



On behalf of the Hong Kong Trade Development Council (HKTDC), a warm welcome to the 12th edition of Entrepreneur Day (E-Day).

This flagship event offers a one-stop platform for start-ups to connect and get inspired, and for investors and enterprises to find investment opportunities and talents.

As a premier start-up hub in Asia, Hong Kong is home to a growing number of innovative and scalable start-ups, which provide a powerful growth engine for the local economy. Despite the challenging business environment, the number of start-ups in the city surged 21% to more than 3,100 last year. They are supported by a vibrant community of angel funds, mentors and accelerators.

While COVID-19 is presenting challenges to businesses around the world, it is also bringing new opportunities to agile start-ups, making this year's E-Day all the more timely and relevant. Themed "Revive • Redefine", the event highlights practical and inspiring solutions that can help start-ups survive, grow, transform and maintain sustainable development amid the current business environment.

E-Day 2020 features breakthroughs in both content and format. Events will be broadcast live and business matching meetings will be arranged online. For the first time, we will be joined by a futurist speaker: world-renowned futurist Gerd Leonhard will shed light on future trends in such fields as business, society and governance during the online seminar "T-Chat – Futurizing Your Business: Renaissance from the Age of Digitalisation". Together with members of Hong Kong's start-up community, he will also discuss how start-ups and entrepreneurs can become future-ready.

Meanwhile, more than 30 distinguished speakers will be on stage to share their experiences as start-up entrepreneurs and insights on how companies can stand out with creative and pioneering ideas. Highlight sessions include "From Crisis to Chances: Unleashing Opportunities in Challenging Times", which will demonstrate how technological innovations and scientific research have turned challenges into business opportunities. The newly launched "Enterprise Connect" series comprising talks and networking and business matching sessions will feature opportunities for corporates and start-ups to network and explore potential collaboration.

Over 180 exhibitors will also participate physically in three zones – Start-up Arena, the Boosters and Business Opportunities – showcasing start-ups from fast-growing sectors such as biotech, fintech, greentech, healthtech, robotics, artificial intelligence and more.

E-Day 2020 will also showcase business solutions by winners in the pitching competition of Start-up Express, an entrepreneurship development programme run by the HKTDC. They will be arranged to participate in a series of capacity building, experience sharing, networking and marketing activities that offer opportunities to learn, grow and connect.

Supporting start-ups is a priority for the HKTDC. To help them develop and extend their global reach, we offer a range of services including workshops and market visits, as well as start-up zones at our world-class exhibitions and conferences.

In addition, the HKTDC runs HKStartupSociety, an online-to-offline start-up community connected by a portal offering a wealth of useful content including insightful how-to articles by elite start-up entrepreneurs, the latest start-up events, educational resources and member directories. Exchanges and communication can also be facilitated through the offline networking events. Currently, more than 100 renowned start-up founders and other entrepreneurs have joined as members.

I would like to thank our partners and participants for their continued support for E-Day. And I wish all of you the best of health -- personally and for your business.

Margaret Fong
Executive Director
Hong Kong Trade Development Council