



Hong Kong Trade Development Council

Annual Report 24/25

香港貿易發展局年報

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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 over 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多個辦事處，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。

EXECUTIVE SUMMARY

行政摘要

Helping businesses seize opportunities globally

Amid global challenges, we gathered a range of industry players – from leading voices in business, project owners, service providers, innovators and investors to exhibitors and buyers – from around the world at our events in Hong Kong to connect and collaborate. Our focus on innovation, sustainability and wellness also extended to our outreach in Mainland China and overseas, during which we promoted Hong Kong's strengths and advantages as well as its role as a superconnector and super value-adder, with the support of our global network of over 50 offices.

協助企業把握全球機遇

雖然環球營商環境充滿挑戰，本局仍致力為香港企業在危中創機。我們聚焦創新、可持續發展及全人健康，在香港舉辦多元化的活動，吸引環球商界領袖、項目持有人、服務供應商、創新者及投資者、以至參展商及買家來港，建立聯繫及促進商貿合作。同時，我們亦透過全球50多個辦事處的網絡在中國內地及海外進行外展活動，推廣香港的獨特優勢及作為「超級聯繫人」和「超級增值人」的重要角色。





Hong Kong SAR Chief Executive John Lee addressed the *Hong Kong Forum*, an annual gathering of the Federation of Hong Kong Business Associations Worldwide. 香港特別行政區行政長官李家超在環球香港商業協會聯盟的年度旗艦活動「香港論壇」致辭。



Start-up Express winner Libpet showcased its cutting-edge all-terrain wheelchair to buyers at *InnoEX*. 「創業快綫」優勝初創途齡科技在「香港國際創科展」向買家展示其智能全地形輪椅。



Deal-making at *Asian Financial Forum* brought together project owners, service providers and investors to collaborate for success. 「亞洲金融論壇」設有環球投資項目對接，匯聚項目持有人、服務供應商及投資者，促進合作共贏。



At *SmartHK*, Hong Kong-Jiangsu collaboration in finance, innovation and technology, sustainability and more, was explored. 「Smarthk蘇港高質量發展合作大會」深入探討金融服務、科技創新、綠色可持續發展等專題。



At the *Viva Technology* fair in Paris, we partnered with the Hong Kong Economic and Trade Office to showcase our city's vibrant start-ups. 本局與香港經濟貿易辦事處合作，在巴黎舉行的「VivaTech科技創新展覽會」(Viva Technology) 展示香港初創圈的活力。



Li Yongjie, Deputy China International Trade Representative of China's Ministry of Commerce, gave a special address at the *Belt and Road Summit*. 國家商務部國際貿易談判副代表李詠鐘在「一帶一路高峰論壇」發表特別致辭。



During a mission to ASEAN, the delegation engaged with government and business leaders, including representatives of Canadia in Cambodia. 代表團於訪問東盟期間，與當地政商界領袖會面，包括柬埔寨企業Canadia的代表。



Hong Kong SAR Financial Secretary Paul Chan highlighted Hong Kong's platform to the Spanish business community in Madrid. 香港特別行政區財政司司長陳茂波在馬德里向西班牙商界推廣香港營商平台。



Hong Kong-born, London-based designer Robert Wun marked his triumphant return to our city, showcasing his collection to kick off *CENTRESTAGE*. 「CENTRESTAGE」(香港國際時尚匯展) 邀得在香港出生、現居倫敦的設計師雲惟駿 (Robert Wun) 載譽回歸香港舉行時裝騷，為活動揭開序幕。

The cast of box office hit *Twilight of the Warriors: Walled In* attended the screening of their film at the *Cannes Film Festival*. 賣座電影《九龍城寨之圍城》劇組出席康城影展的電影放映會。



Bringing our flagship campaign *Think Business, Think Hong Kong to Jakarta*, we reinforced Hong Kong's business ties with Indonesia. 本局在雅加達舉辦旗艦活動「成就機遇·首選香港」，促進香港與印尼的商貿合作。



Hong Kong SAR Secretary for Justice Paul Lam and a delegation of legal professionals visited the Middle East to solidify collaboration in legal dispute resolution. 香港特別行政區律政司司長林定國率領法律界代表團訪問中東，加強香港與中東在法律及爭議解決服務方面的合作。

THE COUNCIL

理事會

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

The Chairman and six members are appointed by the Chief Executive of the Hong Kong Special Administrative Region. 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



Victor Chu
諸立力



Steve Chuang
莊子雄



Patrick Yeung
楊偉添



Anthony Lam
林世豪



Ma Kai Yum
馬介欽



Kennedy Wong
黃英豪



Agnes Chan
陳瑞娟



Apollonia Liu
廖李可期



Ricky Tsang
曾智明



Mary Huen
禰惠儀

COUNCIL MEMBERS

理事會成員

as of 31 March 2025
於 2025 年 3 月 31 日

CHAIRMAN

Dr Peter K N Lam, GBM, GBS

主席

林建岳博士 大紫荊勳賢、金紫荊星章

MEMBERS

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

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

Ms Agnes Chan, BBS
Chairman
The Hong Kong General Chamber of Commerce

陳瑞娟女士 銅紫荊星章
香港總商會
主席

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

陳淑玲女士 銅紫荊星章、太平紳士
YGM 貿易有限公司
副主席

Ms Ronna Chao
Chairman
Novetex Textiles Limited

曹惠婷女士
龍達紡織有限公司
主席

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

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

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

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

Mr Steve Chuang
Chairman
The Federation of Hong Kong Industries

莊子雄先生
香港工業總會
主席

Ms Mary Huen, JP
Chairperson
The Hong Kong Association of Banks

禰惠儀女士 太平紳士
香港銀行公會
主席

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

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

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

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

Mrs Apollonia Liu, JP
Director of Information Services
HKSAR Government

廖李可期女士 太平紳士
香港特別行政區政府
政府新聞處處長

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

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

Dr Ma Kai Yum, BBS
Chairman
Carrianna Group Holdings Company Limited

馬介欽博士 銅紫荊星章
佳寧娜集團控股有限公司
主席

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

彭耀佳博士 金紫荊星章、太平紳士
香港旅遊發展局
主席

Mr Ricky Tsang, BBS, JP
Chairman & CEO
Goldlion Holdings Limited

曾智明先生 銅紫荊星章、太平紳士
金利來集團有限公司
主席兼行政總裁

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

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

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

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

Mr Patrick Yeung
CEO
The Hong Kong General Chamber of Commerce

楊偉添先生
香港總商會
總裁

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

While receding inflation and monetary easing in 2024 offered much-needed relief, trade and geopolitical tensions continue to offset a more positive growth outlook. Amid prolonged uncertainty from the multitude of challenges, global growth remains subdued, spawning ongoing concern among businesses large and small.

Yet, there are reasons for us to look ahead with optimism. Aside from its many unique strengths and advantages, Hong Kong is the most international city of the dynamic Guangdong-Hong Kong-Macao Greater Bay Area, an economic and innovation powerhouse offering opportunities across sectors. Its role as super value-adder and superconnector linking the vast Mainland China market with the rest of the world assures its continued growth and vital role in global business for years to come.

Amid the uncertain global landscape, we at the Hong Kong Trade Development Council redoubled our efforts to help businesses transform and grow and tackle this past year with confidence, as we facilitated collaboration opportunities worldwide.

回顧2024年，全球通脹逐步下降，加上寬鬆貨幣政策，本為營商環境帶來曙光；惟地緣政治持續升溫為市場增添不明朗因素。在多項挑戰帶來的不確定下，各行各業持續受壓。

儘管如此，我們對香港的前景充滿信心。本港具備多項獨特優勢，作為粵港澳大灣區（大灣區）最國際化的城市，香港展現出強韌的經濟實力與創新能力，機遇處處。同時，香港作為接通中國內地龐大市場與世界的「超級聯繫人」及「超級增值人」，在推動全球商貿中扮演獨特及重要的角色，並為香港長期繁榮穩定提供有力的支撐。

面對複雜多變的外圍環境，香港貿易發展局（香港貿發局）秉持堅定信心，在過去一年奮力守正創新，協助企業連接全球機遇，加速轉型謀求發展。



HKTDC Chairman Peter K N Lam spoke at the Greater Bay Area Matching Event for Internationalisation of Future Industries in Shenzhen.

香港貿發局主席林建岳博士在深圳舉辦的「未來產業國際化發展大灣區對接活動」發表講話。

In 2024, our portfolio of events, support services and overseas promotions continued to bolster Hong Kong's position as a vibrant international finance and investment hub and the platform of choice for businesses. The robust responses we have received for our fairs and conferences, attendance to some of which exceeded pre-pandemic levels, is a testament to Hong Kong's leading role in trade and business.

2024年，本局透過多元化活動，海外推廣及支援服務，持續鞏固香港作為充滿活力的國際金融中心及企業首選商貿平台的地位。本局主辦的展覽及會議獲得熱烈回響，部分活動的參與人數更超越疫情前水平，充分彰顯香港作為國際商貿中心的領導地位。



At the China International Import Expo in Shanghai, Hong Kong SAR Chief Executive visited our Hong Kong Product and Service Pavilions.

香港特別行政區行政長官李家超參觀本局在「中國國際進口博覽會(上海)」設置的「香港產品展館」及「香港服務業展館」。



HKTDC Chairman Peter K N Lam delivered welcome remarks at the Asian Financial Forum.

香港貿發局主席林建岳博士在「亞洲金融論壇」致歡迎辭。

In support of the Hong Kong SAR Government's efforts, our initiatives promoted our city's eight-centre growth strategy, spotlighting our varied expertise in traditional and newer sectors, such as finance, professional services, innovation and technology and sustainability, which allow our city to shine on the international stage.

為配合香港特別行政區政府的發展目標，本局落實多項策略，積極推動本港「八大中心」的發展，傳統及新興產業並重，凸顯香港在金融、專業服務、創新科技及可持續發展等領域的專業優勢，使香港在國際舞台上繼續熠熠生輝。

We continued to boost our city's strengths to unlock new possibilities in some of the world's most vibrant markets. We facilitated invaluable connections and partnerships in the Guangdong-Hong Kong-Macao Greater Bay Area and other emerging economies, spanning the Belt and Road Initiative, Regional Comprehensive Economic Partnership, the Middle East and beyond, while remaining engaged with mature economies.

本局致力提升香港優勢，開拓高增長潛力的市場，深化大灣區融合，鞏固與傳統市場的聯繫，同時拓寬新興市場如「一帶一路」、《區域全面經濟夥伴關係協定》(RCEP)及中東等市場的交往合作。

In today's ever-changing world, partnerships are more important than ever. Looking forward, we will keep strengthening our networks and facilitating partnerships across our events, support programmes and promotions, so businesses large and small have every opportunity to grow and collaborate for success. Our commitment to delivering for Hong Kong and its businesses is what drives us every day.

在當前百年未有的變局，我們絕不能獨善其身，擴大及深化夥伴關係才是上策。為此，香港貿發局將砥礪前行，透過不同的活動、推廣項目及支援計劃擴大與夥伴的商貿合作交流，為企業創造有利的營商環境，危中創機，並取得長足發展。

EXECUTIVE DIRECTOR'S MESSAGE

總裁報告

MARGARET FONG
方舜文



In 2024, trade disputes and geopolitical tensions reverberated across economies, shaking up business and investment plans around the world. This volatility, the impact of which on Hong Kong cannot be underestimated, shows no sign of abating. Rapid technological transformation is also reshaping the world in unpredictable ways.

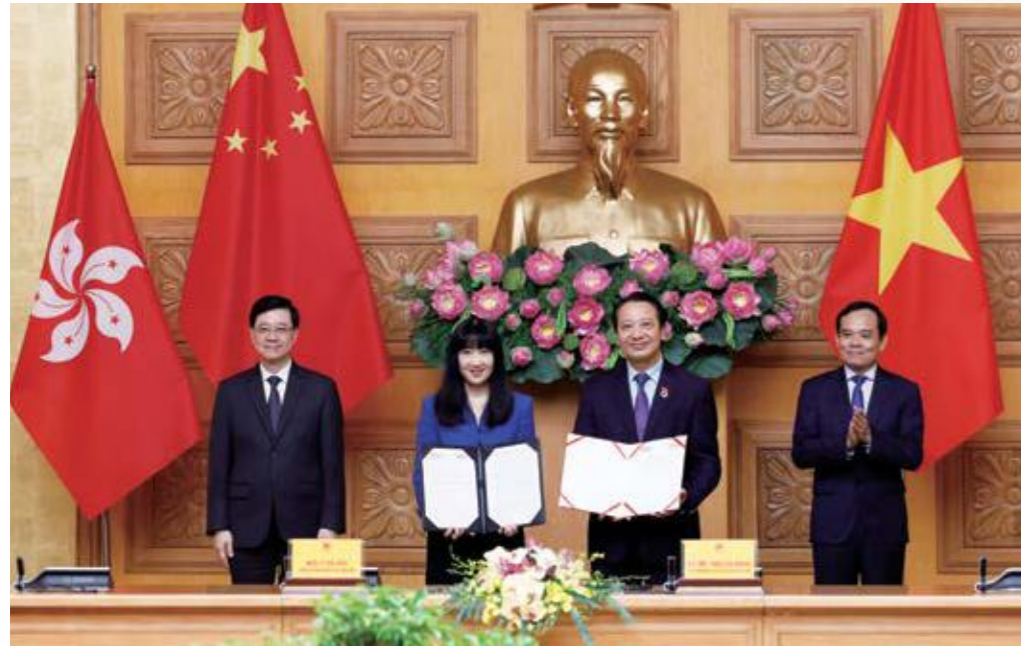
Amid the uncertainty, businesses, particularly SMEs, are looking for much-needed support. And that is where we at the Hong Kong Trade Development Council come in. Over the past year, we helped facilitate vital connections for hundreds of thousands of businesses via our events and support programmes as well as promotions in Mainland China and overseas to assist with their expansion plans.

In 2024, increased attendance has been a hallmark of our fairs and conferences, bringing together buyers and suppliers as well as government and business leaders, service providers, project owners, investors, innovators and other industry players from more than 190 countries and regions. A notable uptick in participants from Mainland China and emerging markets, such as ASEAN and the Middle East, as well as the traditional markets of Europe and North America reaffirms Hong Kong's status as a vital business and investment hub, where opportunities await, and connections are built.

2024年是不平凡的一年，地緣政治緊張局勢和貿易摩擦持續，衝擊全球商貿發展及投資，香港難免受到一定影響；而新一輪科技革命亦重塑全球競爭格局，增加了全球營商環境的複雜性。

市場變化為企業帶來不少挑戰，中小企業尤其需要切實的支援，香港貿發局在此關鍵時刻發揮積極作用。過去一年，我們透過舉辦不同的活動、支援計劃，以及在中國內地及海外進行推廣活動，協助企業推動業務增長。

本局於去年主辦的展覽及會議參與人數顯著上升，吸引來自全球超過190個國家和地區的買家、供應商、政府機構代表、業界領袖、服務供應商、項目擁有者、創新者等親臨香港出席活動。其中，中國內地、東盟和中東等新興市場及歐洲和北美等傳統市場的參與人數均明顯增加，凸顯香港作為領先商貿及投資樞紐的地位，及聯繫環球市場機遇的首選平台。



During an ASEAN mission, we signed an MoU with the Vietnam Chamber of Commerce and Industry to deepen exchange and cooperation.
 本局在訪問東盟期間，與越南工商會簽訂合作備忘錄，深化交流與合作。

The key themes of innovation, sustainability and wellness continued to define the work we do. From on-topic conversations at our events and pavilions at leading mainland and overseas fairs to business matching and deal-making at home and abroad, we helped businesses seize many arising opportunities in these areas.

