

**In Style • Hong Kong Expo in Kuala Lumpur, Malaysia**  
**7 - 8 November 2017**

<b>Exhibition Name</b>	In Style • Hong Kong Expo in Kuala Lumpur, Malaysia		
<b>Background</b>	<p>In Style • Hong Kong 「時尚潮流·魅力香港」 - a large-scale signature promotion campaign organised by the Hong Kong Trade Development Council (HKTDC) with an aim to highlight Hong Kong's vibrant and unique lifestyle and creativity, and to showcase Hong Kong's products and services which together have established Hong Kong as a leading trendsetting city in the region.</p> <p>After the successful launch in Jakarta, Indonesia and Bangkok, Thailand, the HKTDC will host the 3<sup>rd</sup> edition of In Style • Hong Kong in Kuala Lumpur, Malaysia.</p> <p>This two-day B2B trade exposition will showcase a wide array of quality branded and designer-led lifestyle products from Hong Kong companies with anticipation in tapping into new business opportunities from Malaysia and nearby countries.</p>		
<b>Date</b>	7 – 8 November 2017 (Tuesday – Wednesday)		
<b>Venue</b>	Diamond Ballroom & Foyer Ground Level, Mandarin Oriental Kuala Lumpur Kuala Lumpur City Centre, Malaysia		
<b>Organiser</b>	Hong Kong Trade Development Council		
<b>Product Categories</b>	<ul style="list-style-type: none"> <li>• Gifts and Premium</li> <li>• Eco-friendly Products</li> <li>• Fashion Accessories and Optical Wear</li> <li>• Electronic Gadgets and Wearables</li> </ul>		
<b>Participation Format</b>	<ul style="list-style-type: none"> <li>• Standard and Premium Booths – 4 sq.m.</li> <li>• Thematic Showcase Displays</li> </ul>		
<b>Expected exhibitors' profile</b>	Hong Kong manufacturers and traders in the above product sectors with strong interest in the ever-growing Malaysian and ASEAN market.		
<b>Expected buyers' profile</b>	Quality importers, distributors, mass retailers, e-tailers, mail-order houses, department stores and specialised stores in Malaysia and other nearby ASEAN countries.		
<b>Participation Fee</b>	4 sq.m. Standard Booth - HK\$ 9,980	4 sq.m. Premium Booth - HK\$ 11,980	<ul style="list-style-type: none"> <li>• <i>Booths are fitted with standard facilities such as company fascia, shelves, spotlight &amp; furniture etc.</i></li> <li>• <i>All requests are subject to availability and the Organiser's discretion. The Organiser has the sole discretion in classifying the product sections, assigning the location of product sections as well as allocating the booth location to all exhibitors.</i></li> <li>• <i>Eligible exhibitors may apply for the Trade and Industry Department's SME Export Marketing Fund. For details please call 2398 5127 or refer <a href="http://www.smefund.tid.gov.hk">http://www.smefund.tid.gov.hk</a></i></li> </ul>
<b>Conditions of Participation</b>	<ol style="list-style-type: none"> <li>1. The applicant must be a Hong Kong business entity with a valid business registration certificate &amp; with substantial operations.</li> <li>2. Applicant shall be the owner / licensee / representative of a brand registered in Hong Kong / overseas.</li> <li>3. HKTDC reserves the final decision to accept or reject any applications.</li> </ol>		
<b>Application and Sales Enquiries</b>	Mr Kevin Tam Miss Janice Tam	Tel: 2584 4489 Tel: 2584 4432	Fax: 2169 9056 Fax: 2169 9534 Email: <a href="mailto:kevin.kh.tam@hktdc.org">kevin.kh.tam@hktdc.org</a> Email: <a href="mailto:janice.hh.tam@hktdc.org">janice.hh.tam@hktdc.org</a>

\*Information is subject to change without prior notice.

