening series A fundraising activities and Hong Kong-Middle East business collaboration. A record-breaking number of Middle Eastern investors and project owners participated in the Summit's deal-making sessions.

*AFF* also saw a record turnout of Middle East business leaders. To further strengthen Middle East-Hong Kong ties following the *Belt and Road Summit*, an MoU was signed between the Financial Services Development Council and Saudi Arabia's Financial Sector Development Program at *AFF*.

Moreover, we conducted research on the prospects for Middle East companies listing in Hong Kong to highlight why Hong Kong is the preferred overseas listing location, when it comes to securing funding, building stronger ties with Asia and enjoying greater global recognition. The reports include:

- Hong Kong: An Ideal Overseas Listing Venue for Middle East Companies
- KSA Listing in Hong Kong: Fuelling a Visionary National Blueprint
- Listing of UAE Companies in Hong Kong: Hub for Finance and Technology Companies

## 開拓亞洲以外的新市場

此外，本局還加強與中東等新興市場的合作。隨著2023年2月舉辦的高規格代表團出訪中東，我們繼續向中東政商界領袖推廣香港的優勢，鼓勵當地企業善用香港的投資和營商平台，並促成兩地在商貿、金融等領域的合作。

本局的「一帶一路高峰論壇」，與會人數創下新高，共吸引約180名來自中東及北非地區等10個國家的與會者參加，包括埃及、卡塔爾、沙特阿拉伯及阿聯酋。出席論壇的還有多個代表團，當中以中東政府代表團規模最大。論壇設有關於中東商機的政策對話環節，特別邀請了當地的政府領導人主講。此外，活動的分論壇匯聚中東與北非地區的商界領袖，剖析中東及北非地區的市場前景，進一步加強香港與中東國家的連繫。

論壇期間一共簽署了17份企業對企業(B2B)合作備忘錄，其中香港與中東簽訂了5份合作備忘錄，重點合作領域包括加強A輪融資活動及香港與中東之間的商貿合作。而參加論壇項目對接環節的中東投資者及項目持有人的人數均創下新高。

同時，參加「亞洲金融論壇」的中東商界領袖人數亦破紀錄。為承接「一帶一路高峰論壇」的良好勢頭，香港金融發展局在「亞洲金融論壇」上與沙特阿拉伯王國的金融產業發展計劃簽署合作備忘錄，進一步加強香港與中東國家的金融合作。

此外，本局對中東企業在香港上市的前景發表研究報告，指出海外企業視香港為理想上市地點，並分析當中三大關鍵原因：融資能力、聯通亞洲主要市場，以及獲得更多國際認可。相關報告包括：

- 《香港：中東企業理想海外上市地點》
- 《沙特阿拉伯：來港上市助力實現國家藍圖》
- 《阿聯酋企業在香港上市：金融及科技企業樞紐》





At *Think Business, Think Hong Kong* in Paris, a session featuring Hong Kong creatives discussed how Hong Kong and France can co-create a dynamic and sustainable creative industry.

在巴黎舉行的「成就機遇·首選香港」，其中一場分論壇以香港創意人才為主題，探討香港與法國如何共同合作，推動創意產業的發展及邁向可持續未來。

We also extended our reach to mature markets, taking our *TBTHK* mega promotion to France in September 2023 to reinforce bilateral ties. This was the largest Hong Kong delegation to Europe since the pandemic, with over 130 senior executives, investors, innovators and professional service providers. A symposium explored arising opportunities in Hong Kong, attended by over 1,000, while an exhibition area featured the latest innovations from Hong Kong. We also facilitated networking and more than 300 business matching meetings, which included Hong Kong SMEs and start-ups exploring collaboration with their French counterparts.

成熟市場方面，本局於2023年9月在法國舉辦旗艦推廣活動「成就機遇·首選香港」，以加強港法的雙邊關係。是次推廣活動有130多名高級管理人員、投資者、創新行業代表及專業服務代表參加，是自復常後最大規模的歐洲訪問團。其中，介紹香港機遇的論壇吸引超過1,000人參加，而活動展覽區則展出香港企業最新的創新方案。我們亦安排了300多場商貿配對會議，為港法兩地的中小企及初創創造更多合作機會。

## SUCCESS STORY

At *TBTHK* Paris, we facilitated a collaboration for PMQ, a *TBTHK* Hong Kong partner, which organised a “Creative Mosaic” showcase installation to spotlight Hong Kong’s creativity. Upon visiting the exhibition, Maison&Objet invited PMQ to stage a Hong Kong showcase at Maison&Objet’s next show in Paris in January 2024, along with organising a designer sharing session to promote Hong Kong designers.

在「成就機遇·首選香港」巴黎站，本局為合作夥伴PMQ元創方促成了一項合作。PMQ在會上設置了一個展示香港創造力的「Creative Mosaic」專區，獲得歐洲家居裝飾展Maison&Objet的垂青，並獲邀於2024年1月舉辦的巴黎展覽上設置香港展區，會上更組織了一場設計師分享會，讓香港設計師與當地業界交流。

To help Hong Kong’s healthcare start-ups reach new markets beyond Asia, we led a mission to health clusters in the Greater Paris Region and Berlin. Visits to life science research institutions and start-up incubators and accelerators, business matching meetings and networking events with biopharma professionals and investors enabled the delegation to explore opportunities. The mission comprised representatives from InnoHK R&D centre, The Chinese University of Hong Kong, Hong Kong Baptist University, The Hong Kong Polytechnic University, The Hong Kong University of Science and Technology, The University of Hong Kong and their start-ups.

為協助香港的醫療健康初創開拓亞洲以外的新市場，本局組織代表團前往大巴黎區和柏林的醫療集群，參觀了生命科學研究機構、初創企業孵化器及加速器，又舉辦了商貿配對會議、與生物醫藥業界及投資者的交流活動，以探索更多合作機會。代表團成員包括「InnoHK 創新香港研發平台」科研中心、香港中文大學、香港浸會大學、香港理工大學、香港科技大學、香港大學及其轄下的初創企業。



An HKTDC-led delegation comprising Hong Kong academic and start-up communities embarked on a healthcare mission to Berlin to connect with their German counterparts.

本局組織醫療健康業代表團出訪柏林，代表團成員由香港學術界及初創組成，與德國業界對接交流。



With the support of MEDEF International, we resumed the first physical outbound plenary session of the Hong Kong-France Business Council in Paris since 2019. Hong Kong SAR Financial Secretary Paul Chan delivered keynote remarks to business leaders from Hong Kong and France. Members discussed collaboration opportunities in the GBA, Northern Metropolis, Greater Paris Region and healthcare.

