



# GOVirtual Business Expo & Conference

10 – 12 June 2021

Hong Kong Convention & Exhibition Centre  
Hong Kong, China

2021's first physical exhibition  
dedicated to "Virtual Business"

## Expo

- B2B Days: 10 & 11 June 2021 (Thu to Fri)
- B2C Day: 12 June 2021 (Sat)

## Conference

- 10 – 12 June 2021 (Thu - Sat)

[www.GOVirtualExpoHK.com](http://www.GOVirtualExpoHK.com)





## Welcome to GOVirtual Business Expo!

On behalf of the organizing committee, we are pleased to introduce to you the 2021 GOVirtual Business Expo & Conference 2021, a platform dedicated to empowering businesses in the Greater Bay Area of China to “Go Virtual”. The inaugural edition of this important exhibition and conference, the first physical event focused on virtual business technology industry after the pandemic, will be held on 10 – 12 June, 2021 at Hong Kong Convention & Exhibition Centre, Hong Kong, China. You are cordially invited to take part and exhibit in this exciting event.

### About the Expo

Responding to the China and HKSAR governments’ strategic vision and development blueprint for the Greater Bay Area (GBA), **GOVirtual Business Expo** is a professional exhibition and conference event aiming to be the platform for tech companies and business enterprises in the area to exchange ideas, collaborate and foster partnerships; for tech professionals and solution providers to interact with existing and potential clients and partners; and for helping corporate executives in the GBA unlock and capture the boundaryless potential of virtual business, which becomes ever so critical in the post pandemic economy.

The **GOVirtual Business Expo** also targets to become the perfect platform for:

- encouraging advancement and realization of digital transformation of businesses in all sectors;
- inspiring creative ideas and innovation that will bring disruptive changes to businesses;
- promoting utilization of 5G technologies by various trade and business sectors to transform from offline traditional practices to innovative online operations.

**GOVirtual Business Expo** consists of a spectrum of impactful exhibit categories:

- **Disruptive Business Innovations**
- **eCommerce**
- **Marketing Technology**
- **Digital Sales Management**
- **Payment & FinTech**
- **Supply Chain & Logistics**
- **Live streaming & Online Entertainment**
- **Virtual Meetings & Events**

**Expected No. of Exhibitors:**

200+

**Expected No. of Visitors:**

**Expo**

- Trade Days – 8,000
- Public Day – 10,000

**Conference**

- 4,000





## Concurrent Event - Professional Conferences brought by Industry Experts

Professional conferences hosting prestigious line-up of industry experts and business leaders to address technology insights, latest innovations, and industry trends, and share with both visitors and exhibitors their valuable knowledge and advices that is critical to the success of businesses going virtual.

Furthermore, the conferences will look at key case studies of companies that survived or even prospered in the current pandemic crisis, and will share the business adaptations made and key learnings acquired by these companies that account for their successes.

### Anchor Conference: GS1 Hong Kong Summit

It is one of the most influential industry events in the region which gathers C-level executives, industry pioneers and influencers, prominent brand owners, retailers, manufacturers, key distributors, logistics service providers, eCom practitioners and digital marketers to share their collective wisdom on the integration of technologies and business strategies that drives digital transformation and smarter business, with enhanced commerce connectivity and consumer experience.



### Co-located Conference: KORNERSTONE CLOUD Forum

Covers an array of topics & tracks include the Data Privacy Forum and the Cloud Forum, details to be announced in April 2021.

KORNERSTONE trainers and invited speakers are specialized practitioners who command at least 15 years of experience in their areas across different industries.







## Themed Pavilions

In addition to the keynote exhibition and conferences, an array of eye-opening themed pavilion is organised on the show floor, providing event participants and visitors abundant and effective networking and information exchange platform.

### Hybrid Park

A B2B & B2C hybrid area where online virtual businesses can have a physical presence to be seen. They will see potential partners, suppliers, vendors for creating opportunities; and at the same time meet their end customers for face-to-face interactions.

- Groceries
- Health & Wellness
- Beauty & Personal Care
- Home & Family
- Fashion & Vogue
- Gadgets & Electronics

### Greater Bay Area Trailblazer Showcase

Presents amazing technological solutions by tech companies & start-ups in GBA, demonstrates their innovative capability and achievements; and serves as a catalyst platform enterprises and institutions to seek business cooperation and collaboration with these star companies.

### Future • Connected by 5G

Want to take a glimpse at future and discover how 5G will disrupt the business world? This showcase of 5G applications in different industries and communities. Attendees will gain access to advanced technologies and innovated solutions; and experience the adoption to virtual economic environment.

