

## **Networking Promotion for ASEAN ICT stakeholders in InnoEX 2024**

The Hong Kong Trade Development Council (HKTDC) organised a Networking Promotion for ASEAN ICT stakeholders, including ASEAN Smart City Development Roundtable, at the InnoEX 2024 held on 13-16 April 2024 in Hong Kong, China. The Networking Promotion, which sponsored 36 ICT companies in ASEAN to participate in the InnoEX 2024, was one of the AHKFTA ECOTECH projects 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 being launched in InnoEX 2024 for ASEAN ICT industry players and users to learn industry updates/ new ICT solutions, connect with industry players worldwide, as well as discuss collaboration opportunities and build relationships.

Close to 200 business matchings were arranged for the 36 ASEAN participants, comprising of 20 start-ups and 16 investors, to connect with I&T and/or technology industry players and potential partners in InnoEX from Canada, India, France, Korea, Hong Kong, China and the mainland China.

InnoEX, renowned as a must-attend event in the I&T sector, successfully brought together industry professionals and leaders from across the globe, providing a platform to learn industry updates, promote and source cutting-edge technology and innovative solutions. This project played a pivotal role in supporting ASEAN companies to participate in the events, enabling them to learn industry updates and seize global business opportunities.

Through various activities including business meetings, guided tours, networking events, roundtable, and seminar sessions, the project facilitated networking and partnership exploration for ASEAN ICT industry players, users, and government officials. Furthermore, their participation in international trade fairs and other business exchanges allowed them to gain valuable insights, enhance their network, and build their capacity.

The project, as a whole, effectively showcased technological and innovation capabilities to the participants including the ASEAN participants supported via this project, significantly increasing exposure to global industry players. This heightened visibility paved the way for closer trade and economic collaboration between ASEAN countries and other regions like Mainland China, Hong Kong, etc., fostering mutually beneficial relationships.

HKTDC Branch Offices will keep contacting the invited buyers and will extend the invitation to InnoEX and other trade fairs catering to their sourcing needs every year.

More information about InnoEX 2024 is featured at <https://www.hktdc.com/event/innoex/en/press-release/innoex-spring-electronics-fair-boost-tech-hub-status>

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