After stops in Guangzhou, Hong Kong and Tokyo, the *DesignInspire in Motion* global roadshow series concluded its “Design through Heritage” showcase in Paris in February 2024 with a month-long display at renowned department store Galeries Lafayette. Shining a light on Hong Kong’s creative spirit, the show featured works of diverse local designers, infused with historical craftsmanship and Hong Kong cultural characteristics.



After traveling across the globe, the *DesignInspire in Motion* roadshow reached its last destination of Paris, with Hong Kong designs on show at Galeries Lafayette.

「DesignInspire in Motion」於世界各地舉行巡迴展覽，以巴黎為最終站，並在老佛爺百貨公司 (Galeries Lafayette) 展示香港設計師的創意作品。

在MEDEF International的支持下，香港—法國商務委員會自2019年以來首次在巴黎舉行實體外訪會議。香港特別行政區財政司司長陳茂波向港法的商界領袖發表了主題演講。代表團成員也探討了在大灣區、北部都會區、大巴黎區和醫療保健領域的合作機遇。

繼廣州、香港和東京之後，「DesignInspire in Motion」環球巡迴展覽於2024年2月以「設計源流」為主題，於著名的法國巴黎老佛爺百貨公司 (Galeries Lafayette) 展出一個月，展示香港設計師的各種創意作品。這些作品傳承歷史悠久的工藝及充滿香港文化特色，盡顯香港的創意魅力。

To sustain the momentum of promoting Hong Kong’s fashion and lifestyle in the Paris market, a month-long Fashion Hong Kong Sustainable Pop-Up was organised in the city in March 2024 to promote Hong Kong fashion and lifestyle brands, showcasing quality designs with sustainable elements.

為加強推廣力度，本局於2024年3月在巴黎舉辦為期一個月的「Fashion Hong Kong Sustainable Pop-Up」，宣傳香港時裝和時尚品牌，展示優質的可持續時尚系列。



An exhibitor at the Hong Kong Pavilion at *MEDICA* in Düsseldorf, biotech firm Novus Life Sciences Limited generated a number of leads and closed a major deal with the Industrial Orthopedic Company from Saudi Arabia, their first foray into the country.

本局在「杜塞爾多夫醫療展」設置香港館，參展商之一的生物科技公司薪創生命科技有限公司發掘了多個潛在客戶，並與沙特阿拉伯公司Industrial Orthopedic Company 達成一項重大交易，首次進軍沙特阿拉伯市場。





# INVESTING IN THE COMMUNITY

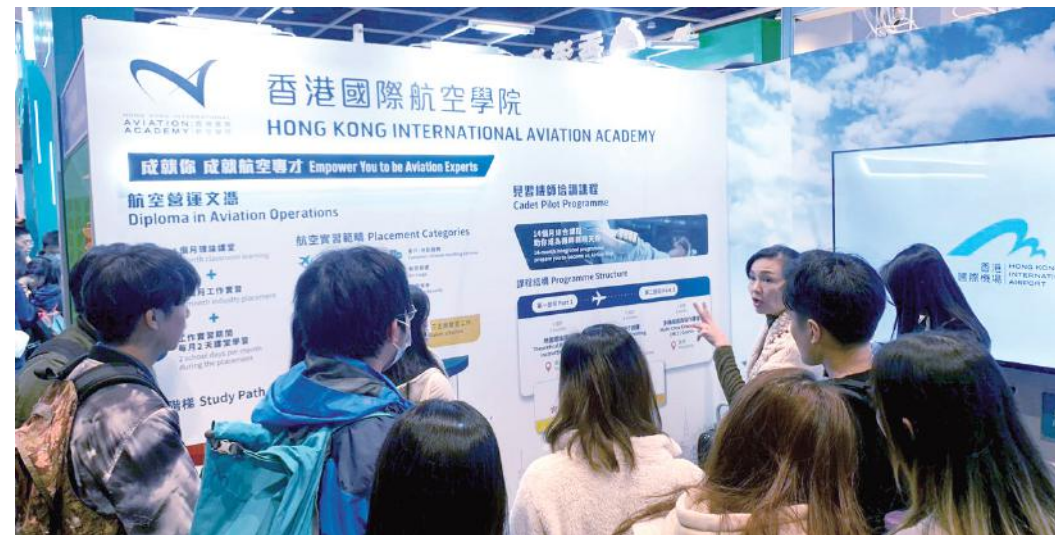
社 區 投 入



In line with our mission, we continued to engage the younger generation via our anchor fairs and conferences and support programmes to give them the opportunity to exchange insights with industry leaders from around the world and equip them with the networks, knowledge and tools needed to be future-ready.

## Readying our young generation for the future

We continued to support youth development via our *Trade Ambassador Programme (TAP)* events, including Meet the Economist session, company visits and entrepreneurship workshops and seminars at *AFF*, *ALMAC*, *Chill 11*, *Education and Careers Expo* and *E-Day*. *TAP* members also were student helpers at *AFF*, gaining valuable first-hand experience at a key business event.



At the Education and Careers Expo, *TAP* students learn about the education and career opportunities in Hong Kong's aviation industry.

參與「商貿大使計劃」的學生於「教育及職業博覽」了解香港航空業的教育和就業機會。

At *AFF*, our flagship finance event, we invited young industry leaders and entrepreneurs to share their journeys and success stories with the international audience and pitch their ideas to investors and partners to turn their vision into reality.

培育年輕一代是本局的重要使命之一。我們透過舉辦不同的旗艦展覽會、會議及支援計劃，讓年輕人有機會與來自全球的行業領袖進行交流，增進知識及擴闊視野，為日後的職業生涯做好準備。

## 助年輕一代裝備未來

年內，本局的「商貿大使計劃」舉辦了多個支援青少年活動，包括「與香港貿發局經濟師有約」及企業考察等。同時，在多個展會及會議設有創業工作坊和研討會，如「亞洲金融論壇」、「亞洲物流航運及空運會議」、「潮活11」、「教育及職業博覽」及「創業日」等。參與計劃的學生亦有機會在大型商貿活動「亞洲金融論壇」上擔任助理，從中獲得項目管理的實習經驗。

於旗艦金融盛事「亞洲金融論壇」上，本局邀請了業界青年領袖和企業家，向環球與會者分享其事業路上的成功經驗，及向潛在投資者和合作夥伴推介他們的意念和方案，並轉化為商業成果和服務。

With the aim to attract and retain young talent in the logistics and supply chain industry, we debuted a Youth Empowerment Workshop at *ALMAC* to discuss related sector opportunities and equip youth with capacity-building skills.

