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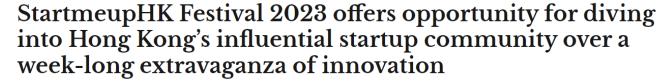
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HONG KONG SAR - Media OutReach - 10 October 2023 - The annual StartmeupHK Festival returns to Hong Kong on 8-17 November following the monumental success in the past years. Curated by Invest Hong Kong (InvestHK) and guided by the theme A Future Unlimited, the StartmeupHK Festival 2023 will explore the latest topics around web3, healthtech, proptech, greentech, GameFi, and much more. As the leading startup event in Asia, the festival is expected to host more than 20,000 startups, investors and tech enthusiasts representing over 100 countries and regions this year.

InvestHK and event partners come together for the StartmeupHK Festival 2023 preview.

Featuring eight main events and an array of community events, what sets this year's Festival apart is its inclusion of captivating activities in multiple locations across Hong Kong, with speakers ranging from global business leaders to some of the world's most innovative entrepreneurs. The Festival will also host a lineup of interactive activities like pitching competitions, startup-investor matching, tech demos, job fair and networking events. What's more, the Festival will feature a satellite event in Bangkok on 15 – 16 November, bringing together global senior executives and innovation experts to discuss corporate strategies for fostering innovation and growth.

Dr Jimmy Chiang, Acting Director-General of Investment Promotion of InvestHK said, "I am thrilled to witness the triumphant return of this remarkable event as it reaffirms Hong Kong's leading position as a thriving hub for innovation and startup success. As one of the most vibrant cities in Asia', Hong Kong is always an ideal place to conduct business. And it comes as no surprise that Hong Kong is a thriving hub for startups in Asia, having groomed more than 10 unicorns over the years, and home to a rapidly growing number of startups in areas as diverse as fintech, retail tech, healthtech, Internet of Things (IoT), proptech and more."

He added, "While the local startup ecosystem is supported by a strong network of incubators and accelerators, a pool of experienced angels and venture capitalists, and a welcoming community of startups knit together by a multitude of networking events, the Hong Kong Special Administrative Region Government remains committed to supporting the growth and success of startups with increased fundings for investments in innovation and technology, to enhance research and development efforts and help more tech startups with potential. Our goal is to make Hong Kong an ideal launchpad to get startups off the ground."

## Emily Chang knows innovation.

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Context changes everything.		Jayne Chan, Head of StartmeupHK said, "The StartmeupHK Festival 2023 marks a significant milestone as it embraces the long-awaited opportunity for in-person interactions, and we expect this year's Festival to be bigger and more exciting than ever. With multiple exciting events scattered across various locations in Hong Kong, including at the iconic Ocean Park and Tsim Sha Tsui waterfront, this year's Festival is set to create a dynamic and immersive experience for all participants." She continued, "In addition to a wide array of the most cutting-edge topics, the Festival also offers community events to promote collaboration within the startup community. We have also curated networking events to foster deeper connections. I am excited about what this year's Festival has in store for everyone."																				
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