

2020

HONG KONG FINTECH WEEK

MODERATOR
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/ EXECUTIVE DIRECTOR,
FINANCIAL INFRASTRUCTURE
/ HONG KONG
MONETARY AUTHORITY

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/ CHIEF EXECUTIVE OFFICER
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CALVIN CHOI

/ CHAIRMAN & CEO
/ AMTD GROUP

2- 6 November, 2020
Hong Kong

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HONG KONG MONETARY AUTHORITY
香港金融管理局

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INTERNATIONAL DELEGATION PACKAGE

FinTech 2020 - 2030, A Decade of Opportunity

Presented by InvestHK FintechHK

Officially Appointed Organiser

FINNOVASIA

Last update on 8 June 2020

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ABOUT HONG KONG FINTECH WEEK

The Hong Kong FinTech Week is an annual event led by Invest Hong Kong (InvestHK) and also driven by the public and private sectors. It brings together international FinTech companies, startups, and stakeholders who are looking to expand and scale their business in Hong Kong, China, and Asia, along with regulators, entrepreneurs, investors, service providers, and the FinTech community from Hong Kong and around the world.


The Week features a broad mix of speaking events, pitching sessions, demos, panels, workshops, business matching, and networking events. The Week has been planned to grow and expand in the coming 5 years and further, with the aim of demonstrating that Hong Kong is one of the major FinTech hubs in the world.

What we achieved in Hong Kong FinTech Week 2019

 **12,000+** participants from **60+** economies

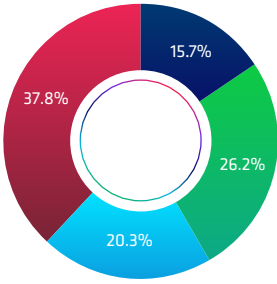
 **1400+** one-on-one meeting in office hours

 **250+** speakers

 **18** delegations from overseas and mainland China

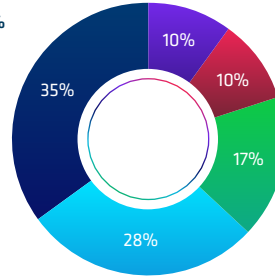
 **250+** media visits with **800+** coverage




Attendee Background



Management Level of Attendees, Over 53% of attendees are in decision making level

-  C-levels/Chairman
-  Director / Head of Department
-  Manager
-  Others



-  Banking, FSI & payments
-  Technology, FinTech & mobile
-  Professional services & investment
-  Government & Regulators
-  Others

Attendee Feedback

90% attendees have confidence in Hong Kong FinTech Week 2020 and will join again.

80% attendees will recommend Hong Kong FinTech Week to a friend or colleague.

Along with our increasing attendance, you can be ensured of a highly-engaged audience that is looking for the latest developments in the FinTech ecosystem.

About Invest Hong Kong

Invest Hong Kong (InvestHK) is a Hong Kong SAR Government department established in July 2000 to spearhead Hong Kong's efforts at attracting direct foreign investment. InvestHK's role is to assist overseas and mainland companies in establishing or expanding their operations in Hong Kong.

InvestHK

About FINNOVASIA

FINNOVASIA is Asia's largest and most active FinTech community. Established in 2015, we have hosted regional conferences in Hong Kong and Kuala Lumpur attended by over 27,000 senior FinTech executives, founders, investors, and entrepreneurs from more than 70 countries. We create, organize, and run some of the most renowned financial technology conferences, workshops, hackathons, and networking nights in Asia.

FINNOVASIA

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Strictly Private and Confidential

HIGHLIGHTS OF HONG KONG FINTECH WEEK 2020

The fifth annual Hong Kong FinTech Week will take place from 2-6 November 2020 , a fully hybrid physical and virtual event with the Main Conference at AsiaWorld-Expo. Following the success in 2019, expecting more than 17,000 attendees for a week's event. We are also enhancing our cross-border day to a deep dive into the Greater Bay Area.