At the *Hong Kong Forum*, the flagship event of the Federation of Hong Kong Business Associations Worldwide we organise annually, the Young Executive Programme on entrepreneurship and innovation brought together young Federation members from around the world to engage in dialogue and collaboration.



At a special session at the *Belt and Road Summit*, young business leaders engaged in dialogue, as the Belt and Road Initiative commemorated 10 years.

本局在「一帶一路高峰論壇」上舉辦全新的「青年專章」環節，邀請年輕財商領袖參與，共賀「一帶一路」倡議十周年。

To deepen community engagement in local smart city development, we arranged guided tours for students and NGOs serving youth at *InnoEX*, our flagship I&T event that we debuted as part of *Business of Innovation and Technology Week*.

At the concurrent *Electronics Fair (Spring Edition)*, the Tech Trends Symposium was rebranded as “Under 30: Tech Trends Symposium for the Next Generation” to cater to youth. Business leaders and students with entrepreneurial ambitions engaged in dynamic conversation on the latest tech trends and the future of tech.

為吸引及留住物流及供應鏈行業的年輕人才，本局在「亞洲物流航運及空運會議」首次推出「青年培育工作坊」，探討相關行業的發展機遇，協助新一代提升自己，面向未來。

本局主辦的「香港論壇」，為環球香港商業協會聯盟的年度旗艦活動。活動設有「青年企業家交流活動」環節，旨在促進來自世界各地的年青聯盟會員間的交流合作。

本局舉辦的首屆「香港國際創科展」，為「國際創科營商周」的其中一項旗艦創科活動。為推動大眾在智慧城市建設工作的參與，我們在創科展設有導賞環節，邀請學生和非牟利青年服務機構參與。

為年輕人而設的「科技前瞻研討會」，在「香港春季電子產品展」期間同期舉行，活動對象為30歲以下的年青一代。於研討會上，商界領袖和立志創業的學生討論了最新的科技趨勢和未來科技等議題。



At the *Start-up Express* final pitching event, secondary school student teams from Discovery College, German Swiss International School and Lai King Catholic Secondary School presented their innovative business ideas.

在「創業快綫」決選活動上，來自英基智新書院、德瑞國際學校和荔景天主教中學的中學生團隊介紹了他們的創新商業意念。

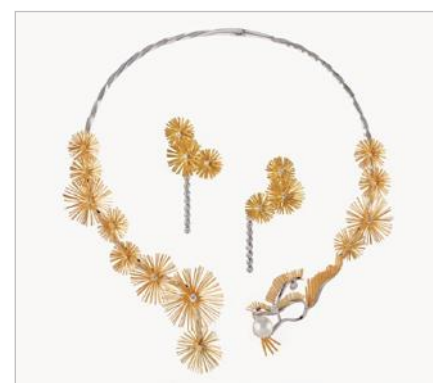
Discovery College students pitched their business idea at the *Start-up Express* event, in conversation with Martin Zhu, i2Cool Co-Founder and *Start-up Express* 2022 winner.

來自英基智新書院的學生在「創業快綫」活動上，向2022年「創業快綫」優勝初創之一的創冷科技聯合創辦人朱毅豪介紹他們的商業意念。



A key event of the *Hong Kong International Jewellery Show* and *Hong Kong International Diamond, Gem and Pearl Show*, the 25<sup>th</sup> Hong Kong Jewellery Design Competition recognised the next wave of Hong Kong creatives, including students, with the winning pieces on display at the twin jewellery fairs. Participants combined traditional craftsmanship with modern design to create fashionable jewellery, embodying the competition's "Contemporary Heritage" theme.

「第25屆香港珠寶設計比賽」作為「香港國際珠寶展」及「香港國際鑽石、寶石及珍珠展」的焦點活動之一，旨在表揚香港新一代設計及創意人才。設計比賽亦設有學生組。參賽者把傳統工藝與現代設計合二為一，創作出時尚首飾，呼應比賽主題「當代傳承」，一系列別具匠心的得獎作品於珠寶雙展中閃耀亮相。



Hong Kong Design Institute's Siu Wing-ki was crowned champion of the Hong Kong Jewellery Design Competition's Student Group for her Flame Dance Blessing creation.

香港知專設計學院學生蕭詠綺憑作品「龍舞祝福」於香港珠寶設計比賽中榮獲學生組冠軍。

As part of *MarketingPulse* and *eTailingPulse*, a new series of fringe events, Meet the Leaders, was launched targeting youth. These events enabled young marketers and creatives to engage in conversation with industry leaders on a range of topics, such as AI, entrepreneurship and careers in creative industries.

「亞洲品牌及營銷論壇」及「亞洲電子商貿論壇」帶來連串嶄新活動，包括針對年輕人而推出的全新環節「與傑出人物對談系列」，為從事市場營銷和創意專業的年輕人提供與行業領袖交流的機會，並就人工智能、創業和創意行業的就業前景等議題進行討論。

In addition to our long-standing *Education and Careers Expo* highlighting the latest education and job opportunities in Hong Kong and beyond, we introduced the ESG Job Hub at *Eco Expo Asia* to help young people, including new graduates, look for career opportunities in the rapidly growing ESG sector.

本局舉辦多年的「教育及職業博覽」為入場人士提供香港及其他地區的最新教育及就業資訊。此外，我們在「國際環保博覽」增設「ESG就業基地」，協助年輕人，包括應屆畢業生，在迅速增長的ESG行業謀求事業發展。

We debuted a GBA Young Entrepreneur Summit at *SmartHK* in Guangzhou to promote entrepreneurship among youth. Young entrepreneurs shared their journey to success with over 300 young business leaders and entrepreneurs.

本局在廣州舉辦的SmartHK「推動高質量發展·香港論壇」推出全新環節「大灣區青年企業家峰會」，鼓勵年輕人創業。而參與峰會的年輕企業家與超過300位青年商界領袖和企業家分享其成功之路。



At *MarketingPulse*, young leaders shared with the audience the opportunities and challenges that came their way along their journey to success.

