



# smarthk

轉型升級・香港博覽

**30-31.8.2012**

杭州浙江世貿國際展覽中心

Zhejiang World Trade International Exhibition Centre, Hangzhou

[www.hktdc.com/smarthk](http://www.hktdc.com/smarthk)

請即參展，把握內地產業轉型升級的時機！

Join now and expand your mainland business!



## 杭州 - 浙江民營企業核心城市

浙江是一個以民營企業為主體的省份，民營經濟為浙江創造了佔經濟總量80%以上的財富，是省內經濟發展的「驅動器」。杭州是浙江的省會，擁有近15萬家民企，經濟規模在省內處於領先位置，影響力輻射浙江及華東地區。因應國家的「十二·五規劃」下，杭州提出了多個發展目標，包括加強出口企業研發、設計和營銷能力，進一步提升杭商品牌，優先發展現代服務業，大力培育新興信息技術及節能環保。

## 內地產業轉型升級 為香港服務業締造商機

杭州及浙江企業正面臨不同的挑戰，如何幫助企業實現轉型升級已成為浙江省一個重要的話題。香港的現代服務業發達，浙港兩地的產業有很強的互補性，這為香港服務業的引進帶來契機。

首屆「轉型升級·香港博覽」於2011年5月在廣州舉辦，反應熱烈。博覽會將於2012年於杭州再次舉辦，繼續以「轉型升級」為主題，為香港服務業界提供一個商貿平台，向內地製造業、零售業、品牌企業及相關業界人士展示其一站式專業服務，擴展商脈。

## Hangzhou – Zhejiang's Core City of Private Sector

Zhejiang's private sector has been developing very rapidly. The province's high concentration of private enterprises has contributed to over 80% of its wealth, and is a key driver of its industrial output and economic advancement. Hangzhou, the provincial capital of Zhejiang, has close to 150,000 private enterprises and now the largest economy of scale in the province. In response to China's 12<sup>th</sup> Five-Year Plan, Hangzhou has mapped out a number of focuses, including to strengthen the R&D, design and marketing skills of export enterprises, further boost the local brands, prioritise the development of modern services sectors and incubate the information and environmental technologies.

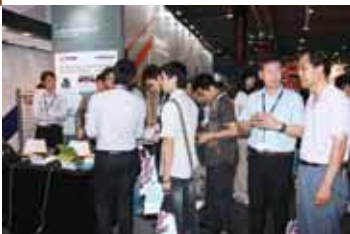
## Business Opportunities Abound for Hong Kong's Service Industry

Amid keen market competition, many Hangzhou and Zhejiang enterprises are looking to move up the value chain in order to stand out in both the domestic and international markets. The need for expertise in economic upgrading and modernisation is posing bountiful opportunities for the Hong Kong service providers.

Following the success of its first edition in Guangzhou, SmartHK will next be held in Hangzhou in 2012 to connect Hong Kong's service providers with potential clients on the Chinese mainland, including the manufacturing and retail sectors. The event also offers an invaluable opportunity to grasp first-hand information of the mainland market and expand business networks.



## 三大主題 配合內地企業轉型升級 Three Scopes of Expertise in Demand



### 設計創新及市場推廣 Innovative Design and Marketing

- 設計及品牌策略 Design and Branding
- 建築及室內空間設計 Architecture and Interior Design
- 授權 Licensing
- 印刷及包裝服務 Printing and Packaging Services
- 動漫製作 Animation
- 廣告及市場推廣 Advertising and Marketing
- 新媒體市場推廣 New Media

### 科技創新 Technological Advancement

- 生產技術 Production Technology
- 環保科技 Environmental Technology
- 資訊及通訊技術 Information and Communications Technology
- 品質管理/認證/產品測試 Quality Control, Testing and Certification

### 管理創新 Management Upgrading

- 理財融資 Finance and Capital Market
- 企業上市、併購及重組 IPO, Mergers and Acquisitions, Restructuring
- 會計 (如核數、稅務) Accounting (Auditing, Taxation)
- 法律 (如知識產權交易服務、商業信託、仲裁及調解)  
Legal (IP Trading, Business Trust, Arbitration and Mediation)
- 物流 Logistics
- 企業管理及顧問服務  
Corporate Management and Business Consulting

### 活動形式 Event Format

- 主題展覽 Thematic Exhibition
- 主論壇及研討會系列  
Plenary Conference and Seminar Series
- 商貿配對服務 Business Matching
- 交流活動 Networking Activities
- 時裝匯演 Fashion Parade





## 廣州首屆博覽創佳績 Smarthk, Guangzhou in 2011

- **220** 家來自**20**個服務行業的香港參展商  
220 Hong Kong exhibitors covering 20 service sectors
- 超過**10,000**名內地登記參觀人士  
Over 10,000 registered visitors
- 接近**90%**參展商對博覽會整體表現滿意  
Close to 90% of exhibitors found the Expo satisfactory
- 超過**600**場現場商貿配對安排  
Over 600 business matching cases made on fairground



## 參展商及參觀人士評語 Quotes of Exhibitors and Visitors

"我們在博覽中取得十分滿意的成果，當中我們更與仁孚(中國)簽訂了合同，利用我們的設計為他們旗下的汽車品牌Smart在全國推出特別銷售版。博覽同時亦成功為我們在國內開拓了新的業務連繫。

We had very good business results during SmartHK. We even signed a contract with Zung Fu (China) to use our design and launch a special edition of Smart cars. The event also helped to establish new business contacts in the Chinese mainland."

