HKTDC
香港貿發局

Global ICT solutions for your business

連繫環球資訊科技
助您發展業務新領域

HKTDC
International ICT Expo
國際資訊科技博覽

13-16/4/2017
Hong Kong Convention and Exhibition Centre
香港會議展覽中心

Explore and Connect　推廣香港 創造商機

Premier **ICT Hub** for the Region!
優越的**區內資訊及通訊科技樞紐**！

The **HKTDC International ICT Expo**, Asia's leading ICT flagship event, strives to sustain its position as a premier platform for the ICT providers to meet with the world's enterprises and Hong Kong SMEs for business exploration. As one of the major events of **International IT Fest in 2016**, the Expo registered participation of **600 exhibitors from 11 countries and regions**, including new exhibiting countries from Brunei, France and United Arab Emirates. **Over 30,000 professional buyers from 127 countries and regions** were attracted to source the latest ICT solutions at the Expo. Come join this annual ICT event to uncover more opportunities!

Without further delay, sign up and join this ICT momentous event now!

香港貿發局國際資訊科技博覽，一向被認可為亞洲首屈一指的資訊科技界旗艦活動，致力為資訊科技供應商和全球企業及香港中小企聚首洽商的絕佳平台。作為「**2016國際IT匯**」的重點活動之一，展覽會匯聚**600家來自11個國家和地區的參展商**，包括來自汶萊、法國及阿聯酋的新參展國家。展覽會吸引全球**逾30,000名專業買家來自127個國家和地區**前來物色最新資訊科技解決方案。

事不宜遲，立即報名參展，融入ICT強勢陣容！

Hong Kong, Second Top ICT Hub in Asia
香港，亞洲第二大資訊及通訊科技樞紐

According to the annual global ICT Development Index in 2015, Hong Kong ICT infrastructure in terms of digital readiness and internet access capabilities ranked second in Asia. Importance of the local ICT development to the world was evidently shown by an attendance of over 57% overseas buyers in 2016 Expo, including Chinese mainland, USA, Korea, Taiwan, Japan, India, Russia, Australia, United Kingdom and Germany as top ten visiting countries & regions.

跟據2015年國際電信聯盟發表每年一度的「全球ICT發展指數」，香港的資訊及通訊科技基礎設施在亞洲排名第二。2016年展覽會出席的買家當中，逾57%來自海外國家及地區，包括中國內地、美國、韓國、台灣、日本、印度、俄羅斯、澳大利亞、英國及德國等，可見本土ICT業務發展對全球的重要性。

Specialised Zones to Reach Target Buyers
特色展區助您接觸目標買家

- Apps Zone
- Business Apps on Cloud & Mobile
- Computer & Peripherals
- Digital Marketing
- E-Commerce
- E-Logistics & Retail Technologies
- Enterprise Solutions & IT Outsourcing
- Home-grown Innovations
- Smartphone & Tablet
- Start-up
- Telecom, Network & Data Centre
- Trade Related Services

- 流動應用程式區
- 雲端及移動商業應用
- 電腦及週邊設備
- 數碼營銷
- 電子商貿
- 電子物流及零售科技
- 企業解決方案及資訊科技外包服務
- 本土創意科技
- 智能電話及平板電腦
- 初創
- 電訊、網絡及數據中心
- 商貿服務

Expand Business Network through Value-added Activities
增值活動擴展人脈商網

▲ SME IT Clinic offers free consultation to SMEs
中小企IT諮詢服務
免費為中小企提供顧問服務

▲ Top-notch Seminars / Conferences
研討會/會議探討熱門話題

▲ One-on-one Buyer Meetings
一對一買家會議

▲ Networking Events
交流活動

An Appetite for Exposure
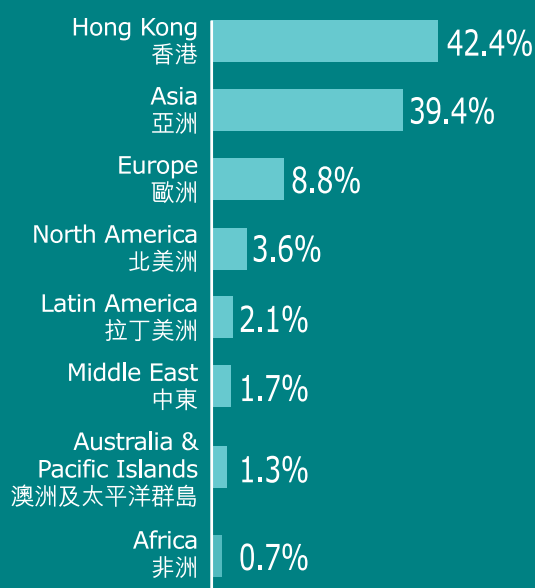## 獲取額外曝光率

▲ Media Breakfast Meeting
傳媒早餐會

▲ Press Conference
記者招待會

World's Major Buyer were Here!
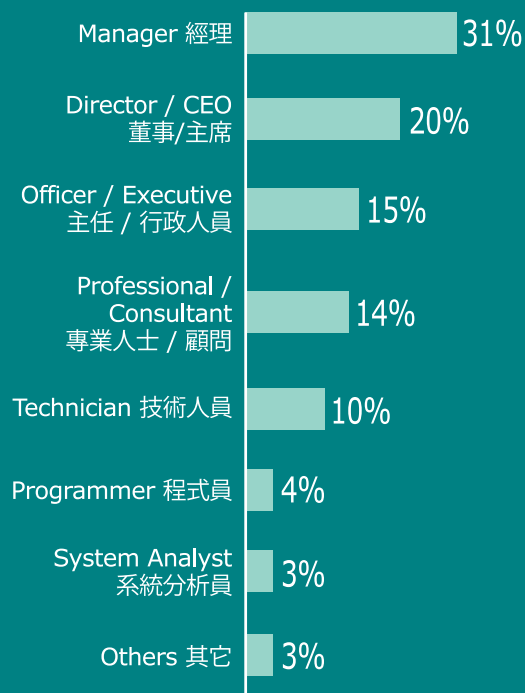## 環球市場的主要買家亦到訪參觀！

