

## **Capacity Building and Export Promotion for ASEAN Start-ups at HKTDC Electronics Fair (Autumn Edition) 2023**

Organised by the Hong Kong Trade Development Council (HKTDC), the HKTDC Hong Kong Electronics Fair (Autumn Edition) 2023 was held from 13 to 16 October 2023 at Hong Kong Convention and Exhibition Centre. Together with the concurrent electronicAsia, the fair brought together around 3,200 exhibitors from 22 countries and regions and attracted more than 60,000 industry buyers from 146 countries and regions to visit in person. Some markets also saw notable growth in buyers' number such as ASEAN, the UAE, and Mainland China. With the support of the AHKFTA ECOTECH Work Programme, 20 ASEAN startups were invited to participate in the Fair. The sponsor is part of one of the approved AHKFTA ECOTECH Work Programme projects entitled "Capacity Building and Export Promotion for ASEAN Start-ups at HKTDC Electronics Fair (Autumn Edition)" approved by the AHKFTA Joint Committee in 2021. The project was originally scheduled to be delivered in 2021. Nonetheless, in view of the pandemic situation and travel restrictions, the project was postponed to be launched in October 2023 for start-ups to connect with worldwide buyers, discuss collaboration and build relationships.

There was a vibrant and robust meeting scene throughout the fair period. 36 customised business matchings were pre-arranged for the 20 ASEAN start-ups who had fruitful meetings with industry players and potential partners from Canada, France, Hong Kong, India, Korea, and Mainland China. Among sponsored ASEAN start-ups were Metasmesta (Indonesia), MyEco Teknologi Nusantara (Indonesia), DF Automation and Robotics (Malaysia), SafeTruck (Malaysia), Primero Racing (Myanmar), Ible Technology Inc (Singapore), Electron Plus Innovation (Thailand), Surazense Co. Ltd (Thailand), Senti AI (Philippines), Xeleqt Technology Innovations Inc (Philippines), Gozone (Viet Nam), Herond Labs (Viet Nam). Apart from showcasing their technology and innovations, the ASEAN start-ups took part in pitching mentoring, investment matchmaking and start-up smart launch sessions as well as a luncheon meeting with overseas journalists. To maximize the ASEAN start-ups' exposure, stories and innovations brought by these start-ups were featured in online media channels including Jumpstart and Business Logic. This also helped raised the awareness and interest towards innovative capabilities of ASEAN start-ups.

The Electronics Fair was one of the must-attend events in the electronics sector, bringing together industry professionals and leaders from around the world to promote or source cutting-edge technology and innovative electronics products. This project assisted the ASEAN start-ups in capturing global business opportunities. The project offered a platform for ASEAN start-ups to build network and explore partnerships through various customised meetings, pitching and matchmaking sessions. They also gained experience, enhanced their competence and built capacity through the participation in international trade fairs and all business exchanges.

The project as a whole highlighted ASEAN's technology and innovation capacities, increasing the exposure from the global industry players towards ASEAN's start-ups. It paved the way for closer trade and economic collaboration between ASEAN and Hong Kong, China.

More information is also featured at <https://www.jumpstartmag.com/asean-startups-steal-the-spotlight-with-innovative-tech-at-the-hong-kong-electronics-fair/>

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