

Business As Usual with HKTDC Marketplace

**Virtual Business Connections
During a Global Health Crisis**



What companies are experiencing right now



- Social distancing, travel restrictions, quarantine rules
- Work-from-home (WFH) arrangements
- Disruption of global supply chain
- Impact on business and revenues
- Prolonged uncertainties

How companies are responding to this unprecedented crisis

Workforce protection	Policy and management, communication, WFH infrastructure, work shifts, spread prevention
Supply chain stabilisation	Supplier/order/inventory management, new supplier qualifications, production and operations optimisation, production and sourcing plans, logistics
Customer engagement	B2B customer communication, customer protection, customer outreach
Financials stress testing	Scenario definition, financials stress tests in different scenarios
Nerve-centre integration	Single source of truth, portfolio of actions, leadership alignment

Source: McKinsey & Company, *"Executive Briefing on Covid-19: Implications for Business" (March 2020)*

The major shift to online



Hong Kong International Lighting Fair (Spring Edition)

Hong Kong Electronics Fair (Spring Edition)

International ICT Expo

Hong Kong Houseware Fair

Hong Kong International Home Textiles and Furnishings Fair

Hong Kong Fashion Week

Hong Kong Gifts & Premium Fair

Eight trade fairs are rescheduled and will be held concurrently

Date: 25-28 July 2020 • Venue: Hong Kong Convention & Exhibition Centre

- Retail
- Customer service and engagement
- B2B sourcing
- Business networking



Global trade events cancelled or postponed

B2B sourcing and networking shifted online



hktdc.com Sourcing

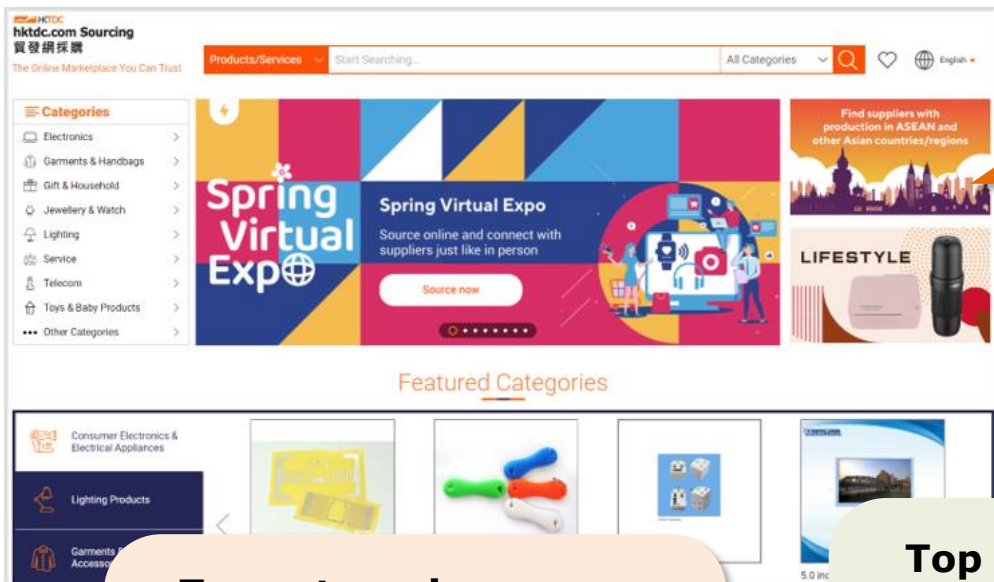
Business as usual with HKTDC online marketplace

The screenshot shows the HKTDC.com Sourcing website interface. At the top, there's a navigation bar with 'Products/Services' and a search bar. Below the navigation bar, there's a main banner for 'Spring Virtual Expo' with the text 'Business as usual and stay connected during the pandemic'. To the right of the banner, there's a section for 'LIFESTYLE' with a 'Source now' button. Below the banner, there's a 'Featured Categories' section with a list of categories: Food & Beverage, Consumer Electronics & Electrical Appliances, Household Products, and Toys & Games. Each category has a corresponding image. Below the categories, there's a 'Featured Products' section with a grid of product images and their names: Optical Window Display, Tiki Mug, Tortoise Shell Eyeglass Frame, smartphone lens, 4-Wheel Truck Tin, and Ladies Watch. At the bottom, there's a 'FUJIAN BRANDS' banner with the text 'FUJIAN BRANDS' and '福建省商務行'. Below the banner, there's another grid of product images.