在「亞洲品牌及營銷論壇」上，青年領袖向與會者分享了他們在營商成功路上遇到的機會與挑戰。

As part of the *Support Scheme for Pursuing Development in the Mainland*, we organised a variety of initiatives – ranging from seminars and conferences to company visits and missions – to help Hong Kong young entrepreneurs understand the latest mainland policies and measures and capture opportunities in the vast market.

在「內地發展支援計劃」下，本局組織了多項活動，包括研討會、會議、企業考察及商貿團，讓香港青年企業家了解內地的最新政策和措施，把握大灣區的龐大市場機遇。



## Investing in our community

Our core values of building trust, developing frontiers, creating value and showing commitment drive the work we do year-round to support Hong Kong businesses and reinforce Hong Kong as the ideal business platform. Our annual Commitment Awards recognised colleagues who best exemplified our core values and rose to the challenge, ensuring we remained steadfast in our mission to help SMEs.

Aside from instilling the core values in our staff, we provided them with the support they needed to expand their competencies to ensure our organisation's continued success. In the past year, some 100 staff training sessions were organised, with over 3,000 enrolments. They covered diverse topics, ranging from leadership, data literacy and IT security to equal opportunities and the global economic outlook, to equip our staff with the tools to succeed in the workplace.

In 2023-2024, we recruited 25 fresh graduates for our long-standing Executive Trainee (ET) Programme. ETs are provided rotational training in different departments to gain a comprehensive understanding of our diverse work across industries and hands-on project experience during the three-year programme.

In the summer of 2023, we welcomed some 60 Hong Kong students as interns, who supported our many summer events. During their internship, we organised diverse learning opportunities to help them develop their skills and knowledge.

As part of our efforts to foster sustainability among staff, every year we join the World Wildlife Fund's Earth Hour campaign, appoint Green Champions across departments and actively encourage staff to participate in donation drives to local charities.

For our commitment to implementing environmentally-friendly measures across our operations, we were recognised as a "Hong Kong Green Organisation" by the Environmental Campaign Committee and Hong Kong SAR Environment and Ecology Bureau.

## 服務社區

本局秉承「建立信任、啟拓新猷、創建價值及勇於承擔」的核心價值，為香港企業提供全年的支援服務，鞏固香港作為理想的商貿平台的地位。本局每年頒發「香港貿發局服務承諾獎」，嘉許敢於迎接挑戰，堅守本局使命為中小企服務的同事。

除了向同事灌輸核心價值之外，本局還為他們提供多方面的支援，協助他們創優增值，共同創建本局的績效。在過去一年，我們組織了約100場員工培訓，共超過3,000人次參與。培訓內容涵蓋領導才能、數據素養、資訊科技安全、平等機會及全球經濟前景等多個範疇，確保員工具備工作所需的知識和技能。

於2023-2024年度，本局推出多年的「行政人員培訓計劃」聘請了25名應屆畢業生，開展為期三年的培訓計劃。見習行政人員將在不同部門輪換職位，以熟悉本局的運作和各範疇的工作，更好地支援各行各業的發展。

在2023年夏季，本局聘用了約60名香港暑期實習生，協助支援多個活動。我們為實習生提供不同領域的學習機會，讓他們增廣見聞。

本局積極鼓勵同事為地球的可持續發展出一分力。我們每年都會參加由世界自然基金會舉辦的「地球一小時」活動；表揚積極為環保作出貢獻的同事，從不同部門選出「環保先鋒」；並鼓勵同事向本地慈善機構捐款。

本局在營運中積極實踐對環保工作的承諾，年內獲環境運動委員會和香港特別行政區環境及生態局認可為「香港綠色機構」。

Investing in our wider community has long been an important part of the work we do. In the past year, we engaged in various community activities, including donating to the Hong Chi Association's charity raffle, participating in the annual Rice Packing Day organised by St. James' Settlement and raising funds for local charity walks, such as the Wu Zhi Qiao Charitable Foundation charity walk.

For the annual Sowers Action Challenging 12 Hours, we put together teams to take part in and raise funds for the charitable organisation that promotes educational development and improves the livelihoods of Hong Kong's underprivileged community.

We also continued to donate clothes and food to the Green Ladies and People's Food Bank. Furthermore, we organised donation drives at our fairs, such as the *Toys and Games Fair* and *Baby Products Fair*, donating toys and baby products from exhibitors to the community via the Hong Kong Council of Social Service.

We continued to engage with The Community Chest of Hong Kong, helping raise funds for its Dress Casual Day, Green Low Carbon Day and Skip Lunch Day, among others, funds that support the underprivileged community in Hong Kong.

本局一直重視社區工作，年內積極參與了多項社區活動，包括購買「匡智會」的慈善獎券、參與由「聖雅各福群會」於每年舉辦的包裝三色米活動，以及參加由本地不同慈善機構組織的步行籌款活動，例如「無止橋慈善基金」慈善步行活動。

此外，本局每年均會組隊參加「苗圃挑戰12小時慈善越野馬拉松」，為苗圃行動籌集經費，推動針對香港弱勢社群的教育發展，並改善他們的生活質素。

本局於本年度繼續向環保社企「Green Ladies」和食物銀行「眾膳坊」捐贈衣物和食物。本局也在展覽中發起募捐活動，例如在「香港玩具展」及「香港嬰兒用品展」上，把參展商捐贈的玩具和嬰兒用品轉交給「香港社會服務聯會」，贈予有需要人士。

另外，本局繼續支持由香港公益金舉辦的「便服日」、「綠色低碳日」及「公益行善『折』食日」等活動，籌募善款以支持香港的弱勢社群。



At the *Toys and Games Fair* and *Baby Products Fair*, we organised a donation drive, collecting toys and baby products from exhibitors to bring joy to those in need.

在「香港玩具展」及「香港嬰兒用品展」上，本局發起募捐活動，向參展商收集玩具及嬰兒用品，轉贈予有需要人士，向他們傳達心意。



# CORPORATE GOVERNANCE

## 機 構 管 治

The Hong Kong Trade Development Council is a statutory organisation governed by the HKTDC Ordinance (Chapter 1114 of the Laws of Hong Kong). It is committed to high standards of corporate governance as a statutory body and an organisation with a responsibility to show leadership in best practices to Hong Kong's business community. It places high priority on accountability and responsible financial management, which underpin good corporate governance and corporate social responsibility.

香港貿易發展局是根據香港貿易發展局條例（香港法例第1114章）成立的法定組織。香港貿發局作為維持高標準管治水平的法定機構，為香港工商界擔起示範作用。本局首要目標是建立良好的問責機制及妥善的財務管理系統，以鞏固優良的機構管治，亦積極履行其社會責任。

### Council

The HKTDC benefits from the advice and direction of a 19-member Council established under the HKTDC Ordinance.

