

1 September 2020

Capture the prime sourcing season to connect with international buyers at your fingertips!

HKTDC Autumn Sourcing Week | Online
16 – 27 November 2020

Since February, many international trade shows around the world have been cancelled or postponed due to COVID-19 and the markets have been hard hit. Many suppliers, especially SMEs are keen to recover their business loss as soon as possible. Recognising the situation, we are trying our best to provide an alternative option to help our exhibitors grasp the first possible chance for business.

HKTDC organised the virtual fair - Summer Sourcing Week | Go ONLINE (SSWGO) from 27 July to 7 August with over 1,300 exhibitors and attracted some 13,000 international buyers. More than 4,500 virtual meetings were conducted and 80% of our exhibitors indicated that they had obtained new contacts and potential sales leads. Riding on the momentum, we would like to invite you to join the **HKTDC Autumn Sourcing Week | Online (ASWO)** which will be held from 16 to 27 November 2020.

Why should you join?

I. Gain Direct Access to New Buyers at “Click2Match” – a DIY business matching platform

A pioneering online platform with AI-powered smart meeting recommendations that enables suppliers to identify potential buyers, schedule online meetings, conduct live chat and virtual meetings with each other. With TDC’s global network of 50 offices worldwide and over 30 international exhibitions held every year, we have built up a strong database of buyers allowing us to deliver quality business matching services.



Proactively target buyers



One-click to mark a virtual meeting



Live chat with buyers

II. 3-month online exposure at the new hktdc.com Sourcing Platform (16 Nov 2020 – 15 Feb 2021)

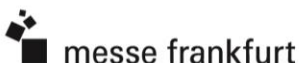
- Each exhibitor will be offered 3GB of media storage space (*supporting formats includes JPG, JPEG, PNG, MP4, MOV*) at the online marketplace - *hktdc.com Sourcing* which has over 2,000,000 registered buyers
- *hktdc.com Sourcing* will be upgraded to provide better user experience and all-rounded services.

The key new features include:

- AI & Analytics, including Product Photo Image Recognition Technology for Tag Suggestion to buyers
- Enhanced customer experience, including Simplified DIY for Product Upload



Organisers 主辦機構 :



Messe Frankfurt (HK) Ltd
 35/F China Resources Building,
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 E-mail: ecoexpo@hongkong.messefrankfurt.com
 Website: www.messefrankfurt.com.hk



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 38/F, Office Tower, Convention Plaza,
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III. Gather First Hand Intelligence of the Market

ASWO will also feature an Intelligence Hub with 20 industry-specific conferences & seminars on the latest market trends and business opportunities, especially under the pandemic situation.

Participation Fee

The original price of this package is HK\$10,000/ US\$1,300. To encourage companies to explore business opportunities through this new online platform, HKTDC will subsidise each exhibitor HK\$5,000/ US\$640 and each exhibitor will ONLY be charged HK\$5,000/ US\$660.

Local companies, if eligible, can still apply for the SME Export Marketing Fund (EMF) for funding 50% of the original participation fee. Therefore, eligible Hong Kong exhibitors could join ASWO **FREE-OF-CHARGE**. For details regarding the EMF, please visit [the website of the Trade and Industry Department](#).

Exhibitors interested in joining the HKTDC Autumn Sourcing Week | Online, **please return the completed reply slip on or before 25 September 2020**.

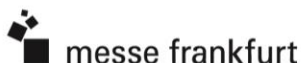
If you have any questions, please do not hesitate to contact our colleagues below:

	Email	Tel
Ms Kiki Tam	kiki.sk.tam@hktdc.org	+852 2240 4615
Ms Lolita Chan	lolita.wy.chan@hktdc.org	+852 2240 4614
Mr John Lam	john.yy.lam@hktdc.org	+852 2240 4439
Mr Cyrus Chan	cyrus.lm.chan@hktdc.org	+852 2240 4494
Mr Patrick Choi	patrick.kf.choi@hktdc.org	+852 2240 4469
Mr Jeffrey Wong	jeffrey.sw.wong@hktdc.org	+852 2240 4634

