

HKTDC's trade fairs to proceed with enhanced supporting services

Over the years the Hong Kong Trade Development Council (HKTDC) has supported traders from around the world to source and make business connections via the HKTDC trade fair platform. Even amidst the recent public incidents in Hong Kong, our trade fairs and events have been proceeding as planned and are welcoming worldwide buyers and exhibitors with business as usual.

Safety is our top priority

The safety of buyers and exhibitors is our top priority. We have been coordinating with various parties to make sure security measures are in place to respond to different situations. We are also stepping up our efforts to enhance buyer-exhibitor connections at the fairground through matching services and help them explore new business opportunities. Key initiatives include:

Enhanced transport and customer support services

- **HKTDC Service Counters** at Buffer Halls of the Hong Kong International Airport with service ambassadors to provide event participants with the latest transportation information upon arrival
- **On-call assistance** by HKTDC staff to exhibitors and buyers via hotline/mobile phone
- **Important notifications and news updates** via official fair websites, mobile app and social media channels
- **Strengthened fairground security** to ensure the fairs are held in a safe environment

Enhanced buyer promotion with increased incentive schemes

- **Additional efforts** to secure buying missions from mature and emerging markets
- **More incentive schemes** to reduce buyers' travelling and business costs

Enhanced business matching services

- **Thematic guided tours** at the fairground to enhance buyer-exhibitor connectivity