

STARTUP ZONE 初創專區

The HKTDC Hong Kong Electronics Fair (Spring Edition) & International ICT Expo will be entering into its 15th edition in 2018. These annual events have been important occasions where worldwide industry players present new items and look for new ideas for their market and product development.

About the Fairs

Date: 13-16 Apr 2018
Venue: HK Convention & Exhibition Centre
Exhibitors in 2017: 3,400+
Trade visitors in 2017: 94,000+
Website: www.hkelectronicfairse.com
www.ictexpo.com

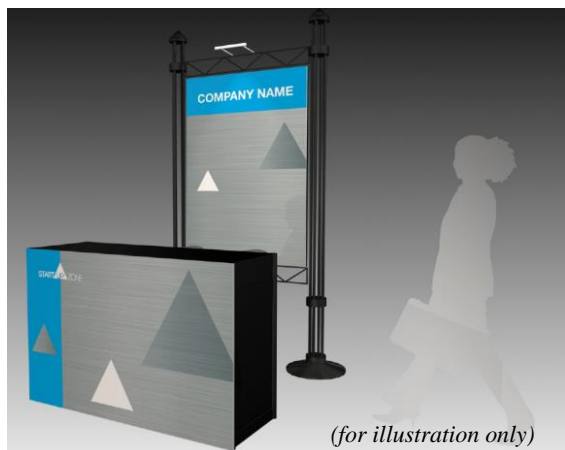
In 2018, the "Startup" zone will return to the two fairs from its inauguration in 2017 to further connect Tech Startups directly with manufacturers, suppliers, engineers, entrepreneurs and investors worldwide. It is not only the stage for startups to gain exposure but also an ideal occasion to test and validate their ideas and products.

Startup Zone @ Spring Electronics & ICT 2017

No. of Tech Startups: 100+
Venue: Hall 3FG Concourse
Product Categories: AR/VR, Apps, Big Data, Consumer Electronics, Digital Businesses, E-Commerce, Healthcare Electronics, IT Services, IoT

Participation Format & Fee

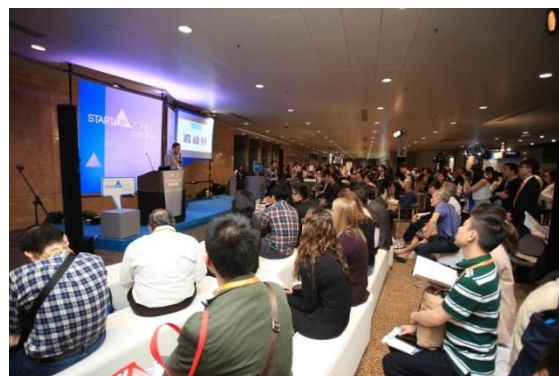
- Mini stand with facilities such as panel display, lockable cabinet, bar stools and power socket included
- Space dimension: 3m(W) x 1.5m(L)
- Participation fee: ***HK\$4,000/ US\$816** per stand
- Each startup can apply for one mini stand only



(for illustration only)

Special Exposure

- Dedicated section on fair website and Fair Daily to introduce participants' technologies
- Selected startups to be featured in pre-fair publicity such as newspaper advertorial, press conference, buyer newsletter, media invitation etc
- Startup Events – Selected startups will be invited to attend relevant *pitching sessions*, *product demo* and *launching session* to further promote their technology and product



Eligibility

Priority will be given to:

- Tech startups with business registration and less than 3 years of establishment
- Tech Startups from incubation programme of tertiary institutes / R&D centres / startup accelerators
- Prototypes or mockup applicable to consumer electronics or technologies
- Technologies and/or products not yet commercialized
- Technologies/ products on display invented or designed by the applicant
- Companies who did not exhibit in Hong Kong Electronics Fair (Spring Edition) and International ICT Expo in 2017

Enquiries and Application

Hong Kong Trade Development Council – Head Office

HK Electronics Fair (Spring Edition)

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International ICT Expo

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