我們持續聚焦創新、可持續發展及全人健康領域，致力為企業接通相關機遇。具體工作包括在中國內地及海外展覽設置展館，促進業界就熱門議題互相交流，及在本地及海外活動安排商貿配對等。



A lower duty rate for liquor, imposed shortly before our Wine & Spirits Fair, led to a vibrant sourcing atmosphere at the fairground.
 去年舉行的「香港國際美酒展」適逢香港下調烈酒稅，展會現場採購氣氛熾熱。



HKTDC Executive Director Margaret Fong opened our flagship sustainability event *Eco Expo Asia*.
 香港貿發局總裁方舜文為本局聚焦可持續發展的旗艦活動「國際環保博覽」揭幕。

We cemented partnerships with key local and global institutions for our *Transformation Sandbox* business support programme to equip SMEs with the skills and tools to make their mark in the world. Our *GoGBA* platform's enhanced tailor-made service packages met the expansion needs of SMEs keen to access the Guangdong-Hong Kong-Macao Greater Bay Area. The opening of our *GoGBA* office in Futian, along with our existing GBA Centres in Shenzhen and Guangzhou and the *GoGBA* business support centres in all 9 mainland GBA cities, ensures we provide the support businesses seek.

本局與本地及全球主要機構已建立穩固的合作關係，通過「T-box升級轉型計劃」，我們協助中小企業裝備未來所需技能及知識，提升競爭力。我們進一步優化「GoGBA灣區經貿通」平台的服務，為有意進軍大灣區的企業度身訂造合適的方案，在業務擴充的過程中事半功倍。我們在深圳福田新設立的「GoGBA港商服務站」，連同深圳、廣州的「大灣區服務中心」，以及覆蓋大灣區九大城市的服務站，為企業提供全面的在地支援。

Our missions to Mainland China and overseas to emerging and mature markets – from ASEAN and the Middle East to Europe and beyond – not only strengthened Hong Kong's business ties with major partners, but also enabled our city's expertise and talents to be more widely leveraged via the connections we facilitated, all to help Hong Kong and our partners grow and thrive. With our newest office in Phnom Penh, businesses can capture more opportunities in the vast ASEAN region.

年內，我們組織多個代表團前往中國內地及海外的新興與成熟市場，包括東盟、中東及歐洲等地，強化香港與主要合作夥伴的商貿聯繫，同時將香港的專長和人才的優勢推廣至世界各地，與合作夥伴實現共贏。我們在柬埔寨金邊開設新顧問辦事處，進一步助力企業捕捉東盟市場的龐大機遇。

The power of connection is indisputable. We will tackle the year ahead as we always do – with a firm belief that collaboration lights the path to progress and a brighter future. With the support of our more than 50 offices, we will continue to reinforce Hong Kong's unique business and investment platform, while providing the support businesses need to continue to navigate the evolving global business environment.

本局將協調全球逾50個辦事處的龐大網絡力量，持續鞏固香港作為營商及投資樞紐的獨特優勢，並為香港企業提供多方面的支援，在逆風中穩步前行。

DRAWING BUSINESS TO ASIA'S WORLD CITY

引領環球商貿匯聚香港



Bringing together capital, goods, services and talent from across Asia and the world, Hong Kong's status as an international finance and investment hub attracts businesses to trade, network and make deals. In the past year, we reinforced Hong Kong's strengths and advantages in traditional and newer sectors as well as its development priorities, while focused on our core themes of innovation, sustainability and wellness.

Bolstering Hong Kong's financial hub status

As Asia's key financial centre, Hong Kong is the ideal choice for businesses seeking capital investment and funding expertise. Through our major conferences and thought leadership, we highlighted the latest developments in the financial and investment landscape and opportunities in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) and wider Mainland China economy, Belt and Road markets and beyond.

The *Asian Financial Forum (AFF)* in January and *Belt and Road Summit* in September brought together senior government leaders, financiers, investors, innovators and more from around the globe to discuss the latest trends and seek collaboration opportunities.

香港作為亞洲的領先國際金融及投資中心，匯聚全球資本、貨物、服務及頂尖人才，是企業的理想商貿平台。去年，本局在鞏固香港的傳統產業優勢的同時，亦積極培育新興產業，重點推進創新、可持續發展及全人健康三大核心領域，把握新時代發展帶來的機遇。

鞏固提升香港國際金融中心地位

作為亞洲首屈一指的金融中心，香港是環球企業投資及融資的理想平台。本局通過舉辦國際性會議，邀請環球專家剖析有關大灣區、以至整個中國內地及「一帶一路」等市場的金融發展及投資趨勢，發掘當中的機遇。

於今年1月舉行的「亞洲金融論壇」及去年9月舉行的「一帶一路高峰論壇」，匯聚全球高級政府官員、金融領袖、投資者、創科專才等，探討最新市場趨勢及促進交流合作。

AFF featured a packed schedule of sessions related to the most compelling global economic trends, while tech firms and start-ups presented innovative business ideas across fintech, AI, blockchain, agritech and more. Meanwhile, in the deal-making sessions, projects related to fintech, the environment, cleantech, deep tech and healthcare stood out among the over 560 projects seeking funding.

「亞洲金融論壇」的活動內容豐富，聚焦全球經濟趨勢，為科技公司及初創企業提供展示創新商業構思的平台，涵蓋金融科技、人工智能、區塊鏈、農業科技等領域。在「投資項目對接」環節，超過560個尋求融資的項目中，金融科技、環境、清潔科技、深科技及醫療健康項目佔大多數。

Our efforts to include global voices bore fruit. The *Belt and Road Summit* featured government speakers from Hungary, Vietnam and Bahrain for the first time, while at AFF, we welcomed a senior Kyrgyz Government representative. Co-organised with the Gulf Cooperation Council, we debuted a special session featuring speakers from Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates at AFF, while also welcoming the debut attendance of the Türkiye Investment Office.

我們致力構築更國際化的平台，「一帶一路高峰論壇」首次邀請到匈牙利、越南及巴林的政府代表擔任演講嘉賓分享真知灼見。而在「亞洲金融論壇」，我們亦特邀吉爾吉斯坦政府的高級代表於活動發表講話，及與海灣合作委員會（海合會）合辦專場，邀請來自科威特、阿曼、卡塔爾、沙特阿拉伯及阿拉伯聯合酋長國的演講嘉賓作分享，土耳其共和國總統府投資局亦首次蒞臨參與。

Asian Financial Forum

亞洲金融論壇



130+

speakers from 20+ countries and regions

講者來自 20+ 個國家及地區



3,600+

participants from 60 countries and regions

與會者來自 60 個國家及地區



720+

deal-making meetings

投資項目對接

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



Co-organised with the Gulf Cooperation Council, a session featuring business leaders from across the Middle East debuted at the *Asian Financial Forum*.

「亞洲金融論壇」與海灣阿拉伯國家合作委員會（海合會）首度合辦專場，邀得中東的商界領袖參與。

At the *Belt and Road Summit*, a record-breaking 25 G2G and B2B MoUs were signed involving government bodies and businesses from Hong Kong, Mainland China, ASEAN - Indonesia, Malaysia and Vietnam - and the Middle East - Bahrain, Kuwait and the United Arab Emirates - Kazakhstan and more. Areas for cooperation included sustainable green finance, clean energy, smart cities, architectural design and more.

在「一帶一路高峰論壇」，不同機構簽署共 25 份「政府對政府」及「企業對企業」合作備忘錄，破歷屆紀錄。這些合作涉及香港、中國內地、東盟三國（印尼、馬來西亞、越南）、中東地區（巴林、科威特、阿拉伯聯合酋長國）及哈薩克斯坦等地的政府機構及企業。合作領域包括可持續綠色金融、潔淨能源、智慧城市、建築設計等。

At the *Belt and Road Summit* deal-making session, project owners, service providers and investors found ways to collaborate for success.

「一帶一路高峰論壇」的環球投資項目對接為項目持有人、服務供應商及投資者締造合作機遇。



Notably, participation from Europe and North America at *AFF* increased by a quarter and doubled, respectively, year-on-year, signalling the confidence industry players from around the world have in Hong Kong as Asia's hub for finance and commerce.

值得注意的是，「亞洲金融論壇」中，來自歐洲的與會者數目按年增長25%，而來自北美的與會者數目增長更錄得翻倍，彰顯環球業界對香港作為亞洲金融及商貿中心的信心。

Success Story 成功例子

Facilitating sustainable agriculture in Indonesia

At the *Belt and Road Summit*, Hong Kong venture studio Rainmaker Ventures signed an MoU with Indonesia state-owned enterprise Perumda Varia Niaga Samarinda and Chinese tech firm LINKTA Technologies to develop a smart poultry farm and agriculture project in Nusantara, the new capital province of Indonesia, following connections we facilitated. In October, the partners signed an exclusive 5-year egg procurement agreement worth US\$30 million.

促進印尼農業可持續發展

本局促成香港創投Rainmaker Ventures、印尼國有企業Perumda Varia Niaga Samarinda，及中國科技公司LINKTA Technologies在「一帶一路高峰論壇」簽署合作備忘錄，共同開發位於印尼新首都努山塔拉的智能蛋雞養殖場項目。2024年10月，三方進一步簽訂一份價值3,000萬美元，為期五年的獨家雞蛋採購協議。

Green development was a focal point of the *Belt and Road Summit*, with sessions particularly related to sustainable infrastructure projects. At the Belt and Road Roundtable on Sustainable Urban Development, ASEAN representatives leading major infrastructure projects in the region presented project proposals to strong interest from Mainland China and Hong Kong investors. Also at the Summit, we introduced the Green Chapter, co-organised with the China International Contractors Association, Hong Kong Monetary Authority and HSBC, to highlight how Hong Kong's advantages can support the development of green economies along the Belt and Road.

「一帶一路高峰論壇」聚焦綠色發展，設有探討可持續基礎設施項目的環節。在「一帶一路可持續城市發展」圓桌會議，東盟代表展示區內重大基建項目計劃，與會的內地及香港投資者對項目表示強烈興趣。論壇期間，我們與中國對外承包工程商會、香港金融管理局及香港上海滙豐銀行合作推出「綠色專章」，展現香港優勢如何支持「一帶一路」沿線綠色經濟發展。

Building a resilient logistics industry

With the world's busiest cargo airport, an efficient and busy port and renowned strengths in maritime services, Hong Kong leads the way in logistics, shipping and aviation. In the past year, we showcased our city's world-class logistics, aviation and maritime sector expertise and facilitated collaboration opportunities.

建立高韌性的物流產業

香港擁有全球最繁忙的貨運機場、吞吐量龐大且高效的港口及卓越的航運服務，在物流、航運及航空領域處國際領先地位。年內，本局舉辦活動展示香港在物流、航空及航運領域的世界級專業優勢，並探討合作機遇。



Sustainability in aviation was a major topic of discussion at ALMAC. 航空業的可持續發展成為「亞洲物流航運及空運會議」的重點議題。

The impact of technology on logistics formed a key theme at our anchor industry conference, the *Asian Logistics, Maritime and Aviation Conference (ALMAC)*, in November. Heavyweight industry speakers shared how innovation and digitalisation are improving the efficiency of global supply chains through real-time visibility and data-driven decision-making. The exhibition featured cutting-edge solutions in logistics automation, robotics and warehousing systems, in addition to a range of financing and service solution providers for the shipping and supply chain industries.

去年11月，我們的行業旗艦會議「亞洲物流航運及空運會議」，重點討論科技應用對物流產業的影響。我們邀得重量級業界演講嘉賓，分享實時可視化技術及數據驅動決策等創新及數碼化科技，如何提升全球供應鏈效率。活動展區除展示物流自動化、機械人技術及倉儲系統的尖端解決方案外，亦提供一系列投融資及服務方案供應商。

Asian Logistics, Maritime and Aviation Conference 亞洲物流航運及空運會議

80+

speakers from ~20 countries and regions

講者來自 ~20 個國家及地區

~2,200

participants from 40+ countries and regions

與會者來自 40+ 個國家及地區

300+

business matching meetings

商貿配對環節

Sustainability threaded through many conversations. *ALMAC's* debut Green Energy Forum discussed strategies and technologies facilitating the energy transition across industries. Expert-led sessions on reducing carbon emissions in supply chains reflected the importance of incorporating sustainability in business expansion plans.

可持續發展是各國關注的重要議題，有見及此，「亞洲物流航運及空運會議」新增全新的「綠色能源論壇」，深入探討促進產業能源轉型的策略及技術。專家分享環節聚焦供應鏈減少碳排放的議題，凸顯將可持續發展融入業務擴展的重要性。

Furthering business success through innovation

As the gateway to Mainland China and bolstered by high-quality R&D, advanced infrastructure and a vibrant start-up ecosystem, Hong Kong is ideally placed to develop into an international innovation and technology (I&T) centre, as part of the city's eight-centre strategy. To this end, we facilitated the exchange of insights, networking and collaboration opportunities in this field across our fairs and conferences.

Now in its second year, our flagship I&T event *InnoEX* in April aims to accelerate Hong Kong's evolution into a leading I&T hub through a comprehensive range of product displays and demonstrations, seminars, business matching and networking events. At the four-day fair, key government and business leaders, entrepreneurs and innovators discussed hot topics in technology development and applications, while international exhibitors presented their latest cutting-edge technology solutions.

創新驅動發展

香港既是連接中國內地的門戶，亦擁有高質量的研發實力、先進的基礎設施及蓬勃的初創生態系統，具備得天獨厚條件，發展成為國際創新及科技中心—「八大中心」定位之一。為此，我們透過展覽及會議促進業界交流、商貿聯繫及合作。

本局的旗艦創科活動「香港國際創科展」於去年踏入第二屆，活動於4月舉行，透過展覽、研討會、商貿配對及商貿交流活動，為香港發展成為領先創科中心提速。在為期四天的活動中，環球參展商齊聚香港展示最新的尖端科技解決方案，同時大會邀得政商界領袖、企業家及創新專才共同討論技術發展及應用等熱門話題。



Hong Kong SAR Financial Secretary Paul Chan explored innovative solutions on show at *InnoEX*. 香港特別行政區財政司司長陳茂波蒞臨參觀「香港國際創科展」，了解各種創新解決方案。

Success Story 成功例子

Applying Hong Kong know-how in New Zealand

At *AFF*, RCR Green from New Zealand announced a joint venture with Hong Kong tech firm Cornerstone EV International Solution to pilot EV charging infrastructure in New Zealand. The initiative involves installing two direct current fast chargers at strategically selected sites in New Zealand to collect data and evaluate market potential.