## Fact Sheet - In Style. Hong Kong 2017 in Kuala Lumpur, Malaysia

**In Style • Hong Kong** 「時尚潮流·魅力香港」 - a large-scale signature promotion campaign organised by the Hong Kong Trade Development Council (HKTDC) with an aim to highlight Hong Kong's vibrant and unique lifestyle and creativity, and to showcase our branded and design-led products as well as present our world-class services, which together have established Hong Kong as a leading trendsetting city in the region.

After the successful launch in Jakarta, Indonesia and Bangkok, Thailand, the HKTDC will host the 3rd edition of **In Style • Hong Kong in Kuala Lumpur, Malaysia** on 7 November 2017. This high-profile promotion will include a **trade expo** showcasing a wide array of quality branded and design-led lifestyle products from Hong Kong, a **service symposium** featuring a range of business services, a high-level **gala dinner** welcoming prominent officials and business leaders from Malaysia and Hong Kong, and a series of **citywide promotions** to engage Malaysian consumers.

### WHY MALAYSIA?

- Malaysia is Hong Kong's 10<sup>th</sup> largest trading partner in 2016, ranking 4<sup>th</sup> among ASEAN (Association of Southeast Asian Nations) countries in its trade with Hong Kong, with the country's GDP Per Capita's ranking 3<sup>rd</sup> among all ASEAN countries.
- From 2011 to 2016, the total number of middle-class households in Malaysia rose by 34%, whereas their strong spending power were reflected by a very promising 28% growth in median household consumer expenditure, according to Euromonitor.
- In terms of ease of doing business, Malaysia ranks 4<sup>th</sup> among all economies in East Asia & Pacific; and 23<sup>rd</sup> in the World Bank's "Doing Business Report" 2017.
- Malaysia is ranked 24 out of 138 countries in terms of business efficiency in the *Global Competitiveness Report 2016-2017*.



## ISHK 2017 - KEY ELEMENTS



The *In Style • Hong Kong Expo* is a B2B exhibition showcasing Hong Kong's leading branded and designer-led lifestyle products, which will be held at Mandarin Oriental, Kuala Lumpur on 7-8 November 2017.

Expected buyers in attendance include importers, distributors, mass retailers, mail-order houses, department stores and specialised stores in Malaysia and other ASEAN countries.



The *In Style • Hong Kong Symposium* will be held at Mandarin Oriental, Kuala Lumpur on 7 November 2017.

The Symposium will highlight how Hong Kong's world-class business services including creative, finance, legal, logistics, etc. could facilitate Malaysian companies to expand business worldwide, particularly in the Chinese mainland market.



An exclusive and high-level gala dinner will be organised at Shangri-La Hotel Kuala Lumpur on 7 November 2017 to welcome 500 prominent officials and business leaders from Malaysia and Hong Kong.



A series of promotion will be launched to highlight Hong Kong's dynamic lifestyle elements via designed and creative products, trendy fashion and unique culinary experience, supported by online marketing and publicity campaign. Local merchants and restaurants around the city will also be engaged to offer discounts and incentives to Malaysian consumers.



