

**Special Circular: Maximize Your Exhibition Effectiveness with hktdc.com Sourcing, Click2Match & Scan2Match Platform**

## A Brand-new Hybrid Model



Dear Exhibitor,

### A. **hktdc.com Sourcing**

As your subscription to **hktdc.com Sourcing** has already begun on 13 March 2025, please be reminded to upload your products to the hktdc.com Sourcing portal so that you can grasp more opportunities to draw the buyers' attention. We are pleased to share to you the following tutorial video(s) on how to upload your product photos / videos. Your product information will be shown on the fair website from 13 March 2025 onwards which will last for 2 months until 12 May 2025.

The tutorial videos are available in 3 languages:

English: <https://sourcing.support.hktdc.com/hc/en-us/articles/15031116670361>

Cantonese: <https://sourcing.support.hktdc.com/hc/zh-hk/articles/15031116670361>

Mandarin: <https://sourcing.support.hktdc.com/hc/zh-cn/articles/15031116670361>

### B. **Click2Match**

Please also be informed that starting from 6 April 2025, exhibitors can login the **Click2Match** platform to view the buyers' information and schedule appointments with them for meeting onsite or through video-conferencing (online meetings are available during 6 April – 23 April 2025). You can also find the tutorial videos below for the Click2Match platform below.

English: <https://eplussupport.hktdc.com/hc/en-us/articles/15620327016089>

Cantonese: <https://eplussupport.hktdc.com/hc/zh-hk/articles/15620327016089>

Mandarin: <https://eplussupport.hktdc.com/hc/zh-cn/articles/15620327016089>

## C. Scan2Match

**SCAN 2 MATCH**

掃碼易

Offline-to-Online Connection



To enhance your experience for HKTDC's EXHIBITION+ experience, we have launched a brand-new service called "Scan2Match".

**A physical art card printed with a unique QR code for will be pre-installed / delivered to exhibitor for each exhibitor on or before 12 April (move-in day).** Buyers can use the HKTDC Marketplace app to initiate business connections with you by scanning the QR code. This allows buyers to chat with exhibitors, make enquiries, schedule meetings, view products/service details, add them to their favourites and view the e-floorplan.

Exhibitors can access the dashboard via the fair website or [hktdc.com](http://hktdc.com) Sourcing, which provides a summary of the buyers' profile including the buyer's name, company, country/region and scan date. Using the Message Centre, exhibitors can initiate a chat with the buyer to start a conversation and build business connections even after physical fair ends.

For more information, please visit:

<https://eplussupport.hktdc.com/hc/en-us/articles/20414911990041-Scan2Match-Introduction-Who-has-scanned-my-QR-Code-English-5-min-32-sec>

Sample illustrations and recommended placement of the QR Code could be found below.

特別通告：「貿發網採購」、「商對易」及「掃碼易」平台助你提升展覽效益

## 全新融合展覽模式

30+  
實體展覽

CLICK2MATCH  
商對易

智能  
配對平台

SCAN2MATCH  
掃碼易

線下到線上  
無縫聯繫

HKDTC  
hktdc.com Sourcing  
貿發網採購

於實體展後  
繼續採購

各參展商：

### 甲、「貿發網採購」( hktdc.com Sourcing )

為期兩個月的「貿發網採購」網上平台推廣服務已經於 2025 年 3 月 13 日開始，請參展商勿忘把產品照片或視頻上載於「貿發網採購」，以吸引更多買家的眼球，爭取更多生意機會。本局特為各參展商準備了以下的教學視頻，以方便參展商可隨時了解如何上載資料。參展商的產品資料將會於 2025 年 3 月 13 日至 5 月 12 日期間於網上展示。

以下為視頻連結，附有 3 種不同語言供參展商選擇：

英語：<https://sourcing.support.hktdc.com/hc/en-us/articles/15031116670361>

廣東話：<https://sourcing.support.hktdc.com/hc/zh-hk/articles/15031116670361>

普通話：<https://sourcing.support.hktdc.com/hc/zh-cn/articles/15031116670361>

### 乙、「商對易」( Click2Match )

此外，由 2025 年 4 月 6 日開始，參展商可以登入「商對易」平台，查看已登記的買家資料，並可以透過「商對易」系統約見買家，於展會的現場進行會議，或透過系統於 4 月 6 至 4 月 23 日期間進行視像會議。以下為視頻連結，附有 3 種不同語言供參展商選擇：

