

**Canadian ICT Partnering Mission to Hong Kong
International ICT Expo**
held concurrently with Hong Kong Electronics Fair (Spring Edition)
April 13 – 17, 2008

The Government of Canada, in partnership with The Hong Kong Trade Development Council (HKTDC), would like to invite Canadian companies to participate in International ICT Expo <http://ictexpo.com> scheduled for April 14-17, 2008, at the Hong Kong Convention and Exhibition Centre. Companies will have the opportunity to exhibit in the Canadian National Pavilion, and/or join the programme of our Information and Communications Technologies (ICT) Partnering Mission.

The Mission is also supporting by the following organisations (in alphabetical order):

- Hong Kong Canadian Business Association
- Monte Jade Science & Technology Association, Western Canada



Who should join?

Canadian companies interested in expanding their business territory to Hong Kong, Mainland China, and Asian markets, focusing on the following areas (partial list):

- Network & Mobility
- Enterprise Solutions
- Digital Living & Multimedia
- Home-grown Innovations
- E-logistics & Retail Technologies
- IT Outsourcing

Business Opportunities:

- Potential business opportunities and partnership
- Access to ICT business leader networks
- First-hand market intelligence

Mission Program:

- | | |
|--------------------|--|
| April 13 or before | <ul style="list-style-type: none">• Arrive in Hong Kong• Booth set up for exhibiting delegates on April 13• Briefing and networking sessions to be organized by the Canadian Government (TBC) |
| April 14 – 17 | <ul style="list-style-type: none">• International ICT Expo programmes: exhibition, conference and seminars• Additional activities for the Canadian delegation, eg, Canadian ICT Forum, networking receptions, special briefing, business matching services, etc (details to be announced) |

The International ICT Expo has established itself as the leading information and communications event platform in Asia. Buyers, industry players and companies come to the Expo looking for solutions, partners and outsourcing opportunities. **For Canadian participants, this is an ideal venue to establish the linkages to the China market – your fast track to Chinese mainland.**

Some of the key figures on International ICT Expo in April 2007 are:

- 22,576 buyers from around the world. Of these, 12,961 were from overseas and mainland China, and 9,785 from Hong Kong.
- Canada had one of the largest international pavilions in the main exhibition hall. The delegation was comprised of ICT representatives from 25 companies from across Canada. Many of the delegates found strategic partners to tap into the growing Hong Kong and Chinese mainland ICT market.
- The event featured 8 thematic zones including Health IT, Wi-Fi Applications, Mobile Entertainment/Digital TV/Games/Multimedia, Embedded Software Applications, Green Computing, Retail Technology Application, Software Outsourcing, Sector-specific Applications eg financial, telecom and government sector.

Participation Packages (3 options) for Canadian companies:

<u>Join as</u>	<u>Package features</u>
Individual Exhibitor	<ul style="list-style-type: none"> • For rental information, please visit http://ictexpo.tdctrade.com/part_dtl/part_dtl.htm • Past exhibitor of ICT Expo can enjoy 20% discount if the booth is 9sqm or above
Panel Exhibitor	<ul style="list-style-type: none"> • Complimentary panel display at the Canadian Pavilion anchor Stand <ul style="list-style-type: none"> - Shared space with other panel exhibitors - Number of display units is limited. First-come-first-served
Visitor	<ul style="list-style-type: none"> • Complimentary trade visitor registration • Access the VIP Dragon Lounge on-site

Hotel accommodation sponsorship

Individual and Panel Exhibitor	<ul style="list-style-type: none"> • 4-night complimentary hotel accommodation during the fair period to each Canadian exhibiting delegate company. First-come-first-served
Visitor	<ul style="list-style-type: none"> • ICT related Visitor: eligible to apply for up to HKD(TBA) hotel accommodation(TBC) in our pre-selected hotels in Hong Kong during the nights of 13-17 April 2008 (Note: review and approval of application to be conducted by HKTDC Head Office)

Costs of participation

There is no registration fee required to join this delegation. However, delegates are required to be self-responsible for their respective airfares, hotel accommodation (other than the sponsored nights), and incidental expenses.

To register your participation, please use the attached Reply Form or contact:
(Deadline: March 10, 2008)

Constance Leung, Business Development Officer, Toronto Office, Hong Kong Trade Development Council
Tel: (416) 366-3594 Fax: (416) 366-1569 Email: constance.h.leung@tdc.org.hk

Natthinee Dhanarajata, Senior Officer, Business Development Team - ICT Branch, Industry Canada
Tel: (613) 949-5680 Fax:(613) 957-4076 Email: ghanarajata.natthinee2@ic.gc.ca

For ICT Trade enquiries, please contact:

Eunice Wong, Trade Commissioner, Consulate General of Canada, Hong Kong
Email: eunice.wong@international.gc.ca



REPLY FORM

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- Yes, I would like to join the Canadian Delegation to ICT Expo 2008
- I am interested in getting more information on the Canadian Delegation to ICT Expo 2008

(Please Print)

Name: _____ **Title:** _____

Name: _____ **Title:** _____

Company: _____

Address: _____

_____ **Postal Code:** _____

Tel: _____ **Fax:** _____

Email: _____ **Website:** _____

Business interest: _____

Participation Format:

Panel Exhibitor Individual Exhibitor Area: _____

Visitor

Signature: _____ **Date:** _____

Please fax the completed form to Constance Leung, HKTDC Toronto Office at (416) 366-1569 or email to constance.h.leung@tdc.org.hk.