

REMINDER

To assignment editors:

Eco Expo Asia showcases green world ***This press conference offers a chance to preview the latest electric vehicles, tech solutions and eco-friendly products***

7 December 2022 – The **Eco Expo Asia 2022**, jointly organised by the **Hong Kong Trade Development Council (HKTDC)** and **Messe Frankfurt (HK) Ltd** and co-organised by the **Environment and Ecology Bureau** of the Hong Kong Special Administrative Region (HKSAR) Government, will run from **14 to 17 December** at the Hong Kong Convention and Exhibition Centre (HKCEC), with the last day open to the public free of charge. The HKTDC's **EXHIBITION+** model, which complements physical shows with online elements, lets exhibitors and buyers interact at the physical expo or log in to the smart business matching platform **Click2Match** until **24 December** to gain access to new trade channels and build business ties.

This year's Expo, themed **Green Innovations for Carbon Neutrality**, has attracted exhibitors and pavilions from around the world, including the much-anticipated return of the Japanese and Canadian pavilions. This year, the Japan Pavilion will offer the largest lineup ever, showcasing environmental protection technology advancements, products, equipment and technological solutions to promote the concept of environmental protection.

Expo zones will include **Green Transportation**, which will feature products advocated in this year's Policy Address by HKSAR Chief Executive John Lee. Other highlighted zones include **Waste Treatment and Circular Economy**, **Green Buildings and Energy Efficiency** and **Green Finance & ESG-related Services**. The highly awaited **Startup Zone** will demonstrate the latest green innovations and technology developed by local start-ups, whose inspiring young entrepreneurs exemplify the growth potential of the green industry.

A press conference will be held **on 8 December (tomorrow)** to introduce Expo features and activities. Some exhibitors will also preview green innovations for media, including electric private cars and taxis from the "Green Transportation" zone; bio-coal from the "Green Buildings and Energy Efficiency" zone; smart waste bins and auto-sorting recycling bins from the "Waste Treatment and Circular Economy" zone; and drinkable salad from the "Startup Zone".

The Expo will also welcome industry experts and scholars from all over the world to a number of seminars and forums focusing on developing trends within the global green industry. These will include the "**Eco Asia Conference**", which will look at environmental challenges and the economic potential of the green industry.



Media Invitation 採訪邀請

We cordially invite you or your representative to join the press conference. Details are as follows:

Date:	8 December 2022 (Thursday)
Time:	2:30-4pm
Venue:	HKTDC SME Centre, G/F, HKCEC, 1 Expo Drive, Wan Chai
Language:	Cantonese (questions in English or Mandarin are welcome)
Speakers:	<ul style="list-style-type: none">• Sophia Chong, Deputy Executive Director, HKTDC• Bruno Luk, Deputy Director, Environmental Protection Department, HKSAR
Remarks:	<i>Safety is a top priority for the HKTDC and various measures will be implemented at the media preview to protect the health of all participants. All visitors must wear a mask. Following the HKSAR Government's implementation of the LeaveHomeSafe mobile app and Vaccine Pass, all visitors to the HKTDC SME Centre will be required to use the LeaveHomeSafe mobile app and show their COVID-19 vaccination record before entering.</i>

Website

Eco Expo Asia: www.ecoexpoasia.com

Media enquiries

Please contact the HKTDC's Communications and Public Affairs Department:

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