



香港工業總會
FHKI

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Federation of Hong Kong Industries

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Industry News

Press Release

A/IF/PR/16/12-21-01(048)

21 December 2016

Good Goods 2016 Guangzhou Expo to Unleash Domestic Sales Opportunities for Local Companies and Promote Hong Kong's Quality Goods and Services

Good Goods 2016 Guangzhou Expo, hosted by the Council for the Promotion of Guangdong-Hong Kong-Macao Co-operation; commissioned to Guangdong-Hong Kong-Macao Exhibition Service Company Limited and Lai Yuen Amusement Park Limited; and co-organised by the Federation of Hong Kong Industries (FHKI), will make its official debut on 23 December (Friday) at Guangzhou Tianhe Sports Centre South Plaza.

Government officials and representatives from Hong Kong, Guangzhou and Macau, including HKSAR Government's Secretary for Commerce and Economic Development Gregory So, will officiate at the opening ceremony. The 17-day Expo is set to gather exhibitors from Hong Kong, Guangzhou and Macau to promote their promising brands with exquisite quality and style.

FHKI Chairman Prof Daniel M Cheng said that in view of the growing demand for well-known branded goods and services on the Mainland, the Expo will present the Hong Kong Q-Mark Pavilion and the Hong Kong D-Mark Pavilion. The Q-Mark Pavilion will feature showcases of Q-Mark products and services, introducing visitors to popular Q-mark brands. Other Q-Mark brands staging booths at the Expo include APOLLO, Kinox, Welhome, German Pool, A-Fontane, Yu Yan Sang, Tsit Wing, Knife, Lion & Globe, Profilia, Imperial Bird's Nest, Bauhinia and LIVING Plus.

As for the Hong Kong D-Mark Pavilion, it is featured as a platform for Hong Kong designers to promote local designs and services, as well as their service concepts regarding original design, brand design and product design via the online-to-offline (O2O) mode. The participating D-Mark licensees include Giormani, LAMON TEA, Can Soap, ma façon, Cloud Candy and Ascendent Office Furniture.

Prof Cheng mentioned that the FHKI has been fully aware of the rising trend of online shopping among Mainland consumers and that e-commerce is now a key channel for local enterprises to tap into the vast domestic market. However, the lack of distribution channels and experience has limited some local enterprises in entering the Mainland market.



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He continued, “Therefore, the FHKI will roll out an e-commerce platform at the Expo for Expo shoppers to continue their happy experience to online shopping and for exhibitors to increase their sales and maximise marketing deliverables using O2O retail channels.”

He also pointed out that launching e-commerce businesses can be costly for some SMEs; and therefore charges will only apply on the actual sales so as to minimize the e-commerce cost and provide positive O2O retailing experience. This will help enterprises tap into the new business segments with huge potential in the Mainland.

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