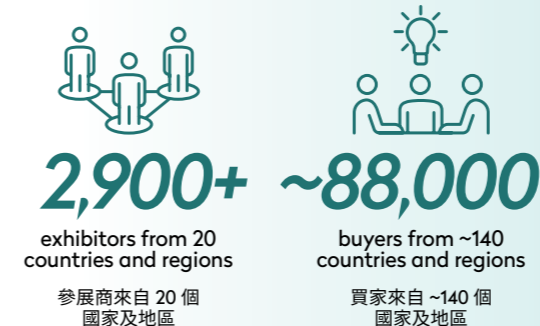
香港專業技術支援新西蘭可持續發展

在「亞洲金融論壇」，新西蘭公司RCR Green與香港科技公司基石電動車國際有限公司宣布組成合資公司，在新西蘭安裝電動車充電基礎設施並進行先導計劃。該計劃在新西蘭安裝兩台直流快速充電器，收集數據並評估市場潛力。

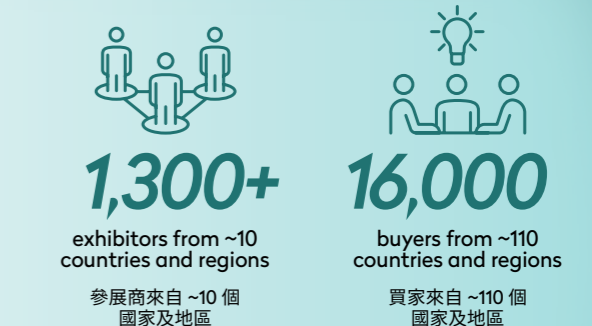
Held twice a year, our *Hong Kong International Lighting Fair* and *Hong Kong Electronics Fair* continued to draw thousands of exhibitors and buyers from across the world. Debuting in April, the *Smart Lighting Expo* – held alongside the *Lighting Fair (Spring Edition)* – showcased the entire range of smart lighting, from components and controls to applications and solutions.

「香港國際燈飾展」及「香港電子產品展」每年在春秋兩季舉辦，持續吸引全球數以千計的參展商及買家參與。去年4月首次亮相的「智能照明博覽」，與「香港國際春季燈飾展」同期舉行，展示智能照明全產業鏈，涵蓋元件、控制系統及應用與解決方案。

Hong Kong Electronics Fair (Spring Edition) and InnoEX 香港春季電子產品展及香港國際創科展



Hong Kong International Lighting Fair (Spring Edition) and Smart Lighting Expo 香港國際春季燈飾展及智慧照明博覽



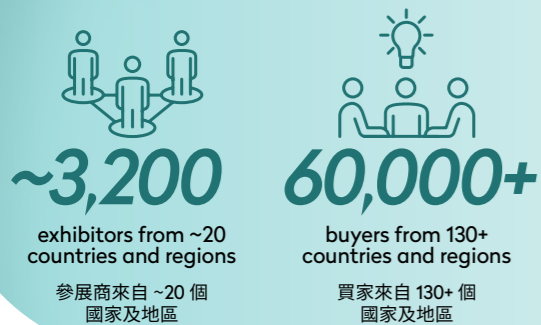
The promising impact of technology on lighting was highlighted in the upgraded Hall of Connected Lighting at the *Lighting Fair (Autumn Edition)*, which showcased smart lighting solutions from leading brands. The Fair and *Hong Kong International Outdoor and Tech Light Expo* focused on sustainable development and healthy living, infusing our major three themes of innovation, sustainability and wellness.

「香港國際秋季燈飾展」中設立的升級版展區「互聯照明館」匯聚多家頂尖品牌的智能照明解決方案，凸顯科技融合照明產業的龐大潛力。該展覽及「香港國際戶外及科技照明博覽」聚焦可持續發展及健康生活，將我們的三大核心領域，創新、可持續發展及全人健康融入其中。

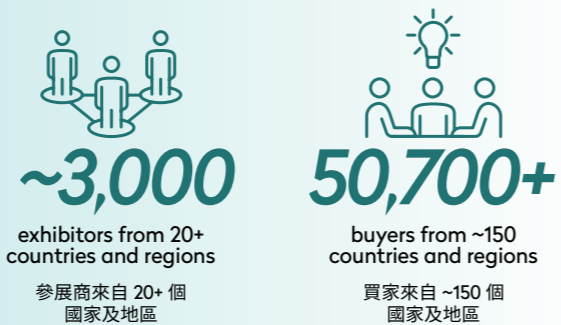


Renowned lighting designer Tino Kwan collaborated with OFT Interiors Founder CM Jao to curate the GLOW & GROW installation at the *Lighting Fair (Autumn Edition)*.
知名照明設計大師關永權 (Tino Kwan) 與OFT Interiors 創辦人鄧卓明 (CM Jao) 合作，在「香港國際秋季燈飾展」打造「光·影」創意空間裝置。

Hong Kong Electronics Fair (Autumn Edition) and electronicAsia
香港秋季電子產品展及國際電子組件及生產技術展



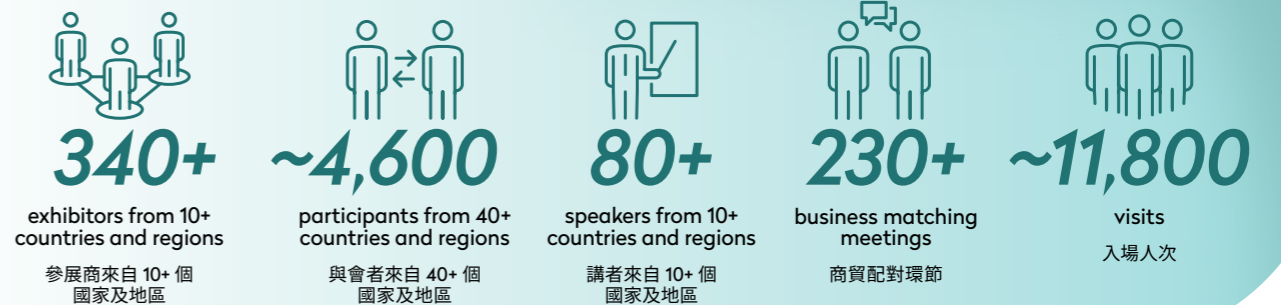
Hong Kong International Lighting Fair (Autumn Edition) and Hong Kong International Outdoor and Tech Light Expo
香港國際秋季燈飾展及香港國際戶外及科技照明博覽



To support entrepreneurship in I&T, *Entrepreneur Day (E-Day)* in December presented a range of seminars designed to promote and assist young businesses in their start-up journey. Conversations covered topics, such as AI, sustainable technology and proptech, while start-ups and service providers pitched their ideas and exhibited their latest products. An AI-powered simultaneous interpretation tool we deployed in 10 languages was piloted at *E-Day* and the concurrent *Business of IP Asia Forum (BIP Asia)*.

為支持本港創科初創企業發展，本局於去年12月舉辦的「創業日」策劃一系列研討會，協助年輕企業家踏上創業之路。活動探討的議題涵蓋人工智能、可持續科技及房地產科技，為初創企業及服務供應商提供介紹其業務構思及最新產品的平台。我們應用的人工智能即時傳譯工具，能支援10種語言，已在「創業日」及同期舉行的「亞洲知識產權營商論壇」中試用。

Entrepreneur Day
創業日



InnoClub Awards, held at *E-Day*, recognised ground-breaking achievements by start-ups in digital transformation and sustainability. A partnership with Hang Seng Bank now in its fourth year, *InnoClub* has guided more than 1,400 start-ups and SMEs in Hong Kong and the GBA to incorporate digital transformation solutions in their business strategy through training, business matching, missions and more. We promoted the role of innovation in entrepreneurship via activities, such as *InnoClub Solution Days*, focusing on the use of technology in retail, sustainability and marketing.

在「創業日」舉辦的「InnoClub Awards」表彰初創企業在數碼轉型及可持續發展的突破成就。與恒生銀行邁入第四年合作的「InnoClub」計劃，通過培訓、商貿配對、考察團等活動，迄今已協助香港及大灣區其他城市逾1,400家初創企業及中小企，將數碼轉型方案融入其業務策略。我們通過「中小企全方位升級轉型」方案展示日等活動，推廣創新在創業中的關鍵角色，並聚焦科技在零售、可持續發展及市場推廣領域的應用。

With over 4,800 members, an increase of 27% year-on-year, our *Transformation Sandbox (T-box)* business support programme continued to power SMEs' growth. In addition to strengthening partnerships with the likes of Meta, Amazon and SHOPLINE to offer tech solution packages to members, we established a partnership with DBS Bank to host a workshop, which offered practical advice to SMEs on leveraging online platforms to tap into the ASEAN market. Other events included workshops featuring speakers from tech giants, such as Amazon Web Services and Meta.

本局的「T-box升級轉型計劃」持續支援中小企業的業務發展，會員人數已超過4,800，按年增長27%。我們加強與Meta、Amazon和SHOPLINE等科技巨頭的合作，為會員提供技術解決方案組合。此外，我們也舉辦以數碼轉型為主題的工作坊，並邀請Amazon Web Services及Meta等領軍企業的代表擔任主講嘉賓。我們亦與星展銀行建立夥伴合作關係，舉辦工作坊，為中小企業提供實用建議，助力它們善用線上平台拓展東盟市場。

Transformation Sandbox (T-box) members met Thai Consul General Chaturont Chaiyakam and his team to learn about Thailand's latest developments.
「T-box升級轉型計劃」會員與泰國駐港總領事吳豐燦 (Chaturont Chaiyakam) 及其團隊會面，了解泰國的最新發展情況。



In the past year, we made significant enhancements to further facilitate connection-building among participants. Under our AI First strategy, our AI Recommendation Engine was deployed at all trade fairs for business matching, with AI recommendations accounting for 70% of online connection requests. Customer feedback has been positive, with an average rating of 4.7 out of 5.

Over the past year, we extended the solution to conferences and facilitated some one-fifth of conference meetings. We introduced new initiatives, including optimising the redemption flow for exhibitor e-badges, incorporating bookmarked exhibitors in the e-floorplan on our *Marketplace App* and adding AI-powered image search on *hktdc.com Sourcing* – all to enhance the sourcing journey.

To equip businesses with the latest in I&T tips, *HKTDC Research* produced more than 200 articles highlighting developments and opportunities in the field, covering topics such as e-commerce, foodtech and the start-up ecosystem. Articles on e-commerce were particularly popular, drawing 40% more views year-on-year.

Prioritising sustainability in global trade

With sustainability another key driver of growth today, our work centred around strengthening the sustainability ecosystem, facilitating conversation and collaboration and helping businesses align their growth strategy with green principles.

The potential of innovation to help solve the world's pressing environmental issues came to the fore in our anchor sustainability fair *Eco Expo Asia* in November. The event underlined Hong Kong's global hub status by drawing group exhibitors from Canada, Finland, the Netherlands, Norway and Mainland China as well as showcasing local and international start-ups. Conference sessions explored the potential of new energy in managing decarbonisation and were complemented by a specialist forum on hydrogen and an exhibition dedicated to energy efficient products and solutions, including Hong Kong's first hydrogen fuelled street cleaning vehicle.

年內，我們加大力度促進企業之間的商務聯繫。我們奉行「人工智能優先」策略，在所有商貿展覽中引入「人工智能推薦引擎」進行商貿配對，當中70%的線上聯繫邀請皆由人工智能推薦，客戶滿意度平均達4.7分(滿分為5分)。

我們亦將此解決方案擴展至商貿會議，當中約有五分之一的商貿配對會議皆由此促成。此外，我們亦推出新措施，如優化入場流程，讓參展商更有效率獲取電子入場證，參與活動人士可在HKTDC Marketplace (香港貿發局商貿平台) 應用程式中將添加書籤標記的心儀參展商的位置加到電子平面圖，及在「貿發網採購平台」中加入「人工智能圖像搜尋」功能，提升整體採購體驗。

「香港貿發局經貿研究」發表超過200篇與創新科技相關的專題文章，涵蓋電子商貿、食品科技及初創生態圈等，當中有關電子商貿的專題文章瀏覽人次按年增長40%。

重點推動全球貿易的可持續發展

除了創科外，可持續發展亦是推動增長的重要引擎，我們致力於強化可持續發展生態圈、促進交流與合作，協助企業將綠色原則融入其業務增長策略。

去年11月，本局舉行可持續發展旗艦活動「國際環保博覽」，博覽聚焦討論利用創新科技解決迫在眉睫的環境議題。是次活動吸引加拿大、芬蘭、荷蘭、挪威及中國內地的展團參展，同時展示本地及國際初創企業的成果，凸顯香港作為國際創科中心的地位。會議環節深入探討新能源在節能減碳方面的潛力，專題論壇則聚焦氫能技術發展，同場展區展示節能產品和解決方案，當中包括本港首架氫燃料電池洗街車。



Green transport was a major focus at *Eco Expo Asia*, which featured Hong Kong's first hydrogen fuel cell street-cleaning vehicle. 本港首架氫燃料電池洗街車亮相「國際環保博覽」的重點展區「綠色運輸」專區。

Success Story 成功例子

Scaling up Oceania's food ecosystem

At the *Belt and Road Summit*, urban farming tech trailblazer Farmacy International from Hong Kong and sustainable urban planning leader FutureBright from Australia signed a joint venture agreement to set up Farmacy ANZ, which will drive sustainability in agricultural innovation and develop scalable green food networks in the region.

擴展大洋洲的食物生態系統

在「一帶一路高峰論壇」，香港城市農業科技先驅「水耕細作」與澳洲可持續城市規劃專家「FutureBright」簽署合資協議，成立「Farmacy ANZ」，以推動大洋洲地區農業創新的可持續發展，並在區內建立可擴展的綠色食物生態系統。

To promote sustainability in global trade, our fairs featured talks and seminars by experts and industry leaders on this important topic. At the *Hong Kong International Wine & Spirits Fair*, for example, sustainable practices in the wine and spirit production process highlighted the green growth possibilities and opportunities in the industry.

為促進全球貿易的可持續發展，除了設置展區外，我們在亦邀請專家及業界領袖於講座及研討會發表演講。例如，業界專家在「香港國際美酒展」探討行業的綠色發展及機遇，涵蓋可持續葡萄酒及烈酒生產相關的話題。

Eco Expo Asia
國際環保博覽



300+

exhibitors from ~10 countries and regions

參展商來自 ~10 個國家及地區



8,500+

buyers from 90+ countries and regions

買家來自 90+ 個國家及地區



More than 600 exhibitors and 8,200 buyers from across the globe gathered at the Hong Kong International Wine & Spirits Fair.
「香港國際美酒展」雲集來自全球超過600家參展商和8,200名買家。



An ESG Pavilion at the Toys & Games Fair highlighted sustainability in toys trading.
「香港玩具展」增設「ESG展館」，展示多款可持續玩具。

To encourage greater awareness of sustainability in toys trading, we promoted the Green Leaf Label campaign at our *Toys & Games Fair*. Hundreds of exhibitors self-declared their green credentials, a 70% increase from the previous year, highlighting a growing commitment to sustainability among our exhibitors. Furthermore, the Fair's inaugural ESG Pavilion showcased toy suppliers who incorporate ESG elements into their supply chain or make products using eco-friendly or recycled materials.

