

For Immediate Release:

World SME Expo and Inno Design Tech Expo Open ***Highlights Include Franchising Opportunities, Spotlight on Danish Design***

6 December 2012 – Nearly 700 exhibitors from all over the world are taking part in HKTDC World SME Expo and HKTDC Inno Design Tech Expo (IDT Expo), which opened today and continue through 8 December at the Hong Kong Convention and Exhibition Centre (HKCEC). The two fairs feature a wealth of products and services, market information, creative ideas, networking sessions and business opportunities for SMEs.

Hong Kong SAR Government Chief Executive CY Leung was guest of honour at this morning's joint opening ceremony, with Hong Kong Trade Development Council (HKTDC) Chairman Jack So delivering the opening remarks. "The presence this morning of our Chief Executive, CY Leung, underlines the importance that the Hong Kong Government places on small and medium-sized enterprises," said Mr So. "They provide jobs for over 1.2 million Hong Kong people and account for more than 98 per cent of Hong Kong's total business units."

Transforming Business

Under the theme "Transforming Business for Tomorrow," World SME Expo has attracted 338 exhibitors from 35 countries and regions. Among them are 79 services providers, including the Bank of China and ANZ, as well as new exhibitors Citibank and DHL. The expo's Solutions Hall features four main zones: business support services, IT & E-Business, Financial Services and Government and Institutions. In Opportunities Hall, the spotlight is on franchising and starting a business, with 39 franchising exhibitors, including a Malaysian pavilion. The hall also presents more than 100 exhibitors from the Chinese mainland and 75 exhibitors from overseas, including Brazil, India, Indonesia, Russia and the United Arab Emirates.

Enterprising Publication

Some 30 seminars and forums are also taking place during the expo, spotlighting opportunities on the mainland and in emerging markets. Special events include today's World SME Summit and a franchising round-table meeting and luncheon, and tomorrow's Greater China SME Forum and World SME networking cocktail, which celebrates HKTDC *Enterprise* magazine's 45th anniversary.

Danish Design on Show

In its eighth year, Inno Design Tech Expo welcomes Denmark. This year's Partner Country is offering its world-class design and innovation under the theme "Design Society Denmark." The Danish pavilion presents 45 companies and their products and solutions in four main areas: urban, home, design and public. A variety of the architectural projects underway to help make

Copenhagen, the Danish capital, a greener city, are also being featured, together with such celebrated Danish brands as LEGO, Fritz Hansen, Georg Jensen, Bang & Olufsen and Pandora.

International Spotlight

Taiwan will feature 10 design and technology companies under a “Fresh Taiwan” theme. The Netherlands will display architectural works in its “Dutch Design on the Move” exhibition. Japan will present a selection of its “Good Design Award 2012” winners, while companies from Korea and Germany will offer their latest business solutions in design and technology.

The “Hong Kong Creative Force” Pavilion is spotlighting the work of more than 150 local companies, including more than 50 award-winning projects. As well, a new Hong Kong Upcycling Design Corner offers designer products created from recycled material.

IP Trading

Another expo highlight is the “Intellectual Property (IP) Trading and R&D Zone,” in Trade Hall. More than 70 exhibitors are taking part. They include the Hong Kong Science & Technology Park and the Hong Kong Invention Association, along with exhibitors from the mainland, Switzerland and Taiwan. Those with a special interest in the intellectual property market will want to attend tomorrow’s Business of IP Asia Forum, at the HKCEC. Some 1,350 IP professionals and government officials are expected to take part in the day-long forum, exploring IP business opportunities throughout the region, particularly on the Chinese mainland.

Fair Websites

HKTDC Inno Design Tech Expo: <http://www.hktdc.com/innodesigntechexpo>

HKTDC World SME Expo: <http://www.hktdc.com/worldsmeexpo>

Business of IP Asia Forum: <http://www.bipasiaforum.com>

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About the HKTDC

A statutory body established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With more than 40 global offices, including 11 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and throughout Asia. The HKTDC also organises trade fairs and business missions to connect companies with opportunities in Hong Kong and on the mainland, while providing information via trade publications, research reports and online. For more information, please visit: www.hktdc.com.  Follow us on Twitter @HKTDC

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