

BANGKOK, THAILAND

CENTARA GRAND & BANGKOK CONVENTION CENTRE
AT CENTRALWORLD
13-14 JULY 2023

Think Business, Think Hong Kong 成就機遇 首選香港

is a signature promotion 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.

The event will be held at Centara Grand and Bangkok Convention Centre at Central World in Bangkok, Thailand on 13-14 July 2023 where Hong Kong and Thai business communities will convene to explore new partnership opportunities through networking, meetings and insight exchanges. There will also be a trade expo showcasing high quality and innovative products from Hong Kong.

WHY THAILAND?

- Thailand is the second largest economy in ASEAN. In 2022, Thailand recorded a GDP of US\$495 billion and per capita GDP of US\$7,090.
- In 2022, Thailand was Hong Kong's fourth largest trading partner and the third largest export market within ASEAN. Total trade between Hong Kong and Thailand amounted to US\$19.6 billion, representing 12% of Hong Kong-ASEAN trade in 2022.
- Thailand ranked third among ASEAN economies in the 2022 IMD World Competitiveness Ranking.
- Thailand is a key logistics hub for multinationals setting up production bases and sales networks in Indochina, given its central location in the Greater Mekong Sub-region (GMS) and well-developed infrastructure.
- Thailand's strategic location in the heart of Southeast Asia and close relationship with fast-growing CLMV countries (i.e. Cambodia, Laos, Myanmar and Vietnam), making it an ideal location for investors and businesses looking to tap into the regional market.
- Under the Thailand 4.0 strategy, the Thai government aims to transform the country into a value-based, innovation-driven economy. A key initiative is the Eastern Economic Corridor (EEC), which offers various tax and non-tax incentives for investment projects to develop a leading special economic zone for industrial, infrastructure, urban and social development.

EXPO

The "Think Business, Think Hong Kong" Expo is a B2B exhibition which will be held at Bangkok Convention Centre on 13-14 July 2023. The Expo will present Hong Kong's quality, innovative and creative products ranging from fashion & lifestyle, home & gifts, consumer electronics, gourmet & delicacies, toys & baby products, watches & jewellery, health & wellness, sustainable & green products, start-ups, etc. Expected buyers in attendance include importers, distributors, retailers, e-tailors, mail-order houses, department stores and specialised stores in local and other neighbouring ASEAN countries.



* HKTDC reserves the right of the final decision on the details. All information is subject to change without prior notice.

“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. 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.</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 • Watches & Jewellery • Toys & Baby 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 Booth / 6 sqm: HK\$ 22,000 • Standard Booth / 6 sqm: HK\$ 20,000 • Economy Booth / 4 sqm: HK\$ 13,800 • Product Showcase Display / approx.: 0.5mW x 0.5mL x 0.5mH: HK\$ 2,000* <p>Remarks: Eligible non-listed enterprise registered in Hong Kong can apply for EMF from the Trade & Industry Department (TID) to cover 50% of the participation fee, subject to TID’s final approval.</p> <p>The SME Export Marketing Fund (EMF) aims to encourage SMEs to expand their markets outside Hong Kong by providing financial assistance for participation in export promotion activities. For details, please visit: https://www.smefund.tid.gov.hk/english/emf/emf_update.html</p> <p>*Complimentary service includes business enquiries collection and one-way shipment fee (5 kgs max. from Hong Kong to fair destination). All samples and marketing materials <u>WILL NOT BE RETURNED</u> after the Expo.</p>
Conditions of Participation	<ul style="list-style-type: none"> • Applicant must be a HK business entity with a valid HKBR 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. • The quantity of 4 sqm economy booth is limited, priority will be given to start-ups set up less than 5 years and will be offered at a first come first serve basis, no more than ONE 4sqm economy booth per company can be applied.

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(Last updated: 3 Apr 2023)

Booth Design

Premium Booth
6 sqm



Booth Design

Standard Booth
6 sqm



Booth Design

Economy Booth
4 sqm

