



World SME Expo

中小企國際推廣博覽

Opportunities by the handful

The 8th HKTDC World SME Expo

10 – 12 December 2008

The 8th HKTDC World SME Expo is designed for the small and medium-sized enterprises (SMEs). Now in its 8th year, the Expo has become the most powerful international platform connecting SMEs with opportunities around the world.

The Expo will house two major zones – **Solutions Hall** and **Opportunities Hall**, where you can easily find practical business solutions as well as latest market intelligence to help enhance competitiveness and explore market opportunities. There will be ample opportunities for you to network with China and global enterprises via various seminars, forums, as well as industry-specific networking and business-matching activities.

The major focus of this year's Expo is “**China and New Market Opportunities**”. Large trade delegations comprising government officials and leading enterprises from new markets including China, India, Indonesia, Vietnam, Middle-east, Taiwan, South America and the African continent will exhibit business opportunities and investment projects, and introduce practical ways of doing business in their countries. There will be **free China Business Advice** to help you tap into the large China market.

2 Exhibition Halls, 10 Theme Pavilions

Solutions Hall:

- China Trade Services
- Financing
- Legal and Accounting
- IT and e-Business
- Management and Marketing
- Trade Support

Opportunities Hall:

- China Opportunity
 - Global Business Connections
 - Industries Meet
 - Market Development
- (Exclusive to HKTDC)

Some highlights of this year's Expo are

- **Chinese Enterprises Private Equity Investment Forum**, organised with the support of China's Fujian Province and other provinces, where quality private enterprises will outline their growth potential and discuss with you potential investment opportunities and business partnerships.
- **Chinese Enterprises Development Seminar and Networking Reception**, at this high-profile forum, you will meet hundreds of Chinese companies seeking overseas business partners they can "go global" with.

There will be plenty of opportunities for you to network with your trade partners, gain the latest market intelligence and expand your global network of business contacts.

A number of international events will be held concurrently with the Expo, namely the [HKTDC Inno Design Tech Expo](#), [Business of Design Week](#) and [ASOCIO \(Asian-Oceania Computer Industry Organisation\) ICT Summit 2008](#). It is expected that 30,000 visitors from around the world will come to the Expo during the three-day event.

Free Admission! Register now!

Online registration: www.hktdc.com/worldsmeexpo

For further information and enquiry, please contact:

Customer Service Line: (852) 1830 668

Email: hktdc@tdc.org.hk

**Design your success
at Inno Design Tech Expo**



Inno Design Tech Expo
創新科技及設計博覽

10 – 13 December 2008

HKTDC Inno Design Tech Expo is a world-class exposition of innovation, technology and design solutions to facilitate technology transfer and innovative ideas exchange, and to help you improve competitiveness and productivity.

At the Expo, companies from China and regions of the greatest market potential will converge to look for solutions. You can meet potential business partners in a wide range of informative seminars, interactive workshops, business matching and networking events that bring you global business opportunities to help you tap into the China and world market.

The exposition this year will focus on “**Sustainable Development**”, “**Energy-saving**” and “**Environmental Technology**” to help SMEs face the need to produce higher-end products, reduce pollution and save energy, an opportunity for you to tap into these potential market segments.

You can also meet with designers and technology experts from the **Netherlands** and share their secrets of brand-building success in the “Dutch Day” at the Expo, which showcase the latest Dutch design and technological innovations. **Israel** and **Barcelona** will also have mega exhibitions at the Expo, showcasing their latest innovations, especially in graphic and industrial design, branding management and high-technology.

“**Creativity for SMEs**” is another major focus this year. Global inventors will be there to showcase their latest creative ideas that may turn into commercial reality. Your creativity will be further inspired at the "Inspiration Hall", where creativity and design converge via the **Dutch design exhibition**, **Innovative forums** and **UltraFuture** presentations. Celebrities in town will share with you how innovation and creativity add flair to the daily life. It will also feature HK designers and their free-flowing approaches to design, branding and marketing.

Two major theme halls:

Trade Hall

- Environmental Technology
- Electronics Technology
- Production and Automation
- RFID Technology
- Nanotechnology and Advanced Materials
- Design, Branding and Marketing
- Inventions
- Digital Entertainment
- Technology Institutions
- Innovation and Technology Support

Inspiration Hall

- Dutch Design and Innovation
- UltraFuture Pavilion
- Hong Kong Design Exhibits

Besides, you can further expand your global networking via the series of international events held concurrently with the IDT Expo: namely the [Business of Design Week](#), the [8th HKTDC World SME Expo](#) and [ASOCIO \(Asian-Oceania Computer Industry Organisation\) ICT Summit 2008](#). So come and meet the expected 30,000 visitors from around the world.

Free Admission! Register now!

Online registration: www.hktdc.com/innodesigntechexpo

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