英語：<https://eplussupport.hktdc.com/hc/en-us/articles/15620327016089>

廣東話：<https://eplussupport.hktdc.com/hc/zh-hk/articles/15620327016089>

普通話：<https://eplussupport.hktdc.com/hc/zh-cn/articles/15620327016089>

## 丙、 「掃碼易」 (Scan2Match) &lt;全新功能&gt;

**SCAN 2 MATCH**

掃碼易

**線下到線上 無縫聯繫**


為提升您的「展覽+」參展體驗，大會今年推出全新的「掃碼易」(Scan2Match)服務。在4月12日(進館日)或之前，大會將於當日派發或預先在展商攤位安裝一個實體二維碼展示卡。買家可以使用 HKTDC Marketplace (香港貿發局商貿平台) 應用程式，在展位和產品陳列櫃中掃描 Scan2Match 二維碼，與展商建立商貿聯繫。方便買家與展商聯絡、發送訊息、預約會議、瀏覽產品 / 服務詳細信息、將其添加入我的最愛以及查看電子平面圖。

展商則可以通過展會網站或「貿發網採購」後台，帳戶概覽 (dashboard) 提供買家概況摘要，包括買家姓名、公司、國家/地區和掃描日期。更多資訊，可瀏覽：

<https://eplussupport.hktdc.com/hc/zh-hk/articles/20414911990041-%E6%8E%83%E7%A2%BC%E6%98%93%E7%B0%A1%E4%BB%8B-%E8%AA%B0%E6%8E%83%E6%8F%8F%E4%BA%86%E6%88%91%E7%9A%84%E4%BA%8C%E7%B6%AD%E7%A2%BC-%E5%BB%A3%E6%9D%B1%E8%A9%B1-6%E5%88%86-42%E7%A7%92->

二維碼展示卡的樣本和建議擺放方法可參考範例。

## Scan2Match FAQ

### 掃碼易常見問題

1. Is there any recommended placement?  
有建議的黏貼位置嗎？

Ans:

Yes. It is recommended to place your company's Scan2Match QR Code at 1850mmH, facing the main aisle(s) where feasible. If there are multiple art cards, it is recommended to place them in consistent areas. The recommended placement is illustrated for respective booth formats below for your reference.

有。建議將貴公司專屬的掃碼易二維碼貼於展台可行範圍面向主通道、離地 1850 毫米的地方。如有多塊展示卡，建議黏貼於整體一致的位置。有關不同展台形式的建議位置，請參閱範例。

2. Is the format of QR Code boards standardized?  
二維碼展示版是統一的？

Ans:

Yes. All QR Code are standardised for Booths in 210x210mm size art card.

是。大會統一為 210x210 四方形的展示卡，背有雙面膠紙以便參展商自行黏貼。

3. What should I do if the QR Code broken / missing?  
二維碼板損毀 / 遺失怎麼辦？

Ans:

Please provide your booth number and contact information to our Sales Representative for reprint and pick up at the FMO.

如需重印，請提供攤位號碼、聯絡方法予相關的營業代表以便我們為你安排重印及領取。領取地點為主辦機構辦事處。

4. How long does a reprint take?  
重印需時多少天？

Ans:

Please expect the reprint of QR Code would be ready on or before noon the next day.

最快當天或翌日的中午前。

5. What is Scan2Match?  
掃碼易是甚麼？

Ans:

The **Scan2Match** QR Code is provided for buyers to scan and open the You Company's (Exhibitor's) own profile page via the Marketplace APP. For more information, please visit the **Scan2Match** webpage

<https://www.hktdc.com/event/exhibitionplus/en/shared-contents/scan2match>.

掃碼易二維碼供入場人士透過 Marketplace APP 掃碼打開貴公司的專有頁面。了解更多，請瀏覽掃碼易網頁

<https://www.hktdc.com/event/exhibitionplus/tc/shared-contents/scan2match> (繁) 或

<https://www.hktdc.com/event/exhibitionplus/sc/shared-contents/scan2match> (簡)。

EN



繁



簡



**Scan2Match QR Code Illustration / Recommended Placement**

**「掃碼易」(Scan2Match) 二維碼展示板安裝範例**

**Scan2Match QR Code Recommended Placement**

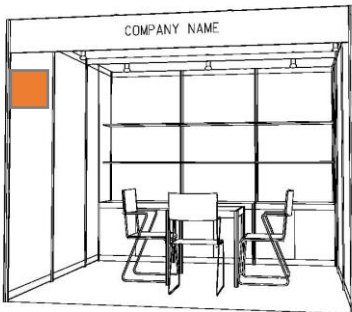
**「掃碼易」(Scan2Match) 二維碼展示板建議展示位置**

Please install the QR code at 1850mmH on the Left & Corner Poles / Structures, facing the main aisle(s).  
請張貼於展台面向主通道之左面、離地 1850 毫米高之可行範圍內。