### Young Tech Meet-Up

Connects up & coming young tech professionals in the region with entities aiming to harness advances in virtual business technologies & internet innovations to foster growth opportunities.



## Exhibit Profile

### ➤ Disruptive Business Innovations

- Internet of Things (IOT)
- Artificial Intelligence (AI)
- Predictive Analytics
- Blockchain
- 3D
- 5G
- Big Data
- Digital Transformation
- Cloud/Cloud-to-Edge Computing
- Augmentative Reality (AR), Virtual Reality (VR) & Mixed Reality
- Cyber Security

### ➤ eCommerce

- Sales Generation
- User Experience and Conversion Rate Optimization
- Customer Experience and Personalisation
- Market Place/Shopping Platform Management
- Cross-Channel Payment
- Localisation, International support Mechanisms
- Delivery and Fulfilment
- Business Analytics

### ➤ Marketing Technology

- Data & Analytics
- Digital Marketing
- Marketing Automation and AI Interaction
- Digital Customer Loyalty
- Personalisation
- eCommerce Marketing
- Engagement & Measurement

### ➤ Digital Sales Management

- Sales Automation
- Sales Force Automation & Customer Relationship Management
- Inside Sales
- Business Card Management
- Big Data Utilization and Analysis
- Marketing Integration
- Call Centre and Field Sales Support

### ➤ Payment & FinTech

- Payment Processing
- Banking Software & Services
- Virtual Card
- Distributed Ledger Technology, Blockchain
- eCommerce Platforms
- Member Service Provider
- Anti-Money Laundering Solutions
- eWallets/Mobile Wallet
- Payment Gateway
- ePOS solutions
- Digital Remittance & Money Transfer
- Online Security, Fraud Prevention

### ➤ Supply Chain & Logistics

- Materials handling and storage technology
- Warehouse Management & Production Controls
- Stock and inventory management
- Order-picking systems
- Labelling and identification
- Storage system
- Shipping and transport management

### ➤ Live Streaming & Online Entertainment

- Broadband & mobile network
- Video and audio compression
- Players & devices
- Media servers and cloud services
- Apps and software
- Equipment & hardware

### ➤ Virtual Meetings & Events

- Network & WiFi
- Platform, apps and software
- AV & Connection equipment & hardware
- VoIP
- VR & AR



## Attracting Quality Visitors



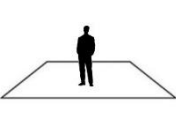
GOVB Expo effectively showcases your products and services to the decision-making online channel professionals and end users from vertical markets, and connects your company to the enormous market of made up of tens of thousands of large & small companies in various industries in the Greater Bay Area.

- Business Owners, Chief Executive Officers, Chief Operation Officers, Chief Innovation Officers, Chief Technology Officers, Managing Directors, General Managers, Presidents, Business Directors, Entrepreneurs and more.
- Start-up Investors, Venture Capitalists, Angel Fund Investors, Fund Managers, and more.
- Heads of eCommerce, eCommerce Directors, eCommerce Managers, eCommerce Specialists, Project Managers, Business Consultants, Business Analysts and more.
- Chief Engineers, IT System Consultants & Managers, IT Architect, Heads of Software Development and Innovation, IT Designers and more.
- Chief Marketing Officers, Marketing directors, Heads of Marketing, Marketing Managers, Marketing Specialists, Brand Managers, Digital Strategists, SEO Consultants and more.
- Sales Directors, Business Directors, Account Directors, Sales Managers, Account Managers, Product Managers, Heads of CRM, Heads of CS, CS specialists and more.
- Chief Financial Officers, Heads of Finance, Heads of Accounting, Bank Executives, Regulators, Finance Managers and more.
- Chief Supply Chain Officers, Chief Logistics Officers, Heads of Supply Chain Management/Logistics/Distribution, Heads of Procurement/Sourcing Directors of Operations, Supply Chain/Logistics/Distribution Managers, Operations Managers and more.





## Participation Package

				
	<b>9 sq.m Standard Booth<sup>1</sup></b>	<b>18 sq.m Standard Booth<sup>1</sup></b>	<b>36 sq.m Exhibit Space<sup>2</sup> Only</b>	<b>Larger Exhibit Space</b>
<b>Unit Price</b>	HK\$ 28,500	HK\$ 56,000	HK\$ 102,600	<b>Contact us for a tailor-made package with exclusive offer.</b>
<b>Early Bird Discount (Book before 31 Mar)</b>	HK\$ 25,650	HK\$ 50,400	HK\$ 92,340	
<b>Premium Booth Upgrade (Optional)</b>	HK\$ 1,500	HK\$ 2,000	N/A	
<b>Marketing value Plus +</b>	<b>- Refer to detailed packages overview -</b>			

### <sup>1</sup> Standard Booth (Shell Scheme) includes:

100W longarm spotlights, Square-pin socket, Fascia board with computer cut-out English company name, Information counter, Folding chairs, Waste basket.

