



A JOURNEY TO SUCCESS FOR HONG KONG START-UPS

助本地初創踏上成功大道

Organiser 主辦機構



Be a **PARTNER** of the
5th **START-UP EXPRESS!**



BACKGROUND

Start-up Express is Hong Kong Trade Development Council (HKTDC)'s highly curated start-up development programme that targets start-ups offering innovative and tech products or solutions, as well as with strong desire to enter the international market. Through a series of capability building, mentoring sessions, marketing activities, extensive publicity, and pitching opportunities, the programme aims to assist local start-ups in **building connection, exploring markets, seeking business and funding partners, and enhancing brand awareness.**





The programme offers start-ups with unique opportunities to learn, to grow and to connect. Each year, **10 winners** will be selected as the annual cohort who will be exposed to vigorous marketing activities and earned attention from investors, media and potential partners.

To celebrate its **fifth anniversary**, ***Start-up Express*** will launch its international series in 2022. Winners of ***Start-up Express*** will have the opportunity to compete with winners of start-up competitions in major start-up ecosystems from around the world in ***Start-up Express International***.



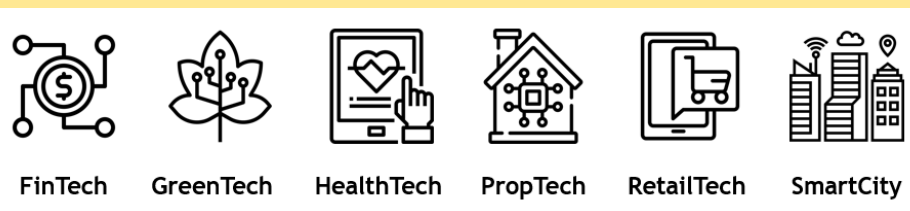
THE PROGRAMME

Key Elements:

	Capacity Building Workshops		Power Meet-ups with Business Leaders		Exploratory Mission to GBA		Local and Overseas Trade Events
	Business Matching		Investor Pitching		Extensive Media Coverage		Becoming a Member of HKStartupSociety

Who can apply?

- Start-ups with less than 5 years of establishment;
- Start-ups raising less than US \$10 million in funding;
- Start-ups with core or substantial operations in Hong Kong;
- Start-ups with a focus on technologies including but not limited to :





2021 PARTNERS

Strategic Partner:



Media Partner:



Institutional Partners:



Supporting Organisations:

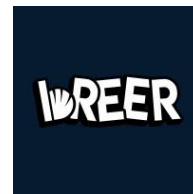




2021 WINNERS



Aurora Tele-Oncology



Breer



CLAIRE



Dayta AI



DeepTranslate



Growgreen



HK Bio-Rhythm



PanopticAI



Wada Bento



Wizpresso



Zeek

5th
**START-UP
EXPRESS**
創業快綫

2021
PITCHING FINAL





Start-up Express Winners were featured in **close to 2,000** media coverages of online media, print media and TV programmes:



PUBLICITY & MEDIA COVERAGE





A JOURNEY TO SUCCESS FOR HONG KONG START-UPS

助本地初創踏上成功大道

THANK YOU!

Organiser 主辦機構



Contact

Pearl Chan (Manager, Start-up & Innovation)

Tel: 2584 4558

Email: pearl.py.chan@hktdc.org