

26 March 2025

Dear Hong Kong Exhibitors,

Introducing New Offerings of EXHIBITION+

Thank you for your support to HKTDC lighting fairs. As part of our commitment to enhancing your exhibition experience, we are pleased to introduce an enhancement to our “EXHIBITION+ scheme”. In addition to your exhibition booth, you are entitled for the *Click2Match* smart business matching platform, a 2-month promotional period on *hktdc.com Sourcing* and the *Scan2Match* function, all designed to keep you connected with buyers from around the globe online.

To further enrich your online exposure, we are pleased to announce a **COMPLIMENTARY 10-month extension** on *hktdc.com Sourcing*, granting you a total of 12 months of online visibility. This complimentary extension provides an excellent opportunity to continue engaging with your potential clients well beyond the fair year-round.

SME Export Marketing Fund (EMF)

For exhibitors who are eligible for EMF, please remember to submit your application to Trade & Industry Department (TID) same as before, i.e. within 60 calendar days after the fair completion date of 5 December 2025. For further details, please visit: <https://www.smelink.gov.hk/en/web/sme-portal/w/sme-export-marketing-fund.html>

Top-up Promotional Packages

Meanwhile, we are pleased to launch two new top-up promotion packages, designed to enhance your visibility before, during and after the fairs, with the support of our dedicated HKTDC teams. Please do not hesitate to reach out to us.

If you would like to explore insights from your fellow exhibitors on how to leverage different services under EXHIBITION+ to achieve outstanding business results, you can discover their success stories and tips here: https://www.hktdc.com/event/exhibitionplus/en/success-stories?ref_source=oo_exh_eplus

You could be the next to inspire others with your success story!

Should you have any questions, please do not hesitate to contact us:

Ms. Keira Chan	Email: keira.yj.chan@hktdc.org	Tel: (852) 2240 4314
Mr. Michael Chan	Email: michael.ch.chan@hktdc.org	Tel: (852) 2240 4325
Mr. Milton Lam	Email: milton.kl.lam@hktdc.org	Tel: (852) 2240 4077

Yours faithfully,

Exhibitions and Digital Business Department
Hong Kong Trade Development Council