

The HKTDC SmartBiz Expo is a one-stop platform for enterprises, especially small and medium enterprises (SMEs), to explore market opportunities and trends in **business transformation and upgrade** through innovation, creativity, and application of technology and design.

**Fair Dates:** 4-6 December 2019 (Wed - Fri)  
**Venue:** Hong Kong Convention and Exhibition Centre  
**Admission:** Free Admission. Trade visitors aged 18 or above only.  
**Website:** [www.hktdc.com/smartbizexpo](http://www.hktdc.com/smartbizexpo)



### What to expect?

- **Intelligence:** a comprehensive exhibition of business solutions and seminar programmes that enable SMEs to acquire innovative business solutions and ideas, get in touch with the latest technology and creativity solutions for business, and look for partnership opportunities
- **Inspiration:** get inspired by start-ups pitching, inventors and tech savvy demonstrations, and meet with experts to discuss innovative ideas
- **Interaction:** expand enterprises' connections with potential partners from around the world through a series of networking events and business matching

### Thematic Zones

#### Tech Zone

Featuring technologies which SMEs could use to transform their businesses:

- Advanced materials
- Applied AI & machine learning
- AR / VR & IoT
- Automation, smart factory, office tech & smart office
- Biotech & genomics
- Brand new O2O experience and e-commerce
- Eco Tech & advanced energy storage
- Fintech & blockchain
- Merchant services and O2O solutions
- Mobile payment
- Robotics, drones & autonomous vehicles

#### Invention Zone

Perfect platform for local and overseas inventors to showcase their fascinating discovery

#### Start-up Zone

Local and overseas innovative and tech start-ups can stage their new business ideas and find partners

#### The Boosters

Displaying the most complete range of business solutions to help SMEs enhance competitiveness

- 3D printing
- Design services
- E-commerce & digital solutions
- Finance, accounting, insurance & legal services
- Government & institution support
- HR & business consultancy
- IT & security systems
- Logistics, estate agent & business centre
- PR, branding & marketing solutions
- Quality control & testing services

#### Global Opportunities Zone

Paving your way to expand your market by fostering partnership in investment opportunities among SMEs from Belt and Road countries / regions.

#### Concurrent Events:

- HKTDC Hong Kong International Franchising Show (4-6 Dec 2019)
- Asian e-Tailing Summit (4-5 Dec 2019)
- Business of IP Asia Forum (5-6 Dec 2019)
- DesignInspire (5-7 Dec 2019)

#### 2018

#### Statistical Data:

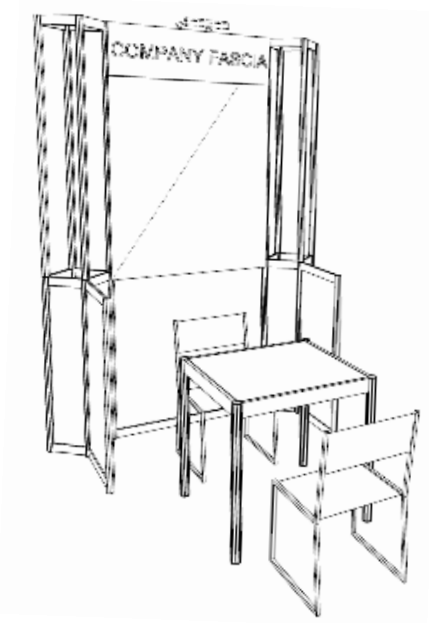
- Over 520 exhibitors from close to 40 countries and regions
- Over 12,000 visitors from more than 60 countries and regions

Remarks: details subject to change without notice

### Participation Fee

<b>Format of Participation</b>	<b>Booth Service Fee</b>
Panel booth #⌘^	HK\$4,900 / US\$675
Custom-built Participation#^ (min. 16 sq.m.)	HK\$3,000 / US\$400 per sq.m.
<p># Exhibitors apply and pay for custom-built participation or panel booth <b><u>on or before 13 September 2019</u></b> are eligible for a 10% special discount.</p> <p>⌘ Applicable for inventors (Invention Zone), selected government department and association only</p> <p>^ The booth service fee in HK dollars listed above is only applicable to Hong Kong Exhibitors</p>	

### Panel Booth\*



\* Diagram for reference only

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