

Access GBA with HKTDC

The Guangdong-Hong Kong-Macao Greater Bay Area (GBA) offers tremendous potential for your business. To help you navigate GBA business opportunities, the HKTDC GoGBA one-stop platform gives you wide-ranging support including online and offline promotion events, support and advisory services and market intelligence. Find out how the HKTDC can help.

Date	Venue	Event name	Event format
I. Policy interpretation, counselling			
Year-round	Online	GoGBA WeChat mini programme – cross-border business tools and official business information	WeChat mini programme, website
Year-round	SME Centre + GBA Centre + Support centre	HKTDC GBA Centre (Shenzhen) and Business Support Centres in Dongguan, Nansha (Guangzhou), Qianhai (Shenzhen), Zhongshan, Hengqin (Zhuhai)	Online, physical
25 Nov 2021	Online	Business advisory workshop: New Commercial System Facilitates Hong Kong Companies' Entry into GBA Market	Webinar

II. Practical tips in GBA			
23 Nov 2021	Shenzhen	"Entering GBA" - Visit to SmartMore	Networking event, business mission
25 Nov 2021	Dongguan	Business Networking Event	Networking event
Nov 2021	Guangzhou	"Entering GBA" Business Mission and Networking Event - TVB Online Shopping	Networking event, business mission
Nov 2021	Online	"GoGBA Guide" series - Crowd Funding	Webinar
Nov 2021	Qianhai (Shenzhen)	"GBA Perspective" - A Closer look of the Qianhai Co-operation Zone	Networking event
3 Dec 2021	Zhongshan	Business Networking Event	Networking event
15 Dec 2021	Guangzhou	Business Networking Event	Networking event
17 Dec 2021	Guangzhou	Business Networking Event	Networking event
Dec 2021	Online	"GoGBA Guide" series - Livestreaming on Douyin and short videos	Webinar
Dec 2021	GBA cities (TBC)	Business Networking Event	Networking event
Dec 2021	Shenzhen	"Entering GBA" Business Mission and Networking Event	Networking event, business mission
Jan 2022	Online	"GoGBA Guide" series - Social media	Webinar
Jan 2022	Shenzhen	"Entering GBA" Business Mission and Networking Event	Networking event, business mission
Jan 2022	GBA cities (TBC)	Business Networking Event	Networking event
Mar 2022	Shenzhen	"Entering GBA" Business Mission - Hong Kong Innovation and Technology Cooperation Zone (HKUST)	Networking event, business mission
Mar 2022	GBA cities (TBC)	Business Networking Event	Networking event
1 Jun 2022	Hong Kong	GBA Session at the Hong Kong Forum	Online conference
TBC	GBA cities (TBC)	GoGBA Business Support Centre Plaque Installation Ceremony	Networking event
TBC	GBA cities (TBC)	"Entering GBA" Business mission and Networking Event	Networking event, business mission

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III. Start-up and innovation			
17-21 Nov 2021	Shenzhen	China Hi-Tech Fair	HK Pavilion
Nov 2021	Online	Start-up Express 2021 GBA Exploratory Mission	Mission, consultation, networking
2 Dec 2021	Online	GBA Webinar at SmartBiz Expo 2021 (The GBA Platform - Springboard for your Business to Enter Mainland China)	Webinar
2-3 Dec 2021	Online	GBA Webinar at BIP Asia Forum 2021	Webinar
3 Dec 2021	Online	Developing Hong Kong Brands in the Greater Bay Area (Co-organiser: Trade and Industry Department)	Webinar

IV. Consultation for service industry			
2-3 Nov 2021	Hong Kong	Asian Logistics, Maritime and Aviation Conference	Conference
24 Nov 2021	Online + Physical	Asia Summit on Global Health	Conference
Nov 2021 – Mar 2022	Online	Construction Industry Council Consultation Webinar	Webinar
3-12 Dec 2021	Guangzhou	Showcase of Hong Kong Design Excellence	Exhibition
Dec 2021	Guangzhou	Greater Bay Area Enterprises Internationalization Roundtable	Seminar
16 May - 5 Jun 2022	GBA cities	Guangdong – Hong Kong Cooperation Week	Conference, exhibition, business delegation
1 Jun 2022	Guangzhou	Smarthk	Conference, exhibition, business delegation

V. Domestic sales			
Year-round	Online + Physical	Hong Kong Design Gallery - online and offline network	Retail consignment service
Year-round	Hong Kong	ConsignEasy (for Design Gallery Mainland) – a facilitation service (at a fee) to help Hong Kong business sell into the Mainland without a physical China business entity or account	Mainland domestic sales support
Year-round	Physical	HKTDC Transformation Sandbox (T-box) (Hong Kong) – free three-month guided support for Hong Kong businesses	SME support programme
16 Nov 2021	SME Centre	"The ecosystem and strategies for start-ups" seminar	Seminar, group advisory
Nov 2021 (TBC)	Shenzhen	Hong Kong Business Mission to Shenzhen	Business mission
Dec 2021	Shenzhen	China International Fashion Fair (CHIC Shenzhen)	HK Pavilion
Q1 2022 (TBC)	Guangzhou	E-tailing Business Mission to Guangzhou	Business mission
Jan 2022	SME Centre + Online	Practical tips on setting up and succeeding in the GBA	Seminar, group advisory
30 Mar - 1 Apr 2022	Shenzhen	Promotion of Hong Kong Toys Brands at Shenzhen Toy Fair	Brand promotion

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March 2022	SME Centre + Online	Going green and sustainability in the GBA - challenges and opportunities	Seminar, group advisory
27-29 May 2022	Shenzhen	Chic HK, Shenzhen	Exhibition
Q1 – Q2 2022 (TBC)	Hong Kong	Workshop on Cross-border Ecommerce (For Chic HK, Shenzhen exhibitors only)	Workshop
Q1 – Q2 2022 (TBC)	Hong Kong	Workshop on Social Media Marketing (For Chic HK, Shenzhen exhibitors only)	Workshop

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GoGBA WeChat Mini Programme:
Cross-border business tools and business information on GBA from official sources



GoGBA Official Account:
Get the latest GBA business updates and information



HKTDC Website:
More about HKTDC support services and promotional activities