



SME ReachOut
中小企資援組



工業貿易署
Trade and Industry Department

SME ReachOut 中小企資援組

FUND FAIR *Plus* Tech Sourcing 2025

政府資助與科技採購博覽 FUND Tech Go | 中小企「智」創未來



2025.10.16-17 星期四-五 Thur-Fri



10:00 - 18:00



九龍達之路78號生產力大樓
HKPC Building | 78 Tat Chee Avenue, Kowloon





Why **FF2025** is Important to SMEs

The **SME ReachOut Fund Fair plus Tech Sourcing 2025** is a vital initiative aimed at **empowering SMEs** with the resources they need **for sustainable growth**.

By showcasing government support for funding and **technology**, we are reinforcing our commitment to help SMEs navigate the challenges of today's business landscape.

This event offers essential funding tips, advice, live demonstration of eCommerce and a lots more of tech's tips to go global and capacity building, creating a comprehensive support system for businesses looking to thrive.



SMEs' Pain Points & Challenges

Lack of Funds

Development
Sustainable
Tech Transformation
Tech & AI Solutions
Cyber Security
Government Funding
Business Networking
New Source for business
Enter Mainland market
Explore overseas markets
Market Expansion
Build Brand
Staff upskills
Green tech
ESG
from OEM to OBM



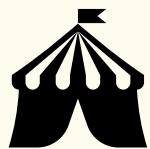
Supporting SMEs in a Changing Landscape

FF2025 is a unique platform for SMEs to explore **global expansion** through **eCommerce**, **innovative technologies** like AI and robotics and other capacity building initiatives. The event fosters **valuable connections** and provides **SMEs** with the knowledge and tools to thrive **in a rapidly changing market**.

Participants will gain direct access to funding organizations and tech solution providers through:



Opening Ceremony
with Government
Officials & media



80+
exhibitors



10+
sharing
sessions



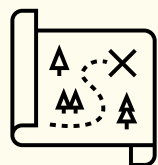
10+
Live shows



10+
Guided
Tours



**Free
Consultations**
on Funding &
Technology



**FIVE
thematic
zones**



**Grab FUND
zone**



**Go
Global**



**Go AI &
Digital**



Go Green



**eCommerce
LIVE &
RetailTech**

*Join us to be part of this
transformative experience!*



We're not facilitating only **valuable connections** but also **equips SMEs** with the knowledge and tools necessary **to adapt and succeed in a rapidly evolving market**.



Who will join



10,000+

Total no. of views



3,000+

Guests from SMEs interacted



5,000+

Sessions of enquiries



80+

Exhibitors



10+

Seminars/Workshops



Who to support

Start-Up Community Partners



Supporting Organisations



Over 170+ SO from associations



數字政策辦公室
Digital Policy Office



中華人民共和國香港特別行政區政府
商務及經濟發展局
「一帶一路」辦公室
Belt and Road Office
Commerce and Economic Development Bureau
The Government of the Hong Kong Special Administrative Region
of the People's Republic of China

Media Partners



[All of the above partners will be **subject to final confirmation – TBC**]



Opening Ceremony @ FM Hall, LG1



16.10.2024 (Thurs)



10:00 to 10:30

Guests (by invitation only)

