

# INVITATION FOR EXPRESSION OF INTEREST FOR STARTMEUPHK FESTIVAL 2022 EVENT SPONSORSHIP

**Posted on: 15 September 2021**

## Project Background

The Government of the Hong Kong Special Administrative Region (the “Government”), represented by the Director-General of Investment Promotion, intends to sponsor event companies (a “Company”) to create, curate and produce startup related events (an ‘Event’) for the **StartmeupHK Festival 2022**, which will run from **23-28 May 2022**.

The theme of the events should be set to attract startups and investors from overseas and Mainland China to set up or expand in Hong Kong, support and promote Hong Kong’s startup ecosystem and showcase the strengths/business opportunities in Hong Kong and beyond. The Government wishes to ensure a diverse spectrum of events that is educational and inspirational, but most of all practical, offering a platform to connect different stakeholders to do business, particularly from overseas with local communities.

Government now seeks EOIs to sponsor a number of events:

1. of different scale and duration (e.g. half day or one full day event); and
2. with different themes. Themes could include, but are not limited to:
  - a. Sectors: AI, robotics, retail technology, e-commerce and logistics, lifestyle technology, IOT, bio medicine, healthtech, smart city, PropTech and ArtTech.
  - b. Topics: fundraising, investment, Greater Bay Area opportunities, scaling up from HK to other Asian markets and beyond, talent development, support for startups and scaleups.
  - c. Addressing solutions to global issues, such as those in the UN’s Sustainable Development Goals (SDGs). Examples can include technologies to support net zero, sustainable cities, encouraging gender equality in tech, etc.

The events will be **hybrid**<sup>1</sup>, although content format is open, and may include conferences, workshops, pitches, business matching, hackathons, roundtable discussions, job fairs, exhibitions, etc. Target audience can include startups (particularly scaleups), tech investors, corporates, youth and other businesses working with or interested to collaborate with startups.

Companies are expected to utilise their experience and networks with startup communities in Hong Kong and around the world, and work with InvestHK to promote the events both locally and internationally. Companies are expected to create, produce

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<sup>1</sup> Although hybrid events are planned for the Festival at this moment, if the situation does not allow face-to-face meetings, the organizer should have a contingency plan to organize virtual events.

and manage the event ranging from half a day to one full day in the festival week (**23-28 May, 2022**).

<b>Task</b>	<b>Date</b>
Posting of <i>Expression of Interest</i> (EOI) notice	15 Sep
Deadline for submission of EOI	30 Sep
<i>Invitation to Submit Sponsorship Proposal</i> sent out to qualified companies	4 Oct
Deadline for submission of Sponsorship Proposals	29 Oct
Approval of Sponsorship Proposals	1 Dec

### Essential Requirements

- Organisations should be legal business entities
- Minimum 3 years of experience in curating, producing and promoting **events, including virtual events** in the startup, innovation, and investment space

### Submission of EOI

Interested companies are invited to submit their EOI by making a written submission to be sent by email to [SMUF\\_events\\_enq@investhk.gov.hk](mailto:SMUF_events_enq@investhk.gov.hk) (link), with subject line “**Expression of Interest – Application of StartmeupHK Festival 2022 Event Sponsorship**”, on or before **5:00pm (HKT) on 30 Sep 2021**.

Please include the following:

- Company information including business registration, year established, location, industry, number of full time staff and contact details
- Experience and track record of curating, producing, managing and promoting similar projects

This invitation for EOI does not constitute an invitation to offer nor does this document or any document made available pursuant to this invitation constitute any contract or agreement of any kind whatsoever with Government. Government reserves the right to cancel or terminate the process of EOI at any time and shall not be liable to any party for any loss or damage, cost or expenses as a result of such action.

Government may collaborate with public bodies such as HKSTP, Cyberport, HKPC, research institutes (such as ASTRI, LSCM), universities, etc. on other events during the festival.

### Selection Criteria

- Experience and track record in production and management of similar events in the past

## Probity

Company acknowledges it has been reminded that:

- (a) dishonesty, theft and corruption on its part or that of its employees, agents or sub-contractors are criminal offences and may lead to prosecution under section 9 of the Prevention of Bribery Ordinance (Chapter 201 of the Laws of Hong Kong), sections 17, 18D and 19 of the Theft Ordinance (Chapter 210 of the Laws of Hong Kong) and section 161 of the Crimes Ordinance (Chapter 200 of the Laws of Hong Kong); and
- (b) the soliciting or accepting of advantages, as defined in the Prevention of Bribery Ordinance is not permitted.

Company shall inform its officers, employees (whether permanent or temporary), agents and sub-contractors that the soliciting or accepting of advantages (as defined in the Prevention of Bribery Ordinance) is not permitted. Company shall also caution its officers, employees and agents and sub-contractors against soliciting or accepting any excessive hospitality, entertainment or inducement which may impair their impartiality in relation to the selection of its sub-contractors, if any, or the supervision of the work of the sub-contractors.

Government may terminate the Sponsorship immediately if Company or any of its employees, agents and sub-contractors is convicted of an offence under the Prevention of Bribery Ordinance, the Theft Ordinance or the Crimes Ordinance.

## Enquiries

For any enquires concerning this EOI invitation, please contact:

Joyce Cheung (Assistant Manager, StartmeupHK, InvestHK)  
Tel: 3107 1039  
Email: SMUF\_events\_enq@investhk.gov.hk

## About the StartmeupHK Festival

The StartmeupHK Festival is a week-long extravaganza of events for startups, scaleups, investors, corporates and stakeholders in the startup community that feature conferences, exhibitions, business and investor matching, startup pitches, etc. and open to attendees across the globe.

The StartmeupHK Festival 2021 was held virtually for the second time in May 24-28, 2021 due to the COVID-19 pandemic. There were a total of 14 main events and 8

community events, attracting over almost 39,000 attendees and around 245,000 views, over 800 speakers and 500 exhibitors from 103 countries. A summary of the StartmeupHK Festival 2021 can be seen in the festival section of our StartmeupHK website: <https://www.startmeup.hk/startmeuphk-festival-2021/>

### About InvestHK and StartmeupHK

#### **InvestHK**

Invest Hong Kong (InvestHK) is the Hong Kong Special Administrative Region (HKSAR) Government Department responsible for Foreign Direct Investment. Its mission is to promote and strengthen Hong Kong as Asia's leading international business and financial centre by attracting economically and strategically important overseas and Mainland companies to invest in Hong Kong.

#### **StartmeupHK (SMU)**

StartmeupHK is InvestHK's initiative aimed at attracting and helping founders of innovative and scalable startups and investors from overseas and the Mainland to set up or expand in Hong Kong. Its services include providing information about the vibrant startup ecosystem in HK, connecting people to the startup community, hosting startup events and helping to foster a positive environment for startups and scaleups to thrive.