

**HONG  
KONG**

**IN**

**ASIA**

**IN**

**AMERICAS**

**IN**

**EUROPE**

**IN**

**AFRICA**

**IN**

**MIDDLE**

**EAST**

**IN**

**AUSTRALASIA**

**IN**

**HONG  
KONG**

The Hong Kong Trade Development Council (HKTDC) is a statutory body established in 1966 to promote, assist and develop Hong Kong's trade. With 50 offices globally, including 13 in Mainland China, the HKTDC promotes Hong Kong as a two-way global investment and business hub. The HKTDC organises international exhibitions, conferences and business missions to create business opportunities for companies, particularly small and medium-sized enterprises (SMEs) in the mainland and international markets. The HKTDC also provides up-to-date market insights and product information via trade publications, research reports and digital news channels.

Your business · Our mission |

## Creating platforms for international business

### Global promotions

The HKTDC organises a broad spectrum of events and activities to create platforms for Hong Kong businesses to navigate a world of opportunities, connecting about 62,000 Hong Kong companies with 6.8 million mainland and overseas enterprises and multipliers.



### World-class exhibitions

To enhance Hong Kong's position as Asia's trade fair capital, the HKTDC organises a range of signature exhibitions that draw plenty of international buyers, suppliers and companies. Some of these exhibitions are the largest marketplaces of their kind in Asia and the world.



### Hong Kong services promotions

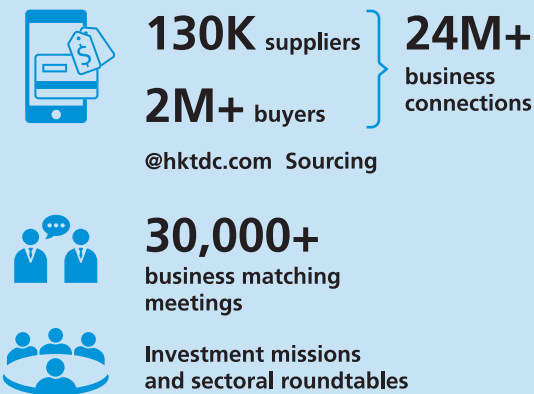
The HKTDC promotes Hong Kong services by organising different promotion activities and events, helping over 14,000 companies connect with about 100,000 trade contacts globally.



## Facilitating business partnerships and opportunities worldwide

### Business matching

The HKTDC pushes for concrete results and offers a total business matching solution with a whole suite of customised online and offline services for customers to achieve their business needs.



### Belt and Road-related activities

The HKTDC helps businesses capture opportunities arising from the Belt and Road Initiative. Through our Belt and Road-related activities and Belt and Road Portal, we reach out and connect businesses with potential investors and partners.



### Hong Kong brands promotions

The HKTDC promotes Hong Kong's designs and brands to the mainland through some 40 retail outlets featuring Design Gallery products; while DG Studio promotes Hong Kong lifestyle brands to ASEAN countries.



## Empowering SMEs and entrepreneurs for global business

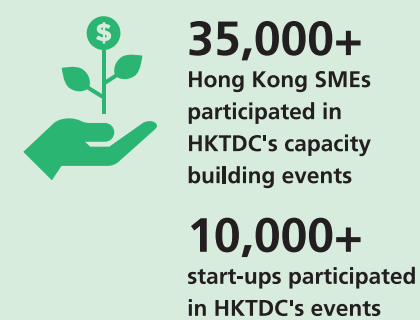
### HKTDC SME Support

The HKTDC SME Centre helps SMEs transform and upgrade in the areas of branding, e-commerce, new markets, and manufacturing and supply chain solutions through various services, including the T-box (Transformation Sandbox) programme. The HKTDC SME Centre serves over 130,000 visitors annually.



### Promotional events

The HKTDC organises about 70 capacity-building events, such as SmartBiz Expo and Entrepreneur Day, as well as workshops, design competitions, etc to enhance the competitiveness of Hong Kong SMEs and start-ups.



### Research

HKTDC Research helps businesses stay ahead in the market and make informed business decisions by producing a range of research articles every year, focusing on market trends and information as well as industry forecasts.



\*Figures based on 2019/20 HKTDC activities

# With 50 offices around the world, we are always here to help.

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