

## **“SME ReachOut: FUND Fair plus Tech Sourcing 2024” to be held today and tomorrow (with photos)**

With support from the Trade and Industry Department, the Hong Kong Productivity Council (HKPC) is holding "SME ReachOut: FUND Fair plus Tech Sourcing 2024" (the Fair) for two consecutive days starting today (October 29). The Fair seeks to provide information on government funding schemes and assist small and medium-sized enterprises (SMEs) in undertaking digital transformation, with a view to bringing new impetus to SMEs' sustainable development.

Speaking at the opening ceremony, the Secretary for Commerce and Economic Development, Mr Algernon Yau, said that supporting SMEs in developing new markets and pursuing new growth areas, and assisting SMEs in digitalisation and green transformation have long been the priority tasks of the Commerce and Economic Development Bureau and the Trade and Industry Department. This year's Policy Address announced a number of initiatives, such as injecting \$1 billion into the BUD Fund (Dedicated Fund on Branding, Upgrading and Domestic Sales), expanding the geographical coverage of E-commerce Easy to the 10 ASEAN countries, and providing more targeted funding support for enterprises to implement green transformation projects. He encouraged the trade to make good use of the various support measures to expand their business and embrace changes.

The Fair, a leading annual event organised by "SME ReachOut", contains five thematic zones, covering topics including government funding schemes, digital transformation, e-commerce, business expansion and ESG (environmental, social and governance). The Fair also features 10 thematic seminars, where experts will share information related to government funding schemes, digital transformation and e-commerce, enabling SMEs to understand the latest market trends and seek opportunities for co-operation and suitable solutions.

Operated by the HKPC under the support of the Government, "SME ReachOut" has been in service 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 in October 2023 have strengthened the support to SMEs on government funding applications and provided capacity building services for SMEs, including one-on-one technology/business know-how consultation meetings with SMEs and networking events for SMEs, as well as annual large-scale events, such as the Fair.

Details of "SME ReachOut: FUND Fair plus Tech Sourcing 2024" are available at [u.hkpc.org/fund\\_tech2024\\_en](https://u.hkpc.org/fund_tech2024_en). For details of "SME ReachOut", please visit [smereachout.hkpc.org/en](https://smereachout.hkpc.org/en).

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

