

REF: INDIVIDUAL

**DATE:** 25 May 2017 (Thursday)  
**VENUE:** Shangri-La Hotel Fuzhou  
(福州香格里拉大酒店)  
**TIME:** 09:00 – 18:00  
**ORGANISER:** Hong Kong Trade Development Council

### **OBJECTIVE AND THEMES**

In response to the Central Government's 13<sup>th</sup> Five-Year Plan and Belt and Road Initiative, the signature SmartHK promotion aims to promote Hong Kong's creative, technology and business-support expertise with themes focusing on **industrial transformation and upgrading**.

### **MAJOR SERVICES FEATURED**

- **Innovative design & marketing**
  - Design & Branding, Architectural / Interior & Spatial Design, New Media / Apps, Digital Entertainment, Advertising and Marketing, Printing & Packaging Services, Licensing, Industrial & Product Design, Fashion Design
- **Management upgrading**
  - Auditing, Corporate Finance, Outbound Investment, Asset Management & Financial Advisory, Patent & IP Protection, Logistics / e-Commerce, Accounting & Taxation, Legal Service, Business Consultancy, Human Resources Management, IP Trading Intermediaries
- **Technological advancement**
  - Information & Communications Technology, Environmental Technology, Quality Control/Testing/Certification, New Production Materials/Production Technology, Retail Technology, 3D Printing Technology

### **FORMAT**

The event will include a range of promotional activities:

- Plenary session and thematic seminar breakouts
- Display of creative projects
- Publicity and media activities
- Mini-exhibition
- Business-matching activities
- Market visits

### **PARTICIPATION FORMAT**

<b>Booth Option</b>	<b>Participation Fee</b>
3sqm Standard Booth	HK\$5,300
Custom Built Participation	HK\$680 per sqm

Remarks: Travel & accommodation arrangement, local transportation, transportation of exhibits, extra booth facilities, temporary assistants, insurance, etc. are not included in the above participation fee, and relevant costs should be settled by the exhibitor. Eligible Hong Kong SMEs exhibiting at SmartHK, Fuzhou may apply for the SME Export Marketing Fund, subject to TID's approval. ([www.smefund.tid.gov.hk](http://www.smefund.tid.gov.hk))

### **CONTACT**

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