 **17,000+** Attendees

 **60+** Economies

 **200+** World's Top Speakers

 **150+** Exhibitors

 **250+** Media

 **50+** Activities Across the Week

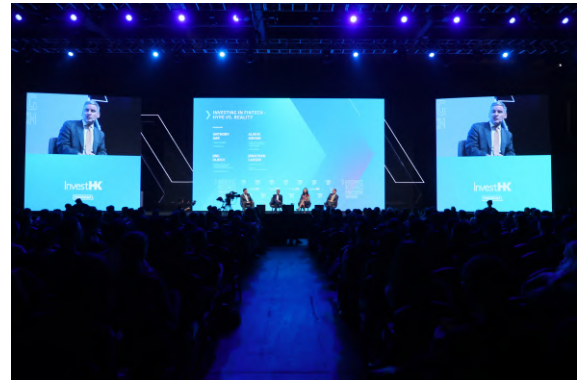
 **10+** International Delegations

 **4000+** Business Meetings

Main Conference

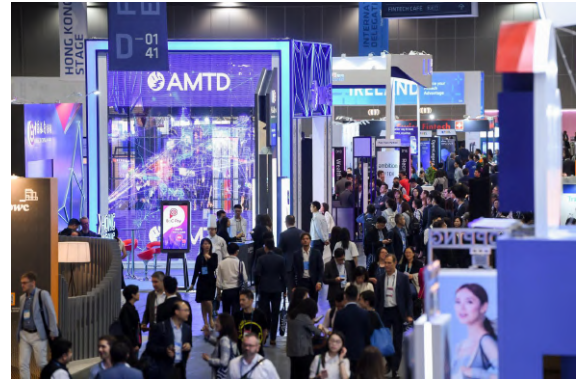
This year Hong Kong is hosting Asia's Global FinTech event with 2 days conference in Hong Kong. Featuring the top 250 speakers from academia to industry leaders.

- Virtual Bank
- Payments
- Blockchain
- InsurTech
- RegTech
- TechFin in China



FinTech Expo

The FinTech Expo will gather 200+ most innovative technology solution providers for financial services from Asia and across the world.



FinTech Experience Lab

We are bringing the first edition of the Hong Kong FinTech Experience Lab that is open to public during the exhibition days. We will be featuring B2C FinTech companies that are revolutionising their respective industries, giving you the opportunity to learn about different FinTech products and services in the digital finance market.

Formats: product demo, user masterclass, live sign ups, product launch, fun & entertainment



HIGHLIGHTS OF HONG KONG FINTECH WEEK 2020

Virtual Feature: Live Streamed Sessions

Digital Pass holders can enjoy Live Streaming of Main Conference sessions, led by global experts and speakers, and Live Q&A sessions.



Virtual Feature: Deal Floor Business Matchmaking

Deal Floor is an AI auto-matchmaking app to facilitate meaningful connections among attendees. You can arrange business meetings both on-site at the Main Conference, and virtually via video conferencing with hundreds of potential buyers, clients, investors, startups, regulators and government representatives.



Fast Track 2020

Global Fast Track Programme allows companies to showcase their innovative products and meet potential clients. It is also a platform to exchange innovative ideas and foster sales. In partnership with InvestHK, we will be hosting multiple Global Promotional Roadshows to reach out international startups, partners and investors across six regions, including Mainland China, Americas, Europe & Africa, Middle East & India, APAC, Australia & New Zealand.



Diverse Satellite Activities

- Networking Events
- Startup Demo
- In-depth workshops & Masterclasses
- Innovation Lab Visits



FintechHK Global Competition

The aim is to connect worldwide fintech companies and their innovative solutions with the Corporate Champions and investors in Hong Kong. It is an effective and business oriented platform for the global fintech companies to expand in Hong Kong and Asia.

FintechHK
GLOBAL COMPETITION



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➤ GROW YOUR BUSINESS WITHOUT BOUNDARIES

Discover business opportunities and connect with Hong Kong & mainland Chinese investors and corporate innovators online despite the travel barrier. Our upcoming Hong Kong FinTech Week 2020 online platform and mobile apps provide you with the tools and network to further your business goals, these virtual features including:



- Virtual matchmaking with potential investors
- Create your own company profile & upload company document and demo video
- Live Streaming of main conference
- Link to social media and company website
- Live chat with both virtual and physical attendees
- 1:1 video chat
- Lead capturing

Benefits for International Delegations (Physical & Virtual)

International Exposure

Host a country pavilion to showcase the best from your delegates to over 17,000 attendees and 300+ international and regional media.



Explore a New Market

Connect with investors, clients, partners, regulators and other players in the ecosystem to kickstart operations in Hong Kong.



WHY HONG KONG FINTECH WEEK?

Demonstrate Innovative Tech

Demo or pitch your products or services on the dedicated demo stage or through our online platform.



Join the Global Conversation

Host a panel session or keynote speech on the Hong Kong stage.



Host Events / Webinars

Use official FinTech Week channels to promote your event or webinar during the week.



Exclusive Online & Offline Networking Opportunities

Get access to VIP events, Investor corner, government and regulator visits



Announce Deals and Partnerships

Celebrate your delegates' business success by announcing deals, partnerships and MOUs.



> WHY HONG KONG FINTECH WEEK?

InvestHK financial subsidy

Hong Kong is an ideal location in Asia that enables overseas businesses to tap into the multitude of opportunities in the Guangdong-Hong Kong-Macao Bay Area and throughout the rest of the region.

International delegation who is interested in presenting a country pavilion at Hong Kong Fintech Week could enjoy up to USD94,000* InvestHK subsidy .

* Please refer to the price list on page 8 for more information.

Hear from some of our previous International Delegations



"HongKongFinTechWeek is always great but this year was something rather extraordinary. In a difficult time, the strength of the FinTech community and ecosystem here really shone through to make it a fantastic, busy and worthwhile week for everyone."

