

# [Hong Kong Pavilion opens at SusHi Tech Tokyo Global Startup Program in Tokyo to showcase Hong Kong's dynamic business environment and start-up ecosystem \(with photos\)](#)

â€‹The Hong Kong Pavilion at the SusHi Tech Tokyo 2024 Global Startup Program, a global start-up event, opened in Tokyo, Japan, today (May 15).

With the theme "Dynamic Hong Kong", the Hong Kong Pavilion brings together 20 Hong Kong start-ups to present their businesses, services and products, and serves as a platform for them to seek business opportunities and collaboration on a global scale. It also introduces to Japanese and international business communities Hong Kong's dynamic business environment and vibrant and diverse start-up ecosystem, as well as its active approach to innovation and technology (I&T).

The pavilion was set up by the Hong Kong Economic and Trade Office (Tokyo) and Invest Hong Kong at Tokyo Big Sight, a convention and exhibition centre in Tokyo, for May 15 and 16.

At the opening ceremony, the Principal Hong Kong Economic and Trade Representative (Tokyo), Miss Winsome Au, welcomed the 20 start-ups from Hong Kong, which serve as ambassadors to showcase the theme of the Hong Kong Pavilion, "Dynamic Hong Kong", and to represent Hong Kong's start-up ecosystem.

"Thanks to the opportunities brought by the National 14th Five-Year Plan and the Guangdong-Hong Kong-Macao Greater Bay Area initiative, as well as the efforts of many stakeholders under the Hong Kong Innovation and Technology Development Blueprint promulgated by the Government in December 2022, Hong Kong is capitalising on its advantages in research and development capabilities, world-class infrastructure, trusted legal system and intellectual property framework to develop into one of the world's recognised I&T hubs," she said.

The opening ceremony was followed by a panel discussion on "Hong Kong's Dynamic Startup Ecosystem", and pitching presentations by participating Hong Kong start-ups.

