

To Assignment Editor:

## Inaugural SmartBiz Expo Opens Next Week *International Franchising Show to Run Concurrently*

**29 November 2017** – Organised by the Hong Kong Trade Development Council (HKTDC), the inaugural SmartBiz Expo and the third edition of the Hong Kong International Franchising Show will run from 6-8 December at the Hong Kong Convention and Exhibition Centre (HKCEC). A media tour will be organised on 6 December for the press to preview the wide variety of innovative products and services featured at the events.

The SmartBiz Expo will gather more than 500 exhibitors from 43 countries and regions. Showcasing the latest business solutions, technology applications and operations support, the event serves as a one-stop platform to help companies to transform and upgrade. More than 20 seminars will be held during the fair, featuring industry experts who will examine global market conditions, business opportunities in artificial intelligence (AI), technological innovation and marketing strategies, as well as the latest trends in online shopping and social media. Speakers include Herbert Chia, Venture Partner of Sequoia Capital China; Leo Liu, Alibaba Cloud General Manager (HK, Macau, Taiwan & Korea Region); and Andrew Young, IBM China/Hong Kong Ltd Commercial Sales Unit Executive.

With the recent rapid development of franchising in Asia, Hong Kong serves as a two-way springboard for international brands to expand to Asian markets, and vice versa. The inaugural show will feature 130 exhibitors from such places as Hong Kong, the Chinese mainland, Korea, Taiwan, Singapore, Australia and the United States, with zones covering catering, retail and various services industries. In addition, a new “Franchising and Wealth Building” seminar series will spotlight topics such as franchising business management from afar, innovative business concepts for catering, and franchising opportunities on the Chinese mainland.

The HKTDC will also host a number of events to create a one-stop platform for enterprises to obtain the latest market information and foster cross-industry cooperation, including the Asian E-tailing Summit, the Business of IP Asia Forum, and DesignInspire.

We cordially invite you or your representatives to cover the fair and related events:

	<b>Media Tour*</b>	<b>50<sup>th</sup> Anniversary Cocktail for HKTDC Flagship Magazine, <i>Enterprise</i></b>
Time	6 December (Wed)	7 December (Thu)
Venue	HKTDC Media and Webcast Centre, HKCEC Expo Drive Entrance	HKCEC, Hall 1D, Smart Lab D
Time	3 – 4:30pm	5 – 6pm
Host / Officiating Guest	Roman Law, Manager, SME Relations, HKTDC Vicki She, Manager, Service Promotion, HKTDC	HKTDC Deputy Executive Director Benjamin Chau

*\*Media tour includes SmartBiz Expo, International Franchising Show and DesignInspire*

	SmartBiz Expo	Hong Kong International Franchising Show **
Date & Opening hours	6 December: 9:30am-6pm 7-8 December: 10am-6pm (Free Admission)	
Venue	HKCEC, 1 Expo Drive, Wan Chai	
Exhibit Categories	AR, VR, Innovative and Technology Start-ups, Robotics, Applied AI & machine learning	Hong Kong Food & Beverages, Hong Kong Non-Food & Beverages (Education, Personal Services, Health & Beauty, Business Services, Brand Agents), International and Chinese mainland Zones
Media Registration	HKCEC, Harbour Road Entrance, Hall 1E Concourse or HKTDC Media and Webcast Centre, HKCEC Expo Drive Entrance	
Website	<a href="http://www.hktdc.com/smartbizexpo">http://www.hktdc.com/smartbizexpo</a>	<a href="http://www.hktdc.com/fair/hkifs">http://www.hktdc.com/fair/hkifs</a>

*\*Open to public visitors aged 12 and above on the last day*

## Media Enquiries

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

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## HKTDC SmartBiz Expo 2017 Major Events

