



STARTUP ZONE 初創專區

@ HKTDC Hong Kong Electronics Fair Autumn Edition 2017

The HKTDC Hong Kong Electronics Fair (Autumn Edition) is the world's leading marketplace for consumer electronic products and technologies, at which worldwide industry players gather to share on and source for new products, innovative ideas and business opportunities. Debuted in 2016 at "Tech Hall", the "Startup" Zone will return in 2017 as an ideal platform for tech startups to get connected with manufacturing partners, suppliers, engineers, entrepreneurs and investors from around the world at the show. It is not only the stage for startups to gain exposure but also an ideal occasion to test and validate their ideas and products.

About the Fair

Date: 13-16 Oct 2017 (Fri-Mon)

Venue: Hong Kong Convention & Exhibition Centre

No. of exhibitors in 2016: 3,600+

No. of trade visitors in 2016: close to 65,000

Website: www.hkelectronicfairae.com



Participation Format & Fee

Mini stand with facilities such as counter, bar stools and power socket

Participation fee: HK\$3,920 for HK applicants, US\$800 for non-HK companies

Each startup can apply for one mini stand only

**Economy Option
Exclusively
for Startups!**



Publicity and Event 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, buyer newsletter, social media, media invitation etc.
- Startup events – selected startups will be invited to pitching, product demo, press conference etc. to further introduce their products and/or ideas to investors, media, buyers etc.

Eligibility

Priority will be given to:

- Tech startups with business registration and less than 3 years of establishment
- Incubation programme of tertiary institutes / R&D centres / startup accelerators
- Prototypes or mockup applicable to consumer electronics or technologies
- Technologies not yet commercialised
- Companies who did not exhibit in 2016 edition

Enquiries and Application

Ms. Caroline Fok - tel: +852-2240 4079 / email: caroline.ny.fok@hktcd.org

Mr. Wilson Ng - tel: +852-2240 4635 / email: wilson.wc.ng@hktcd.org

