

Start-up Express International

Start-up Express

Learn more: <https://portal.hktdc.com/startupexpress/en/>

Start-up Express is Hong Kong Trade Development Council (HKTDC)'s highly curated start-up development programme that targets start-ups offering **innovative and tech** products or solutions, as well as with strong desire to enter the **international market**.

The programme aims to assist local start-ups in **building connection, exploring markets, seeking business and funding partners, and enhancing brand awareness**.



Start-up Express International

To celebrate the fifth anniversary of Start-up Express, HKTDC will launch its **international series** this year during HKTDC Entrepreneur Day.

(<https://portal.hktdc.com/eday/>)

At Start-up Express International, **start-ups from around the world** in their early stages of development will share the stage with **Start-up Express winners from Hong Kong**.



Details

Date: 1 Dec 2022 (Thursday)

Time: 14:00 – 16:00 (Hong Kong Time)

Format: Hybrid (Overseas start-ups may join virtually, depending on the travel restrictions)

Venue: Hong Kong Convention and Exhibition Centre

Start-up Express International

Tracks

Finance

Health &
medical

Metaverse

Smart city

Sustainability

Selection Timeline

Nominations of
overseas
participants

(Oct 2022)

Top 10
announcement

(1 Dec 2022)

(Sep 2022)

Top 30
announcement

(Nov 2022)

Start-up Express
International

Start-up Express International

Eligibility criteria for overseas start-ups

- Start-ups nominated by a Global Partner;
- Start-ups focusing on innovation & technology;
- Start-ups established for 5 years or under;
- Start-ups with a funding stage of series A or earlier.



Actions for applying start-ups

- Fill in the application form via [this link](#) by **5 Oct (Wed)**;
- Please be reminded to include a link with (1) your business registration certificate; (2) your deck in the application form (in question 18).
- If selected as Top 30, you will be notified by email. You will need to submit a 3-min pitch video by **21 Oct (Thu)** for further screening.

Key Benefits for Overseas Start-ups

***Eligibility subject to the review by the relevant organisations**

Final 30

Office rental discount/ free trial period

Fast-track entry in acceleration/incubation programmes

Greater Bay Area investors pitching opportunities

Mentorship opportunities

Media exposure

Final 10

Free booth (physical/virtual) at E-Day

Airtime during E-Day of the pre-recorded pitching videos

Becoming a member of HKStartupSociety

<https://hkstartupociety.hktdc.com/>