為提高玩具業界對可持續發展的關注，我們在「香港玩具展」推廣「綠葉」標誌計劃。數百參展商自發性申報綠色驗證，數量較去年同期增長70%，反映業界對可持續發展的承擔。展覽首次設置「ESG展館」，展示多款具備ESG（環境、社會和管治）元素的玩具，包括百分百使用環保或回收材料製成的產品。

On *hktdc.com Sourcing*, our green campaign spotlighted eco-friendly electronics and lighting products and connected potential buyers with suppliers making great strides on sustainability, as part of our year-round efforts curating tailored recommendations to facilitate the sourcing journey. It has generated significant interest, reflecting a rising commitment to sustainability among buyers and suppliers.

我們持續優化買家在「貿發網採購平台」的採購體驗，針對環保電子產品及燈飾進行綠色推廣活動，向買家推薦在可持續發展表現卓越的供應商。此新增服務廣受買家及供應商歡迎，可見業界日益重視可持續發展。

Toys & Games Fair, Baby Products Fair and International Stationery & School Supplies Fair
香港玩具展、香港嬰兒用品展及香港國際文具及學習用品展



Hong Kong International Optical Fair
香港國際眼鏡展



Green labelling to indicate suppliers using sustainable materials was also used at our *Hong Kong Watch & Clock Fair* and *Hong Kong International Optical Fair*, with exhibitors who adopted the label reporting success in attracting buyers' attention. Another initiative at the *Optical Fair* was the inaugural Green Booth Design Competition. Exhibition booths were judged on creativity and concept, use of recycled materials, craftsmanship and branding. We received over 100 entries, with the winners receiving brand promotion opportunities and booth construction cost support.

我們亦在「香港鐘錶展」及「香港國際眼鏡展」設有「綠葉」標誌，以識別採用可持續材料的供應商。相關參展商表示，該標誌成功吸引買家關注。此外，我們在「香港國際眼鏡展」首次舉辦「環保攤位設計比賽」，表揚參展商於設計和建造展位時融入環保理念，評審準則包括創意與概念、回收物料運用、工藝技術及品牌形象。活動共有逾100份參展作品，得獎者獲得攤位搭建費用支援及品牌推廣機會。

Together with the Business Environment Council and Hong Kong Quality Assurance Agency, *T-box* offered workshops on establishing sustainable solutions for packaging and solid waste, incorporating IP into an ESG framework and building a sustainable and ethical supply chain. Additional webinars highlighted the latest requirements for overseas suppliers in Europe and the UK and various ESG certification options. For our efforts in ESG promotion among Hong Kong SMEs, we received the Innovative Initiative Award at the Green Council's Hong Kong Green Awards.

我們與「商界環保協會」及「香港品質保證局」合作，透過「T-box升級轉型計劃」(T-box)舉辦工作坊，探討如何制定可持續的包裝及固體廢物處理方案，將知識產權納入環境、社會和管治(ESG)框架，以及建立可持續且符合道德的供應鏈。此外亦設網上研討會，重點介紹歐盟和英國市場對海外供應商的最新要求，及不同ESG認證準則。年內，本局在環保促進會舉辦的「香港綠色企業大獎」中榮獲「創新倡議獎」，反映我們向香港中小企推廣ESG理念的努力備受肯定。

Success Story 成功例子

Paying it forward

With the rising importance of ESG, Rahmen (Asia) Limited, a Hong Kong decorative glass manufacturer, obtained the D&B ESG Registered™ badge, an industry-trusted recognition via T-box, paving the way for international expansion. Inspired by insights gained from T-box workshops and consultations, they not only completed an ESG course, but also launched a new company offering ESG consultation services to SMEs.

ESG理念薪火相傳

隨著ESG日益受到重視，香港裝飾玻璃製造商Rahmen (Asia) Limited透過「T-box」獲得鄧白氏ESG可持續發展標章(D&B ESG Registered™ badge)。此業界認可的榮譽為其拓展國際業務奠定基礎。獲「T-box」工作坊及諮詢服務的啟發，該公司不僅完成ESG課程，更創立一家新公司，專為中小企提供ESG諮詢服務，將所學所得回饋社會。

The *HKTDC ESG Index* – which gauges overseas buyers' views on Hong Kong as a sustainable goods and services sourcing hub and ESG investment centre – was soft launched in February, covering findings from surveys conducted at 7 of our events in 2024. These include *ALMAC*, the *Asian Licensing Conference*, *Belt and Road Summit* and *Electronics Fair (Spring Edition)*.

「香港貿發局ESG指數」於今年2月試行推出，旨在評估海外買家對香港作為可持續商品及服務採購中心及ESG投資中心的看法，指數涵蓋我們在2024年舉辦的7場活動的調查結果，包括「亞洲物流航運及空運會議」、「亞洲授權業會議」、「一帶一路高峰論壇」及「春季電子產品展」等。

As part of our efforts to raise awareness on the latest green developments and opportunities, *HKTDC Research* published more than 250 articles year-round on sustainability-related topics, such as green finance, ESG and greentech. We also conducted a report on supply chains with UOB and on sustainable investment opportunities with the Association of Chartered Certified Accountants.

我們致力提高各界對綠色發展及機遇的意識。「香港貿發局經貿研究」全年發表超過250篇可持續發展相關專題文章，涵蓋綠色金融、ESG及綠色科技等主要議題。我們亦與大華銀行(香港)合作，聯合發表深入探討供應鏈的研究報告，並與英國特許公認會計師公會探討可持續發展的投資機遇。

Nurturing wellness

Our major trade fairs and campaigns promoted wellness as a core theme over the past year, highlighting the important contribution by international trade in promoting a healthy, balanced lifestyle for generations young and old.

積極推動全人健康

本局積極在我們的主要商貿展覽推廣全人健康理念，冀集合環球業界力量向大眾宣揚身心平衡的生活之道。

Medical advances through innovation were highlighted in our flagship health conference, *Asia Summit on Global Health (ASGH)*. Pertinent topics, such as using AI to empower healthcare, innovation in drug discovery, precision medicine and genomics, equipped participants with the latest insights, while Nobel laureate in chemistry Prof Roger Kornberg underlined the impact of innovation on healthcare at a plenary session.

我們的旗艦醫療健康會議「亞洲醫療健康高峰論壇」，以創新科技引領醫療發展為活動亮點。論壇探討的議題包括利用人工智能提升醫療服務、藥物研發的創新、精準醫學及基因組學，為與會者提供最新行業洞見。其中諾貝爾化學獎得主羅傑·大衛·科恩伯格(Prof Roger Kornberg)亦於會議中強調，創新對醫療領域帶來深遠的影響。

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



We facilitated deal-making at our major conferences, such as ASGH, to foster business opportunities.

本局在主要會議如「亞洲醫療健康高峰論壇」舉辦環球投資項目對接，促進商貿合作。

At the same time, the *Hong Kong International Medical and Healthcare Fair*, co-organised with the Hong Kong Medical and Healthcare Device Industries Association, presented the latest in healthcare inventions and novel solutions. Together, the two flagship events of *International Healthcare Week* boosted Hong Kong's status as a hub for medical research and commercialisation.

同時，我們與香港醫療及保健器材行業協會合辦「香港國際醫療及保健展」，展示最新醫療發明及創新解決方案。該展覽與「亞洲醫療健康高峰論壇」是「國際醫療健康周」的兩大旗艦活動，旨在提升香港作為醫療研究及商業化中心的地位。

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



~300
exhibitors from ~10
countries and regions
參展商來自 ~10 個
國家及地區



12,000+
buyers from 60
countries and regions
買家來自 60 個
國家及地區



650+
business matching
meetings
商貿配對環節

Our popular series of summer events – *Food Expo, Food Expo PRO, Hong Kong International Tea Fair, Beauty & Wellness Expo and Home Delights Expo* – recorded a per capita spend of HK\$1,615, a 6% increase year-on-year. New themed events attracted enthusiastic audiences, such as a forum comparing tea cultures in Australia, China and Malaysia and a design competition for tea spaces at the *Tea Fair*.

廣受市民歡迎的夏日活動—「美食博覽」、「美食商貿博覽」、「香港國際茶展」、「美與健康生活博覽」及「家電·家居·博覽」，去年錄得人均消費1,615港元，按年增長6%。全新主題活動成功吸引大量人流，例如在「香港國際茶展」中舉辦有關比較澳洲、中國及馬來西亞茶文化的論壇，以及茶席空間創意大賽等，獲得熱烈迴響與好評。

Success Story 成功例子

Facilitating expansion for health start-up

We connected medtech start-up and *Start-up Express 2020* winner Gense Technologies with EC Healthcare, one of Hong Kong's largest non-hospital medical service providers servicing 1.8 million patients. At ASGH, they signed an agreement that enables users of Gense's Mediscan™ – a portable, user-friendly health monitoring device for lung, liver and kidney conditions – to easily seek medical advice by visiting EC Healthcare's clinics. This collaboration helps Mediscan™ users more easily monitor for early disease under clinical guidance, reducing the burden on Hong Kong's health system.

助醫療健康初創企業增長

我們促成從事醫療科技的2020年「創業快綫」優勝初創企業尖思科研與香港最大型非醫院醫療服務提供者之一的醫思健康建立聯繫。醫思健康每年為180萬名患者提供服務。在「亞洲醫療健康高峰論壇」，雙方簽署合作協議，讓「尖思科研」的便攜式健康監測設備Mediscan™ (可檢測肺、肝、腎臟狀況)的用戶，能夠透過醫思健康診所尋求專業醫療建議，有助Mediscan™用戶在臨床指導下監測早期疾病，減輕香港醫療系統的負擔。

Advancing innovation in stem cell medicine

UK pharma giant AstraZeneca and the Centre for Translational Stem Cell Biology, an InnoHK centre that advances stem cell tech in regenerative and genomic medicine, were connected by the ASGH Deal-making team and signed an MoU at ASGH to collaborate on fostering innovation in stem cell translational clinical application.

推動幹細胞醫學創新發展

「亞洲醫療健康高峰論壇」期間，項目對接團隊促成英國製藥巨頭阿斯利康 (AstraZeneca) 與幹細胞轉化研究中心 (InnoHK旗下一所專注再生及基因醫學加強幹細胞研究及促進再生醫學與基因藥物發展的研究中心) 建立聯繫。雙方在活動簽署合作備忘錄，攜手推動幹細胞技術於轉化臨床應用的創新發展。

Beauty & Wellness Expo, Food Expo, Food Expo PRO, Home Delights Expo, Hong Kong International Tea Fair 美與健康生活博覽、美食博覽、美食商貿博覽、家電·家居·博覽、香港國際茶展



~1,860
exhibitors from 30
countries and regions
參展商來自 30 個
國家及地區



~20,500
buyers from 60
countries and regions
買家來自 60 個
國家及地區



500,000
visits
人次

Across 40 fashion shows and events, *CENTRESTAGE*, our annual fashion extravaganza, returned with a bang. Renowned home-grown designer Robert Wun showcasing his collection at the opening show *CENTRESTAGE ELITES* was a highlight. He also hosted a masterclass on his design philosophy and career to a full house. The Fashion Hong Kong Runway Show featured pieces from Hong Kong designers, set against cinematic shots by acclaimed local film director Steve Chan, attracting over 660 influential players from fashion and film. To foster opportunities in the circular fashion trend, the debut Circular Fashion Zone highlighted a range of sustainable brands, including our partner Redress, which promotes reusability in fashion.

載譽歸來的年度時尚盛事「CENTRESTAGE」(香港國際時尚匯展)期間舉行40場時裝匯演及活動，好評如潮。由著名香港設計師雲惟俊 (Robert Wun) 呈獻的開幕騷「CENTRESTAGE ELITES」成為活動焦點。他亦主持大師分享會，與現場觀眾分享其設計哲學及職業生涯，讓台下觀眾聽得津津有味，座無虛席。大型時裝匯演「Fashion Hong Kong Runway Show」邀來本地知名導演陳志發以電影故事手法，呈獻香港本地設計師作品，匯演吸引逾660名時尚及電影界的業界翹楚參與。為把握循環時尚的機遇，展會首度設立「Circular Fashion」展區，展示一系列永續時尚品牌，包括我們的夥伴Redress，推廣時尚循環再用的理念。



The Fashion Hong Kong Runway Show at CENTRESTAGE featured the showstopping collection of Z I D I, among other brands. 「CENTRESTAGE」(香港國際時尚匯展)舉行大型時裝匯演Fashion Hong Kong Runway Show,展示Z I D I等多個品牌的佳作。

The *DesignInspire* trade fair showcasing global design excellence returned for the first time in physical format post-pandemic, presenting design services, products and installations across homewares, lighting, architecture, sculpture and textiles from around the world. The Paris-based Maison&Objet Design Factory debuted a curated collection of premier interior design and lifestyle products from France and across the globe. The Future Archive pavilion featured cross-disciplinary collaborations between designers and next-generation artists, highlighting Hong Kong's unique ability to blend international perspectives and local characteristics.

「DesignInspire」商貿展覽在疫情後首度以實體形式回歸，匯聚全球設計精粹，涵蓋家居用品、燈飾、建築、雕塑及紡織品等設計服務、產品及裝置藝術。巴黎時尚設計權威Maison&Objet首次設置「Maison&Objet Design Factory」展區，呈獻來自法國及全球頂尖的室內設計及生活時尚產品。「Future Archive」展區呈獻香港資深設計大師與新晉設計師的創意聯乘作品，彰顯香港融會國際視野與本地特色的獨特優勢。



Maison&Objet Design Factory debuted premier interior design and lifestyle products from France and across the globe at *DesignInspire*.

Maison&Objet首度在「DesignInspire」創意設計博覽設置展區「Maison&Objet Design Factory」，展出來自法國及世界其他地區的頂級室內設計和時尚生活產品。

With the growing silver economy, our trade fairs featured a diverse range of products addressing the needs of senior consumers. We held healthy ageing sessions at ASGH and attracted more local and overseas exhibitors to showcase the latest gerontech products at the *Medical and Healthcare Fair's* Rehabilitation and Elderly Care zone. The *Electronics Fair (Autumn Edition)* highlighted related fitness and health products, with the new Smart Ageing label easily identifying relevant products.

近年銀髮經濟興起，本局的商貿展覽亦引入多元化銀髮產品，積極回應市場需求。我們在「亞洲醫療健康高峰論壇」舉辦健康老齡化專題研討會，以及在「香港國際醫療及保健展」中設立「復康及長者護理用品區」，吸引不少本地及海外參展商參與，展示其最新的樂齡科技產品。此外，「香港秋季電子產品展」亦聚焦相關健身及健康產品，並新增「智能樂齡」產品標籤，方便買家識別適合長者的科技產品。

The *Optical Fair* showcased products for senior consumers via Smart Ageing labelling, which was extended to all product categories on *hktdc.com Sourcing* through targeted promotions of personal care products, such as hand sanitisers, nutritional supplements and elderly care products. The campaign generated more than 2,600 enquiries, underlining the value added to the sourcing journey by our product curation.

To seize opportunities in ASEAN and the Middle East with large Muslim communities, we organised seminars that highlighted halal certification systems and opportunities in the halal food segment, while promoting halal food products through dedicated displays and guided tours. At *Food Expo PRO*, over 100 exhibitors carried halal products which were given relevant identification for easy sourcing. Expanded pavilions from Indonesia, Malaysia and Thailand enriched halal product offerings.

