

Press release

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Eco Expo Asia to return in October with generous subsidy scheme for exhibitors

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At Eco Expo Asia 2020, exhibitors can benefit from the Hong Kong SAR Government subsidy scheme, which offers companies a 50% discount on booth fees. The show will return to AsiaWorld-Expo in Hong Kong from 28 – 31 October to showcase the latest solutions and products within the environmental protection industry. The 2019 edition of Eco Expo Asia welcomed over 10,600 visitors from 93 countries and regions, as well as more than 300 exhibitors from 17 countries and regions.

According to the 2019 Revision of World Population Prospects, nearly 60% of the world's population resides in Asia and this figure is on the rise. Naturally, larger populations are accompanied by higher levels of consumption, urbanisation, waste and pollution. Whilst rapid development of the region intensifies these challenges, it also opens up opportunities for circular initiatives to be implemented, to create new processes and economic growth. Under the new show theme 'Green Innovation for a Circular Economy', Eco Expo Asia will dive into how economies can transition from linear models, which follow the take-make-waste pattern, into circular systems, that can be achieved using the latest green innovations across multiple industries.

Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, Judy Cheung commented on why Eco Expo Asia is as essential as ever. "The need for sustainable initiatives continues to dominate the discussion in industries worldwide, whether that be in infrastructure, finance, transport or retail, as people recognise the damage that is being inflicted on the environment. The eco industry is set to thrive as governments and corporations strive to implement policies that adopt sustainable responsibilities." She added, "In particular, the rising population and consumption rates in Asia have sparked an increased awareness of the need for new circular processes. Eco Expo Asia is proud to provide the perfect platform to assist governments and businesses to tap into the world of green technology. The fair will provide market solutions for a diverse range of sectors such as renewable energy, green transport, recycling, green finance, green buildings and waste management, to name just a few".

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Government subsidy scheme for all exhibitors

To further assist companies in exploring markets and business opportunities through Hong Kong's trade platforms, the Hong Kong SAR Government has launched a one-off Convention and Exhibition Industry Subsidy Scheme to subsidise the fee for companies – local or overseas, large or small, to participate in exhibitions organised by the Hong Kong Trade Development Council. Companies will be subsidised 50% of the participation fee, subject to a cap of HKD 10,000 (USD 1,282)*.

Opportunities in the Greater Bay Area's eco-friendly market

Hong Kong offers the ideal location for companies to enter the evolving Greater Bay Area (GBA) market – a Mainland Chinese government initiative to develop an integrated economic hub by linking nine major cities of South China's Guangdong Province, Hong Kong and Macau. As one of the biggest energy users and greenhouse-gas emitters in the world, Mainland China has, in recent years decided that future developments need to preserve its environment. The sustainability objectives of the Greater Bay Area scheme demonstrate this shift. The 11 cities that form the economic hub promote shared goals towards building a greener, more sustainable environment. Reduced emission levels, water pollution prevention, waste management, green building investments and energy saving are among the project's policies.

The strong focus on business-to-government (B2G), as well as business-to-business (B2B) opportunities at Eco Expo Asia make it the ideal platform to take advantage of the GBA eco efforts, along with other green objectives that have been introduced by various Asian governments. Some cities from the GBA will also have dedicated pavilions to present their own technologies and products to potential buyers and investors. With strong government support, funding and clear goals, the future of the area looks positively green.

Investment for green transport technologies in Hong Kong

An initiative that promises support for companies in the green transport sector is the Pilot Green Transport Fund launched by Hong Kong's Environmental Protection Department. The Hong Kong SAR Government injected HKD 300 million into the fund in order to support the testing for green technologies within the public transport sector. Two trials are set to go ahead to test an electric propulsion system and hybrid propulsion system with the aim to electrically power ferries in Hong Kong. A transition of this scale would help tackle low air quality and high emission levels in the city. Other green technologies could be utilised in different forms of public transport with similar funding prospects. The scheme is another example of the types of opportunities on offer in the region, which can be explored at Eco Expo Asia.

Eco Expo Asia 2020
Hong Kong
28 – 31 October 2020

Eco Expo Asia 2020 will be held from 28 – 31 October 2020 at AsiaWorld-Expo. The fair is jointly organised by the Hong Kong Trade

Development Council (HKTDC) and Messe Frankfurt (HK) Ltd and co-organised by the Environment Bureau of the Hong Kong Special Administrative Region (HKSAR) Government.

*For more information and details on the Hong Kong SAR Government subsidy scheme, please email ecoexpo@hongkong.messefrankfurt.com or exhibitions@hktdc.org, or visit www.ecoexpoasia.com.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2019

About the HKTDC

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is a statutory body dedicated to creating opportunities for Hong Kong's businesses. With more than 40 offices globally, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China, Asia and the world. With more than 50 years of experience, the HKTDC organises [international exhibitions, conferences](#) and business missions to provide companies, particularly SMEs, with business opportunities on the mainland and in international markets, while providing information via [trade publications, research reports](#) and [digital channels](#) including the [media room](#). For more information, please visit: www.hktdc.com/aboutus. Follow us on Google+ Twitter @hktdc LinkedIn