

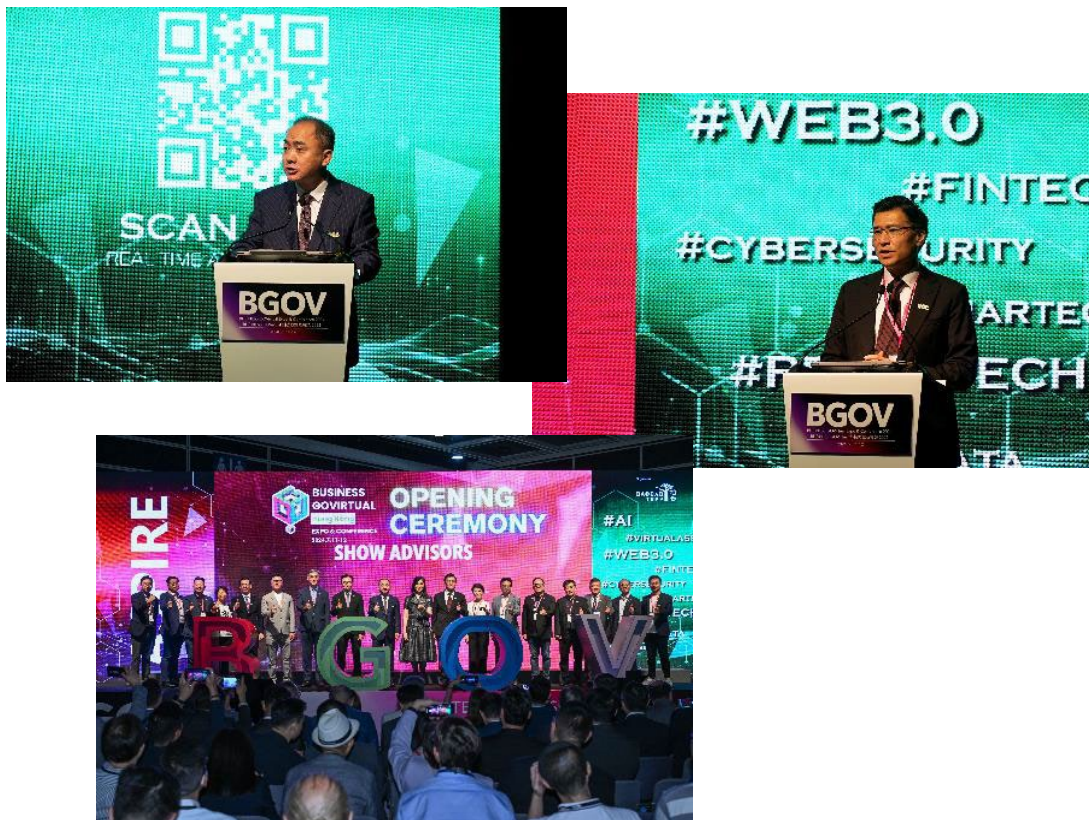
For Immediate Release

## **The Nexus of Future Technology: BUSINESS GOVirtual Expo & Conference (BGOV 2024) Brings Together Industry Leaders for Innovation and Best Practice**

**[Hong Kong, July 25, 2024]** The fourth edition of the BUSINESS GOVirtual Expo & Conference (BGOV 2024) concluded successfully on 12 July 2024, at the HKCEC in Hong Kong. The two-day event attracted 6,159 visits. Thousands of industry professionals, experts, government officials, and representatives from businesses of all sizes, who gathered to discuss the latest developments in technology and their business applications.

Themed "Elevate Your Business with Tech Innovations" the Expo put focuses on GenAI & digital assets this year, featured over 120 exhibiting companies showcasing more than hundreds of cutting-edge technological innovations across various fields such as Artificial Intelligence, Blockchain, Fintech, Retail Technology, Digital Transformation, Cybersecurity, and Sustainable Development Technologies. It served not only as a platform for technology demonstrations but also as a crucial forum for industry networking and discussions on future trends.

### **BGOV 2024 Highlights:**





**Opening Ceremony:** The Expo was inaugurated by several government representatives, including Dr. Ge Ming, Commissioner for Industry (Innovation & Technology), who emphasized the importance of leveraging technology for sustainable economic growth. “Hong Kong is embarking on a transformative journey, leveraging our unique strengths and strategic position to develop new quality productive forces and foster high-quality economic development. Our systematic strategic plan, underpinned by significant government investment in technology research and innovation, aims to redefine our economic landscape and solidify Hong Kong’s position as a global hub for technology and smart manufacturing.”