### Staff and Finance Committee

The Council's work is supported by a Staff and Finance Committee, whose membership is drawn from Council members. The Committee reviews and provides recommendations to the Council on financial matters, including budget estimates, financial management control and accounting procedures, as well as staff-related matters, including human resources policy, terms and conditions of employment and the appointment of senior management positions.

### Audit Committee

The Audit Committee assists the Council in ensuring high standards of financial control and compliance. Comprising the chairmen of the standing committees – Staff and Finance Committee, Product Promotion Programme Committee and Service Promotion Programme Committee, it guides the work of the Internal Audit Department. This includes reviewing the annual audit plan, assurance of adequate audit coverage of internal operations and audit findings and monitoring the implementation of actions arising from the audit reports. It also reviews the annual audited financial statements.

### Corporate Social Responsibility

As a conscientious employer, HKTDC strives to improve its CSR practices and policies and encourage responsible and sustainable business processes. In 2023-2024, HKTDC has been awarded the Hong Kong Quality Assurance Agency CSR Advocate Mark for 12 consecutive years. This is also the sixth year in a row that we received the highest rating of 5 in recognition of our CSR achievements. HKTDC has also been recognised as a “Caring Organisation” by the Hong Kong Council of Social Service for the 19th consecutive year for our employee welfare, community and environmental initiatives.

### 理事會

根據香港貿易發展局條例，香港貿發局理事會由19人組成，負責制定機構發展方向，並為活動提供建議。

### 職員及財務委員會

理事會下設有職員及財務委員會，由理事會中部分成員組成，以支援理事會的工作。委員會就香港貿發局的財務安排作檢視及提供改善建議，包括財政預算、財務管理、會計程序、以至與貿發局員工相關的事務，例如人力資源政策、員工聘用條款、高級管理人員職位任命等，並提供意見。

### 審核委員會

審核委員會協助理事會確保香港貿發局維持高標準的財務控制及守則。委員會由職員及財務委員會之主席、製造業拓展計劃委員會之主席，以及服務業拓展計劃委員會之主席組成。審核委員會負責指引香港貿發局審計部的工作，就每年的審計計劃提供建議，以確保審計內部運作的範圍恰當，檢視審計個案，跟進審計報告所建議之改善措施的落實情況，並檢視年度經審計財務報表。

### 企業社會責任

香港貿發局作為負責任的僱主，在改善企業社會責任（CSR）的措施和政策上一直不遺餘力，並鼓勵港商同樣履行企業社會責任及可持續發展的原則。2023-2024年度，香港貿發局連續十二年獲香港品質保證局頒發「企業社會責任先導者標誌」，並第六年取得最高的5分，表彰本局在履行企業社會責任的成就。另外，香港貿發局連續第十九年獲香港社會服務聯會頒發「同心展關懷」標誌，嘉許本局在僱員福利、社會及環境方面所作出的努力。



# MEMBERSHIP OF COMMITTEES

委員會成員

as of 31 March 2024  
於 2024 年 3 月 31 日

## Staff and Finance Committee

Ms Shirley Chan, BBS, JP (Chairman)  
Dr Sunny Chai, SBS, BBS, JP  
Ms Ronna Chao  
Mr Steve Chuang  
Prof Herman Hu, GBS, JP  
Ms Luanne Lim  
Dr Lo Kam Wing, BBS, JP  
Dr Y K Pang, GBS, JP  
The Hon Algernon Yau, JP  
Mr Patrick Yeung  
Ms Margaret Fong

## Audit Committee

Ms Shirley Chan, BBS, JP (Chairman)  
Dr Sunny Chai, SBS, BBS, JP  
Dr Jonathan Choi, GBM, GBS, BBS, JP

## Product Promotion Programme Committee

Dr Sunny Chai, SBS, BBS, JP (Chairman)  
Mr Fletch Chan  
Mr Kenneth Chan  
Mr Winston Chow  
Mr Steve Chuang  
Ms Katherine Fang  
Mr Enders Lam  
Mr Leung Chung-Ming  
Mr Thomas Leung  
The Hon Shang Hailong  
Ms Elsa Wong  
The Hon Algernon Yau, JP  
Ms Margaret Fong

## Service Promotion Programme Committee

Dr Jonathan Choi, GBM, GBS, BBS, JP (Chairman)  
Mr Fletch Chan  
Ms Mabel Chan, JP  
Prof Herman Hu, GBS, JP  
Mr Eddie Hui  
Mr Jim Lai  
Dr Patrick Leung  
Mr David Pierce  
Dr Thomas So  
Ir Francis Sootoo  
Mr Brian Wu  
Mr Carl Wu  
The Hon Algernon Yau, JP  
Ir Andrew Young  
Ms Margaret Fong

## 職員及財務委員會

陳淑玲女士 銅紫荊星章、太平紳士 (主席)  
查毅超博士 銀紫荊星章、銅紫荊星章、太平紳士  
曹惠婷女士  
莊子雄先生  
胡曉明教授 金紫荊星章、太平紳士  
林慧虹女士  
盧金榮博士 銅紫荊星章、太平紳士  
彭耀佳博士 金紫荊星章、太平紳士  
丘應樺先生 太平紳士  
楊偉添先生  
方舜文女士

## 審核委員會

陳淑玲女士 銅紫荊星章、太平紳士 (主席)  
查毅超博士 銀紫荊星章、銅紫荊星章、太平紳士  
蔡冠深博士 大紫荊勳賢、金紫荊星章、銅紫荊星章、太平紳士

## 製造業拓展計劃委員會

查毅超博士 銀紫荊星章、銅紫荊星章、太平紳士 (主席)  
陳偉偉先生  
陳建年先生  
周允成先生  
莊子雄先生  
方淑君女士  
林偉雄先生  
梁鍾銘先生  
梁湘東先生  
尚海龍議員  
黃玉娟女士  
丘應樺先生 太平紳士  
方舜文女士

## 服務業拓展計劃委員會

蔡冠深博士 大紫荊勳賢、金紫荊星章、銅紫荊星章、太平紳士 (主席)  
陳偉偉先生  
陳美寶女士 太平紳士  
胡曉明教授 金紫荊星章、太平紳士  
許夏林先生  
賴智明先生  
梁景華博士

