

“Think Business, Think Hong Kong” is a signature promotion organised by the Hong Kong Trade Development Council (HKTDC) in overseas markets to showcase Hong Kong as a resilient business and innovation hub facilitating global businesses to capture new demands worldwide and realise business opportunities.

Succeeding the overwhelming response in the previous editions in Canada, France, Germany, Italy, Japan, the UK and the US, the upcoming campaign will return to Paris on 19 September 2023. It will comprise a **full-day symposium** bringing together business leaders from Hong Kong and France to discuss the latest developments and opportunities in Asia’s new economy, sustainability in business, innovation and technology, design and creativity, and more, amid the ever-changing global business dynamics. Hong Kong’s role in partnering with French counterparts to capitalise on the promising opportunities arising from the Guangdong-Hong Kong-Macao Greater Bay Area and the Regional Comprehensive Economic Partnership (RCEP) economies will also be examined. A **Hong Kong Dinner** (by invitation) welcoming prominent officials and business leaders from France and Hong Kong will also be organised on the same day.

19 September 2023 (Tuesday) – Carrousel du Louvre, Paris

Main Symposium

Prominent business leaders will share insights on the economic outlook and successful experience in leveraging Hong Kong’s platform and international business network for their global ventures. Practical tips for French businesses to capture the new wave of innovation in the fast-growing Asia market will be featured.

Networking Lunch

Concurrent Thematic Sessions

A series of concurrent thematic sessions focusing on the latest trends and opportunities in various sectors such as green finance and impact investment, design and smart living, etc will be organised. Practical tips for French businesses to do business in Asia will also be highlighted.

1-to-1 Business Matching Activities with Hong Kong Service Providers, Startups and Mentors

Professionals from Hong Kong’s legal, accounting and business advisory sectors are invited to offer consultation services to European companies looking to expand into Asia via the Hong Kong platform. Hong Kong startups will have the opportunity to showcase their business innovation and capabilities and explore collaboration at InnoVenture Salon, a dedicated exhibition area which will be staged alongside the symposium. Mentors from Hong Kong’s startup ecosystem will provide practical tips and solutions for European startups to grow a successful business in Asia via Hong Kong.

Hong Kong Dinner (by invitation)

Pavillon Cambon Capucines

Business Missions from Hong Kong

- Design Services Mission
- Healthcare Mission
- Professional Service Providers Mission
- Startup and Innovation Mission

Who should participate?

- Corporate Leaders
- Small- and Medium-sized Enterprises
- Service Providers and Intermediaries
- Financial Institutions
- Technology Companies
- Entrepreneurs & Start-up Owners
- Economists, Academics and Opinion Leaders

(Information as of 26 June 2023)