- **Connect global buyers and suppliers** amid trade show rescheduling and travel bans arising from Covid-19 pandemic
- **Fulfill buyers' procurement needs** during peak sourcing seasons
- **Theme-based promotional campaigns** in response to global sourcing trends and demands

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Spring Virtual Expo for the April sourcing season



40%

Web sessions & online enquiries up from March 2020

Top categories

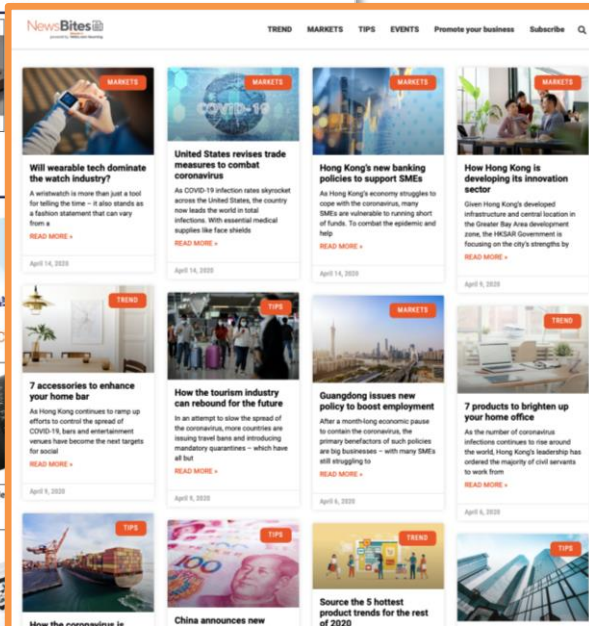
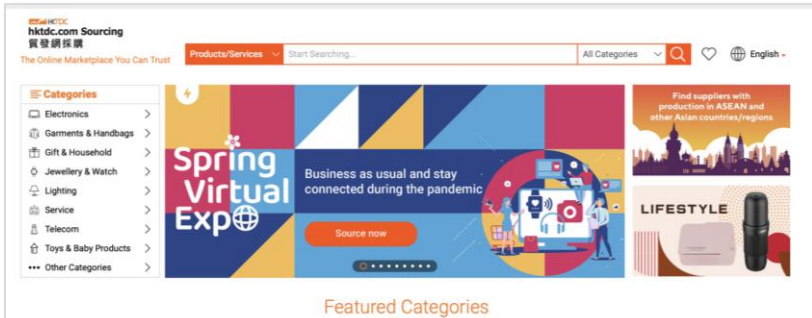
- Consumer electronics
- Toys & games
- Gifts & premium
- Medical supplies
- Houseware

Top countries/regions

- Hong Kong
- United States
- Canada
- India
- United Kingdom

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Trends and news at your fingertips



- Virtual expos and thematic campaigns
- Latest buzz, business tips and product highlights on our blog – *NewsBites*

◀ **NewsBites** powered by *hktdc.com Sourcing*

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Award-winning online marketplace

130,000+

quality suppliers, including HKTDC trade fair exhibitors and product magazine advertisers

2,000,000+

registered buyers, including HKTDC trade fair buyers



- **5M+** monthly visitor sessions
- **24M+** business connections generated annually

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Online Business Matching (BM)