Draft Event Rundown

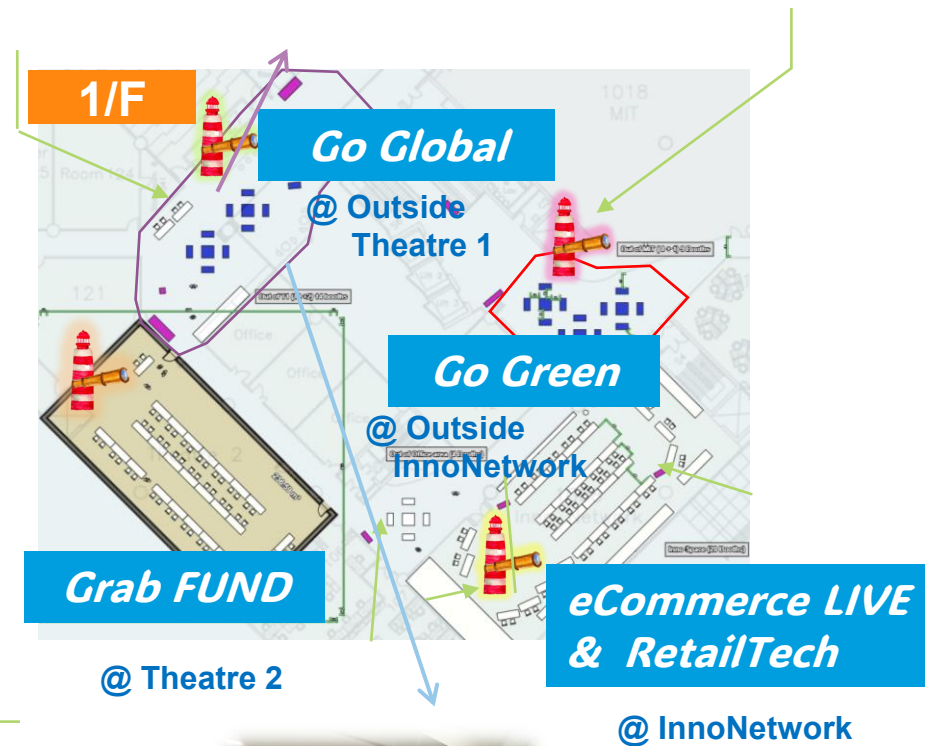
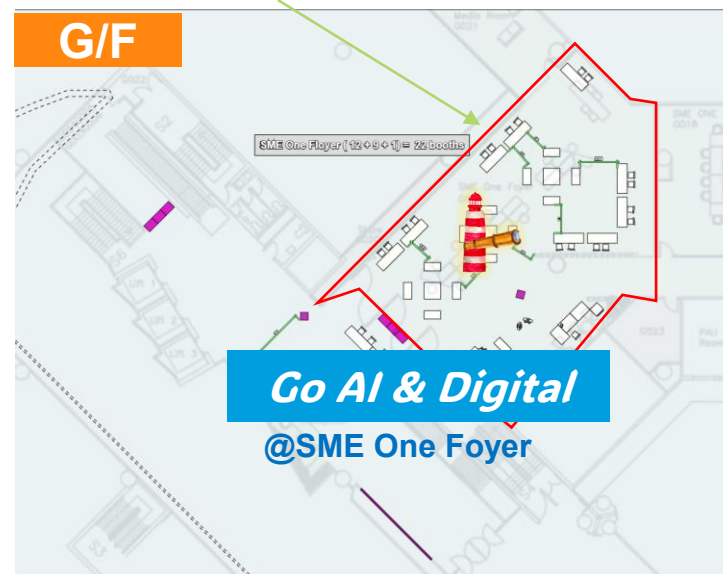
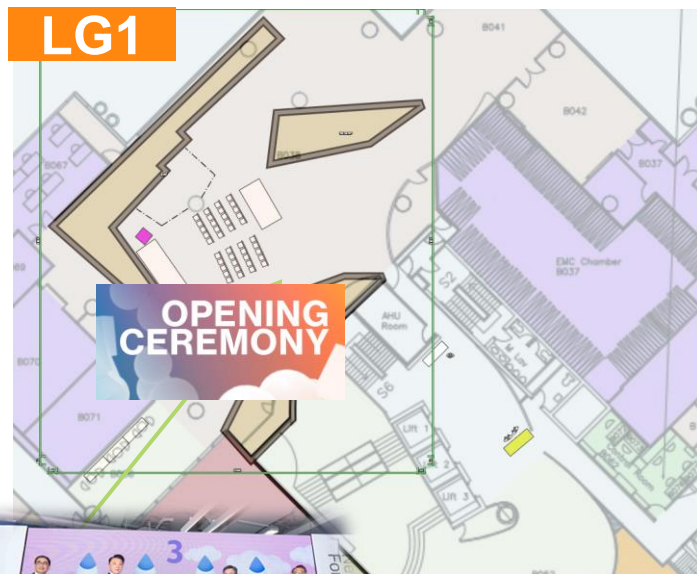
Time	Agenda
10:00 – 10:05	Welcome speech - by HKPC Chairman
10:05 – 10:10	Opening speech - by SCED
10:10 – 10:20	Kick off ceremony + Group photos
10:20 – 10:30	<i>Guided tour for VVIP</i>
10:20 – 11:00	<i>Networking with refreshments</i>