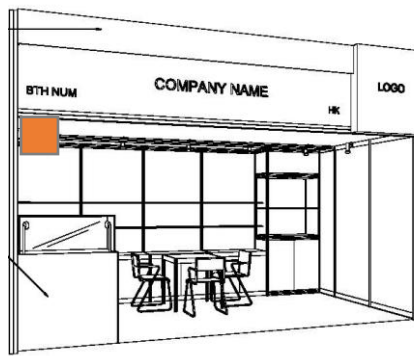
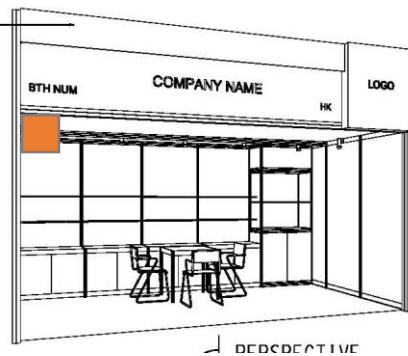
*Scan2Match QR Code Art Card recommended placement*

「掃碼易」(Scan2Match) 二維碼展示卡建議展示位置

**Standard Booth 標準展台\***



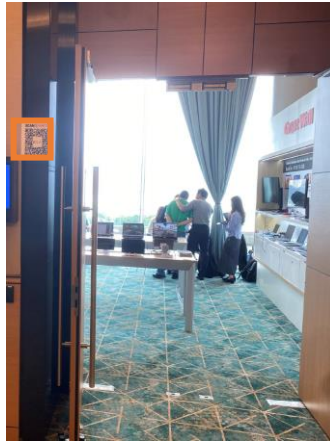
**Deluxe Booth 高級展台\***



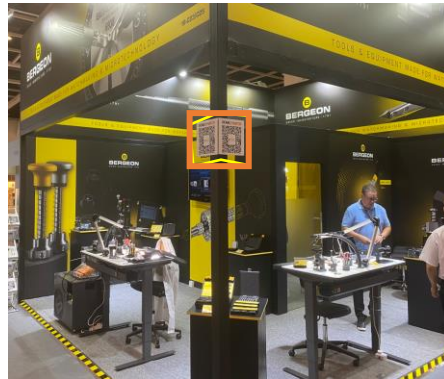
**Premium Booth 特級展台\***



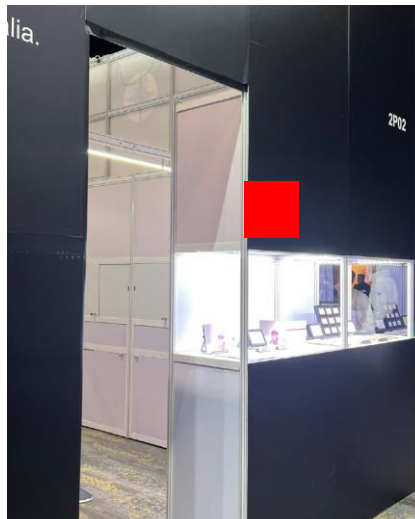
### Exclusive Showroom 參展商展示廳\*



### Custom-built Participation (Raw Space) 特裝參展 (淨地)\*



### Custom-built Participation (Raw Space) 特裝參展 (淨地)\* <DON'T 不建議>



Special booth design, e.g. painted walls, vulnerable structure & materials, and on the Fascia

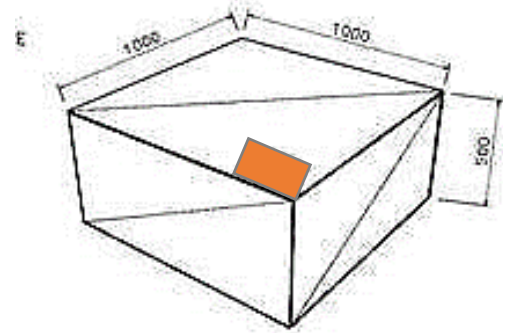
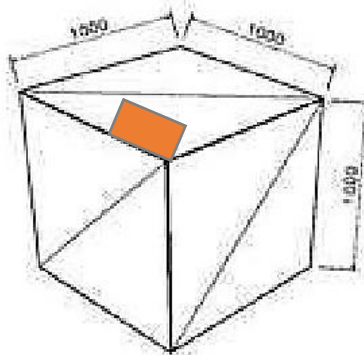
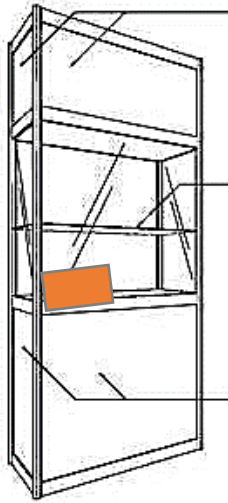
特別設計·例油漆牆、易損壞物料及招牌

Booth in dark colour design  
深色攤位設計

Next to exhibitors' own QR code/  
Company information

參展商二維碼及資料附近

**Showcase I/II/III 展示櫃 I/II/III\***



**Showcase Cubic/Island 展櫃\***



\*All photos for reference only. Not drawn to scale. Subject to change without prior notice.

\*所有照片只供參考，比例根據實物為準，並可能根據實際情況於現場作出調整。