

To assignment editor:

Reminder

Entrepreneur Day to be held tomorrow **Golden opportunity for start-ups to transform their business**

29 November 2022 – The Hong Kong Trade Development Council (HKTDC) will hold **Entrepreneur Day** from **30 November to 2 December**, bringing together experts and speakers from various industries to share their insights and experience with small and medium-sized enterprises (SMEs) and start-ups on how to succeed in the post-pandemic environment. On **1 December** the event will also feature the first-ever **Start-up Express International** to encourage international start-ups to establish a presence in Hong Kong as well as strengthen dialogue between local and overseas start-ups.

Entrepreneur Day: Exploring Balanced Development and Enhancing Diversity in the Start-up Ecosystem

The theme for the 14th Entrepreneur Day is “**Balance Beyond the Boom**” with hybrid seminars and a physical exhibition being offered. The event will explore cutting-edge products in the growing international start-up ecosystem. Start-ups will be encouraged to use Hong Kong as a platform to tap into the Guangdong-Hong Kong-Macao Greater Bay Area and global markets and seek out business partners. Speakers will include:

- **Eric Manlunas**, Founder and Managing Partner, Wavemaker Partners
- **Duncan Chiu**, Council Member (Innovation and Technology), HKSAR Legislative Council
- **Maria Hui**, Chief Operating Officer, Microsoft Hong Kong
- **Kim Jong-yoon**, CEO, Yanolja (Korea’s first and only Travel Tech unicorn)
- **Melanie Kwok**, Assistant General Manager (Sustainability), Sino Group
- **Trasy Lou Walsh**, Regional Managing Director (SG, MY, HK, PH), Atome
- **Shrikanth Narasimha**, Director of Sustainability & Supply Chain - Far East, Mainetti (HK)
- **Rachel Barr**, Vice President of Sustainability, UBQ Materials from Israel
- **Lucas Cheung**, Managing Partner, Gusto Collective Hong Kong
- **Tommie Lo**, Founder and CEO, Preface (An AI-powered education technology company providing personalised education)
- **Phil Verey**, Managing Director, Provenance (A UK ESG evaluation platform)
- **Kevin Pereira**, Managing Director, Blu Artificial Intelligence

Start-up Express International: Global Start-ups To Exchange Insights With Winning Local Start-up Express Winners

To mark the fifth anniversary of Start-up Express, the HKTDC has launched **Start-up Express International** supported by global partners from Belgium, Germany, Italy, Japan, Mainland China, Singapore, South Korea, Turkey, the United Kingdom and the United States who have nominated start-ups from these countries to take part. The 10 global winners selected by a panel of professional judges will share the stage with local winners from Hong Kong Start-up Express and exchange industry views and entrepreneurial experiences on **1 December**.

Over 110 start-ups and start-up support service companies will exhibit. Start-ups will showcase innovative solutions and products in emerging industry verticals, including health tech, artificial intelligence, Internet of Things (IoT), green tech and food tech. Start-up supporting service companies will provide professional advice on how to accelerate the businesses.

Meanwhile, the **Business of IP Asia Forum** will kick off on **1 December**. With the theme of "**Creating New Value; Discovering New Frontiers**", the two-day forum will bring together global IP experts and business leaders to explore the latest trends and opportunities in the Asian IP market.

We cordially invite you or your representatives to attend in person and cover these events.

Details are as follows:

<p>Entrepreneur Day Date: 30 November to 2 December 2022 (Wednesday to Friday) Format: hybrid Venue: N100, Hong Kong Convention and Exhibition Centre</p> <p>Website: https://eday.hktdc.com/conference/eday Programme: https://eday.hktdc.com/conference/eday/en/programme Speaker list: https://eday.hktdc.com/conference/eday/en/speaker</p>
<p>Start-up Express international Date: 1 December 2022 (Thursday) (During Entrepreneur Day) Time: 2-4pm Format: hybrid Venue: N100, Hong Kong Convention and Exhibition Centre</p> <p>Website: https://portal.hktdc.com/startupexpress/en/s/start-up-express-international 2022 Winning Cohort: https://portal.hktdc.com/startupexpress/en/s/2022-Winners</p>

Media registration

To join the above events in-person, media representatives must register at **N100, Hong Kong Convention and Exhibition Centre** with their name card and press card. To join the events online, please pre-register by completing the following registration form and email it to hktdc@hkstrategies.com.

***** **Media Online Registration Form** *****

Email	Last Name	First Name	Media organisation	Country/region	Position	Phone number



Media Invitation 採訪邀請

Please get in touch with PR agency **Hill+Knowlton Strategies** :

Joyce Kwong Tel : (852) 6842 5929 Email : joyce.kwong@hkstrategies.com
Nannerl Yau Tel : (852) 6846 7888 Email : nannerl.yau@hkstrategies.com

HKTDC's Communications & Public Affairs Department :

Clayton Lauw Tel: (852) 2584 4472 Email: clayton.y.lauw@hktdc.org
Sunny Ng Tel: (852) 2584 4357 Email: sunny.sl.ng@hktdc.org