「香港國際眼鏡展」通過「智能樂齡」產品標籤，展示年長消費者適用的產品，該標籤已推展至「貿發網採購平台」所有產品類別，更針對性地推廣個人護理產品如消毒搓手液、營養補充劑及長者護理用品。該計劃錄得超過2,600個查詢，反映此新增功能廣受買家歡迎，有效提升採購體驗。

為把握東盟及中東穆斯林市場機遇，我們舉辦研討會，聚焦清真認證制度及探討清真食品市場商機，並透過專區展示及導覽團推廣清真食品。在去年的「美食商貿博覽」，超過100家參展商展示清真產品，我們特以清真標籤識別方便買家採購。其中，印尼、馬來西亞及泰國展館的面積比上一年擴大，帶來更多元化的清真產品。



A summer highlight, the *Book Fair* attracted visitors of all ages who were eager to get their hands on the latest literary works.

「香港書展」作為香港的夏日盛事，展示多元化的文藝作品，吸引各年齡層的愛書人入場尋找心頭好。

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



760
exhibitors from ~30 countries and regions
參展商來自 ~30 個國家及地區



~1M
visits
人次

Reinforcing Hong Kong's IP trading status

Hong Kong's robust IP protections and financing capabilities have created ideal conditions for the city's entrepreneurs and creators to flourish and grow. Through our trade fairs, we promoted Hong Kong as the premier IP trading centre in Asia – another key element of the Hong Kong SAR Government's eight-centre strategy for our city – facilitating connection-building and collaboration opportunities.

Our flagship *BIP Asia* brought together IP owners, users, experts, investors and innovators from across the globe to discuss IP commercialisation, valuation and branding. The event's Innovation and IP Market promoted solutions for smart city living, while innovators, including universities and research centres, presented their latest research projects and inventions on topics, such as smart living, AI & robotics, sustainability and wearable technology in the Inno Showcase.

鞏固香港知識產權貿易中心地位

香港擁有完善的知識產權保護體制及融資平台，為本地企業家及創作專才創造理想的營商環境。透過商貿展覽，我們致力推廣香港作為亞洲首屈一指的知識產權貿易中心，以呼應香港特別行政區政府的「八大中心」發展策略，促進環球業界的聯繫與合作機遇。

本局的旗艦活動「亞洲知識產權營商論壇」匯聚全球知識產權項目持有人、用家、專家、投資者及創新專才，探討知識產權商業化、估值及品牌建立的議題。活動中「創科營商廊」展示智慧城市生活解決方案，而「創新展示區」則展示大學及研發中心的最新項目與發明，涵蓋智能生活、人工智能與機械人、可持續發展及可穿戴技術等領域。

Business of IP Asia Forum 亞洲知識產權營商論壇



100+
speakers from 10+ countries and regions
講者來自 10+ 個國家及地區



3,000+
participants from 30+ countries and regions
與會者來自 30+ 個國家及地區

BIP Asia's Global Tech Summit, held in conjunction with E-Day, focused on the transformative impact of AI and other pioneering technologies across various industries, such as communications, food and agriculture, real estate, sports, wellness and Web 3.0. Topics relevant to start-ups included sessions on IP insights and strategies, venture capital, global expansion and much more.

Generative AI and the sustainable development of IP licensing were hot topics at the *Asian Licensing Conference* in April. The concurrent *Hong Kong International Licensing Show* showcased an extensive array of more than 550 brands and licensing projects, including the "Reimagining the Classics" initiative, fusing renowned Hong Kong brands with new energy through strategic licensing partnerships.

At this year's *Hong Kong International Film and TV Market (FILMART)*, we launched the Online IP Catalogue – featuring exhibitors' creative IPs – to generate more business opportunities in content production, distribution, co-production and investment, following last year's pilot.

「環球科技峰會」與「創業日」在「亞洲知識產權營商論壇」同期舉行，聚焦人工智能及其他前沿技術對通訊、食物與農業、房地產、運動、全人健康及Web 3.0等行業的變革影響。論壇針對初創企業的議題包括知識產權策略、風險投資及全球拓展等。

生成式人工智能及知識產權授權的可持續發展，是去年4月舉行的「亞洲授權業會議」的熱門議題。同期舉辦的「香港國際授權展」展示逾550個品牌及授權項目，其中的「經典|重塑」環節，通過策略性授權合作，為香港知名品牌注入新活力。

今年「香港國際影視展」，延續去年的試點項目，推出「FILMART線上知識產權目錄」，展示參展商的創意知識產權項目，從而為內容製作、發行、合拍及投資創造更多商機。

We collaborated with the Movie Producers and Distributors Association of Hong Kong and Association of Motion Picture Post Production Professionals to organise *FILMART's* inaugural AI Hub, a pilot programme to showcase how AI can support filmmaking and encourage more filmmakers to use the technology.

此外，我們與「香港電影製作發行協會」及「香港電影後期製作專業人員協會」合作，舉辦「香港國際影視展」首個「人工智能影坊」(AI Hub) 試點計劃，展示人工智能如何支援電影製作，並鼓勵更多電影製作人採用這項創新科技。

Hong Kong International
Film and TV Market
(FILMART)
香港國際影視展



760

exhibitors from 30+
countries and regions

參展商來自 30+ 個
國家及地區



7,600+

buyers from 40+
countries and regions

買家來自 40+ 個
國家及地區



The debut AI Hub at *FILMART* showcased how AI tech can accelerate innovation in film and TV production. 「香港國際影視展」首度推出「人工智能影坊」(AI Hub) 試點項目，展示人工智能技術如何驅動影視製作的創新發展。

Cross-industry leaders joined the *MarketingPulse* and *eTailingPulse* conference in March to explore key topics around the application of data and AI in marketing and the rising importance of inclusive marketing. Another highlight was a discussion on the development potential of the ASEAN and halal markets and the impact of single-person households on consumer behaviour and marketing approaches.

今年3月舉行的「亞洲品牌及營銷論壇」及「亞洲電子商貿論壇」匯聚跨行業精英，探討數據及人工智能在市場營銷的應用，以及共融營銷的重要性等核心議題。另一亮點是討論東盟及清真市場的發展潛力，以及單人家庭對消費行為與營銷策略的影響。



BOOSTING HONG KONG'S GLOBAL PROFILE

提升香港國際形象

Hong Kong has served as a superconnector between Asia and the rest of the world for decades, and we have long promoted our city's platform through our work around the globe. Whether in the GBA and the wider Mainland China market, across ASEAN and the Middle East or on the other side of the world, our promotions outside of Hong Kong showcased our city's wide-ranging expertise and helped businesses seize opportunities.

Deepening engagement in the GBA

Launched in 2021 to help businesses access opportunities in the GBA, the GoGBA initiative has gone from strength to strength. To date, it has served over 8,000 businesses via our advisory services and events comprising 125 GBA-themed workshops, seminars, promotional events and missions. Our digital platforms have amassed over 5.5 million views to support businesses, as they explore the vast market.

數十年來，香港一直擔當聯繫亞洲及世界的「超級聯繫人」重要角色，本局不遺餘力地向世界推廣香港平台。我們在全球各地舉辦多元化活動，不論是鄰近的大灣區以至廣闊的中國內地市場，或是海外市場如東盟、中東及其他地區，致力宣揚香港不同領域的專業服務優勢，並協助企業把握機遇。

促進大灣區融合

本局自2021年推出「GoGBA灣區經貿通」以來，致力協助企業抓緊大灣區機遇，並持續優化對企業的支援。至今我們已為超過8,000家企業提供諮詢服務，及舉辦125場與大灣區主題相關的工作坊、研討會、推廣活動和考察團，而「GoGBA數碼平台」累計瀏覽量已超過550萬次。

We launched the *GoGBA Sector Series* with The Guangdong-Hong Kong-Macao Greater Bay Area Development Office of the Constitutional and Mainland Affairs Bureau to assist legal and accounting firms understand the GBA regulatory environment.

In July, we organised a *Series* mission to Shenzhen to learn about the accounting requirements of I&T companies in the city and network with regulators and accounting bodies. Another mission was organised for Hong Kong's I&T industry players in December highlighting government support initiatives and collaboration opportunities in advanced technology, smart manufacturing and robotics in Shenzhen.

本局與香港特別行政區政制及內地事務局粵港澳大灣區發展辦公室合辦「GoGBA行業系列」，協助香港法律界及會計界深入了解大灣區的政策措施。

本局於去年7月舉辦「會計行業系列考察團」，前往深圳了解當地創新科技企業對會計專業的要求，並與監管機構和會計專業組織建立聯繫。同年12月，我們為香港創科業界組織另一次考察團，重點介紹深圳政府在嶄新科技、智能生產和機械人技術方面的政府支援措施及合作機會。



As part of a *GoGBA* mission, the delegation learned about Chinese shopping platform Meituan's latest solutions at its Big Data Operation Centre in Shenzhen.

「GoGBA大灣區考察團」參訪中國內地網購平台美團在深圳的大數據運營中心。

Located in the Shenzhen Futian Railway Station, the 10th *GoGBA* business support centre opened in Futian in October, providing on-the-ground support for businesses keen to set up operations, explore opportunities or seek partners in the GBA. Operated by local partners, our 10 *GoGBA* business support centres form a comprehensive support network across all mainland GBA cities and complement our own GBA Centres in Shenzhen and Guangzhou to enable businesses to access the GBA with ease.

本局第十個「GoGBA港商服務站」於去年10月在深圳福田高鐵站內正式開業，為有意拓展大灣區業務、發掘商機或尋找合作夥伴的港商提供在地支援。本局的「GoGBA港商服務站」遍佈所有大灣區內地城市，通過合作夥伴為港商提供全面的商務支持；連同本局在深圳和廣州的大灣區服務中心，協助企業進軍大灣區市場。



To expand our *GoGBA* services on the ground, we opened our 10th *GoGBA* Business Support Centre in Futian. 本局在福田開設第10個「GoGBA港商服務站」，加強對中小企業的在地支援。

Success Story 成功例子

Guiding SMEs to GBA success

We helped storage locker provider Hong Kong Storage, which was eager to expand into the GBA, establish an office in Qianhai in July, after the company learned about beneficial policies for Hong Kong SMEs in Shenzhen via our *GoGBA* advisory services and events. We also assisted Hong Kong digital display firm iTach Technology set up an office in Shenzhen in May to capitalise on the city's many sourcing opportunities.

進軍大灣區創行業先河

迷你倉營運商香港儲物室在本局「GoGBA」諮詢服務和各活動協助下，了解到深圳對香港中小企的優惠政策，於去年7月在前海設立辦公室，進軍大灣區。我們也協助香港數碼展示屏公司兆川科技於去年5月在深圳設立辦公室，方便進行採購工作。

Alongside *GoGBA* activities, sector-specific missions fostered deeper engagement with nearby cities. In August, we brought the *Resolve2Win* campaign to Shenzhen and Foshan, together with the Hong Kong SAR Department of Justice, to promote Hong Kong's role as an international legal and dispute resolution centre.

除了「GoGBA」活動外，本局亦為不同行業組織代表團，促進業界與鄰近城市更緊密的聯繫。去年8月，我們聯同香港特別行政區律政司在深圳和佛山舉辦「解決爭議 共創雙贏」活動，推廣香港作為國際法律和爭議解決服務中心的角色。

The delegation was led by Hong Kong SAR Secretary for Justice Paul Lam and attracted over 300 to the Shenzhen conference. Following the event, a number of Shenzhen tech companies sought advice from Hong Kong legal firms. In Foshan, 140 industry players attended a luncheon, during which Hong Kong's legal expertise was highlighted and Foshan businesses received legal advice from Hong Kong delegates.

代表團由香港特別行政區律政司司長林定國率領，吸引超過300名企業家參與在深圳舉行的會議，多家深圳科技公司在活動後隨即與香港的律師事務所提出諮詢。140名業界代表亦出席在佛山舉行的專題午餐，重點探討香港的專業法律知識，香港代表亦為佛山企業提供法律諮詢。



The Resolve2Win delegation visited XtalPi in Shenzhen, the first specialist tech firm listed under Chapter 18C of the Hong Kong Stock Exchange Listing Rules.

「解決爭議 共創雙贏」考察團到訪深圳晶泰科技，該公司為首家按香港交易所《上市規則》第十八C章上市的特專科技公司。

We highlighted Hong Kong's expertise at key Mainland China fairs. In the GBA, we showcased Hong Kong's advances in innovation at China's leading technology exhibition *China Hi-Tech Fair* in Shenzhen in November. Exhibitors comprising research centres, The Hong Kong Polytechnic University, the Hong Kong Council for Testing and Certification and unicorns from the Hong Kong Science and Technology Parks Corporation, participated in the pavilion we hosted with the Hong Kong SAR Innovation and Technology Commission.

Expanding connections in the mainland

Helping businesses explore and expand to Mainland China is a key focus and, in the past year, we organised missions and promotional activities to reinforce Hong Kong's role as a superconnector between the mainland and the rest of the world.

In August, the debut *Hong Kong Shopping Festival* helped businesses increase brand visibility and access the vast mainland market via e-commerce. With over 230 brands participating, the month-long event involved more than 30 influencers conducting livestreams to promote Hong Kong brands. Apart from drawing wide media attention, the Festival generated more than 90 million impressions from consumers eager to learn about Hong Kong's culture. Food and health supplements garnered particular attention, reflecting the confidence mainland consumers have in the quality of our products.

Our *SmartHK* event in Nanjing in August, held alongside the *Jiangsu-Hong Kong Joint Cooperation Meeting*, strengthened Hong Kong's ties with Jiangsu. Co-organised with the Jiangsu Department of Commerce and Jiangsu Hong Kong and Macao Office, the schedule of activities included plenary talks, meetings, project pitching and business matching meetings and an exhibition focused on finance, I&T, arts and culture.

本局在中國內地的主要展會推廣香港的專業服務。在大灣區，我們參與於去年11月舉行，被譽為「中國科技第一展」的「中國國際高新技術成果交易會」，展示香港的創科成果。由香港創新科技署及香港貿發局攜手設置的「香港館」雲集眾多研究中心，包括香港理工大學、香港檢測和認證局，及來自香港科技園公司的獨角獸企業。

廣建中國內地商脈

年內，本局積極組織多個代表團和連串推廣活動，協助企業開拓龐大的內地市場，並鞏固香港作為聯通中國內地與全球的「超級聯繫人」角色。

我們於去年8月首度舉辦「香港好物節」，協助港商提升品牌知名度，並透過電商平台開拓龐大的中國內地市場。為期一個月的活動共吸引超過230個品牌參與，逾30位網紅進行直播帶貨，向中國內地消費者推廣香港品牌。該線上活動除了獲媒體廣泛關注，相關電商平台話題頁及官網更錄得逾9,000萬總瀏覽人次，反應熱烈。食品及滋補養生類產品尤其受追捧，反映中國內地消費者對港貨的質量保證充滿信心。

同月，由本局主辦、江蘇省商務廳和江蘇省港澳辦在南京合辦的「SmartHK蘇港高質量發展合作大會」，連同「蘇港合作聯席會議」，進一步加強香港與江蘇的聯繫。活動內容包括主題大會、專題會議、演示環節、商貿配對會議，以及圍繞金融服務、科技創新、及文創授權的專題展覽。



In July, the inaugural edition of *GreenBiz HK* in Jinan, Shandong, promoted Hong Kong's expertise in sustainability-related professional services, including green finance, ESG, smart city, green buildings and proptech. It consisted of a forum, attended by over 700 participants from some 600 organisations, a networking lunch and government and company meetings, facilitating a multitude of collaboration opportunities.