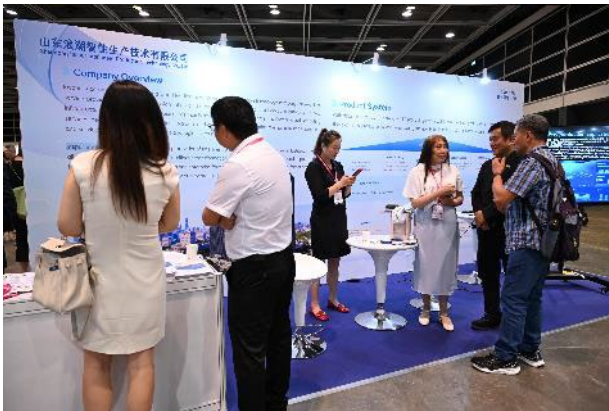
Hon. Duncan Chiu, member of the Legislative Council (Technology and Innovation), and one of the members of the advisory board of BUSINESS GOVirtual, also shared his insights during the Opening Ceremony. “I’m really glad to see the show gaining traction and more exhibitors, and seeing people really enjoying back to physical meetings instead of just online. With the government initiative and the private sector going hand in hand, I think the tech industry in Hong Kong will further blossom,” remarked Chiu.



**Joint Launch by Industry Leaders:** The Expo was officially opened with a joint launch by CEOs from Citibank, Prudential Insurance, Siemens Mobility, and Buyandship, and with Dr. Toa Charm, Founding Chairman of Data Literacy Association, serving as a moderator. The opening panel, titled "CEO insights on AI: Embracing Chaos and Driving Excellence," offered deep insights into the integration of AI technologies across various sectors. Dr. Charm led discussions on topics such as AI as clients, ecosystem synergy, human-AI symbiosis, the need to unlearn and relearn in the AI era, and balancing innovation with responsibility in AI deployment. The contributions from the panelists set a high standard for the transformative discussions that followed, highlighting both the challenges and expansive opportunities that AI presents for future business innovations.



**Forums and Panel Discussions:** Over 80 industry forums focused on Artificial Intelligence, Financial Technology, Retail Technology, and ESG, featuring in-depth discussions by 120 industry experts on the innovative applications of AI and future industry trends.



Exhibitors from China, including China Unicom, Shandong Inspur Intelligent Manufacturing, Aurora (KK Mobile), and Visual Data (Shenzhen) showcased their latest technological achievements and applications in various sectors. The event also attracted many professional buyers from the Greater Bay Area, facilitating cross-border exchanges of technological innovations between Mainland China and Hong Kong.



Dedicated areas were set up to facilitate in-depth interactions with industry leaders and representatives, providing valuable networking opportunities and exploring potential collaborations.



**BUSINESS GOVirtual Tech Awards** recognized outstanding companies, startups, and projects in technological innovation within Hong Kong and the Greater Bay Area.

Culsin Li, Founder and Chief Visionary Officer of Baobab Tree Event, the organizer of BGOV 2024, stated: "BGOV is more than an exhibition; it is an opportunity for deep interaction and contemplation within the tech community. This event not only successfully showcased the powerful drive and potential of technological innovation but also fostered extensive industry networking, laying a solid foundation for future business models and collaborations."

Following the success of this edition, the organizer has already begun planning the next event, looking forward to once again welcoming technology pioneers and industry leaders to explore the limitless possibilities of technology. For more details and updates about the event, please visit the official website: <https://www.govirtualexphk.com>.



Please download hi-res photos from <https://bit.ly/46aeYdr>

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### **About BUSINESS GOVirtual Technology Expo & Conference**

BGOV is a business exhibition and conference focused on the application of innovative technology, aimed at promoting digital transformation and technological innovation across industries. It attracts numerous exhibitors and visitors from Asia and serves as an important platform for industry leaders and pioneers to exchange and showcase the latest technological achievements. It is also the go-to choice for businesses of all sizes seeking digital technology solutions.

### **About the organizer**

Founded in 2011 with its headquarters in Hong Kong, Baobab Tree Event (BTE) specializes in the planning and management of premier events and exhibitions. With branches in Guangzhou, Shanghai and Beijing, BTE leverages over 20 years of industry experience to deliver projects with exceptional professionalism. The company is committed to sustainability, integrating ESG measures across all operations and promoting sustainable practices both in-house and at the events it manages. Serving as a sales agent for nearly 20 international exhibitions annually, BTE also helps Chinese companies expand into global markets. For more information, please visit the official website: [www.baobab-tree-event.com](http://www.baobab-tree-event.com).

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