



Taking your business to Hong Kong and Macao...

Trade Fairs and Exhibitions

Participating in a trade exhibition in Hong Kong or Macao is an excellent way to:

- Meet and obtain new customers
- Research competitors and benchmark your product/service
- Raise your company profile
- Demonstrate your commitment to the market

With world-leading exhibition facilities and infrastructure, and a central location in Asia Pacific, it is no wonder that Hong Kong and Macao play host to over 100 major exhibitions each year that attract some 800,000 international and Mainland visitors.

How can UK Trade & Investment help?

Whatever the size of your business or your export experience, UK Trade & Investment can help you participate in trade exhibitions. With support available in both the UK and in Hong Kong, you will be looked after every step of the way.

In the UK

The **Passport to Export Scheme** and **Tradeshaw Access Programme (TAP)** provide assistance to new to export SMEs or those that have been exporting for 10 years or less. For more experienced exporters the **Gateway to Global Growth** service offers a strategic review, planning and support to help grow your company's business overseas.

For more details on these programmes and other assistance available in the UK, please visit www.uktradeinvest.gov.uk and use the postcode search facility to locate your nearest International Trade Advisor.

In Hong Kong and Macao

Through the Overseas Market Introduction Service, UK companies can commission UK Trade & Investment in Hong Kong to assist them before, during and after trade exhibitions:

Market advice - our extensive knowledge of the market and business culture will save you time and money

Publicity - through our contacts with local media we can help to raise the profile of your company

Warming up contacts - we can stimulate interest in your product or service among potential clients prior to the exhibition

Promotional events - we can arrange networking receptions, product launches/demonstrations, and seminars to further promote your product or service

Programme of meetings - we can arrange appointments with key contacts during your visit

Follow up - you could meet thousands of new contacts, we can help you identify those of most value to your business

Costs generally range from between £500 and £2000 but will vary according to type and level of service required.

Key Exhibition Opportunities for UK businesses in Hong Kong 2009/10

Sector	Exhibition Name	Date	Details	Contact
Biotech and Pharmaceutical	International Conference and Exhibition of the Modernisation of Chinese Medicine and Health Products	13-17 Aug 2009	A well organised international forum for Traditional Chinese Medicine http://icmcm.hktdc.com/	Cecilia Chan +852 2901 3268 cecilia.chan@fco.gov.uk
Advanced Engineering	Asian Aerospace International Expo and Congress	8- 10 Sept 2009	A major Aerospace event in Asia www.asianaerospace.com	Claire Ip +852 2901 3154 claire.ip@fco.gov.uk
Environment	Eco Expo	28-31 Oct 2009	4th year of this increasingly important show, this year with backing from the Pearl River Delta	John Woodruffe +852 2901 3355 john.woodruffe@fco.gov.uk
Construction	Hong Kong International Building and Decoration Materials and Hardware Fair	28-31 Oct 2009	Attracted almost 9,000 buyers last year from over 100 countries www.hkbdh.com	Tony Yu +852 2901 3259 tony.yu@fco.gov.uk
Food and Drink	Hong Kong International Wine & Spirits Fair	4-6 Nov 2009	Hong Kong's role as the wine trading and distribution hub of Asia with no wine duties and no sales tax http://hkwinefair.hktdc.com	Vivian Leung +852 2901 3177 vivian.leung@fco.gov.uk
Beauty and Cosmetics	Cosmoprof Asia	11-13 Nov 2009	A premier business-to-business beauty event encompassing all sectors of industry www.cosmoprof-asia.com	Vivian Leung +852 2901 3177 vivian.leung@fco.gov.uk
ICT	Mobile Asia Congress	18-19 Nov 2009	Exhibition and conferences focusing on communication technologies. http://www.mobileasiacongress.com	Patrick Li +852 2901 3294 patrick.li@fco.gov.uk
Creative Industries	Business of Design Week	30 Nov - 5 Dec 2009	Asia's leading event on innovation, design and brand, attracts the best of the global design world to Hong Kong	Vivian Leung +852 2901 3177 vivian.leung@fco.gov.uk
Creative Industries	Inno Design Tech Expo (IDT Expo)	3-5 Dec 2009	The 5th IDT Expo provides a unique chance for creative and technology ideas exchange http://www.hktdc.com/innodesigntechexpo	Vivian Leung +852 2901 3177 vivian.leung@fco.gov.uk
Education and Training	Hong Kong Toys and Games Fair	11-14 Jan 2010	Asia's largest toys event suitable for educational toys http://hktoyfair.hktdc.com/	Cecilia Chan +852 2901 3268 cecilia.chan@fco.gov.uk
Creative and Media	Entertainment Expo	10 Mar 2010 (tbc)	A cross-media, cross-industry entertainment trade platform in Asia www.eexpohk.com	Vivian Leung +852 2901 3177 vivian.leung@fco.gov.uk

A calendar of all trade exhibitions, as well as advice on accommodation and travel, is available from:

Discover Hong Kong www.discoverhongkong.com

Macao Tourism www.macaotourism.gov.mo

For more information please contact:

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