

HKTDC Food Expo
(11-15 August 2022)

Dear Exhibitor,

Thank you for your support in joining the **HKTDC Food Expo (Trade Hall)** scheduled for 11-13 August 2022.

In response to the latest development of the epidemic and overall socio-economic needs, the Hong Kong government has relaxed border control measures since May, allowing non-Hong Kong residents to enter from overseas. Nonetheless, as the compulsory quarantine requirement at designated quarantine hotels for inbound travellers remains unchanged, there remain inconvenience for our buyers from overseas and Mainland China to join the fair in person.

In view of this, we plan to integrate the trade hall into the public hall of Food Expo as one of the exhibition zones this year. During the 3-day fair, apart from establishing trade connections with locally based buyers, Food Expo Trade Zone exhibitors can also explore retail opportunities and promote their brands to public visitors. In addition, you can also extend the interactions with buyers from physical exhibitions to virtual connections via the brand-new ‘EXHIBITION+’ hybrid model. With Click2Match smart business matching platform and hktdc.com Sourcing platform that provide round-the-clock services, the new model will enable your seamless connection with buyers from all over the world.

Details of the Food Expo Trade Zone are as follows:

Fair Dates	11-13 Aug 2022	
Opening Hours	11-12 Aug (Thu - Fri)	10:00 am-10:00 pm
	13 Aug (Sat)	10:00 am-6:00 pm
	<ul style="list-style-type: none"> - Trade buyers are admitted by pre-registered buyer badges. - Open to the public by ticket admission. Children under 3 years old and seniors of age above 65 will be admitted free of charge. 	
Booth Service Fee	<p><u>Booth service fee remains unchanged</u></p> <ul style="list-style-type: none"> • 9 sqm Standard Booth + ‘EXHIBITION+’ Default Online Package[^]: HKD30,540 / USD4,345 + HKD3,000 / USD420 • Custom Built Participation (per sqm) + ‘EXHIBITION+’ Default Online Package[^]: HKD3,335 / USD75 (min. 18sqm) + HKD3,000 / USD420 <p>[^] Participation fee includes physical booth plus the default access to the online platform</p> <ul style="list-style-type: none"> • Physical Showcase + Click2Match + 2-month hktdc.com Sourcing: HKD25,000 / USD3,850 	
HKSAR Government Subsidy	<p>Convention & Exhibition Industry Subsidy Scheme</p> <ul style="list-style-type: none"> • Companies will be subsidised 50% of its participation fee, subject to a cap of HK\$10,000 per 9 sqm booth and HK\$100,000 for each fair. <p>SME Export Marketing Fund (EMF)– Enhanced Version[#]</p> <ul style="list-style-type: none"> • The funding scope of SME Export Marketing Fund, which is administered by the Trade and Industry Department (TID) of the HKSAR Government, has been expanded to cover large-scale exhibitions targeting the local market as well as online 	

	exhibitions. Its eligibility criteria has also been relaxed to cover non-SMEs for a period of two years. The maximum amount of funding support for each successful application is 50% of the total approved expenditure incurred by the participating company or HK\$100,000, whichever is less. In addition, the subsidy amount of EMF will be based on the original participation fee.
HKTDC Concurrent Fairs	<ul style="list-style-type: none"> • Hong Kong International Tea Fair • Home Delights Expo • Beauty & Wellness Expo

#HKTDC will not guarantee exhibitors' success in EMF application as it is subject to TID's approval. For enquiries, please contact TID at tel: (852) 23985127 / email: emf_enquiry@tid.gov.hk or visit https://www.smefund.tid.gov.hk/english/emf/emf_update.html for more details.

Once again, thank you for your strong support to us. We will contact you shortly about the application details and arrangement. If you have any questions, please feel free to contact our project team members:

	Email	Tel
Ms. Davina Chung	davina.mh.chung@hktdc.org	+852 2240 4372
Mr. Michael Chan	michael.ch.chan@hktdc.org	+852 2240 4325
Ms. Joey Tsang	joey.wy.tsang@hktdc.org	+852 2240 4317

Exhibitions and Digital Business Department
Hong Kong Trade Development Council