



香港工業總會
FHKI

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Federation of Hong Kong Industries

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Industry News

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Press Release

Hong Kong Startup Council hosts Demo Day and obtains expression of investment interests exceeding HK\$10 million

Hong Kong Startup Council, under the auspices of Federation of Hong Kong Industries (FHKI), hosted a Demo Day today (Thursday) for seven startup members under its first cohort of STARS Programme to showcase their achievements on their disruptive products, technologies and services to FHKI's members, startup funds and other investors. They successfully obtained expression of investment interests totalling HK\$10 million and more.

Those who expressed investment interests include startup funds and professional investors, some of them being experienced industrialists and innovation and technology-inclined people.

Themed Internet of Things (IoT), the first cohort of STARS Programme was launched in January this year. Commenting on the Programme, Council Chairman Dr Jack Yeung says, "The STARS Programme is designed to provide up-and-coming startups a helping hand in developing operational skills and practical experience necessary to accelerate business growth. It also helped them to build up their personal and business networks as well."

"On the other hand, the Programme also fosters the connection between startups and relevant industries and investors, particularly the latter where investors would be able to help the startups in commercialising their innovative ideas and technologies, or achieve sustainable development through innovative business models," Dr Yeung adds.

Over the past six months, participating startups were paired with suitable mentors for support and guidance on aspects ranging from prototyping, design, production,



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marketing, logistic to patent registration. The sever startups are aniWEAR Co Limited, Auvi Entertainment Inc Limited, Bonnect (HK) Limited, Dragon Creative Enterprise Solution Limited, Kuaiwear Limited, Peacify Limited and The Contact Store Limited.

In conclusion, Dr Yeung says, “With the first cohort comes to an end, the second cohort will soon be rolled out with smart city as its theme. Please stay tuned for details.”

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