

27 March 2026

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.

BUD Fund

Hong Kong enterprises could consider applying for the BUD Fund, the cumulative funding ceiling per enterprise under the BUD Fund is HK\$7 million. Hong Kong enterprises seeking information about eligibility and the scope of funding can visit the website of the BUD Fund (www.bud.hkpc.org), or contact the Hong Kong Productivity Council, the Fund Implementer.

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:

Mr. Ken Fong	Email: ken.kl.fong@hktdc.org	Tel: (852) 2240 4372
Mr. Perry Wong	Email: perry.ph.wong@hktdc.org	Tel: (852) 2240 4617
Ms. Erika Chan	Email: erika.yk.chan@hktdc.org	Tel: (852) 2240 4317

Yours faithfully,

Exhibitions and Digital Business Department
Hong Kong Trade Development Council