We staged Hong Kong pavilions at leading Mainland China fairs to demonstrate Hong Kong's strengths and advantages across diverse industries and facilitate connection-building and partnerships. Among others, they included:

- *China International Consumer Products Expo*, Haikou
- *China International Fair for Trade in Services*, Beijing
- *Global Digital Trade Expo*, Hangzhou
- *China International Import Expo (CIIE)*, Shanghai

去年7月，首屆「GreenBiz HK綠色營商·香港營造」在山東濟南舉行，推廣香港在可持續發展領域的專業服務，包括綠色金融、ESG、智慧城市、綠色建築和房地產科技。活動匯聚來自約600個機構、逾700名代表參與，透過交流午餐、政商會議等，為魯港兩地開拓廣闊的合作機遇。

本局在中國內地主要展會設置「香港館」，展現香港各行業的實力和優勢，助港商建立商脈，促進合作。其中包括：

- 「中國國際消費品博覽會（海口）」
- 「中國國際服務貿易交易會（北京）」
- 「全球數字貿易博覽會（杭州）」
- 「中國國際進口博覽會（上海）」



We showcased an array of Hong Kong's products and services to Mainland China audiences at *CIIE* in Shanghai. 本局率領香港品牌參與在上海舉行的「中國國際進口博覽會」，向中國內地業界展示多元化的香港產品和服務。

Our commitment to sustainability was recognised with a Gold Award for Green Booth Design for our Hong Kong Product and Service Pavilions at *CIIIE* in Shanghai. They incorporated eco-friendly elements, such as energy efficient lighting, recycled materials and reusable structural components that can be easily disassembled. No compromise was made to the quality of the visitor experience, with dynamic LED effects showcasing Hong Kong's culinary delights and distinctive landscape.

本局在「中國國際進口博覽會(上海)」設置的「香港產品展館」及「香港服務業展館」，獲大會頒發「綠色展台設計獎金獎」，體現我們對可持續發展的承諾。展館融入多項環保元素，例如採用節能照明、回收物料和可重複使用的框架系統，亦透過智能動態照明LED效果展示香港的美食和獨有景觀，為參觀人士帶來優質體驗。

Success Story 成功例子

Expanding footprint across Mainland China

Hong Kong food start-up Meat the Next, a *Start-up Express* 2023 winner and *CIIIE* exhibitor, signed an MoU at *CIIIE* with HKCG Coffee, a subsidiary of Hiang Kie Coffee Group. Under the agreement, the company's tiger nut oat beverage Tiga Milk will be introduced to coffee shops in the mainland. Adding to their achievements at the Expo, Tiga Milk was awarded Best Coffee Companion.

開拓中國內地市場

香港食品初創益創膳食品科技是2023年「創業快綫」優勝初創及「中國國際進口博覽會(上海)」參展商，公司於博覽會期間與上海香季咖啡集團簽訂合作備忘錄，把虎堅果燕麥植物奶產品引進中國內地的咖啡店。此外，該植物奶產品亦榮獲「最佳咖啡伴侶」獎項。



The MoU was signed between HKCG Coffee Marketing Director Yang Yehong and Meat the Next Co-Founder Edmund Chan.

上海香季咖啡集團市場總監楊晔弘與益創膳共同創辦人陳家銘簽署合作備忘錄。

Making our mark in emerging markets

Strengthening ties with RCEP, the world's largest trade pact, remained a key focus of our outreach efforts. We embarked on missions to promote Hong Kong's status as an international finance, business and investment hub and reinforce its role as superconnector and super value-adder between Mainland China and the wider Asia region for businesses seeking opportunities.

拓展新興市場

RCEP是全球規模最大的自由貿易協定(自貿協定)，本局致力透過外展活動加強與RCEP成員國的聯繫。年內，我們組織多個代表團到訪多個RCEP成員國，以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，凸顯其作為聯通中國內地與全球的「超級聯繫人」和「超級增值人」角色，積極為企業開拓商機。



The debut Hong Kong Pavilion at *TIFFCOM* showcased the dynamic Hong Kong film industry on the international stage. 本局在「東京影視節目展」首設「香港館」，向世界展示香港電影業的魅力。

In October, we collaborated with the Hong Kong Film Development Council and the Cultural and Creative Industries Development Agency to showcase our city's cinematic prowess on the world stage by staging our *Hong Kong Films* campaign at *TIFFCOM* in Tokyo and the *Asian Contents & Film Market* in Busan.

去年10月，本局與香港電影發展局及文化創意產業發展局合辦「Hong Kong Films」活動，在東京國際電影節「影視節目展」及釜山「亞洲內容暨電影市場展」向全球展示香港電影的創意和實力。

We not only promoted Hong Kong films to distributors, but also raised our city's cinematic profile among filmgoers. Apart from screening box office hits, such as family drama *The Last Dance* and disaster movie *Cesium Fallout*, martial arts master Sammo Hung and Media Arts Group Co-Founder John Chong, among others, hosted seminars on film production, financing and funding. Over 700 industry players attended our Hong Kong Night networking receptions in Tokyo and Busan to celebrate Hong Kong films.

我們不僅向電影發行商推廣香港電影，還提升了香港電影的國際形象。除了帶來票房大賣的電影，如探討家庭倫常的《破·地獄》、災難電影《焚城》等大作，亦邀來武打巨星洪金寶和寰亞傳媒聯合創辦人兼資深電影人莊澄等主持研討會，分享電影製作、投資和融資的經驗。我們在東京和釜山舉行「香港之夜」交流酒會推廣香港電影，共有超過700位業界人士出席活動。

To boost ties with our ASEAN partners, Hong Kong SAR Chief Executive John Lee led a delegation we organised – comprising some 30 leaders from the finance, I&T, professional services, infrastructure and other sectors – to Laos, Cambodia and Vietnam in July. Covering Vientiane, Phnom Penh, Hanoi and Ho Chi Minh City, the mission included government meetings, company visits, networking luncheons and dinners, and business matching. The signing of over 50 MoUs heralded new collaboration opportunities in business and investment, I&T, education, cultural exchange, aviation and tourism.

為加強與東盟的聯繫，香港特別行政區行政長官李家超於去年7月率領代表團訪問老撾、柬埔寨和越南。來自金融、創新科技、專業服務、基礎建設等領域約30名行業領袖組成的代表團，先後到訪萬象、金邊、河內和胡志明市，出席官方會議、企業參觀、商務午餐和晚宴，及商貿配對會議。訪問期間，香港與東盟三國共簽署了超過50份合作備忘錄和協議，涵蓋商貿和投資、創新科技、教育、文化交流、航空及旅遊的新合作機遇。



Some 30 leaders of Hong Kong and international enterprises visited Cambodia, as part of an ASEAN mission to strengthen bilateral ties.

本局組織代表團到訪東盟，以加強雙邊合作，其中一站為柬埔寨。30名代表團成員為香港及國際企業的商界領袖。

Success Story 成功例子

Flying higher in Cambodia

Among the many successes that came out of our ASEAN mission, Cathay Pacific Airways signed an MoU with Société Concessionnaire de l'Aéroport to explore increasing flights between Hong Kong and Cambodia. Following the mission, Cathay Pacific increased passenger services between Hong Kong and Phnom Penh from five per week to daily flights starting in late October and further increased the frequency to 10 flights per week in January, ensuring greater connectivity between the two places.

HSBC teams up with Vietnamese medical provider

As part of the Hong Kong delegation joining our ASEAN mission, HSBC Hong Kong signed an MoU with Vietnamese medical provider 315 Medical to explore supporting the latter's future growth. Following the signing, HSBC implemented a global payment solution for 315 Medical's 150 clinics and 5 new hospitals and became their main global bank. Furthermore, HSBC funded a US\$10 million social new economy loan to support the medical provider's clinic expansion plans in the country's sub-urban areas.

東盟代表團助業界開拓柬埔寨航空市場

東盟代表團在訪問柬埔寨期間促成多項合作，包括國泰航空集團與Société Concessionnaire de l'Aéroport簽訂合作備忘錄，探討增加香港來往柬埔寨的航班。國泰航空自去年10月下旬起把來往香港與金邊的客運航班，由每週5班增至每日1班，並於2025年1月進一步增加至每週10班，加強兩地之間的互聯互通。

香港上海滙豐銀行與越南醫療保健服務商締結合作

香港上海滙豐銀行是此次東盟代表團的成員之一，期間香港上海滙豐銀行與越南醫療保健服務商315 Medical簽訂合作備忘錄，支持315 Medical在當地發展醫療保健服務。根據合作備忘錄，香港上海滙豐銀行會為315 Medical的150家診所和5家新醫院提供環球支付解決方案，並作為其主要環球銀行。此外，香港上海滙豐銀行亦批出1,000萬美元的社會新經濟貸款，以支持315 Medical於當地鄉村擴展行業網絡。

We brought our signature promotion *Think Business, Think Hong Kong* to Jakarta in January to not only highlight Hong Kong's business platform, but also bolster our trade and business partnership with ASEAN's largest economy. Some 2,000 participated in the campaign, which comprised a conference, exhibition and gala dinner. A flurry of business discussions took place, with over 200 meetings organised for the Hong Kong delegates representing I&T, infrastructure and professional services sectors.

本局於今年1月在雅加達舉辦旗艦推廣活動「成就機遇·首選香港」，旨在凸顯香港商貿平台的優勢，並加強香港與印尼這個東盟最大經濟體的商貿夥伴關係。活動內容包括論壇、展覽及「香港晚宴」，吸引約2,000人參與。本局亦在論壇為來自創科、基建及專業服務界別的香港代表團成員安排逾200場一對一商貿配對會議。



The performance at the *Think Business, Think Hong Kong* dinner in Jakarta was inspired by martial arts and action movies, two art forms Hong Kong is renowned for.

本局在雅加達舉辦「成就機遇·首選香港」活動，以聞名國際的武打電影為靈感，打造焦點活動「香港晚宴」。

Another RCEP market we reached out to is Thailand, another key trading partner of Hong Kong, where we brought our infrastructure and real estate services mission to in March. Comprising a range of company and site visits, networking luncheons and dinners, this trip fortified our ties with the Thai business community.

泰國為香港的重要貿易夥伴，是本局致力拓展的RCEP市場之一。我們於今年3月率領香港的基礎設施與房地產服務業代表團前往泰國，實地考察多家當地企業、並舉行交流午餐和晚餐，加強港泰兩地商界的聯繫。

Rounding off our outreach in ASEAN, we organised jewellery seminars in Manila in November to raise awareness of the Hong Kong business platform and the industry collaboration opportunities Filipino businesses can capture via Hong Kong and our annual twin jewellery fairs. We also brought Hong Kong businesses to exhibit and build connections at the *Malaysia Gifts Fair* in Kuala Lumpur in June and the hospitality, food and beverage exhibition *FHA-HoReCa* in Singapore in October, connecting Hong Kong businesses with vital opportunities in the burgeoning ASEAN area.

我們亦於去年11月在馬尼拉舉辦珠寶研討會，推廣香港商貿平台，並邀請菲律賓業界參與我們的年度珠寶雙展，促進港菲兩地業界的合作。去年，本局亦率領港商於6月參與在吉隆坡舉行的「Malaysia Gifts Fair」，及後於10月在新加坡舉行酒店及餐飲展覽會「FHA-HoReCa」，助港商接通東盟新興市場的龐大機遇。

We engaged with our Belt and Road partners during our mission to Hungary and Kazakhstan with some 70 delegates in May, which was co-led by the Hong Kong SAR Commissioner for Belt and Road of the Commerce and Economic Development Bureau and Director-General of the Department of Taiwan, Hong Kong and Macao Affairs of the Ministry of Commerce. In pursuit of Belt and Road collaboration opportunities, the mission to Budapest, Astana and Almaty zeroed in on I&T and sustainability.

為發掘「一帶一路」國家的合作機遇，本局於去年5月聯同香港特別行政區商務及經濟發展局「一帶一路」專員及國家商務部台港澳司司長，共同率領由約70名代表組成的經貿代表團，訪問匈牙利及哈薩克斯坦。代表團到訪布達佩斯、阿斯塔納和阿拉木圖，探索創新科技和可持續發展領域的機遇。



Hong Kong and Mainland Chinese business leaders explored opportunities with their Hungarian counterparts in Budapest.
香港和中國內地的商界領袖到訪布達佩斯，與匈牙利業界共同探索合作新機遇。

Logistics is a key component of the Hong Kong SAR Government's eight-centre growth strategy. We returned to Kazakhstan, the largest country in Central Asia, in August as part of our *Hong Kong Logistics Services Mission to Kazakhstan* to promote Hong Kong's logistics strengths and advantages. During meetings with business associations, cargo operators and major e-commerce firms, and visits to cargo facilities and a logistic park, delegates explored a myriad of business opportunities.

物流業是香港特別行政區政府「八大中心」的重點發展領域之一。本局於去年8月組織物流服務業代表團，再度到訪中亞最大國家哈薩克斯坦，推廣香港的物流實力和優勢。代表團在行程中與當地商會、貨運營辦商和主要電商企業會面，並參觀貨運設施和物流園區，探索物流新商機。

The Middle East is another vital trading partner for Hong Kong. In May, Hong Kong SAR Secretary for Justice Paul Lam and a delegation of legal professionals received an enthusiastic welcome in Abu Dhabi, Dubai and Riyadh, as they solidified collaboration in legal dispute resolution, while promoting Hong Kong as a gateway for Middle Eastern businesses to explore the vast China and Asian markets.

中東亦是香港的重要貿易夥伴。去年5月，香港特別行政區律政司司長林定國率領法律業界代表團訪問中東阿布扎比、迪拜和利雅德，加強香港與中東在法律及爭議解決服務方面的合作，及宣傳香港作為中東企業開拓龐大的中國內地及亞洲市場的門戶。

Positioning Hong Kong as go-to platform in mature economies

Aside from emerging markets, we remained engaged with our partners in mature markets in Europe and the Americas. We promoted Hong Kong as the ideal business and investment platform for these economies to leverage, as we connected with our stakeholders to facilitate opportunities for collaboration and expansion.

鞏固香港作為成熟市場的首選平台

在開拓新興市場的同時，本局亦與歐美成熟市場的合作夥伴保持緊密聯繫。我們致力推廣香港作為理想的商貿及投資平台，鞏固與國際合作夥伴的關係，促進更深更廣的合作。

Partnering for success in France

To foster collaboration among tech clusters in the GBA and France, we embarked on the *SmartGBA Hong Kong-Shenzhen Joint Investment & Partnership Mission* to Paris and Lyon in October, co-organised with the Hong Kong and Macao Affairs Office of the Shenzhen Municipal People's Government. A symposium, pitching sessions, business matching and company visits enabled the delegation - comprising financial services, legal and accounting firms from Hong Kong as well as investors from Shenzhen - to build connections and tripartite partnerships with their French counterparts. This mission underscored our commitment to partnering with other GBA cities to jointly promote the region's opportunities overseas.

