

# TID to participate in SmartBiz Expo 2018 and jointly hold seminar series with HKTDC on “InnoTech for Branding – Journey to Outstanding Brand”

The Trade and Industry Department (TID) will participate in the SmartBiz Expo 2018 to be held in Hall 1 of the Hong Kong Convention and Exhibition Centre from December 5 to 7 (tomorrow to Friday).

The SmartBiz Expo 2018, organised by the Hong Kong Trade Development Council (HKTDC), provides a one-stop platform showcasing the latest business innovation plans, applied technologies, operation support and more to provide comprehensive support for enterprises, especially small and medium enterprises (SMEs), to grasp global market opportunities through innovation, upgrading, and enhancing productivity and competitiveness.

As the strategic partner and a major exhibitor of the Expo, the TID will showcase its work and support services to enterprises, especially SMEs, at Booth 1D-B02. In addition, business consultants and professionals will be available to provide free one-on-one advisory services for SMEs on matters related to accounting, legal matters, marketing and setting up business. SMEs are welcome to visit the TID's booth and make arrangements for advisory services.

During the Expo, the TID will also jointly hold with the HKTDC a two-day seminar series entitled "InnoTech for Branding – Journey to Outstanding Brand" on December 6 and 7 in Hall 1B. Branding experts and representatives of renowned brands will speak at four seminars on how innovative technologies, including smart inventory management, social media and blockchain, can help SMEs upgrade and develop their brands and business in the new era. Seminars on "Smart Inventory Management" and "Social Media Branding Tricks" will be held at 11am and 2.30pm respectively on December 6, while seminars on "Branding with Blockchain" and "Revitalising Traditional Brands Online" will be held at 11am and 3pm respectively on December 7.

The seminar series is one of the highlight events of the SmartBiz Expo 2018. For those interested in the seminar series, online registration is available via the HKTDC website ([info.hktdc.com/dm/CP1932220/index\\_en.html](http://info.hktdc.com/dm/CP1932220/index_en.html)) and TID's Brand Development and Promotion website ([www.branding.tid.gov.hk](http://www.branding.tid.gov.hk)). The seminars will be conducted in Cantonese.

The TID is also the Strategic Partner of the Asian E-tailing Summit, a concurrent event to be held with the SmartBiz Expo on December 5. The Summit serves to provide a one-stop platform for business professionals to network with renowned online retail experts, and obtain the latest sourcing trends and market intelligence. Focusing on the development in the Asian region, the

Summit will share successful cases and best practices of e-tailing for exploring business opportunities in the Mainland and in Asia.

For further details on the Expo, please visit the SmartBiz Expo 2018 website ([m.hktdc.com/fair/smartbizexpo-en/](http://m.hktdc.com/fair/smartbizexpo-en/)).