**We arrange virtual meetings
for buyers and suppliers**

Buyer specifies sourcing need



We shortlist suppliers for buyer's
review



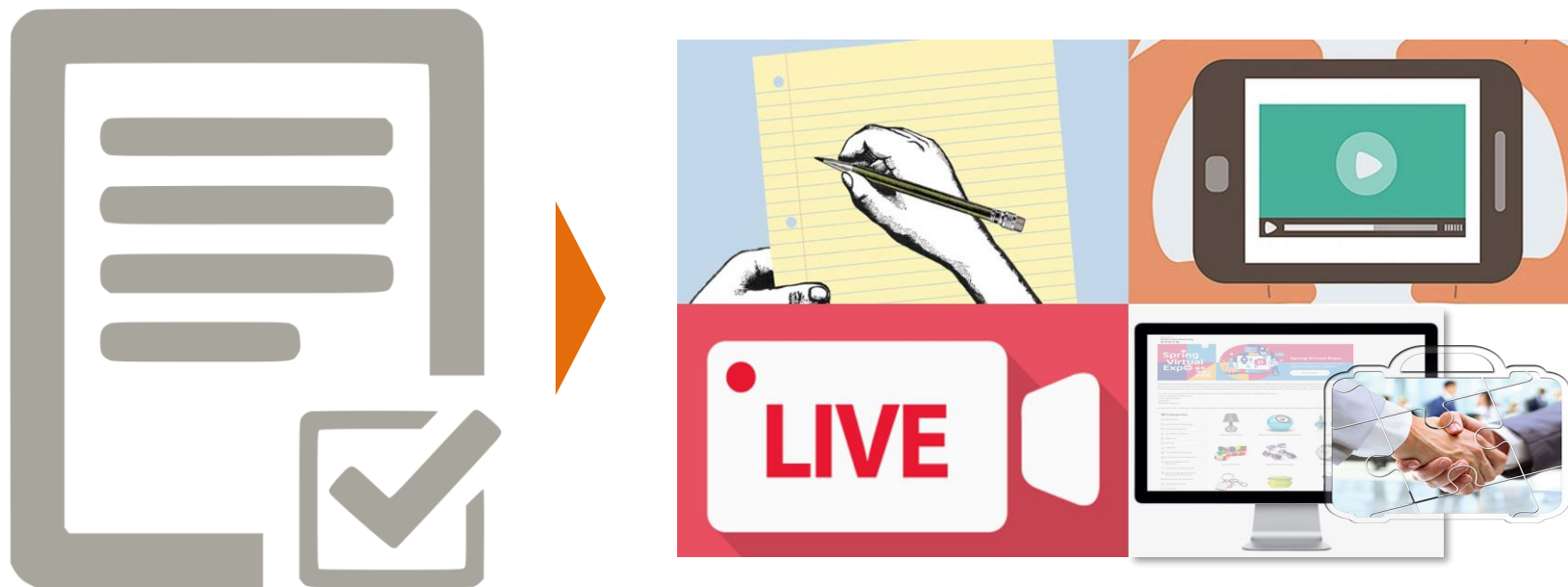
Agree on meeting time



Virtual meeting

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Stay resilient with Online BM Now!