與灣區兄弟城市聯動走出去開拓法國機遇

為促進大灣區科技集群與法國的合作機遇，本局與深圳市人民政府港澳事務辦公室合辦「SmartGBA—深港赴法經貿投資合作代表團」，於去年10月前往巴黎和里昂。代表團由香港金融服務、法律和會計界企業，及深圳投資者組成，透過研討會、推介會、商貿配對會議及企業參觀，與法國業界建立聯繫和探索三方合作機會，此行亦展現本局積極與各大灣區城市聯動合作，共謀海外發展機遇的方針。



A Hong Kong-Shenzhen delegation embarked on an I&T mission to France, which facilitated business matching with French counterparts.
本局組織「SmartGBA—深港赴法經貿投資合作代表團」訪問法國，探索與法國在創科領域的合作機會。

Coinciding with a visit to Madrid by Hong Kong SAR Financial Secretary Paul Chan in September, we hosted a business luncheon for some 150 industry leaders to highlight our city's unique business and investment platform and opportunities in the GBA and wider Asia market. It also underscored our support for start-ups and the I&T ecosystem. Our annual *Hong Kong Dinner*, first held in the 1980s, returned to London to facilitate networking and collaboration with the UK business community.

A market visit to Helsinki and Copenhagen in June promoted Hong Kong's strengths in finance, I&T and R&D as well as reinforced our ties with key government and business leaders in the Nordic countries. Both communities were keen to learn more about Hong Kong's platform, with multipliers, like Business Finland and the Denmark Chamber of Commerce, expressing interest to join our fairs and conferences.

We also participated in diverse film and fashion events to highlight Hong Kong's expertise, talent and opportunities on the global stage. In May, we staged the *Hong Kong Films* campaign in Cannes to spotlight Hong Kong's vibrant film industry at the prestigious annual film festival in the Riviera. On its return since the pandemic, Hong Kong Night was attended by over 600 producers, directors, artists, distributors and buyers who were keen to connect and collaborate with our Hong Kong delegation.

去年9月，香港特別行政區財政司司長陳茂波率領代表團訪問馬德里。期間，本局舉辦商務午宴，重點推廣香港商貿及投資平台的獨特優勢，大灣區和亞洲市場的發展機遇，及香港對初創企業及創科生態系統發展的支援。活動共吸引約150名行業領袖參與。自1980年代以來，本局在倫敦舉辦年度「香港晚宴」，去年活動盛大回歸，以加強港英兩地商界的交流合作。

本局於去年6月到訪赫爾辛基及哥本哈根進行市場考察，推廣香港在金融、創科及研發方面的優勢，並加強與北歐政商界領袖的聯繫。兩市均期待進一步了解香港的營商環境，芬蘭國家商務促進局和丹麥商會等相關機構亦表示有意參加本局的展覽和會議。

本局亦積極參與多元化的電影和時尚活動，向世界展示香港在相關領域的專業優勢、人才和商機。我們於去年5月在康城影展Riviera展區舉辦「Hong Kong Films」活動，展示香港電影業的魅力。交流活動「香港之夜」亦自疫情後載譽歸來，吸引600多名環球製片人、導演、演員、發行商和買家參與，與香港代表團洽談合作機會。

Hong Kong's creative powers were further highlighted in the return of our *Fashion Hong Kong* promotional campaign during *London Fashion Week* in February, for the first time since 2020. A runway show featuring local fashion labels was complemented by a networking reception and month-long showroom in London to maximise the publicity buzz among UK and European journalists and fashion influencers.

Also in London, we promoted Hong Kong's jewellery sector in December to showcase related opportunities that can be facilitated by our city's platform and drum up awareness of and participation in our jewellery fairs, the *Hong Kong International Diamond, Gem & Pearl Show* and *Hong Kong International Jewellery Show*.

一直以來，本局積極參與國際時裝周及大型時裝活動，舉辦「Fashion Hong Kong」時裝匯演，展示香港的創意力量。今年2月，我們帶領香港時裝品牌衝出國際，自2020年後首度參與倫敦時裝周(London Fashion Week)，透過「Fashion Hong Kong」時裝匯演向國際市場展示香港設計師的新作；並舉辦交流酒會，以及設置為期一個月的陳列室，活動獲眾多英國及歐洲傳媒以至時尚達人廣泛報道，大大提升香港時尚界的國際知名度。

去年12月，本局亦在倫敦推廣香港的珠寶業，宣傳香港平台所提供的機遇，向當地業界介紹「香港國際鑽石、寶石及珍珠展」及「香港國際珠寶展」，鼓勵他們積極參與。

Success Story 成功例子

Connecting with global audiences through cinema

A *Cannes Film Festival* highlight was the midnight premiere of the Hong Kong crime film *Twilight of the Warriors: Walled In*, which went on to land distribution deals in Cambodia, Eastern Europe, India, Indonesia, Japan and South Korea. Screenings, networking events, forums and an exhibition rounded out our *Hong Kong Films* campaign in the Riviera, along with seminars presented by filmmakers, actors and producers on topics, such as action movies and cross-border co-production. The event promoted Hong Kong cinema to global audiences, while demonstrating the many advantages of our city's platform for creative exchange and collaboration.

向世界展示香港電影的實力

香港動作電影《九龍城寨之圍城》為康城影展「午夜展映單元」亮點之一，片方更成功在展場將該電影的發行權分銷到柬埔寨、東歐、印度、印尼、日本和韓國。此外，本局亦在Riviera展區舉辦一系列「Hong Kong Films」活動，包括放映會、交流活動、論壇和「香港館」；同時邀得電影製片人、演員等出席研討會，探討動作電影、跨境合拍電影等議題。有關活動成功向環球影視界展示香港電影的創意與優勢，促進更多交流合作。



Our debut *Fashion Hong Kong* pop-up salon in Milan showcased Hong Kong brands focused on apparel, accessories, homewares and gifts. 本局首度於米蘭舉辦「Fashion Hong Kong米蘭快閃店」，宣傳香港品牌的服飾、配件、家居用品和禮品。

Continuing the momentum, we debuted a nearly month-long *Fashion Hong Kong* pop-up salon in Milan in March to showcase diverse Hong Kong brands focused on apparel, accessories, homewares and gifts. The debut *Fashion Hong Kong* event in Italy helped Hong Kong businesses explore the European market, increase brand awareness, gain first-hand knowledge of industry trends and network with Italian and European buyers.

今年3月，本局繼續向歐洲時尚界推廣香港的時尚魅力，在米蘭首度舉辦為期近一個月的「Fashion Hong Kong米蘭快閃店」，展示多個香港品牌的品味設計，涵蓋服裝、配飾、家居用品和禮品。這亦是「Fashion Hong Kong」時裝匯演首次登陸意大利，有助香港企業拓展歐洲市場、提高品牌知名度、掌握最新行業趨勢，與意大利和歐洲買家建立聯繫。

Hong Kong pavilions at leading trade fairs in Europe and North America facilitated collaboration for Hong Kong businesses keen to go global. At Europe's largest tech fair *Viva Technology* in Paris, we partnered with the Hong Kong Economic and Trade Office to showcase our city's start-up ecosystem via displays, workshops and networking, with the support of Invest Hong Kong, Hong Kong Science and Technology Parks Corporation (HKSTP) and Cyberport. Hong Kong's strengths were further showcased at *electronica* in Munich and *MWC Barcelona*.

Apart from I&T fairs in Europe, we mounted Hong Kong pavilions at fairs, ranging from toys and footwear to pet supplies and healthcare. These include *Spielwarenmesse* in Nuremberg, *Expo Riva Schuh* in Riva del Garda, *Interzoo* in Nuremberg and one of the largest medical fairs *MEDICA* in Düsseldorf, where we highlighted Hong Kong's wide-ranging healthcare, I&T and R&D capabilities.

本局在歐洲和北美的主要商貿易展覽設置「香港館」，協助香港企業進軍國際市場。在巴黎舉行的「VivaTech科技創新展覽會」(Viva Technology)是歐洲最大的科技展，本局與香港經濟貿易辦事處合作，在投資推廣署、香港科技園公司，及數碼港的支持下，透過產品展示、研討會和交流活動展現香港的蓬勃初創及科技生態圈。此外，本局亦把香港的創科優勢帶到慕尼黑「電子展」(electronica)及巴塞隆拿「世界行動通訊大會」(Mobile World Congress, MWC)。

本局設置的「香港館」除了亮相歐洲的創科展，亦在當地的玩具、鞋類、寵物用品及醫療保健等不同行業的展會登場，包括紐倫堡「國際玩具展」(Spielwarenmesse)、里瓦德爾加爾達「Expo Riva Schuh」國際鞋類展覽會、紐倫堡「國際寵物用品展」(Interzoo)，及全球規模最大之一的「杜塞爾多夫醫療展」(MEDICA)，展示香港在醫療保健、創科及研發各方面的優勢。



As part of *Health Days* in Vienna, we hosted a luncheon with the support of the Vienna Chamber of Commerce and Industry to foster Hong Kong-Austrian collaboration in healthcare.

本局在維也納商會支持下，於維也納「健康日」舉辦午餐會，促進香港與奧地利在醫療保健領域的合作機會。

We again participated in *CES*, one of the world's major technology trade fairs, with a Hong Kong pavilion. This year, we expanded our Start-up Pavilion at Eureka Park and debuted the Hong Kong Pavilion at the event's Global Pavilion to promote Hong Kong I&T strengths, both in collaboration with HKSTP. Moreover, we promoted Hong Kong SMEs with a Hong Kong Pavilion at the Design & Source zone. Some 60 start-ups, R&D institutions and companies exhibited. We brought the largest contingent of start-ups to underscore Hong Kong's I&T prowess on the international stage.

今年，香港貿發局率領歷屆最大規模展團(約60家香港初創、研發機構和企業)參加全球最大的科技展覽會之一的「美國國際電子消費品展」(CES 2025)，設置「香港科技館」，展示香港的創科優勢。我們與香港科技園公司攜手，擴大在專為初創企業而設的Eureka Park展區的參展規模；亦首次在為較成熟初創而設的展區「Global Pavilion」亮相；此外，我們亦在「Design & Source」展區推廣香港中小企業。



We led the largest contingent of start-ups to *CES* in Las Vegas to showcase Hong Kong's tech excellence on the international stage.

本局率領歷屆規模最大的初創代表團前往拉斯維加斯參與「美國國際電子消費品展」(CES 2025)，於國際舞台上展現香港的卓越科技。

NURTURING THE COMMUNITY

潤澤社區



Staying true to our mission, we continued to support the younger generation via our events and support programmes to equip them with the skills and tools needed to become the next wave of changemakers. We also invested in our wider community by engaging in diverse activities to help raise awareness for various causes.

Cultivating future leaders

University students in finance and business courses from Hong Kong and the wider GBA region joined our youth engagement programme at *AFF*, our flagship finance event, to learn more about the world of finance and business. They also took part in sharing sessions from industry veterans, workshops and a guided tour of the event.

本局秉承培養年輕一代的使命，持續透過不同的活動和支援計劃，為他們裝備所需的技能和知識，成為推動未來變革的領袖。我們亦一直重視社區工作，積極參與不同的社區活動，提高各界對社區議題的關注，支持社區發展。

培養未來領袖

本局的旗艦金融活動「亞洲金融論壇」為就讀於香港及大灣區的金融和商業課程之大學生提供青年參與計劃，讓他們增進金融和商業知識。期間，他們參與了論壇的分享會、工作坊和導覽團。

To recognise promising young talents in the industry and encourage young people to pursue a logistics career, we debuted the Hong Kong's NextGen Logistician Awards at ALMAC, organised in collaboration with the Hong Kong Logistics Development Council. Furthermore, a youth workshop at ALMAC underscored the career landscape in logistics and supply chain management and the skills needed to succeed.

本局與香港物流發展局合作，在「亞洲物流航運及空運會議」首度舉辦「香港物流新銳大獎」，表揚展現卓越潛力的年青物流人才，並鼓勵更多年青人投身現代物流業，與此同時，會議中亦舉辦青年工作坊，介紹物流及供應鏈管理的就業前景及所需的技能。



The inaugural Hong Kong's NextGen Logistician Awards at ALMAC recognised outstanding young industry talents. 「亞洲物流航運及空運會議」首度舉辦「香港物流新銳大獎」，旨在表揚物流業的優秀年輕人才。

Another major conference with a youth element is our *Belt and Road Summit*, which brought together key Belt and Road players for insight sharing, connection building and collaboration. The Youth Chapter gathered founders of leading start-ups from Hong Kong, Mainland China, ASEAN and the Middle East spanning diverse business sectors to exchange insights on how to capture the many Belt and Road opportunities and realise their full potential for business growth.

為了讓年輕企業家參與匯聚商界專家、分享見解、建立聯繫、交流洽商的「一帶一路高峰論壇」，本局在論壇中安排了「青年專章」，雲集來自香港、中國內地、東盟和中東不同行業的主要初創企業家，就如何把握「一帶一路」龐大機遇，及釋放業務發展潛能交換見解。

At *E-Day*, our anchor start-up showcase, successful Gen Z founders from Hong Kong and the US shared insights and learnings from their entrepreneurial journey at a special session co-organised with the Hong Kong Federation of Youth Groups.

本局在初創旗艦活動「創業日」與香港青年協會合辦特別環節，匯聚一眾來自香港及美國的傑出Gen Z創業家，分享其創業路上的見解和經驗。



At *E-Day*, a group of Gen Z founders shared their entrepreneurial journey. 一眾Gen Z創辦人在「創業日」分享其創業路上的心路歷程。

We also supported the FutureGen Young Women Leaders Award, organised by the FutureGen Girls Foundation, which empowers female teens to reach their full potential, and the Award celebrates their accomplishments. We offered guided tours to female secondary students at *E-Day* and gave them a briefing on the latest trends in AI to inspire more females to pursue careers in the IT industry.

本局亦支持由明日女菁基金會舉辦的「明日女菁領袖大獎」，旨在協助年輕女性充分發揮潛力及表揚她們的卓越成就。我們於「創業日」帶來專為中學女生而設的導覽團，向她們介紹最新人工智能技術趨勢，啟發更多女性投身資訊科技行業。

At the *Hong Kong Forum*, the flagship event of the Federation of Hong Kong Business Associations Worldwide we organise annually every December, the Young Executive Programme session delved into Hong Kong's start-up ecosystem, the key elements that contribute to its continued growth and the ways in which entrepreneurs can leverage these resources to build a sustainable and thriving business.

每年12月，本局舉辦環球香港商業聯盟的年度盛事「香港論壇」。活動設有「青年企業家交流活動」環節，促進年青聯盟會員的交流，共同探討有關香港初創生態圈不斷發展的關鍵元素及如何善用相關資源促進業務持續增長的議題。

A joint initiative with the Hong Kong Film Development Council at *FILMART*, Producers Connect's wide range of programmes – including a co-production conference, fireside chats and workshops – enabled young Hong Kong producers to engage in dialogue and collaboration with international producers. Moreover, together with the Hong Kong Design Institute, the event's FilmART Café featured student-created artworks inspired by iconic movies to showcase our young talents.