6 December 2017 (Wednesday)		
11am– 12:30pm	<b>(D1) “Guangdong-HK Cooperation - Economic Outlook 2018”</b> <b><u>Speakers:</u></b> <ul style="list-style-type: none"> <li>• <b>Dr TSE Kwok Leung, JP</b> Founding Member of Chinese Association of Hong Kong &amp; Macau Studies</li> <li>• <b>Mr Jimmy KWOK Chun-wah, BBS, MH, JP</b> Chairman, Federation of Hong Kong Industries</li> <li>• <b>Professor Witman HUNG, JP</b> Principal Liaison Officer for Hong Kong, The Shenzhen Qianhai Authority</li> </ul>	Smart Lab D, Hall 1D
12nn – 1pm	<b>(E1) “When HK Meets US: Igniting Your Business with Tech”</b> <b><u>Speakers:</u></b> <ul style="list-style-type: none"> <li>• <b>Mr Louis Chan</b> Assistant Principal Economist (Global Research), HKTDC</li> <li>• <b>Professor John Mok Kin-lun</b> Co-founder and Chairman of AML Holdings Ltd</li> </ul>	Smart Lab E, Hall 1E
2 – 3pm	<b>(P1) Alternative Business Opportunities on the Chinese Mainland</b> <b><u>Speakers:</u></b> <ul style="list-style-type: none"> <li>• <b>Mr Vincent Ngan</b> Director of Success China Consultant Co Ltd</li> <li>• <b>Mr Kenny Yang</b> General Manager and Executive Director, Guangzhou Gaozhan Catering Operation Co Ltd</li> <li>• <b>Ms Katie Tse</b> Director of My Time Technology Holdings Ltd</li> <li>• <b>Mr Michael Ng</b> Project Director of Global Phoenix Holding Group (HongKong) Co Ltd</li> </ul>	The Pitchathon Spot, Hall 1D
2:30 – 4pm	<b>(D2) Business Opportunities of the Guangdong-Hong Kong-Macau Bay Area</b> <b><u>Moderator:</u></b> <ul style="list-style-type: none"> <li>• <b>Ms Pansy Yau</b> Deputy Director of Research, HKTDC</li> </ul> <b><u>Speakers:</u></b> <ul style="list-style-type: none"> <li>• <b>Dr Qun Liao</b> Chief Economist and General Manager of Research Department, China CITIC Bank International Ltd</li> </ul>	Smart Lab D, Hall 1D

3 – 3:30pm	<b>(X5) “Your Business Solutions: Banking Services for SMEs”</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li><b>Mr Lam Chi Chiu, Ramsay</b> Head of Small Enterprise Management Division, Bank of China (Hong Kong) Ltd</li> <li><b>Ms Chan Pik Lin Florence</b> Head of Secured &amp; Retail Lending Division, Bank of China (Hong Kong) Limitede3</li> </ul>	Open Forum 1, Hall 1B
4 – 5:15pm	<b>(E3) “Better Deal for Better Business: HK-ASEAN Co-operation”</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li><b>Ms Wenda Ma</b> Assistant Principal Economist (Asian and Emerging Markets), HKTDC</li> <li><b>Ms Ezzwanee Ahmad</b> Trade Commissioner, Consulate General of Malaysia – Trade Section (MATRADE), Hong Kong</li> <li><b>Yusuv Suhyer</b> Chairman of Permanent Committee of Foreign Affairs, Trading, Promotion and Investment of Indonesia Chamber of Commerce and Industry West Java</li> </ul>	Smart Lab E, Hall 1EE
<b>7 December 2017 (Thursday)</b>		
10:30 – 11:45am	<b>(Y1) “Smart Retail • New Retail”</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li><b>Hon Peter SHIU Ka-fai</b> Legislative Councillor (Wholesale &amp; Retail), The Government of HKSAR</li> <li><b>Mr Andy Chan,</b> Director, Skydeal Group Ltd</li> <li><b>MrPicasso Chuck</b> Project Manager, Advboom Ltd</li> <li><b>Mr Rocky Yu</b> founder, Qianhai Gangjunda Shenzhen Business Services Co Ltd</li> <li><b>Mr Chan Yiu Ng</b> CEO, Nwstor Ltd</li> </ul>	Open Forum 2, Hall 1C
11am – 12:15pm	<b>(T1) “InnoTech For Branding: Do You Truly Understand Online Marketing?”</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li><b>Mr Rono Kwong</b> founder, Gimmick Box Ltd</li> <li><b>Mr Clement So</b> CEO, Key Winner International Ltd</li> </ul>	The Auditorium, Hall 1B