-**Mo Harvey**, Head of Financial Services & FinTech,
Asia-Pacific, Enterprise Ireland

"The Hong Kong FinTech Week is a great event to connect on a human scale, with all the important sector participants attending. For Crypto Finance AG, it was time well spent in a dynamic market for our work in digital assets and blockchain technology."

-**Jan Brzezek**, CEO, Crypto Finance AG,
Zug, Switzerland

"The overall experience was very positive. The event itself is an effective platform to pull people together and meet. We got very good responses from the Israeli companies. The 30 min on the experience stage gave an additional opportunity for exposure to the companies. The speaking session on the Hong Kong Stage was also a rare and great opportunity for us to further raise awareness of technology offered by Israeli companies."

-**Lital Zagurski**, Trade officer, Economic
and Trade Mission, The Consulate
General of Israel in Hong Kong

> DELEGATION CASE STUDIES 2019

Expanding your business further in Hong Kong - CurrencyFair

In early 2019, CurrencyFair established its Hong Kong office as the company's Asian hub, and expects to double its sales and operations team in the city by 2020.

CurrencyFair CEO Paul Byrne "While Hong Kong is our Asian hub, it is clearly a gateway for companies who want to enter Mainland China—a huge market that received in excess of US\$61 billion in remittance payments in 2016. It would be a natural progression for us to enter this market as we expand our Asian operations."



Announcing the collaboration with Buy-World at Hong Kong FinTech Week 2019.

Source: [Invest HK](#) and [Currencyfair](#)

Swiss National FinTech Startup Team

The ten ambitious Swiss fintech founders in the Swiss National Startup Team enjoyed more than a dozen high-level pitching sessions with multi-billion-dollar investors in Hong Kong. Their intense roadshow week in the Great Bay Area closed with visits to fintech unicorns in Shenzhen as inspiration for the team's high aspirations.

"Hong Kong has a booming entrepreneurial ecosystem with more than 700 fintech startups. It's the bridge to China and south-east Asian region," said Stefan Steiner, co-managing director of Venturelab.



Source: [Venture Lab](#)

INTERNATIONAL DELEGATION PACKAGES

	Package A	Package B	Package C	Group Physical Tickets (20 or more)
Exhibition				
Raw Space	24 sq.m.	48 sq.m.	64 sq.m.	×
Feature highlights				
Host a live demo session at pitch stage (5mins) OR Opportunity to apply for Fast Track Programme & FintechHK Global Competition	✓	✓	✓	×
Exposure				
Speaking opportunity (open stage)	×	30 min	30 min	×
VIPs / Gov Officials visit at your booth	✓	✓	✓	At the networking zone
Delegation leader logo featured on website, onsite backdrop and mobile app as FinTech Partner	✓	✓	✓	✓
Delegate companies featured on website, onsite backdrop and mobile app as Exhibitor	✓	✓	✓	✓
MOU	✓	✓	✓	×
Newsletter mention	✓	✓	✓	×
Video on Demand + Downloadable content (Upload demos, brochures, info decks for attendees to view and download)	✓	✓	✓	×
Media interview	✓	✓	✓	×
Networking				
Invitation to exclusive VIP events	✓	✓	✓	✓
High level meeting with HK Gov/Regulator (Reception/Dinner/Lunch)	✓	✓	✓	×
Promote satellite events, webinar through official channels	✓	✓	✓	✓
Access to deal floor	✓	✓	✓	✓
Access to online investor zone	✓	✓	✓	×
Access to online regulator zone	✓	✓	✓	×
Access to Fast Track Village	✓	✓	✓	✓
Ticketing				
Complimentary General Passes	20	30	40	×
Complimentary Executive Passes	0	20	30	×
Complimentary Digital Passes	20	30	40	10
15% Discount to purchase Main Conference Passes (both physical and digital)	✓	✓	✓	✓
Pricing (USD)				
Original price	48,000	96,000	128,000	15% discount
InvestHK Subsidy	-24,000	-48,000	-64,000	×
Additional InvestHK Subsidy (valid for packages booked by 30 Sept 2020)	-10,000	-20,000	-30,000	×
Delegation to pay	Total 14,000	Total 28,000	Total 34,000	×

INTERNATIONAL DELEGATION DIGITAL PRESENCE PACKAGE

Feature highlights

Opportunity to apply for Fast Track Programme & Fintech HK Global Competition

Exposure

Delegation leader logo featured on website, onsite backdrop and mobile app as FinTech Partner

Delegate companies featured on website, onsite backdrop and mobile app as Exhibitor

Delegation profile featured on website and mobile app

Newsletter mention

Video on Demand + Downloadable content
(Upload demos, brochures, info decks for attendees to view and download)

Networking

Access to online investor zone

Access to deal floor

Access to online regulator zone

Promote satellite events, webinar through official channels

Live chat & meaningful 1:1 meetings

Access to virtual Fast Track Hub

Ticketing

3 digital passes per company

15% Discount to purchase Main Conference Passes (both physical and digital)

Pricing (USD)

Original Price \$5,600

InvestHK Subsidy \$3,800

Total 1,800

> CONTACTS

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