

For immediate release:

HKTDC launches advanced online virtual exhibition *Creating new business opportunities during the pandemic*

27 July 2020 – In view of the current COVID-19 pandemic situation, the Hong Kong Trade Development Council (HKTDC) has acted swiftly to change its strategy, migrating the nine physical exhibitions originally scheduled to be held by the end of July onto an online platform. In addition, an artificial intelligence (AI)-enabled business matching service is being introduced to help suppliers and buyers close more deals. Organised by the HKTDC, [Summer Sourcing Weeks | Go ONLINE](#) opens today (27 July) and runs until 7 August. This 9-in-1 virtual trade exhibition has attracted more than 1,300 exhibitors, featuring lighting, electronics, information and communications technology (ICT), medical and healthcare, houseware, fashion, home textiles and furnishings, gifts, printing and packaging products. This brand-new online exhibition platform will help global buyers to replenish supplies and assist small and medium-sized enterprises (SMEs) in exploring new business opportunities during a difficult time.

Benjamin Chau, HKTDC Deputy Executive Director, said: “Although the COVID-19 pandemic is presenting huge challenges for businesses globally, it also offers the prospect of online business opportunities for enterprises. The HKTDC has initiated various online promotions, including the Spring Virtual Expo in April and the Summer Virtual Expo in late June and July, to assist SMEs and international buyers overcome the challenges during this difficult period. Now, to further boost business connections between global exhibitors and buyers, we are launching Summer Sourcing Weeks | Go ONLINE, an advanced online virtual exhibition that runs for 12 days starting from today and features the AI-enabled Click2Match business matching platform to help SMEs forge more connections and opportunities.”

Mr Chau added that Summer Sourcing Weeks | Go ONLINE is one of the HKTDC initiatives helping to expand the e-commerce capabilities of Hong Kong businesses. “The HKTDC is actively equipping SMEs to embrace the digital economy. In addition to strengthening cooperation with a number of technology partners to provide Hong Kong companies with more cost-effective digital solutions, the interface and functions of our [hktcd.com](#) Sourcing online marketplace will be further enhanced and relaunched later this year, utilising a variety of new technologies to improve business matching efficiency.”

New AI business matching platform

The one-month [Summer Virtual Expo](#) drew to a successful close on 24 July, helping more than 22,000 suppliers connect with buyers from around the world. From April to July, the number of buyers browsing the [hktcd.com](#) Sourcing online marketplace increased by nearly 20% to 4.2 million compared to the same period in 2019.

Building on these achievements, [Summer Sourcing Weeks | Go ONLINE](#) helps exhibitors from the nine physical fairs build a virtual presence to connect with global buyers. The virtual

exhibition offers multiple new functions that make it easy for buyers to source online. These include the Click2Match business matching platform that operates automatically using big data and AI technology, and other functions covering meeting planning, video meetings, live chat and online seminars run by industry experts, all of which will provide a better online sourcing and communication experience for buyers and exhibitors alike. The HKTDC's 50 global offices have been keeping in touch with buyers who attended its physical fairs previously along with newly registered buyers. Over 5,000 business matching meetings have been pre-arranged to increase business opportunities.

Online seminars unveil future technologies and lifestyle trends

The [Summer Sourcing Weeks | Go ONLINE](#) portal highlights featured products and details of the nine fairs for participants' easy reference. The Intelligence Hub introduces various webinars, including “**Tech Trends Symposium 2020 – The Future of Intelligent Connectivity**” (28 July), which will address the impact of the artificial Intelligence of Things (AIoT), the smart home, 5G technology applications and other related issues. Elsewhere, representatives from WGSN, the global authority on consumer and design trends, will share their views in “**WGSN Presents: Lifestyle & Interiors Trends Presentation S/S 2021**” (29 July), while the “**Asian Lighting Forum 2020 – Shaping the Future of Lights**” (30 July) will analyse the prospects of smart lighting from a human-centric perspective. The “**Trendwatcher – The Reshaping of Retail Landscape**” seminar (31 July) will feature representatives from internationally renowned market research agency Euromonitor International and local branding consultancy REALLY DESIGN.

Anti-epidemic products highlighted

Ever since the COVID-19 outbreak began, local scientific research companies have worked to develop a range of anti-epidemic products for better hygiene and health protection. The online exhibition presents a variety of disease prevention and control products, with the Smart Health Hong Kong zone showcasing a wide range of locally developed healthcare products. They include an antibacterial and antiviral coating, a disinfection robot, nanofibre-technology air filters, air sanitisers, an AI-assisted body temperature screening system, quarantine tracking technology and more.

The stay-at-home economy has also been driving demand for consumer electronics and home entertainment equipment. The virtual fair features a broad selection of smart home and lifestyle products.

Exhibition subsidies benefit exhibitors

To assist enterprises in overcoming the challenges brought about by the pandemic, the HKTDC is providing a special subsidy of HK\$5,000 for each exhibitor taking part in [Summer Sourcing Weeks | Go ONLINE](#). The original participation fee for the fair was HK\$10,000. After deducting this special subsidy, local companies that meet the application criteria for the [SME Export Marketing Fund](#) are eligible to apply for an additional 50% subsidy based on the original participation fee. This means that their participation in the virtual expo will be free of charge.

Websites

- Summer Sourcing Weeks | Go ONLINE official website: <https://ssw.hktdc.com/>
- Seminar registration: <https://bit.ly/32AdZVf>
- Summer Sourcing Weeks | Go ONLINE promotion video: <https://bit.ly/2ZYiwiG>
- HKTDC Media Room: <http://mediaroom.hktdc.com>

Note to editors: considering the impact of the pandemic, the HKTDC has changed the dates for several exhibitions and conferences, at the same time as continuing to create business opportunities for enterprises through other channels. Details of the latest event arrangements can be found at <https://bit.ly/2BbhSVh>

Photo download: <https://bit.ly/2WYDZpK>

 <p>Summer Sourcing Weeks Go ONLINE 夏季採購週 網上展 27/7-7/8/2020</p> <p>OPENING MEDIA BRIEFING 開幕傳媒簡報會 27/7/2020</p>	<p>The HKTDC-organised Summer Sourcing Weeks Go ONLINE opens today (27 July) and runs until 7 August. Benjamin Chau, HKTDC Deputy Executive Director, hosted virtual media briefings today to introduce the virtual exhibition</p>
 <p>Summer Sourcing Weeks Go ONLINE 夏季採購週 網上展</p>	<p>Summer Sourcing Weeks Go ONLINE is an advanced virtual exhibition that features nine trade fairs, including lighting, electronics, information and communications technology (ICT), medical and healthcare, houseware, fashion, home textiles and furnishings, gifts, printing and packaging. It helps to boost business connections and enhance communication between exhibitors and buyers. More details at ssw.hktdc.com</p>
 <p>CLICK2MATCH 商對易</p>	<p>The new Click2Match business matching platform operates using big data and artificial intelligence technology. It also offers functions such as live chat and video meetings, providing a better online sourcing and networking experience for buyers and exhibitors alike</p>

Media enquiries

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About HKTDC

The [Hong Kong Trade Development Council \(HKTDC\)](http://www.hktdc.com) 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](#). For more information, please visit: www.hktdc.com/aboutus. Follow us on  Twitter @hktdc and  LinkedIn