	<ul style="list-style-type: none"> <li><b>Mr Leo Lau</b> co-founder of ConnectAR</li> </ul>	
11am – 12nn	<b>C1) “Smart Management: Transforming Your Retail Business”</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li><b>Ms Alison Ngan</b> Business Development Manager, Bindo Labs Limited</li> <li><b>Mr Andy Lam</b> Senior Vice President, Sales Team Head, Global Liquidity &amp; Cash Management, Hang Seng Bank</li> </ul>	Smart Lab C, Hall 1C
12nn – 1pm	<b>(D3) “Reaching New Clients with Social Media”</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li><b>Mr Stanley Sun</b> Deputy Chairman and CEO, China-HongKong Photo Products Holdings Ltd)</li> <li><b>Mr Teddy Lau</b> Founder, 3 Rices Ltd</li> <li><b>Mr Kenny Yiu</b> Founder and CEO of Fimmick Ltd</li> </ul>	Smart Lab D, Hall 1D
2 – 3pm	<b>(D4) “A for App: Business Promo Solution”</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li><b>Mr Ivan Wong</b> Managing Director of UA Cinema Circuit Ltd</li> <li><b>Mr Dennis Shi</b> Co-founder, Mezzofy (Hong Kong) Ltd</li> </ul>	Smart Lab D, Hall 1D
2–3pm	<b>(B2) “Design Matters”</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li><b>Mr Yeung Yan Chung, Jess</b> General Manager, Tai Lai Ginseng Hong Ltd</li> <li><b>Mr Quinn Lai</b> Founder and Director, EONIQ (HK) Ltd</li> </ul>	Smart Lab B, Hall 1B
2:30 – 3:30pm	<b>(C2) “Smart Office: Make Workplace Smoother”</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li><b>Ms GUO Yujing</b> Growth Manager, Workplace Partnerships, Facebook</li> <li><b>Mr Jon Chung</b> Director, Marketing, Fuji Xerox (Hong Kong) Ltd</li> </ul>	Smart Lab C, Hall 1C
2:30 – 3:45pm	<b>(T2) “InnoTech For Branding: Branding with Virtual Reality”</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li><b>Mr Peter Yu</b> Founder and CEO, JetOne Motion   VirtualCyte</li> <li><b>Mr Alex Shih</b> Director, Centaline Data Technology Ltd</li> </ul>	The Auditorium, Hall 1B

2:30 – 5pm	<b>(P3) French Tech Tour China 2017</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li>• <b>Mr Eric Berti</b>, Consul Général, Consulate General of France in Hong Kong and Macau</li> <li>• <b>Ms Nathalie Trannois</b>, Head of International Immersion Unit (Innovation), Innovation Department - Regional Network Support, BPI France</li> <li>• <b>Mr Thomas Vial</b>, Head of Department of Technologies, Services &amp; Aerospace, The French Trade Commission – Business France The Embassy of France in Beijing</li> <li>• <b>Ms Catherine Song</b>, General Manager, Pramex International Hong Kong</li> </ul>	Hall 1D - The Pitchathon Spot
4 – 5pm	<b>(B3) “Logistics for Online Business”</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li>• <b>Mr Steven Suh</b> Co-founder and Director, FLOSHIP</li> <li>• <b>Mr Max Ward</b> CEO and Co-founder, OpenPort Ltd</li> <li>• <b>Mr Felix Wong</b> Co-founder, Acquaintance Enterprises Ltd</li> </ul>	Smart Lab B, Hall 1B
<b>8 December 2017 (Friday)</b>		
10:30am-12nn	<b>(P5) 2017 IIDC Award Ceremony</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li>• <b>Mr Ng Kwok Jun</b>, President, Chinese Innovation and Invention Society</li> <li>• <b>Mrs Regina La</b>, Director, Product Promotion, Hong Kong Trade Development Council</li> <li>• <b>Mr Alireza Rastergar</b>, President, International Federation of Inventors' Associations</li> </ul>	Hall 1D – The Pitchathon Spot
11am – 12:30pm	<b>(B4) “HK-SZ SME Innovation Award 2017”</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li>• <b>Dr David Chung</b> Under Secretary for Innovation and Technology Bureau of Hong Kong</li> <li>• <b>Mr Liu Zhi Yong</b> Deputy Head of Shenzhen Futian District People's Government</li> <li>• <b>Hon Michael TIEN Puk-sun, BBS, JP</b> Member of the Legislative Council of Hong Kong</li> <li>• <b>Mr Sun Nan</b> Shenzhen Association for Science and Technology Popularization of Science and Institute Minister</li> <li>• <b>Dr Angus Ho</b> Assistant General Manager - Head of R&amp;D, New World Development Company Ltd</li> </ul>	Smart Lab B, Hall 1B