蘇紹聰博士  
司徒玉倫工程師  
胡百浹先生  
吳啟楠先生  
丘應樺先生 太平紳士  
楊孟璋工程師  
方舜文女士

# DIRECTORATE AND SENIOR STAFF

總裁級及管理團隊

as of 31 March 2024  
於 2024 年 3 月 31 日

## Executive Director

Margaret Fong

## Directorate

Sophia Chong  
Deputy Executive Director

Patrick Lau  
Deputy Executive Director

Christine Cheung  
Assistant Executive Director

Jenny Koo  
Assistant Executive Director

Stephen Liang  
Assistant Executive Director

## Senior Staff

### Head Office

Anna Cheung  
Director, Service Promotion

Irina Fan  
Director, Research

Smilely Lam  
Director, Marketing and Platform Development,  
Exhibitions and Digital Business

Will Li  
Director, Business Development,  
Exhibitions and Digital Business

Esther Wong  
Director, Corporate Communications and Marketing

Iris Wong  
Director, Merchandise Trade and Innovation  
Director, External Relations

### Regional Offices

Regina Lai  
Regional Director, Americas

Silas Chu  
Regional Director, Europe, Central Asia and Israel

Jacky Chung  
Director, Mainland China

Benjamin Yau  
Director, Japan

Daniel Lam  
Regional Director, Middle East and Africa

Ronald Ho  
Regional Director, Southeast Asia and South Asia

## 總裁

方舜文女士

## 總裁級職員

張淑芬女士  
副總裁

劉會平先生  
副總裁

張梁惠玲女士  
助理總裁

古靜敏女士  
助理總裁

梁國浩先生  
助理總裁

## 高級職員

### 總辦事處

張詩慧女士  
服務業拓展總監

范婉兒女士  
研究總監

林玉鳳女士  
展覽及數碼業務部市場推廣  
及平台開發總監

李鍵文先生  
展覽及數碼業務部  
業務發展總監

王詠嫻女士  
傳訊及推廣事務總監

黃燕女士  
商品貿易及創新總監  
對外事務總監

### 區域辦事處

黎華慧君  
美洲首席代表

朱耀昌  
歐洲、中亞及以色列首席代表

鍾永喜  
中國內地總代表

游紹斌  
日本首席代表

林國駿  
中東及非洲首席代表

何建榮  
東南亞及南亞首席代表



# OUR SUPPORT SERVICES

## 全面支援服務

### For businesses to stay up-to-date on the market

#### Hong Kong Means Business

Hong Kong Means Business provides HKTDC corporate news and the latest in global business to enable businesses to capture opportunities worldwide. It focuses on market opportunities in I&T, entrepreneurship, sustainability, creativity and more, zeroing in on today's key markets, including the GBA, wider China market and RCEP.

<https://hkmb.hktdc.com>

#### HKTDC Research

HKTDC Research provides analysis and news, regulatory alerts, market and industry profiles and business guides. Thematic articles to facilitate access to today's vibrant markets and on trending topics are published year-round. We produce the quarterly HKTDC Export Index to gauge near-term export prospects.

<https://research.hktdc.com>

#### Belt and Road Portal

The Belt and Road Portal is a market intelligence and business facilitation platform to help businesses seize Belt and Road opportunities. The Portal provides information on projects related to infrastructure, investment and other business opportunities, while its network of service providers helps businesses find suitable projects. It also offers businesses free advisory services to help address their needs.

<https://beltandroad.hktdc.com/>

### For SMEs wishing to tap into Mainland China

#### GoGBA

GoGBA serves as a go-to source for businesses who wish to expand in the GBA. It offers support online and offline that includes policy information, advisory support, training and promotional and networking activities. Our GoGBA website and WeChat mini programme complement our GBA centre in Shenzhen and GoGBA support centres in all nine mainland GBA cities to help companies access the GBA.

<https://www.go-gba.com/en/>

#### Support Scheme for Pursuing Development in the Mainland

In 2022, we initiated the Support Scheme for Pursuing Development in the Mainland, supported by the Hong Kong SAR Government. This three-year programme helps Hong Kong businesses operating in the mainland capture opportunities in the country. It offers training, business workshops and advisory services and organises business missions.

### 讓企業緊貼市場動態

#### 商貿全接觸

「商貿全接觸」提供有關香港貿發局及全球商貿的最新資訊，助企業捕捉環球商機。「商貿全接觸」平台聚焦、創新科技、創業、可持續發展及創意等市場機遇，並以主要市場包括大灣區、內地，以及RCEP成員國為重心。

<https://hkmb.hktdc.com/tc>

#### 香港貿發局經貿研究

香港貿發局「經貿研究」為業界提供研究文章、商貿法規、市場和行業概況，以及營商指南；定期出版專題文章，涵蓋具潛力的市場、熱門話題和商貿趨勢。本局每季均會公佈香港貿發局出口指數，以總結和預測短期的出口前景。

<https://research.hktdc.com/tc/>

#### 「一帶一路」資訊網站

「一帶一路」資訊網站為企業提供各種市場資訊，助企業把握「一帶一路」的商機。網站同時提供「一帶一路」相關的基建項目、投資和其他商貿機遇的資訊，同時助企業與供應商對接，尋找合適的項目。該平台亦為企業提供免費諮詢服務，以提供企業所需的支援。

<https://beltandroad.hktdc.com/tc>

### 助中小企拓內地市場

#### GoGBA灣區經貿通

「GoGBA灣區經貿通」平台為有意擴大大灣區據點的企業，提供有用可靠的資訊。平台透過線上和線下的方式，為企業提供不同的服務，包括政策訊息、諮詢支援、培訓、推廣和企業交流活動。「GoGBA灣區經貿通」設有網站和微信小程序，與我們在深圳的大灣區服務中心，以及覆蓋大灣區內地九市的「GoGBA港商服務站」相輔相成，協助企業進軍大灣區。

<https://www.go-gba.com>

#### 內地發展支援計劃

在香港特別行政區政府的支持下，本局於2022年推出了「內地發展支援計劃」。這個為期3年的計劃，旨在協助在內地營運的港商，透過培訓、商業研討會、諮詢服務、商貿考察等，把握內地市場機遇。

### For SMEs wishing to transform their business

#### Transformation Sandbox

Transformation Sandbox (T-box) helps businesses transform by enhancing their competitiveness in branding, digital transformation, manufacturing and supply chain solutions, new markets and sustainability. We provide tailor-made support, including business advisory, capacity-building workshops, networking opportunities, market insights and guide to government funding. T-box is supported by over 100 partners, including business associations, government departments and consulates in Hong Kong.

