

STARTUP ZONE 初創專區

@ HKTDC Hong Kong Electronics Fair (Autumn Edition) 2018

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. "Startup" Zone will return in 2018 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 2018 (Sat-Tues)

Venue: Hong Kong Convention & Exhibition Centre

No. of exhibitors in 2017: 3,700+

No. of buyers in 2017: 60,000+

Website: www.hkelectronicfairae.com

Previous Startup Details:

<http://hkelectronicfairae.hktdc.com/dm/2017/startupzone/startup.html>



Participation Format & Fee

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

Participation fee: HK\$4,000 for HK applicants, US\$816 for non-HK companies

Each startup can apply for one mini stand only



Some 100 Startups on IoT, Smart Home, e-Health, Wearable, Robotics at the Startup Zone of 2017 Autumn Edition!

Economy option is exclusively for Startup!

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 the following applications. Additional documents might be requested as proof:

- Tech startups with business registration and within 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 HK Electronics Fair (Autumn Edition) in 2017

Enquiries and Application

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