



Hong Kong City Pavilion with 20 Hong Kong startups to showcase Hong Kong's dynamic business environment and startup ecosystem at SusHi Tech Tokyo Global Startup Program 2024 on 15 and 16 May 2024

(1 May 2024) Besides being a highly dynamic international business city, Hong Kong is also one of Asia's most vibrant tech hub. With a total of some 4 300 startups in the city, Hong Kong's startup ecosystem continues to thrive and nurture startups in a diverse range of industries.

The Hong Kong Economic and Trade Office (Tokyo) and Invest Hong Kong of the Government of the Hong Kong Special Administrative Region will set up a **Hong Kong City Pavilion** at SusHi Tech Tokyo 2024 Global Startup Program, a global startup event which is expected to attract over 40,000 visitors, at **Tokyo Big Sight on 15 and 16 May 2024**.

With the **theme "Dynamic Hong Kong"**, the Hong Kong City Pavilion will bring together 20 Hong Kong startups to showcase their business, services and products and to seek business opportunities and collaboration. It will also introduce to Japanese and international business communities Hong Kong's dynamic business environment, vibrant and diverse startup ecosystem as well as its proactive approach to innovation and technology (I&T).

An opening ceremony followed by a panel discussion on "Hong Kong's Dynamic Startup Ecosystem" will be held in the morning of 15 May, and pitching presentations from 20 Hong Kong startup will take place on 15 and 16 May.

For more information on Hong Kong City Pavilion –

About "Hong Kong City Pavilion"

Date : 15 and 16 May 2024
Time : 10:00-18:30
Venue : West Exhibition Halls 1 & 2, Tokyo Big Sight

Events at Hong Kong City Pavilion:

- 15 May, 11:00 – Opening Ceremony
- 15 May, 11:40 – Panel Discussion on “Hong Kong's Dynamic Startup Ecosystem” with representatives from Invest Hong Kong, Hong Kong Trade Development Council and Hong Kong Science & Technology Parks Corporation
- 15 and 16 May – Pitching Presentation by 20 Hong Kong startups

Hong Kong City Pavilion Official Webpage –

<https://www.hketotyo.gov.hk/japan/jp/sushitechtokyo2024/>

SusHi Tech Tokyo 2024 Global Startup Program Official Website -

<https://sushitech-startup.metro.tokyo.lg.jp/en/>

About Hong Kong's Startup Ecosystem

According to the results of the 2023 Startup Survey, startups in Hong Kong continued to flourish, with the number of startups reaching a record high of 4 257, up 272 from the previous year, fully demonstrating the attractiveness of Hong Kong to startup founders. These startups spanned across different business sectors, such as financial technology, e-commerce, supply chain management and logistics technology.

For more information –

<https://www.startmeup.hk/about-us/hong-kongs-startup-ecosystem/>

About Hong Kong Economic and Trade Office (Tokyo)

(English site) <https://www.hketotyo.gov.hk/japan/en/>

(Japanese site) <https://www.hketotyo.gov.hk/japan/jp/>

As the representative office of the Hong Kong Special Administrative Region Government in Japan, the Hong Kong Economic and Trade Office (Tokyo) strives to promote closer economic and trade ties, understanding and cooperation, as well as cultural and tourism exchange between Hong Kong and Japan.

About Invest Hong Kong

(English site) <https://www.investhk.gov.hk/en/>

(Japanese site) <https://www.investhk.gov.hk/ja/>

Invest Hong Kong is a Hong Kong Special Administrative Region Government department tasked with attracting foreign direct investment to Hong Kong. We provide Overseas and Mainland companies and entrepreneurs with information, advice and services they need to succeed in the city. We work with companies of all sizes, from startups and small and medium enterprises (SMEs) to multinationals, and support them in every stage from planning, setting up to promotion and expansion.

Contact Us

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