<https://smesupport.hktdc.com/en/s/tbox>

#### HKTDC SME Centre

The HKTDC SME Centre, located at the Hong Kong Convention and Exhibition Centre (HKCEC), provides the resources you need to do business, including updated business information on overseas markets, latest industry trends, business contacts and more. It offers a business library, meeting areas, function rooms and business support services. Workshops, business matching and networking activities are organised year-round.

<https://smesupport.hktdc.com/en/s/sme-centre>

#### Digital Academy

Our Digital Academy helps SMEs strengthen their e-commerce and digital marketing skills to enhance their branding and accelerate their digital transformation amid today's global digitalisation agenda, offering a wide range of complimentary practical training courses year-round conducted by leading online marketing experts.

<https://academy.hktdc.com/>

### 助中小企升級轉型

#### 「T-box升級轉型計劃」

「T-box升級轉型計劃」協助中小企在品牌升級、數碼轉型、生產、供應鏈方案、拓展新市場以及可持續發展等各方面提升競爭力。我們提供度身訂造的服務，包括商務諮詢、能力提升工作坊、交流機會、提供最新的市場資訊和政府資助指南。計劃現時有超過100個合作夥伴，包括商會、政府部門及外國駐港領事館。

<https://smesupport.hktdc.com/tc/s/tbox>

#### 香港貿發局中小企服務中心

香港貿發局中小企服務中心設於香港會議展覽中心，提供有關商貿營銷的全方位服務，以及最新海外市場商貿資訊和行業走勢、商業夥伴聯絡資訊等。中心設有商貿圖書館、會議場地和活動廳。除了提供商貿支援服務，中心亦於全年舉辦不同的工作坊、商貿配對和交流活動。

<https://smesupport.hktdc.com/tc/s/sme-centre>

#### 數碼學堂

我們的「數碼學堂」致力協助中小企提升電子商貿及數碼營銷技能，透過建立品牌形象和加快數碼轉型，以滿足當前全球邁向數碼化的趨勢。「數碼學堂」亦於全年邀請業界網上營銷專家作分享，及舉辦多元化的免費實務培訓課程。

<https://academy.hktdc.com/>



For SMEs and start-ups looking to connect with start-ups

**Start-up Express**  
Start-Up Express assists start-ups in exploring markets, seeking partners and enhancing brand awareness through capability building, mentoring and marketing activities. Each year, 10 start-ups are selected that we support to enter the international market and grow their brand. In 2022, the programme’s international version was launched to connect Hong Kong start-ups with its overseas counterparts.  
<https://portal.hktcdc.com/startupexpress/>

**International Trade Fastpass**  
To attract more SMEs and start-ups to engage in international trade, the International Trade Fastpass seminar series updates businesses on the latest global trends. They can develop their marketing strategies and innovative business solutions in the SmartBiz Series and identify markets for their business expansion via the Market Exploration Series, while improving their operational efficiency in the Sustainability Series.

<https://smesupport.hktcdc.com/en/s/international-trade-fastpass>

For Hong Kong brands and designs

**hktcdc.com Sourcing**  
Our sourcing platform is your trusted online marketplace to expand your business in the GBA and wider China market, Asia and beyond. It connects more than two million buyers with more than 130,000 quality suppliers from over 190 countries and regions.

<https://sourcing.hktcdc.com>

**HKTDC Design Gallery**  
The HKTDC Design Gallery (DG) is a retail shop at the HKCEC promoting Hong Kong creativity. It offers a consignment service for designers to display their products in a prime retail location and obtain buyer information via our trade enquiry service. DG opened a shop on JD.com International to offer Hong Kong creatives greater access to the Mainland China market.  
<https://hkdesigngallery.hktcdc.com/en/main/index.aspx>

為中小企及初創拓商機

**創業快綫**  
「創業快綫」計劃致力協助初創拓市場、覓夥伴、增曝光。每年計劃均會選出10家優勝初創，透過我們的平台開拓海外市場和推銷自家品牌。計劃更於2022年推出國際篇，促進海外及本地優勝初創互相交流。

<https://portal.hktcdc.com/startupexpress/tc>

**國際貿易快線**  
為協助更多中小企和初創企業進身國際貿易市場，「國際貿易快線」以專題研討會形式進行，帶來最新商業資訊，緊貼全球趨勢。參與者可以在「智勝營商」系列中探索他們的營銷策略和開發創新的業務解決方案，在「市場拓展」系列中為業務擴展計劃確定合適的市場，並在「可持續發展」系列中學習提高營運效率的要訣。  
<https://smesupport.hktcdc.com/tc/s/international-trade-fastpass>

助香港品牌聯通環球市場

**貿發網採購平台**  
「貿發網採購」平台是值得信賴的網上商貿平台，協助企業於粵港澳大灣區及內地市場、亞洲以至海外市場拓展業務。目前，平台聯繫全球來自近190個國家及地區、逾200萬登記買家和逾130,000家優質供應商，於平台進行採購。  
<https://sourcing.hktcdc.com/zh-Hant>

**香港·設計廊**  
位於灣仔會展的「香港·設計廊」一直肩負著推廣香港創意設計的使命。「香港·設計廊」實體店佔盡地利，為設計師提供寄賣服務。我們更提供產品和貿易諮詢服務，協助買家聯絡產品供應商洽談業務。「香港·設計廊」已在京東國際開設網店，讓香港品牌開拓內銷市場。  
<https://hkdesigngallery.hktcdc.com/tc/main/index.aspx>

