



# Hong Kong Creativity in Business, Nanjing & Xi'an

25 - 28 July & 19 - 22 September 2017

## Factsheet

### Background

"Hong Kong Creativity in Business" is sponsored by Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region\* with the aims to connect Hong Kong's branding, design and marketing companies with enterprises on Chinese mainland, and provide an opportunity for market familiarisation and exploration. The event is a 4-day programme comprising **market briefings and visits, networking events, and mini-exhibition (as part of a thematic seminar)**.

Since its inauguration in 2009, the "Hong Kong Creativity in Business" Series has been held in nearly 30 Chinese mainland cities and in Taipei to promote Hong Kong's creative services since its inauguration in 2009. More than 200 Hong Kong service representatives have participated in the past business missions to showcase their service offerings to over 9,000 Chinese mainland and Taiwan enterprises. Over 2,000 business matching activities were conducted.

Eligible sectors: *Advertising & Marketing, Architectural, Spatial & Interior Design, Branding & Design, Digital & Interactive Marketing Solutions, Industrial & Product Design, Licensing.*

- Organiser: Hong Kong Trade Development Council
- Sponsor: Create Hong Kong of the Government of the Hong Kong Special Administrative Region\*
- Supporting Organisations: Hong Kong Design Centre  
Hong Kong Designers Association  
Hong Kong Fashion Designers Association  
Hong Kong Independent Advertising Agencies Association  
Hong Kong Interior Design Association  
Industrial Designers Society of Hong Kong

*\*Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organizers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.*

### Format

(Photos for reference only)



**HKTDC**  
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The event will feature a range of networking and promotional activities, including:

- **Mini-exhibition** and **Seminar** to be attended by around 200 Chinese mainland enterprise representatives
- **Business Matching** activities
- **Company Visits** to local enterprises
- **Networking** with local government officials and industry association representatives

Dates	City	City Information
25-28 July 2017	Nanjing, Jiangsu	<ul style="list-style-type: none"> <li>• The capital city of Jiangsu province, also one of the key cities in the Yangtze River Delta region for commerce, trade, finance, tourism and logistics;</li> <li>• Nanjing is well on its way to becoming a <b>mega city</b>. As the Metro underground railway is scheduled to be fully operated in 2017, the development of Jiangbei New Town district and Xianlin sub-city new urban districts will gather speed. Following the rapid development of the transport network, the Nanjing “one-day living circle” is formed, and the “<b>urban circle</b>” with Nanjing as the core encompasses the cities of Zhenjiang, Yangzhou, Huai’an, Ma’anshan, Chuzhou, Wuhu and Chaohu;</li> <li>• Compared with first-tier cities, such as Beijing, Shanghai and Guangzhou, Nanjing is on par in terms of <b>overall purchasing power, brand awareness, and rational consumer behaviour</b>;</li> <li>• The characteristics of Nanjing’s consumer market include: <b>rapid growth on the spending on education, cultural activities and entertainment; escalation in tourism consumption; increase in health-related consumption for better quality of life; huge potential in information and high-end product consumption.</b></li> </ul>
19-22 September 2017	Xi’an, Shaanxi	<ul style="list-style-type: none"> <li>• Xi’an is the province’s political, economic and cultural centre situated in Central China;</li> <li>• It is China’s technological development, education and manufacturing base. Xian is also designated as a national hub in MOFCOM’s development plan (2015-2020) of distributive trade and logistics. It is also an internationally renowned tourism city;</li> <li>• The service sector is the most significant part of Xi’an economy, accounting for 60% of the GDP in 2015. High-tech, equipment manufacturing, tourism, modern service industry and cultural industries are the pillar businesses in the region;</li> <li>• Xi’an has the <b>largest consumer sector</b> in Shaanxi. The Province’s total retail sales of consumer goods reached 3730.70 billion yuan in 2016, with an increase in 9.6% of last year. As the commercial and trading centre of Northwestern China, Xi’an has five major <b>commercial centres</b> including Bell Tower Shopping District, Xiaozhai Commercial Districts, Chengbei Commercial Districts, Hi-tech Commercial Districts and Qujiang Commercial Districts; together with <b>a cluster of large-scale department stores and shopping malls</b> such as Century Ginwa, Kaiyuan Shopping Mall, Zhongda International, Seg International Shopping Mall, CityOn (Wangfujing), etc;</li> <li>• The characteristics of Xi’an’s consumer market include <b>a high concentration of traditional brands and stores, specialty restaurants and F&amp;B sectors, and a rising scene of distinctive towns/ featured streets.</b></li> </ul>

### Business Opportunities for Hong Kong’s Creative Sectors

Being an economic hub with active commercial activities, and mature and demanding customers, the Nanjing and Xi’an enterprises are looking for creative solutions in building brand awareness and optimising shopping environment/ user experience, in order to enhance the competitiveness and to cater customers’ expectations.

Hong Kong’s creative players can take the opportunity to provide professional services in the areas of branding and design, advertising and marketing, architectural, spatial & interior design in helping the local enterprises to undergo business upgrading and transformation.

### **Participation Fee (10% discount for joining 2 stops)**

Date	City	Participation Fee (with CreateHK subsidy)* (First delegate per company)	
		<u>Standard Company</u>	<u>For Start-ups #</u>
25 - 28 Jul 2017	Nanjing	HKD4,800	HKD4,600
19 - 22 Sep 2017	Xi'an	HKD4,800	HKD4,600
Joining 2 stops (10% discount)	Nanjing & Xi'an	HKD8,640 [Average HKD4,320 per stop]	HKD8,280 [Average HKD4,140 per stop]

# Applicable to Hong Kong companies established on 25 July 2014 or after, with a valid copy of Certificate of Incorporation provided.

Participation fee (for ONE company delegate only) includes:

- Participation in group networking functions listed on the official programme of the event/mission;
- Featuring the participant's company information in the mini-exhibition area and the event's / mission's promotional materials/ channels;
- Delegate's travel arrangement (group travel);
- One standard room accommodation at a designated hotel for three nights.

1) Participating company shall also arrange and bear any cost arising from the shipping and transportation of exhibits and/or promotional materials, customs duties, insurance, etc, as these are not included in the participation fee.

2) If a company wishes to send additional delegate(s) to take part in the mission, the company shall bear the resulting extra costs, including transportation and hotel accommodation. Relative expenses will be announced later.

3) Limited seats (about 25 – 30 companies) on first-come first-served basis, and the Organiser reserves the right to decline any application in this category should the applicants be not eligible to participate in the event.

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