11am – 12nn	<b>(C4) “Cyber Security Measures”</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li>• <b>Mr Wilson Wong</b> Head of Hong Kong Computer Emergency Response Team Coordination Centre and General Manager of Hong Kong Productivity Council</li> <li>• <b>Mr Victor Law</b> Chief Operating Officer, GCR, Symantec Corporation</li> </ul>	Smart Lab C, Hall 1C
11:30am – 12:45pm	<b>(T3) “InnoTech For Branding: Improving Business Image Through Business Efficiency”</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li>• <b>Miss Susan TSANG</b> Manager (Innovation and Technology Fund), Innovation and Technology Commission</li> <li>• <b>Mr Tommy Choi</b> Head of Enterprise Information Management, Computer And Technologies Holdings Ltd</li> <li>• <b>Mr Mark Tse</b> Senior Operations Manager, WobbleWorks (HK) Ltd</li> </ul>	The Auditorium, Hall 1B
2 – 3pm	<b>(D7) “How You Can Get Started with AI?”</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li>• <b>Mr Andrew Young</b> Commercial Sales Unit Executive, IBM China / Hong Kong Limited</li> <li>• <b>Mr Gerardo Salandra</b> CEO and Founder, Rocketbots</li> <li>• <b>Mr Florian Gamper</b> Founder of Datacrag Ltd</li> </ul>	Smart Lab D, Hall 1D
2 – 5:30pm	<b>(P6) IoT Pitching@SmartBiz</b> <b>Guest Judges:</b> <ul style="list-style-type: none"> <li>• <b>Mr. Wilson Chong</b>, President, IOT HK Association</li> <li>• <b>Mr. Novam Ng</b> Marketing Director, IngDan</li> <li>• <b>Mr. Victor Tee</b>, Manager of Industrial Liaison, Department of Industrial and Manufacturing Systems Engineering (IMSE), University of Hong Kong</li> <li>• </li> </ul>	Hall 1D - The Pitchathon Spot
2:30 – 3:45pm	<b>(T4) “InnoTech For Branding: Big Data, Big Opportunities”</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li>• <b>Mr Herbert Chia</b> Venture Partner of Sequoia Capital China</li> <li>• <b>Mr Kim Mak</b> Head of Business Development and Strategy Partnership of iClick Interactive Asia Ltd</li> </ul>	The Auditorium, Hall 1B

3:30 – 4:30pm	<b>(C5) “Connecting the Cloud”</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li><b>Mr Leo Liu</b> General Manager, Alibaba Cloud (HK, Macau, Taiwan &amp; Korea Region)</li> </ul>	Smart Lab C, Hall 1C
4 – 5pm	<b>(B6) “StarTalk@SmartBiz”</b> <b>Moderator:</b> <ul style="list-style-type: none"> <li><b>Ms Lam Suk Man</b> Christine, Executive Producer &amp; Program Host, Metro Broadcast Corporation Ltd</li> </ul> <b>Speakers:</b> <ul style="list-style-type: none"> <li><b>Ms Jennifer Tsui,</b> CEO, Shing Hing Group</li> <li><b>Ms Jessica Leung</b> Business Development Director, Star Industrial Co, Ltd</li> </ul>	Smart Lab B, Hall 1B

## HKTDC International Franchising Show Major Events

7 December 2017 (Thursday)		
10:30 – 11:30am	<b>(E4) NextGen Franchising: How to Respond to Market Changes?</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li><b>Mr Widjanto Bagoes Triono</b> Commissioner of Education, Indonesian Franchise Association</li> <li><b>Mr Marc Mushkin</b> Vice President, Franchise Sales &amp; Development, CKE Restaurant Holdings, Inc</li> <li><b>Mr Suresh Madhavan</b> Director, Franchise Association of India</li> </ul>	Smart Lab E, Hall 1E
2 – 3:30pm	<b>(S2) 2018 Franchise Business Opportunities and Trends in Hong Kong</b> <b>Companies:</b> <ul style="list-style-type: none"> <li>Dr Kids Education Group Ltd</li> <li>Logic Tutorial Centre</li> <li>Ikings Group LTD</li> <li>Store Friendly Self Storage Group</li> <li>Parkland Music Ltd</li> <li>Bless International Group Ltd</li> <li>Positive Big Ltd</li> <li>Sunshine Laundry Convenience Store Ltd</li> </ul>	Open Forum 3, Hall 1E



