

Support social enterprises participating at HKBPE to help achieve sustainable development

The 55th Hong Kong Brands and Products Expo (HKBPE) will be held at Victoria Park from December 11, 2021, to January 3, 2022. Social enterprises (SEs) will participate and take turns to showcase their products. Members of the public are welcome to visit and shop at the booths to support SEs for bringing social good to the society through sustainable business models.

Nineteen SEs will take turns to promote their products or services at booths No. 4A11 to 4A13, including handicrafts, healthy food products, organic products and rehabilitation products, as well as Chinese medicine practitioner consultations and tui na services, health assessments, testing services and fitness training courses. Please refer to the Annex for details.

The Home Affairs Department (HAD) booth will be located at booth No. 4A14. Visitors who follow the SE Facebook page (www.facebook.com/sehk.gov.hk) on the spot will receive a free memo pad notebook. People purchasing products at the SE booths and reaching the spending requirement will receive a souvenir for free on a first-come, first-served basis. Moreover, the mascot "Nick the Robot" will greet and take photos with visitors at the SE booths at specific time slots on Saturdays, Sundays and public holidays.

The HKBPE will open from 11am to 9pm, and will close at 8pm on the last day of the exposition. The admission fee is \$8. Entry is free for children below 1 metre in height, senior citizens aged 65 or above and persons with disabilities.

A spokesman for the HAD said, "Public support is crucial for social enterprises to achieve their social missions while sustaining their business. The HKBPE provides a good opportunity for SEs to reach a wider audience and showcase their quality products and services. We hope that members of the public visiting the Expo would support the participating social enterprises, helping them achieve sustainable development."