Yours faithfully,

Exhibitions Department
 Hong Kong Trade Development Council

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2020年9月1日

把握採購旺季 於彈指間與環球買家聯繫**香港貿發局「秋季採購匯 | 網上展」****2020年11月16-27日**

自二月新冠肺炎疫情開始，世界各地的貿易展覽陸續取消或延期，商業活動大受打擊。不少供應商，特別是中小企，均渴望盡快收復經濟損失。有鑑於此，香港貿發局致力為企業拓展展覽以外的商貿平台及服務，協助企業掌握先機。

貿發局於7月27日至8月7日舉辦的「夏季採購匯 | 網上展」，匯聚了超過1,300家展商及吸引了逾13,000名國際買家。透過網上展的「商對易」商貿配對平台，我們安排了超過4,500場視像會議，當中高達80%的參展商表示此平台為他們找到新的潛在買家及訂單。承接此勢頭，香港貿發局將於2020年11月16至27日舉辦「秋季採購匯 | 網上展」，繼續為企業促成更多商機。

為何你要參與？**I. 於「商對易」(Click2Match) – 自助網上商貿配對平台直接與買家聯繫**

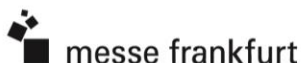
由AI人工智慧建議的網上商貿配對平台，讓參展商於網上尋找潛在買家，並與買家安排虛擬會議，進行實時聊天及即時視像會議。貿發局透過全球50個辦事處及每年舉辦超過30場的國際展覽，建立了強大的買家數據庫，能有效提供高質素的商貿配對。

**積極發掘潛在買家****一鍵安排虛擬會議****與買家實時聊天****II. 於全新的「貿發網採購」網上平台專享3個月推廣****(2020年11月16日至2021年2月15日)**

- 展商將擁有3GB媒體存放空間，於超過2百萬登記買家的「貿發網採購」網上平台展示其產品及服務 (支援格式包括JPG, JPEG, PNG, MP4, MOV)
- 全新的「貿發網採購」網上平台將提供更全面的服務及客戶體驗，其主要功能包括：
 - 人工智慧 (AI) 及大數據分析，包括用於標籤建議(Tag)的產品圖像識別技術(IR)
 - 改良客戶體驗，包括簡化的DIY上載產品流程



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III. 掌握市場一手資訊

「秋季採購匯 | 網上展」更會舉辦 20 場與各行業相關的網絡會議及研討會，讓業內專家分享他們對疫情下市場動態及商機的真知灼見。

參展費用為港幣 10,000 元/ 美元 1,300 元。為鼓勵企業於此最新網上平台尋覓商機，香港貿發局將向所有參展商提供港幣 5,000 元/ 美元 640 元的資助。此資助將直接於參展費用扣除，即每位參展商只需付港幣 5,000 元/ 美元 660 元便可參與「秋季採購匯 | 網上展」。

此外，本地企業如符合申請「中小企業市場推廣基金」（「市場推廣基金」）的條件，還可以就原價參展費申請該基金的 50% 資助。換言之，本地企業可免費參與「秋季採購匯 | 網上展」。有關「市場推廣基金」之詳情，請瀏覽[工業貿易署的網站](#)。

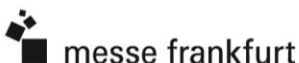
有興趣參加「秋季採購匯 | 網上展」的展商，請於 2020 年 9 月 25 日或之前交回回條。

如有任何查詢，歡迎與我們聯繫：

	電郵	電話
譚司琦小姐	kiki.sk.tam@hktdc.org	+852 2240 4615
陳穎欣小姐	lolita.wy.chan@hktdc.org	+852 2240 4614
林賢耀先生	john.yy.lam@hktdc.org	+852 2240 4439
陳立文先生	cyrus.lm.chan@hktdc.org	+852 2240 4494
蔡健輝先生	patrick.kf.choi@hktdc.org	+852 2240 4469
黃士榮先生	jeffrey.sw.wong@hktdc.org	+852 2240 4634

香港貿易發展局

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