Send us a request, and we will take care of the rest

Summer Sourcing Week in Hong Kong

Our flagship trade fairs return



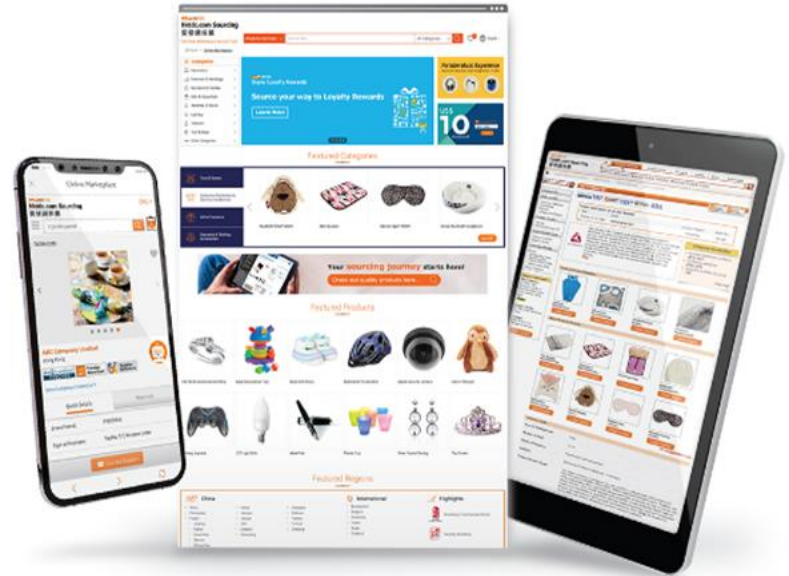
Contact us for details on travel sponsorship

Promote your products **digitally, globally**



- Build/enhance your online presence
- Advertise on digital platforms
- Blend physical and digital promotions

To advertise Physical + digital for greater effectiveness



O2O Package at US\$1,800 only! (originally US\$3,080)

- ✓ 12-month online exposure on hktcdc.com Sourcing
- ✓ Product display at HKTDC trade fairs in **Summer Sourcing Week** (25-28 July)

Book by 9 June
to save over 40%

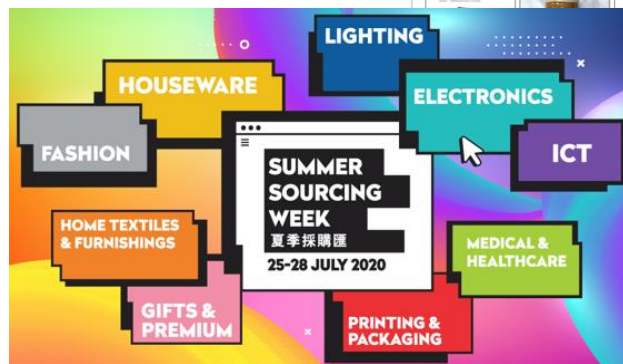
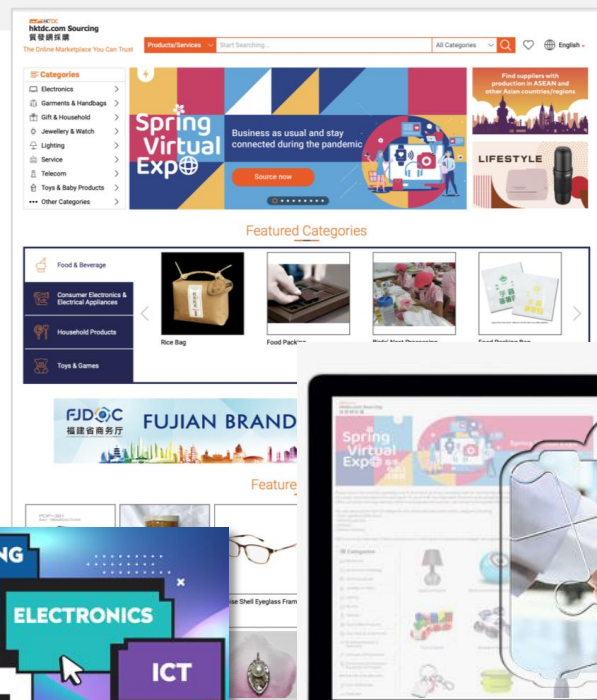
Selected Solutions addressing COVID-19 from Hong Kong companies

The selected solutions cover six categories:

- Air Disinfection/Purification
- Health Diagnostics
- Temperature Checking
- Sanitization
- Personnel Tracking
- Robot Delivery

Your *business as usual* checklist

- ✓ Contact suppliers online
- ✓ Make use of virtual business matching
- ✓ Reserve travel sponsorship to HKTDC exhibitions in Hong Kong
- ✓ Advertise



Thank you!

Your business
Our mission