本局與香港電影發展局在「香港國際影視展」合辦Producers Connect計劃，透過一系列活動，包括有關探討合拍製作的專題論壇、爐邊談話、工作坊，讓香港新晉與環球製片人進行對話和合作。此外，場內的FilmART Café展示由香港知專設計學院學生以電影為題材的藝術創作，展現青年人的創作才能。

A staple of our twin fairs the *Jewellery Show and Diamond, Gem and Pearl Show*, the Hong Kong Jewellery Design Competition promotes and recognises local creative talents. Now in its 26th year, we received an overwhelming response from both professional jewellery designers and students alike who showcased their unique views and exceptional skills, encapsulating the competition's "Lasting Brilliance" theme and showcasing Hong Kong's creative ingenuity to global industry players.

The Youth Zone at our *Education & Careers Expo* offered our young visitors the latest educational and career planning information as well as highlighted a variety of job opportunities, including summer jobs and internships as well as full-time positions.

「香港珠寶設計比賽」是「香港國際珠寶展」及「香港國際鑽石、寶石及珍珠展」珠寶雙展的重點環節之一，旨在推廣及表揚香港的創意人才。去年比賽迎來第26個年頭，以「光華不息」為主題，吸引專業珠寶設計師及學生踴躍參與，向全球業界展示其匠心獨運的設計意念及精湛工藝。

本局在「教育及職業博覽」設置「青年廣場」展區，專為年輕人提供生涯規劃和持續進修資訊，以及暑期工、實習、全職等各類工作機會。

Our long-standing *Trade Ambassador Programme (TAP)* maintained its robust programme of events to empower the younger generation. Among others, our events on I&T enabled participants to learn about how I&T is reshaping the world of business. Trade Ambassadors also joined Meet the Economist sessions, seminars and workshops at our fairs and conferences as well as company visits to expand their horizons.

To support the Hong Kong SAR Government's Strive and Rise Programme, which provides mentorship and financial support to secondary school students from underprivileged backgrounds, we welcomed over 100 participants – students and their mentors – to our fairs, including *InnoEX*, *CENTRESTAGE* and *Watch & Clock Fair*, to help them learn about the latest smart solutions and the design industry.

我們推行多年的「商貿大使計劃」透過豐富的活動幫助年輕人提升自我。其中，創科主題的活動助其了解創科技術如何重塑商業世界。商貿大使們參與本局的「與香港貿發局經濟師有約」活動，在各展覽及會議舉辦的研討會、工作坊，以及企業考察等，從中開闊眼界。

本局全力支持香港特別行政區政府的「共創明『Teen』計劃」，為來自弱勢社群家庭的中學生提供個人發展規劃和財政支援，我們邀得超過100名計劃中的學生及導師參與本局不同的展覽，包括「香港國際創科展」、「CENTRESTAGE」（香港國際時尚匯展）及「香港鐘表展」，協助他們認識最新的智能解決方案及設計業發展趨勢。



TAP students explored the work of the Hong Kong SAR Marine Department at the *Education & Careers Expo*. 參與「商貿大使計劃」的學生參觀「教育及職業博覽」香港特別行政區政府海事處的展位，並獲得就業資訊。



We invited Hong Kong SAR Government's Strive and Rise Programme students and their mentors to our fairs to learn about the latest market developments.

本局邀請參與香港特別行政區政府「共創明『Teen』計劃」的學員及導師參觀我們的不同展覽，了解不同行業的發展前景。

Investing in our community

Our guiding principles, grounded in showing commitment, building trust, expanding our horizons and creating value, are at the core of what we do. Our Commitment Awards held annually recognise colleagues who best embody our core values in their work helping businesses large and small grow and thrive.

To enhance our staff's competencies in diverse areas, we organised over 120 staff training sessions, with over 5,000 enrolments. These covered wide-ranging topics, from digital marketing and media strategy to leadership, compliance and industry updates, to equip our staff with valuable knowledge and skills as well as tools.

We welcomed some 20 Executive Trainees (ET) who were given rotational training in major departments. We launched the ET Programme – Mainland Stream, featuring job rotations between the Hong Kong head office and mainland branch offices, with the aim to ready talents for senior positions in our mainland offices in the future.

社區投入

本局一直秉承「勇於承擔、建立信任、啟拓新猷及創建價值」的核心價值。我們每年頒發「香港貿發局服務承諾獎」，嘉許堅守本局使命，致力協助香港企業發展的同事。

為全面協助同事創優增值，本局組織了超過120場員工培訓，共超過5,000人次參與。我們的培訓內容廣泛，從數碼營銷及傳媒策略，以至領導才能、合規要求及最新行業資訊等多個範疇，確保員工具備工作所需的知識和技能。

本局誠摯歡迎約20名加入「行政人員培訓計劃」的見習行政人員，他們在各主要部門輪換職位接受培訓。我們亦開辦「管培生培養計劃」，讓他們在內地辦事處及香港總辦事處接受互動交流實習訓練，培育他們未來在本局內地辦事處出任管理層的崗位。

Some 70 Hong Kong students were recruited as interns who supported our summer events. They deepened their understanding of trade, business and communication through diverse learning opportunities we offered via workshops and webinars.

As part of our commitment towards sustainability, we saved an estimated 709 metric tons of CO2 equivalent annually by leveraging cloud technology over traditional on-premises data centres. Managing our server rooms more efficiently resulted in a 6% reduction in average annual power consumption.

We once again appointed Green Champions across departments and continued to show our support to the World Wildlife Fund's Earth Hour campaign and Green Low Carbon Day, which raised funds for green projects supported by The Community Chest, a local umbrella organisation that provides grants to a wide range of community projects.

We were again recognised as a Hong Kong Green Organisation by the Environmental Campaign Committee and Hong Kong SAR Environment and Ecology Bureau, reflecting our commitment to environmental practices and green management.

本局聘用約70名香港學生作暑期實習生，支援我們在夏季舉行的活動。我們亦安排他們參與不同的工作坊和網上研討會，增進他們對貿易、營商及企業傳訊領域的認識，讓他們增廣見聞。

本局積極實踐對可持續發展的承諾，利用雲端技術取代傳統的數據中心，估計每年減少709噸二氧化碳當量。此外，我們亦更透過有效管理伺服器機房，令平均全年耗電量按年減少6%。

本局從不同部門選出「環保先鋒」，參與由世界自然基金會舉辦的「地球一小時」，以及香港公益金的「綠色低碳日」環保相關項目籌款活動，繼續支援本地慈善機構提供多元化社區項目。

年內，本局再次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」，表揚本局在營運中對環保實踐和綠色管理的承諾。



Among other community activities, we once again took part in teams in the Sowers Action Challenging 12 Hours to raise funds to improve the education and welfare of Hong Kong's disadvantaged groups the charity supports.

Donating to the Hong Chi Association's charity raffle, participating in Dress Casual Day organised by the Community Chest and taking part in the Hong Kong Guide Dogs Association's charity event comprised our other community initiatives.

We also donated food to the People's Food Bank and continued to organise donation drives at our various trade fairs, such as Home InStyle, the Toys & Games Fair and Hong Kong Baby Products Fair, to help local families in need.

Our summer interns not only supported our fairs, but also took part in a variety of workshops to broaden their horizons. 參與本局暑期實習計劃的實習生透過支援我們多個展覽及參與不同的工作坊，拓寬視野。

此外，本局再度組隊參加「苗圃挑戰12小時慈善越野馬拉松」，籌募善款，改善香港弱勢社群的教育及福利。

本局積極響應社區活動，包括購買「匡智會」的慈善獎券、參與由香港公益金舉辦的「便服日」以及香港導盲犬協會的慈善活動。

本局亦向食物銀行「眾膳坊」捐贈食物，並在「香港時尚家品及家紡展」、「香港玩具展」及「香港嬰兒用品展」等展覽中發起募捐活動，為需要援助的本地家庭提供協助。

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 and a leading trade and services promotion organisation, HKTDC strives to improve its CSR practices and policies and to encourage responsible and sustainable business processes. In 2024-25, HKTDC has been awarded the Hong Kong Quality Assurance Agency CSR Advocate Mark for 13 consecutive years. This is also the seventh year in a row that we attained the highest rating, "5", in recognition of our CSR achievements. The HKTDC has also been recognised as a "Caring Organisation" by the Hong Kong Council of Social Service since 2005 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。

審核委員會

審核委員會協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，及促進貿易和服務業發展的主要機構，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。2024-25年度，香港貿發局連續13年獲香港品質保證局頒發「企業社會責任先導者標誌」，並第七年獲得最高的「5」分，表彰本局在履行企業社會責任的成就。另外，香港貿發局自2005年起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 2025
於 2025 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
Ms Mary Huen, JP
Dr Lo Kam Wing, BBS, JP
Dr Y K Pang, GBS, JP
Mr Ricky Tsang, BBS, 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 Kenneth Chan
Mr Winston Chow
Mr Steve Chuang
Ms Katherine Fang
Mr Enders Lam
Mr Leung Chung-Ming
Mr Thomas Leung
Mrs Apollonia Liu, JP
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)
Ms Mabel Chan, JP
Prof Herman Hu, GBS, JP
Mr Eddie Hui
Mr Jim Lai
Dr Patrick Leung
Mrs Apollonia Liu, JP
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
禰惠儀女士 太平紳士
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
曾智明先生 銅紫荊星章、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 大紫荊勳章、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
廖李可期女士 太平紳士
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 大紫荊勳章、金紫荊星章、銅紫荊星章、太平紳士 (主席)
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
廖李可期女士 太平紳士
蘇紹聰博士
司徒玉倫工程師
胡百濤先生
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 2025
於 2025 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

Silas Chu
Director, Exhibitions and Digital Business

Irina Fan
Director, Research

Smiley Lam
Director, Exhibitions and Digital Business

Will Li
Director, 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

Chris Lo
Regional Director, Europe, Central Asia and Israel

Jacky Chung
Director, Chinese Mainland

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

朱耀昌先生
展覽及數碼業務總監

范婉兒女士
研究總監

林玉鳳女士
展覽及數碼業務總監

李鍵文先生
展覽及數碼業務總監

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

黎華慧君女士
美洲首席代表

盧逸峰先生
歐洲、中亞及以色列首席代表

鍾永喜先生
中國內地總代表

游紹斌先生
日本首席代表

林國駿先生
中東及非洲首席代表

何建榮先生
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

HKTDC Research

HKTDC Research provides a range of analysis, regulatory alerts, market and industry profiles and business guides. Thematic articles and reports to facilitate access to today's vibrant markets and on trending topics are published year-round.

<https://research.hktdc.com>

Belt and Road Portal

This market intelligence and business facilitation platform helps businesses seize Belt and Road opportunities. It provides information on projects related to infrastructure, investment and other opportunities and offers free advisory services.

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

Hong Kong Means Business

Hong Kong Means Business (HKMB) highlights our corporate news and the latest in the world of business with a focus on market opportunities, I&T, entrepreneurship, sustainability and creativity to help businesses capture opportunities worldwide.

<https://hkmb.hktdc.com>

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 business and marketing strategy in the SmartBiz Series and identify markets for business expansion via the Market Exploration Series.

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

For businesses keen to expand

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 market insights, business advisory, capacity building workshops and networking opportunities.

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

GoGBA

For businesses keen to expand in the GBA, GoGBA offers wide-ranging support that includes policy information, advice, training and promotional and networking activities. The GoGBA website and WeChat mini programme complement our GBA centres in Shenzhen and Guangzhou and 10 GoGBA support centres in all mainland GBA cities.

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

讓企業緊貼市場動態

香港貿發局經貿研究

香港貿發局「經貿研究」為業界提供各類研究文章、商貿法規、市場和行業概況，及營商指南；定期出版專題文章及報告，涵蓋市場資訊、熱門議題及商貿趨勢。

<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市場資訊，助企業把握「一帶一路」市場機遇。網站同時提供「一帶一路」相關的基建項目、投資和其他機遇的資訊，以及免費諮詢服務。

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

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，聚焦市場機遇、創新科技、創業、可持續發展及創意領域，助企業把握環球商機。

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

國際貿易快線

為協助更多中小企業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」系列中探索業務開發和營銷策略，在「市場拓展」系列中為業務擴展確定合適的市場。

<https://smesupport.hktdc.com/tc/s/international-trade-fastpass>

助企業拓展業務

「T-box升級轉型計劃」

「T-box升級轉型計劃」協助中小企業在提升品牌、數碼轉型、生產及供應鏈方案、開拓新市場、可持續發展等各方面提升競爭力。我們提供度身訂造的支援服務，包括市場資訊、商務諮詢、能力提升工作坊，及交流機會等。

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

GoGBA灣區經貿通

「GoGBA灣區經貿通」一站式平台為有意擴大灣區據點的企業，提供實用及多元化支援服務，包括政策訊息、諮詢、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，連同我們在深圳及廣州的「大灣區服務中心」，以及覆蓋全部大灣區內地城市的10個「GoGBA港商服務站」，為企業提供全面的支援。

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

Start-up Express

Start-Up Express assists start-ups in exploring markets, seeking partners and enhancing brand awareness through capacity building, mentoring and marketing activities. Each year, 10 start-ups are selected that we support to enter the international market. The programme's international edition connects Hong Kong and overseas start-ups.

<https://portal.hktdc.com/startupexpress/>

HKTDC SME Centre

The HKTDC SME Centre provides all the resources needed to do business, including up-to-date business information on overseas markets, latest industry trends, business contacts and more. Workshops, business matching and networking activities are organised year-round to help SMEs grow their business.

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

For Hong Kong brands and designs

hktdc.com Sourcing

Our sourcing platform is a trusted online marketplace to facilitate business expansion in the GBA and wider China market, Asia and beyond. It connects more than 2 million buyers with more than 130,000 quality suppliers from over 190 countries and regions.

<https://sourcing.hktdc.com>

HKTDC Design Gallery

With retail outlets in Hong Kong and 70 retail outlets operated by partners in Mainland China, the HKTDC Design Gallery provides a consignment service for designers to sell their products in prime locations and obtain buyer information via our trade enquiry service. Our online outlets on the JD International and Taobao platforms offer businesses access to the mainland.

<https://hkdesigngallery.hktdc.com/en/main/index.aspx>

「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，透過一系列的培訓工作坊、導師經驗分享及市場推廣活動，支援他們發展。每年計劃均會選出10家優勝初創，透過我們的平台協助他們開拓海外市場。計劃的國際篇更促進香港與海外初創互動交流。

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

香港貿發局中小企服務中心

香港貿發局中小企服務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。中心於全年舉辦不同的工作坊、商業配對和交流活動，助中小企業拓展業務。

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

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，協助企業於大灣區以至整個中國內地市場、亞洲以至海外市場拓展業務。目前，平台聯繫全球來自超過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.hktdc.com/zh-Hant>

香港·設計廊

「香港·設計廊」在香港設有實體零售店，在中國內地亦設有70家由合作夥伴經營的零售店。香港設計師可透過本局提供的寄賣服務，在黃金地段銷售產品，也可以通過我們的貿易諮詢服務獲取買家資訊。目前，「香港·設計廊」在京東國際和淘寶平台上設立了網店，助企業進軍中國內地市場。

<https://hkdesigngallery.hktdc.com/tc/main/index.aspx>



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1 Harbour Road, Wan Chai
Hong Kong

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香港灣仔港灣道1號會展廣場辦公大樓38樓

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