- Beijing Capital Retailing Group Co., Ltd
  北京首商集團股份有限公司 (Chinese mainland 中國內地)
- Webra Solutions (Slovakia 斯洛伐克)
- Aloala Information Technology (Kingdom of Bahrain 巴林)
- Media Wars Company Limited (Japan 日本)
- ClickAsia Sdn Bhd (Malaysia 馬來西亞)
- Boulevard IT Superstore Sdn Bhd (Malaysia 馬來西亞)
- Ironhorse Asia Sdn Bhd (Malaysia 馬來西亞)
- Koan Co.,Ltd (Thailand 泰國)
- PT. Blue Bird, Tbk (Indonesia 印尼)
- PT. Adiraja Intergrasi (Indonesia 印尼)
- PT. EMS Paramitra (Indonesia 印尼)
- RussCom IT Systems (Russia 俄羅斯)

Number of Trade Visitors by Region (2016)
買家所屬地區之分佈(2016)

Region	%
Hong Kong 香港	42.4%
Asia 亞洲	39.4%
Europe 歐洲	8.8%
North America 北美洲	3.6%
Latin America 拉丁美洲	2.1%
Middle East 中東	1.7%
Australia & Pacific Islands 澳洲及太平洋群島	1.3%
Africa 非洲	0.7%

Visitors' Job Nature
買家工作性質

Job Nature	%
Manager 經理	31%
Director / CEO 董事/主席	20%
Officer / Executive 主任 / 行政人員	15%
Professional / Consultant 專業人士 / 顧問	14%
Technician 技術人員	10%
Programmer 程式員	4%
System Analyst 系統分析員	3%
Others 其它	3%

Exhibitor's Quotes 參展商語錄

"The Expo offers a strategic platform to facilitate our business development. ICT companies are dedicated to providing new and innovative solutions while the Expo draws a large number of quality buyers from all over the world. This is a perfect place to bring everybody together to do business."

Alan Kan, Chairman, Hong Kong Linux Industry Association, Hong Kong

「國際資訊科技博覽是促進我們業務發展的策略性平台。資訊科技公司不斷推陳出新，提供更多創新的服務方案，這展覽吸引大批來自全球各地的優質買家，確是匯聚業界精英共拓商機的理想地方。」

香港Linux商會主席簡錦源

Buyer's Quotes 買家語錄

"We are visiting the Expo to find IT solution providers for cooperation to improve our services and offer better choices for customers. This Expo is one of the major sourcing channels for us. We are pleased to be here every year to establish long-term relationships with new partners."

Toto Nugroho, Vice President, PT EMS Paramitra, Indonesia

「我們參觀國際資訊科技博覽目的是物色一些資訊科技服務供應商，探討合作機會，加強公司現有的服務，讓顧客有更多更好的選擇。這展覽是我們主要的採購渠道之一，很高興每年到訪都找到新的合作夥伴，開展長遠的業務關係。」

印尼PT EMS Paramitra副總裁Toto Nugroho

Act Now! Sign up for exhibiting space! 請勿遲疑，立即報名參展！

Participation Fee 參展費用

9 sq.m. Standard Booth	12 sq.m. Standard Booth	Custom-built Participation
9平方米標準展台	12平方米標準展台	特裝參展
HK$港元31,940 / US$美元4,180	HK$港元39,430 / US$美元5,165	HK$港元3,215 / US$美元421 (per sq.m. 每平方米) (Minimum 36 sq.m. 最少租用36平方米)

Please email the reply form to
表格請電郵至 **exhibitions@hktdc.org**
Please send us more information on exhibiting in the **HKTDC International ICT Expo 2017**
請惠寄有關參加 **香港貿發局國際資訊科技博覽2017** 的資料

Company Name 公司名稱 :

Contact Person 聯絡人 (Mr先生 / Ms女士) :

Office Tel 公司電話 : (   )   Office Email 公司電郵 :

Please attach your business card for easy reference. 請附上閣下名片以供參考。

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- Track application status and update information online anywhere, anytime
- Receive fair-related information and reminders in timely fashion
Apply for a booth online at www.hktdc.com/ictexpo now!

參展事宜 一按即妥

大會現已推出「**參展一站通**」網上服務，協助業者辦理參展事宜，便捷有效。
- 上網遞交參展表格，本局即時發出申請收悉通知
- 隨時隨地上網檢視申請進度及更新資料
- 第一時間獲得最新展覽資訊及備忘
立即行動，登入展會網站 www.hktdc.com/ictexpo/tc 申請參展。

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Organiser 主辦機構：

HKTDC 香港貿發局

Hong Kong Trade Development Council - Exhibitions Department
Unit 13, Expo Galleria, Hong Kong Convention and Exhibition Centre,
1 Expo Drive, Wan Chai, Hong Kong
Tel: (852) 2584 4333 Fax: (852) 2824 0026 Email: exhibitions@hktdc.org

香港貿易發展局 — 展覽事務部
香港灣仔博覽道1號香港會議展覽中心博覽商場13號
電話：(852) 2584 4333 傳真：(852) 2824 0026 電郵：exhibitions@hktdc.org

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