Toy2R創辦人及總裁 蔡漢成博士

Dr. Raymond Choy, Founder and President of Toy2R Group

"展覽整個會場的格局設計與安排，均恰如其分。整體上說，我司對這次的參展感到很滿意。

The Expo is good in terms of the zoning and arrangement. In general, we are satisfied with the participation this time."

誠意國際訊息諮詢有限公司經理 蔡偉章

Edmund Choi, Manager, FSS International Limited

"在博覽的研討會上，講者分享了企業品牌升級的經驗和秘訣，從品牌的打造到品牌創新，從如何創新到如何提升企業的運營效率問題都做了探討，這些寶貴的經驗對於我司的發展提供了很好的借鑒。

The seminar speakers shared the thorough experiences ranging from brand building, innovation to operation management, which offered me with valuable insights on my company's development."

福建瑞達精工股份有限公司董事長 蔣莘

Mr. Jiang Xin, President, Fujian REIDA Precision Electronic Co. Ltd.

"貿發局提供了一個非常好的平台給港商和內地企業，這是個很好的展覽，讓內地的企業更深刻瞭解了香港的服務產業，能面對面更直觀的與參展企業洽談。

HKTDC offered a very good platform to both Hong Kong and mainland enterprises. SmartHK was an excellent expo which enabled mainland enterprises to know more about Hong Kong service providers and have face-to-face business discussions with them."

武漢華麗環保科技有限公司副總經理 金國軸

Mr. Guozhou Jin, Deputy General Manager,  
Wuhan Huali Environmental Technology Co., Ltd



## 請即參展！ Apply now!

請在2012年3月31日或以前遞交報名表格及參展費用，享用預先報名優惠價格！

Submit your application with payment on or before 31 March 2012 to receive an Early Bird Discount!

參展形式 Format of Participation	價格 Participation Fee	預先報名優惠 Early Bird Participation Fee
展覽淨地 (最少18平方米) Raw Space (min. 18sq.m.)	每平方米HK\$815 HK\$815/sq.m.	每平方米HK\$652 HK\$652/sq.m.
4.5平方米標準展位 4.5 sq.m. Standard Booth	港幣HK\$7,000	港幣HK\$5,600
9平方米標準展位 9 sq.m. Standard Booth	港幣HK\$12,000	港幣HK\$9,600

備註：除上述參加費用外，參展商需自行支付如交通、酒店住宿、展品運輸、展台額外設施、公司職員及展品之保險等費用。

Remarks: Travel & accommodation arrangement, local transportation, transportation of exhibits, extra booth facilities, temporary assistants, insurance, etc. are not included in the above participation fee, and relevant costs should be settled by the exhibitor.

### 查詢 Enquiry

電話 Tel: (852) 1830 668

電郵 Email: [hktcdc@hktcdc.org](mailto:hktcdc@hktcdc.org)

### 中小企業市場推廣基金 SME Export Marketing Fund (EMF)

基金旨在鼓勵中小企業參與出口推廣活動，協助其擴展業務。所有在香港登記，並符合由政府訂明的中小企業定義的企業，均可申請「市場推廣基金」資助。更多有關申請資格、資助範圍、申請手續等詳情，請參閱[www.smefund.tid.gov.hk](http://www.smefund.tid.gov.hk)。

The EMF aims at helping SMEs expand their businesses through participation in export promotion activities. Businesses which are registered in Hong Kong and fulfill Government's definition of the SMEs can apply for grant under the EMF. More information about eligibility, scope of funding and application procedures is available at [www.smefund.tid.gov.hk](http://www.smefund.tid.gov.hk).

# 查詢表格 Enquiry Form

請填妥以下表格，並於適當的方格劃上√號，然後傳真至(852) 2824 0249 或寄回香港灣仔港灣道一號會展廣場辦公大樓三十八樓香港貿易發展局服務業拓展部收。本局會儘快郵寄博覽詳情供閣下細閱。

如有查詢，請致電本局客戶服務專線: (852) 1830 668

Please tick the appropriate boxes and return the completed form by fax to (852) 2824 0249 or by post to Service Promotion Department, Hong Kong Trade Development Council, 38/F, Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong. For enquiries, please call our Customer Service Hotline: (852) 1830 668

姓氏Last Name: \_\_\_\_\_ 名稱First Name: \_\_\_\_\_ (Mr/Mrs/Miss 先生/女士/小姐)

公司名稱Company: \_\_\_\_\_ 職銜Job Title: \_\_\_\_\_

地址Address: \_\_\_\_\_

電郵Email: \_\_\_\_\_

電話Tel: \_\_\_\_\_ 傳真Fax: \_\_\_\_\_

業務性質 Nature of Business (可選擇多於一項 May choose more than one):

## 設計創新及市場推廣 Innovative Design and Marketing

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- ☐ 物流 Logistics
- ☐ 企業管理及顧問服務 Corporate Management and Business Consulting

其他 Others (請說明 Please specify) : \_\_\_\_\_

本人/公司欲 I wish to (可選擇多於一項 May choose more than one):

- ☐ 成為參展商 be an exhibitor
- ☐ 成為參觀人士 be a visitor