

26 March 2025

Dear Hong Kong Exhibitors,

**Introducing New Offerings of EXHIBITION+**

Thank you for your support to HKTDC Food Expo PRO. 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 13 September 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](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:

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Yours faithfully,

Exhibitions and Digital Business Department

Hong Kong Trade Development Council