2:30 – 3:30pm	<b>(E5) Strategies and Tips on Managing Cross-Border Business</b> <b><u>Speakers :</u></b> <ul style="list-style-type: none"> <li>• <b>Mr Albert Kong</b> CEO of Asiawide Franchise Consultants Pte Ltd</li> <li>• <b>Mr Paul Mak</b> Managing Director of Mak Brands Holding Ltd</li> <li>• <b>Mr Johnson Lo</b> Founder, Executive Director, Sprouts Concepts International Co Ltd</li> </ul>	Smart Lab E, Hall 1E
4:30 – 5:55pm	<b>(E6) Innovations for the Future of the F&amp;B Business</b> <b><u>Moderator:</u></b> <ul style="list-style-type: none"> <li>• <b>Mr Franco Lee</b> Marketing Director, Food Channels</li> </ul> <b><u>Speakers:</u></b> <ul style="list-style-type: none"> <li>• <b>Mr Bosco Ho</b> Director and General Manager, Tai Hing Catering Group</li> <li>• <b>Mr George Mew</b> Director (Manufacturing), Maxim's Caterers Ltd</li> <li>• <b>Mr Michael Kwok</b> Director, IT, Tao Heung Group</li> <li>• <b>Mr Lawrence Li</b> Business Development Director, TNG Wallet</li> </ul>	Smart Lab E, Hall 1E
4 – 5pm	<b>(S3) Franchising Opportunities of Overseas Brands</b> <b><u>Companies:</u></b> <ul style="list-style-type: none"> <li>• Cognition Education (Begin Bright)</li> <li>• Cakina Ltd</li> <li>• Caffè Bene</li> <li>• Carlo Rino</li> <li>• Ontario eSchool Asia Ltd</li> </ul>	Open Forum 3, Hall 1E
<b>8 December 2017 (Friday)</b>		
11:30am – 12:30pm	<b>(E7) Passive Income: The Smart Way to Achieve Financial Freedom</b> <b><u>Moderator:</u></b> <ul style="list-style-type: none"> <li>• <b>Miss Joanne Chan Mei Sze</b> Assistant to Executive Program Director (Variety) / Program Host, Metro Broadcast Co Ltd.</li> </ul> <b><u>Speakers:</u></b> <ul style="list-style-type: none"> <li>• <b>Mr Alfred Cheung Kin Ting</b></li> </ul>	Smart Lab E, Hall 1E

	<p>Chairman of Dramatic English</p> <ul style="list-style-type: none"> <li>• <b>Mr Isaac Ng</b> Director, SHY Xpress</li> </ul>	
11am – 12nn	<p><b>(S4) Retail and Services Franchising Opportunities</b> <b><u>Companies:</u></b></p> <ul style="list-style-type: none"> <li>• Graceful Hands Learning Center Ltd</li> <li>• Techbob Academy</li> <li>• Brilliant Worldwide Holdings Ltd</li> <li>• iApp Ltd</li> </ul>	Open Forum 3, Hall 1E
1:30 – 3pm	<p><b>(E8) ABFA Awards for Outstanding Franchises and Outstanding Individual Brands</b></p>	Smart Lab E, Hall 1E
2 – 3pm	<p><b>(S5) Food and Beverage Franchising Opportunities</b> <b><u>Companies:</u></b></p> <ul style="list-style-type: none"> <li>• Food Channels Ltd</li> <li>• Mak Brands &amp; Nolboo Ltd</li> <li>• Shanghai New Partner Catering Management Co, LTD</li> <li>• E&amp;S Development (Asia) Ltd</li> </ul>	Open Forum 3, Hall 1E
4 – 5pm	<p><b>(S6) Franchising Consultancy and Advisory Services</b> <b><u>Companies:</u></b></p> <ul style="list-style-type: none"> <li>• Linkers CPA Ltd</li> <li>• Guangzhou Investment Promotion Media Co Ltd</li> <li>• Sprouts Concepts International Company Ltd</li> <li>• 932 Consultancy</li> <li>• I Share Development Ltd</li> </ul>	Open Forum 3, Hall 1E
4 – 5pm	<p><b>(E9) Franchising: “Cash In” Sharing Economy</b> <b><u>Moderator:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Mr Harry Chow</b> CEO, Bossible Business Consulting Company Ltd</li> </ul> <p><b><u>Speakers:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Mr Ringo Wong</b> Group Founder of Sunshine Laundry Convenience Store Co Ltd</li> <li>• <b>Ms Venus Leung</b> General Manager, Parkland Music Ltd</li> <li>• <b>Mr Kevin Chan</b> Chairman, Store Friendly Self Storage Group Ltd</li> </ul>	Smart Lab E, Hall 1E