Kick Off Gimmick (tbc) - concept only





Events at a Glance

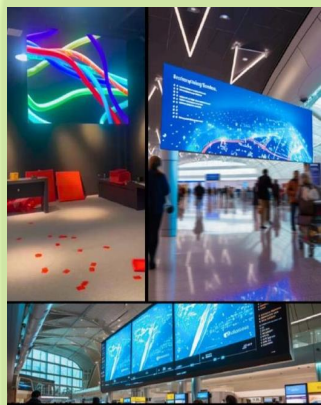


Sharing Sessions



What to demonstrate

Virtual Space



Dual LED Display

Size: 100cm x 600cm



LED Display Pole

Size: 47cm x 47cm



LED Poster display

Size: 70 x 180 & 120 x 45 cm



Glass Sticker Display

Size: 200 cm x 200 cm



3D Display Cupboard

Size: 1.05 x 1.82m

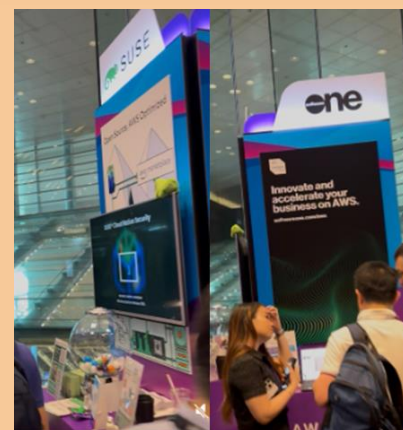


Kinetic Display

Size: 2 x 2 m

Booth Samples

(concept only)





Tentative Rundown

10:00-18:00



Time	Theme	Topic (tbc)	Venue
10:00 -- 10:30		Opening Ceremony	FM Hall @ LG1
11:00 -- 11:30	Sharing #1 [Go AI & Digital]	<i>SMEs Survival Switch : Scaling in AI & Digitalisation</i> 中小企「智」佳升級大法：AI x 數碼轉型	Theatre 1 @ 1/F
10:45 – 11:15	Live Show #1		
11:45 – 12:15	Live Show #2		
12:00 -- 12:30	Sharing #2 [Go Global]	<i>Go Global : Business Spotlight from GBA to ASEAN markets</i> 「出海」去邊度：從大灣區至東盟	
14:30 -- 15:00	Sharing #3 [Go Green]	<i>Go Green: Decoding EU's Sustainable Business Strategies</i> 企業「碳」世界：解讀歐盟可持續發展策略	Theatre 1 @ 1/F
14:45 -- 15:15	Live Show #3		
15:30 --16:30	Sharing #4 [Grab FUND]	<i>FUND Run Challenge</i> 「求FUND」馬拉松	Theatre 1 @ 1/F
15:45 -- 16:15	Live Show #4		
16:45 -- 17:15	Live Show #5		
16:30 -- 17:00	Sharing #5 [Go AI & Digital]	<i>TECH-Up the Party for Growth</i> 「升TECH」大派對	Theatre 1 @ 1/F
17:15 – 17:45	Sharing #6 [Capacity Building]	<i>SMEs Level-Up Bootcamp</i> 中小企Level-Up實戰教室分享	Theatre 1 @ 1/F

02

17 Oct 2025

(Fri)

Tentative Rundown

10:00-18:00

SME ReachOut
中小企資援組

FUND Fair

plus Tech Sourcing

政府資助與科技博覽

Fund Tech Go | 中小企「智」創未來

2025



Time	Theme	Topic (tbc)	Venue
10:00 -- 10:30	Sharing #7 [Tech Sourcing]	<i>The Quango-SME Connection : Tech Procurement Needs</i> 連繫中小企商機：Quango技術採購需求	Theatre 1 @ 1/F
10:45 -- 11:15	Live Show #6		
11:00 -- 11:30	Sharing #8 [Go Global]	<i>Go Global : Picking a Path to The Middle East</i> 「出海」去邊度：中東篇	Theatre 1 @ 1/F
11:45 -- 12:15	Live Show #7		
12:00 -- 12:30	Sharing #9 [Go AI & Digital]	<i>Unlocking the Smart Workspace: Innovation - Co-Working - Security</i> 智能解鎖新型工作間：創新・共享・安全	Theatre 1 @ 1/F
14:30 -- 15:00	Bootcamp #10 [Grab FUND]	<i>Hands-On Form-Filling Tactics to Go Global</i> 手把手「填FORM」出海秘笈	Theatre 1 @ 1/F
14:45 -- 15:15	Live Show #8		
15:30 -- 16:00	Sharing #11 [IP Branding]	<i>IP Passport: Branding Your Way to Go Global</i> IP護照在手：品牌全球GO!	Theatre 1 @ 1/F
15:45 -- 16:15	Live Show #9		
16:30 --17:00	Sharing #12 [eCommerce]	<i>Cross Border eCommerce Maze: Strategic Move & Dodge Traps</i> 跨境電商迷宮：避開陷阱不踩雷	Theatre 1 @ 1/F
16:45 – 17:15	Live Show #10		