

# Government launches enhanced services of "SME ReachOut" (with photos)

The "SME ReachOut: Tech+ SME Sourcing Fair 2023" opening ceremony was held today (October 10). The two-day Sourcing Fair is the first large-scale event organised under the enhanced services of the "SME ReachOut", with a view to assisting small and medium-sized enterprises (SMEs) in undertaking technology transformation and enhancing competitiveness.

Speaking at the opening ceremony, the Secretary for Commerce and Economic Development, Mr Algernon Yau, said that the Government has allocated \$100 million to enhance the services of "SME ReachOut" in the next five years. He said he was pleased to note that the enhanced services had started to roll out this month, including strengthening support to SMEs on government funding applications, and expanding the support to provide capacity-building services for SMEs. The Sourcing Fair will allow SMEs to obtain the latest market information and facilitate them in identifying solutions that suit their business needs.

Mr Yau encouraged the trade to make good use of the various support measures and ride on the momentum of the post-pandemic recovery to expand their businesses.

Operated by the Hong Kong Productivity Council under the support of the Government, "SME ReachOut" has operated since January 2020 to assist SMEs in identifying suitable government funding schemes and answer questions related to applications. The enhanced services of "SME ReachOut" rolled out this month will strengthen the support to SMEs on government funding applications, including arranging more visits to trade and industrial organisations, co-working spaces and commercial and industrial buildings, as well as increasing the capacity of handling enquiries and one-on-one free-of-charge consultation sessions. The enhanced services will also provide capacity-building services for SMEs, including one-on-one technology/business know-how consultation meetings with SMEs, networking events for SMEs as well as annual large-scale events, such as this Sourcing Fair.

Details of the "SME ReachOut: Tech+ SME Sourcing Fair 2023" are available at [u.hkpc.org/2023SF](http://u.hkpc.org/2023SF). For details of "SME ReachOut", please visit [www.hkpc.org/en/support-resource/sme-one/sme-reachout](http://www.hkpc.org/en/support-resource/sme-one/sme-reachout).

For enquiries, please contact "SME ReachOut" (Tel: 2788 6868).

