

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

Fair Dates: 6-8 December 2017 (Wed - Fri)
Venue: Hong Kong Convention and Exhibition Centre
Admission: Free Admission. Trade visitors aged 18 or above only.
Website: www.hktdc.com/smartbizexpo

What to expect?

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

Thematic Zones

Techtopia

Featuring technologies which SMEs could use to transform their businesses:

- AR / VR & IoT
- Applied AI & machine learning
- Robotics, drones & autonomous vehicle
- Automation, smart factory & office tech
- Fintech & blockchain
- Biotech & genomics
- Eco Tech & advanced energy storage
- Advanced material

Envision Lot

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

Startup 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

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

The Muses

A gallery of designers ideas and full range of design services

The Pathfinder

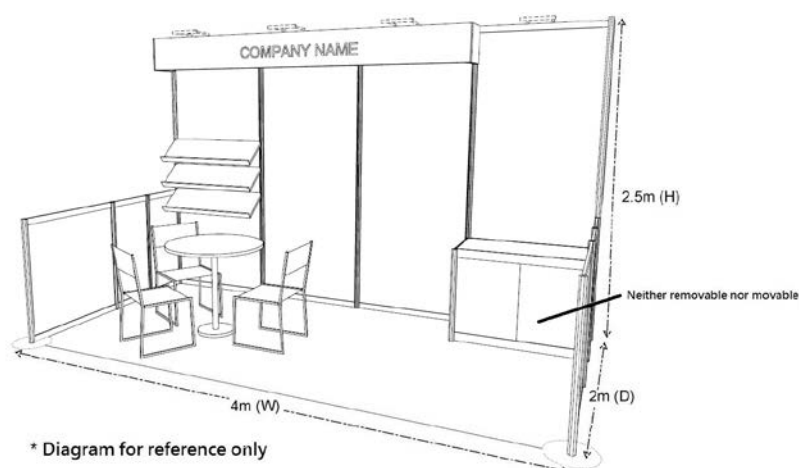
Paving your way to expand your market by fostering partnership in investment opportunities among SMEs from Belt and Road countries / regions.

Participation Fee

8 sqm Standard Booth ^{# ^}	HK\$28,500/ US\$3,720
Custom Built Participation ^{# ^} (min. 16 sqm)	HK\$2,800/ US\$370 per sqm
Start-up booth ^{+ ^}	HK\$3,920/ US\$530
Panel booth A & B ^{⌘ ^}	HK\$4,600/ US\$620

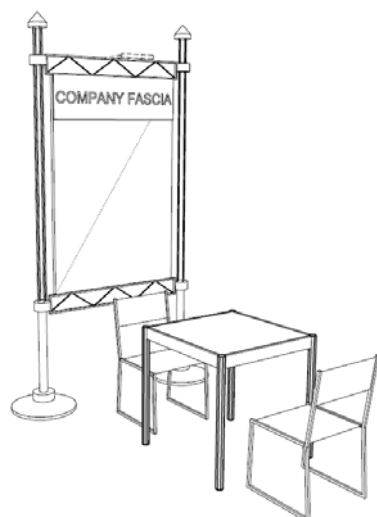
[#] Exhibitors applying standard booth, custom built participation or panel booth on or before 11 September 2017 are eligible for a 10% special discount.
⁺ Eligible for Innovation and Technology start-up companies with less than 5 years of establishment or under a recognized incubation programme
[⌘] Applicable for inventors (The Envision Lot), selected government department and association only
[^] The booth service fee in HK dollars listed above is only applicable to Hong Kong Exhibitors

4m x 2m Standard Booth*



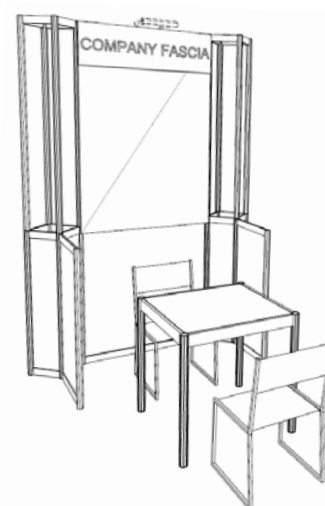
Panel Booth A*

(Only applicable to "The Boosters")

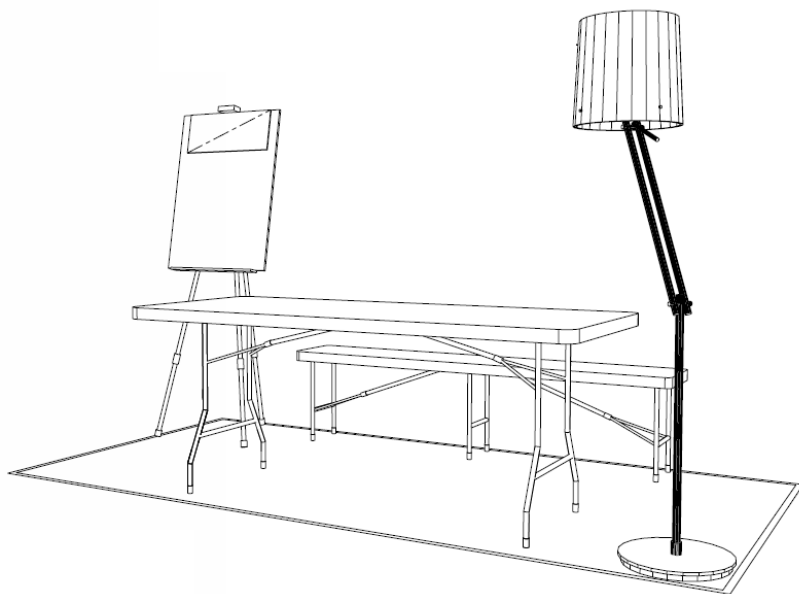


Panel Booth B*

(Only applicable to "The Pathfinder" and "The Envision Lot")



Start-up booth @ Startup zone*



*diagram for reference only



Concurrent Events:

- HKTDC Hong Kong International Franchising Show (6-8 Dec 2017)
- Asian e-Tailing Summit (6 Dec 2017)
- Business of IP Asia Forum (7-8 Dec 2017)
- DesignInspire (7-9 Dec 2017)

Sales

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Remarks: details subject to change without notice