EVENTS CALENDAR  
2024-2025 活動日曆

as of 31 March 2024  
於 2024 年 3 月 31 日

Date 日期	Event 活動	Location 地點
6-9 April 2024 2024年4月6-9日	HKTDC Hong Kong International Lighting Fair (Spring Edition) 2024 香港貿發局香港國際春季燈飾展2024	Hong Kong 香港
6-9 April 2024 2024年4月6-9日	HKTDC Smart Lighting Expo 2024 香港貿發局智慧照明博覽2024	Hong Kong 香港
13-16 April 2024 2024年4月13-16日	InnoEX 2024 香港國際創科展2024	Hong Kong 香港
13-16 April 2024 2024年4月13-16日	HKTDC Hong Kong Electronics Fair (Spring Edition) 2024 香港貿發局香港春季電子產品2024	Hong Kong 香港
20-23 April 2024 2024年4月20-23日	Fashion InStyle 2024 香港時裝節2024	Hong Kong 香港
20-23 April 2024 2024年4月20-23日	Home InStyle 2024 香港時尚家品家紡2024	Hong Kong 香港
27-29 April 2024 2024年4月27-29日	HKTDC Hong Kong International Licensing Show 2024 香港貿發局香港國際授權展2024	Hong Kong 香港
27-30 April 2024 2024年4月27-30日	HKTDC Hong Kong Gifts & Premium Fair 2024 香港貿發局香港禮品及贈品展2024	Hong Kong 香港
27-30 April 2024 2024年4月27-30日	Hong Kong International Printing & Packaging Fair 2024 香港國際印刷及包裝展2024	Hong Kong 香港
27-30 April 2024 2024年4月27-30日	DeLuxe PrintPack Hong Kong 2024 香港奢侈品包裝展2024	Hong Kong 香港
16-17 May 2024 2024年5月16-17日	Asia Summit on Global Health 2024 亞洲醫療健康高峰論壇2024	Hong Kong 香港
16-18 May 2024 2024年5月16-18日	HKTDC Hong Kong International Medical and Healthcare Fair 2024 香港貿發局香港國際醫療及保健展2024	Hong Kong 香港
16-31 May 2024 2024年5月16-31日	International Healthcare Week 2024 國際醫療健康周2024	Hong Kong 香港
17-23 July 2024 2024年7月17-23日	HKTDC Hong Kong Book Fair 2024 香港貿發局香港書展2024	Hong Kong 香港
17-23 July 2024 2024年7月17-23日	HKTDC Hong Kong Sports and Leisure Expo 2024 香港貿發局香港運動消閒博覽2024	Hong Kong 香港
17-23 July 2024 2024年7月17-23日	HKTDC World of Snacks 2024 香港貿發局零食世界2024	Hong Kong 香港
15-16 August 2024 2024年8月15-16日	International Conference of the Modernization of Chinese Medicine & Health Products 2024 國際現代化中醫藥及健康產品會議2024	Hong Kong 香港
15-17 August 2024 2024年8月15-17日	HKTDC Hong Kong International Tea Fair 2024 香港貿發局香港國際茶展2024	Hong Kong 香港
15-17 August 2024 2024年8月15-17日	HKTDC Food Expo PRO 2024 香港貿發局美食商貿博覽2024	Hong Kong 香港
15-19 August 2024 2024年8月15-19日	HKTDC Food Expo 2024 香港貿發局美食博覽2024	Hong Kong 香港

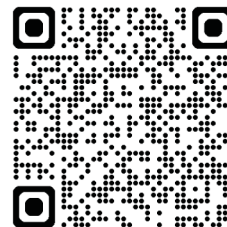


15-19 August 2024 2024年8月15-19日	HKTDC Beauty & Wellness Expo 2024 香港貿發局美與健生活博覽2024	Hong Kong 香港
15-19 August 2024 2024年8月15-19日	HKTDC Home Delights Expo 2024 香港貿發局家電・家居・博覽2024	Hong Kong 香港
3-7 September 2024 2024年9月3-7日	HKTDC Hong Kong Watch & Clock Fair 2024 香港貿發局香港鐘表展2024	Hong Kong 香港
3-7 September 2024 2024年9月3-7日	Salon de TIME 2024 國際名表薈萃2024	Hong Kong 香港
4-7 September 2024 2024年9月4-7日	CENTRESTAGE 2024 CENTRESTAGE（香港國際時尚匯展）2024	Hong Kong 香港
11-12 September 2024 2024年9月11-12日	Belt and Road Summit 2024 「一帶一路」高峰論壇2024	Hong Kong 香港
13-16 October 2024 2024年10月13-16日	electronicAsia 2024 國際電子組件及生產技術展2024	Hong Kong 香港
13-16 October 2024 2024年10月13-16日	HKTDC Hong Kong Electronics Fair 2024 (Autumn Edition) 2024 香港貿發局香港秋季電子產品展2024	Hong Kong 香港
27-30 October 2024 2024年10月27-30日	HKTDC Hong Kong International Lighting Fair (Autumn Edition) 2024 香港貿發局香港國際秋季燈飾展2024	Hong Kong 香港
29 October - 1 November 2024 2024年10月29日至-11月1日	HKTDC Hong Kong International Outdoor and Tech Light Expo 2024 香港貿發局香港國際戶外及科技照明博覽2024	Hong Kong 香港
30 October - 2 November 2024 2024年10月30日至-11月2日	Eco Expo Asia 2024 國際環保博覽2024	Hong Kong 香港
6-8 November 2024 2024年11月6-8日	HKTDC Hong Kong International Optical Fair 2024 香港貿發局香港國際眼鏡展2024	Hong Kong 香港
7-9 November 2024 2024年11月7-9日	HKTDC Hong Kong International Wine and Spirits Fair 2024 香港貿發局香港國際美酒展2024	Hong Kong 香港
6-9 January 2025 2025年1月6-9日	HKTDC Hong Kong Toys & Games Fair 2025 香港貿發局香港玩具展2025	Hong Kong 香港
6-9 January 2025 2025年1月6-9日	HKTDC Hong Kong Baby Products Fair 2025 香港貿發局香港嬰兒用品展2025	Hong Kong 香港
6-9 January 2025 2025年1月6-9日	Hong Kong International Stationery and School Supplies Fair 2025 香港國際文具及學習用品展2025	Hong Kong 香港
13-14 January 2025 2025年1月13-14日	Asian Financial Forum 2025 亞洲金融論壇2025	Hong Kong 香港
16-19 January 2025 2025年1月16-19日	HKTDC Education & Careers Expo 2025 香港貿發局教育及職業博覽2025	Hong Kong 香港
2-6 March 2025 2025年3月2-6日	HKTDC Hong Kong International Diamond, Gem & Pearl Show 2025 香港貿發局香港國際鑽石、寶石及珍珠展2025	Hong Kong 香港
4-8 March 2025 2025年3月4-8日	HKTDC Hong Kong International Jewellery Show 2025 香港貿發局香港國際珠寶展2025	Hong Kong 香港
17-20 March 2025 2025年3月17-20日	Hong Kong International Film & TV Market (FILMART) 2025 香港國際影視影展2025	Hong Kong 香港
19 March 2025 2025年3月19日	MarketingPulse and eTailingPulse 2025 亞洲品牌及營銷論壇（MarketingPulse）及 亞洲電子商貿高峰論壇（eTailingPulse）2025	Hong Kong 香港









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