### <sup>2</sup> Exhibit Space only:

Exhibitor can design the booth with company branding and style.

*\* Merchants participating in GOVirtual Business Expo & Conference will be eligible for funding support under the HKSAR SME Export Marketing Fund. The maximum amount of funding support for each successful application is 50% of the total approved expenditure incurred by the applicant enterprise or \$100,000, whichever is the less. Visit [www.smefund.tid.gov.hk/english/emf/](http://www.smefund.tid.gov.hk/english/emf/) for details.*

Subsidize up to

**50%**

of participation fee!

## Enquiry – Contact us for more information

**Baobab Tree Event Management**  
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### **Baobab Tree Event Management Company Limited**

Founded in 2011, Baobab Tree Event Management Co., Ltd. (BTE) is a multi-disciplinary event & exhibition specialist headquartered in Hong Kong with branches in Beijing, Shanghai and Guangzhou. BTE offers a complete array of value-driven project management services from strategy consultation to concept development to planning to execution. BTE takes great pride in being a strategic partner to its clients, contributing its expertise and capability in booth sales, conference secretariats, special event production & operations, marketing communications, creative and PR services, and more than 20 large-scale exhibitions and mega events annually.

#### **Organizers**

BTE manages some of the world's leading tradeshows and events, such as InfoComm China – Asia's No. 1 Pro-AV Communications exhibition ([www.infocomm-china.com](http://www.infocomm-china.com)), International Electronics Circuit Exhibition by HKPCA – largest PCB & EA exhibition in the world ([www.hkpcashow.org](http://www.hkpcashow.org)), Hong Kong Wine & Dine Festival – Asia's largest wine & food event, International Chinese New Year Night Parade – Hong Kong's most attended public spectator event; and co-organizes two of Asia's foremost health & green living trade shows: LOHAS Expo ([www.lohasexpohk.com](http://www.lohasexpohk.com)) and Vegetarian Food Asia ([www.vegfoodasia.com](http://www.vegfoodasia.com)).

### **CP Exhibition Limited**

CP Exhibition Ltd. (CP) has been a leading organizer of industrial and consumer trade shows in Hong Kong for over 40 years. Since its establishment in 1976, CP has organized nearly 400 trade exhibitions in China, Hong Kong, Vietnam, Sri Lanka, Myanmar, and the Philippines in over 20 topics.

CP launched its first exhibition, "USA Electronics", in Guangzhou, China in 1980, followed by the very successful biennial "Beijing Aviation" between 1984 and 2013. In 1991, CP launched the "SaigonTex & SaigonFabric – Textile/Garment Machinery and Fabric Expo", which has now grown to become the largest international exhibition in Vietnam. Between 2006 and 2008, CP joined the Hong Kong Trade Development Council to launch the "Hong Kong International Medical & Healthcare Fair." CP also launched the first "Philippine Garment Industry and Textile Expo" in Manila in 2018.

### **Co-Organizer**

#### **GS1 Hong Kong Limited**

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong (GS1 HK) is the local chapter of GS1®, which provides global supply chain standards (product identification key and barcode) and a full spectrum of standard-based platforms, solutions and services that support companies' digitization to enhance supply chain transparency and efficiency, ensure product authenticity, and facilitate online and offline commerce.

Currently, GS1 HK has around 8,000 corporate members covering close to 20 industries including retail consumer goods, food and food services, healthcare, apparel, logistics as well as information and technology. By engaging with communities of trading partners, industry organisations, government, and technology providers, GS1 HK is fostering a collaborative ecosystem with the vision of "Smarter Business, Better Life".

Headquartered in Brussels, Belgium, GS1® is a not-for-profit, standards organisation that has 115 national chapters serving 150 economies globally.

### **Principal Partners**

#### **KORNERSTONE Limited**

Established on 8 Dec 2006, KORNERSTONE, a renowned professional training provider and educational event producer in Asia, has over 10 years of experience in providing professional programs to individuals and corporate members. With the letter K stands for Knowledge, KORNERSTONE has a strong belief that knowledge is the cornerstone of success for every business.

TRAINOCATE becomes the major stakeholder of KORNERSTONE in January 2017. Combined, the companies possess 30 years of experience in delivering superior professional development training programs and events in info-tech, finance, and management across Asia including Singapore, Japan, Malaysia, Indonesia, India, Hong Kong, China, Thailand and Vietnam.