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<p><b>09:30 - 10:00</b> <b>(30 mins)</b></p>	<p><b><u>Opening Session</u></b> <i>Venue: Ballroom, Level 1, Mandarin Oriental Kuala Lumpur</i></p> <ul style="list-style-type: none"> <li>• <b>Mr Vincent Lo Hong-sui, GBS, JP</b>, Chairman, Hong Kong Trade Development Council</li> <li>• <b>Senior Government Representative of the Hong Kong Special Administrative Region of the People’s Republic of China</b> (tbc)</li> <li>• <b>Senior Government Representative of Malaysia</b> (tbc)</li> </ul>		
<p><b>10:00 - 11:00</b> <b>(60 mins)</b></p>	<p><b><u>Main Symposium</u></b> <b>In Style · Hong Kong</b> <i>Venue: Ballroom, Level 1, Mandarin Oriental Kuala Lumpur</i></p> <p><b><u>Panel Chair</u></b></p> <ul style="list-style-type: none"> <li>• <b>Prof Royce Yuen, JP</b>, Chief Executive Officer, MaLogic (confirmed)</li> </ul> <p><b><u>Speaker</u></b></p> <ul style="list-style-type: none"> <li>• <b>Mr Joseph Phi</b>, President, LF Logistics (confirmed)</li> <li>• <b>Mr Kevin Huang</b>, Co-founder &amp; CEO, Pixels Limited (confirmed)</li> </ul>		
<p><b>11:00 - 11:15</b> <b>(15 mins)</b></p>	<p style="text-align: center;"><b>Coffee Break</b></p>		
<p><b>11:15 - 12:45</b> <b>(90 mins)</b></p>	<p style="text-align: center;"><b><u>Thematic Session 1</u></b> <b>Fast Track to E-Commerce – The Logistics Perspective</b> <i>Venue: Ballroom, Level 1, Mandarin Oriental KL</i></p> <p><b><u>PART I: Integrated E-commerce Experience through Effective Omni Services</u></b></p> <ul style="list-style-type: none"> <li>• <i>Speaker to be confirmed.</i></li> </ul> <p><b><u>PART II: Selling Luxurious Goods Online</u></b></p> <ul style="list-style-type: none"> <li>• <i>Speaker to be confirmed.</i></li> </ul> <p><b><u>PART III: Smart Logistics for High Volume E-commerce</u></b></p> <ul style="list-style-type: none"> <li>• <b>Mr James Chang</b>, Chief Operations Officer, Crossborder, Lazada Hong Kong (confirmed)</li> </ul>	<p style="text-align: center;"><b><u>Thematic Session 2</u></b> <b>Future of FinTech: Crossover, Convergence, Remoulding (Collaborate with FSDC)</b> <i>Venue: Crystal Room, Level 2, Mandarin Oriental KL</i></p> <p><b><u>Keynote Presentation</u></b></p> <ul style="list-style-type: none"> <li>• <b>Dato’ Seri Cheah Cheng-hye</b>, Chairman and Co-Chief, Investment Officer, Value Partners Group Limited; FSDC Council member (confirmed)</li> </ul> <p><b>Panel Chair/Moderator:</b></p> <ul style="list-style-type: none"> <li>• <b>Mr Christophe Lee</b>, Founder, JP Asia Partners Ltd; FSDC New Business Committee member (confirmed)</li> </ul> <p><b>Panellists</b></p> <ul style="list-style-type: none"> <li>• <b>Mr James Philip Lloyd</b>, Asia-Pacific Fintech Leader, Ernest &amp; Young; FSDC New Business Committee member (confirmed)</li> <li>• <b>Mr Gan Khai Choon</b>, Chairman of the Malaysian Chamber of Commerce (Hong Kong and Macau) Limited; Executive Director of Hong Leong International (Hong Kong) Limited (confirmed)</li> <li>• <b>Mr Amran Hassan</b>, Head of Innovation and CIO for International, Maybank (confirmed)</li> </ul>	<p style="text-align: center;"><b><u>Thematic Session 3</u></b> <b>“Topic to be confirmed” (Collaborate with HKPKI Forum)</b> <i>Venue: Topaz Room, Level 2, Mandarin Oriental KL</i></p> <p><i>(Details to be provided by partner)</i></p>

<b>12:45 - 14:00</b> <b>(75 mins)</b>	<b>Networking Luncheon</b>		
<b>14:00 - 15:30</b> <b>(90 mins)</b>	<u><b>Thematic Session 4</b></u> <b>Integrating Creativity with innovation</b> <i>Venue: Ballroom, Level 1, Mandarin Oriental KL</i>  <i>(Details to be provided later)</i>	<b>14:00 - 17:00</b> <b>(180 mins)</b>	<u><b>Thematic Session 5</b></u> <b>“Legal Risk Management: Key to International Trade and Investment”</b> <b>(Collaborate with DoJ)</b> <i>Venue: Crystal Room, Level 2, Mandarin Oriental KL</i>  <u><b>Welcome speech:</b></u> <ul style="list-style-type: none"> <li>• <b>Mr Rimsky Yuen</b>, SC, JP, Secretary for Justice, the Government of the Hong Kong Special Administrative Region of the People’s Republic of China (confirmed)</li> </ul>