

“Think Business, Think Hong Kong” Expo in Bangkok, Thailand Fact Sheet

Event Dates	13-14 July 2023 (Thursday – Friday)
Venue	Bangkok Convention Centre at CentralWorld
Organiser	Hong Kong Trade Development Council
Background	<p>Think Business, Think Hong Kong 「成就機遇 · 首選香港」 is a signature promotion campaign organised by the Hong Kong Trade Development Council (HKTDC) to showcase Hong Kong as a resilient business and innovation hub facilitating global businesses to capture new demands and realise business opportunities worldwide.</p> <p>The event will be held at Centara Grand and Bangkok Convention Centre at Central World in Bangkok, where Hong Kong and Thai business communities will convene to explore new partnership opportunities through networking, meetings and insight exchanges. Key activities will include a trade expo showcasing high quality and innovative products from Hong Kong, a service symposium featuring a range of commercial and professional services to inspire local business leaders to collaborate and upgrade their companies and a high level gala dinner welcoming prominent officials and business leaders from Thailand and Hong Kong.</p> <p>“Think Business, Think Hong Kong” Expo is a two-day B2B trade exhibition that showcases a wide array of innovative branded and design-led products from Hong Kong with anticipation in tapping into new business opportunities of Thailand and nearby countries. A series of business matching activities and fringe events will also be held during the two-day Expo. A digital showcase will be launched in conjunction with the physical Expo.</p>
Exhibit Categories	<ul style="list-style-type: none"> • Innovation • Fashion & Lifestyle • Gourmet and Delicacies • Consumer Electronics • Home & Gifts • Start-ups • Health & Wellness • Sustainable & Green Products
Expected Buyer Profiles	Quality importers, e-tailers, distributors, retailers, mail-order houses, department stores and specialised stores in Thailand and other nearby ASEAN countries.
Who Should Join	Hong Kong brands and traders in the above product categories with interest in the Thai and other ASEAN markets.
Participation Formats & Fees	<ul style="list-style-type: none"> • Premium Booths / 6 sqm: \$22,000 \$9,900 (with support of EMF & early bird discount) • Standard Booths / 6 sqm: \$20,000 \$9,000 (with support of EMF & early bird discount) • Economy Booths / 4 sqm: \$13,800 \$6,900 (with support of EMF) • Thematic Showcase Display
Conditions of Participation	<ul style="list-style-type: none"> • The applicant must be a Hong Kong business entity with a valid Business Registration certificate and substantial operations. • Applicant shall be the owner / licensee / representative of a Brand registered in Hong Kong / overseas. Priority will be given to applicants carrying Hong Kong brands. • HKTDC reserves the decision to conduct vetting on all applications and reserves the final decision to accept or to decline any applications.

*All information is subject to change without prior notice.

(Last updated: 12 Jan 2023)