

INVITATION FOR EXPRESSION OF INTEREST FOR STARTMEUPHK FESTIVAL 2024 EVENT SPONSORSHIP

Posted on: Thursday, 4 January 2024

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 2024**, which will run **21-25 October 2024**.

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 Expression of Interests (EOIs) to sponsor a number of events:

1. Comprising half or one day; and
2. with a minimum of 500 attendees; and
3. with different themes. Themes could include, but are not limited to:
 - a. Sectors: life and health technology, greentech, artificial intelligence and data science, financial technology (fintech), gaming, web3, retail technology, e-commerce and logistics, smart city, proptech and
 - b. Topics: fundraising, investment, green finance, Greater Bay Area opportunities, scaling up from HK to other Asian markets and beyond, talent attraction and development, support for startups and scaleups or
 - 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, sustainability, diversity & inclusion in tech, etc.

The events are preferred to be on a **hybrid format**, with both physical and virtual attendees. 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, according to StartmeupHK team’s schedule.

Companies are expected to create, produce and manage an event during the festival week.

Task	Date
Posting of <i>Expression of Interest</i> (EOI) notice	4 Jan 24
Deadline for submission of EOI	18 Jan 24
<i>Invitation to Submit Sponsorship Proposal</i> sent out to qualified companies	24 Jan 24
Deadline for submission of Sponsorship Proposals	23 Feb 24
Approval of Sponsorship Proposals	9 Apr 24

Essential Requirements

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

Submission of EOI

Interested companies are invited to submit their EOI by making a written submission by email to SMUF_events_enq@investhk.gov.hk, with subject line “**Expression of Interest – Application for StartmeupHK Festival 2024 Event Sponsorship**”, before **5:00pm (HKT) on 18 Jan 2024**.

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, HKTDC, 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.

National Security

Government reserves the right to disqualify the Company on the grounds that the Company has engaged, is engaging, or is reasonably believed to have engaged or be engaging in acts or activities that are likely to cause or constitute the occurrence of offences endangering national security or otherwise the exclusion is necessary in the interest of national security, or is necessary to protect the public interest of Hong Kong, public morals, public order or public safety.

Government may immediately terminate the Sponsorship upon the occurrence of any of the following events:

- (a) the Company has engaged or is engaging in acts or activities that are likely to constitute or cause the occurrence of offences endangering national security or which would otherwise be contrary to the interest of national security;
- (b) the continued engagement of the Company or the continued performance of the Sponsorship is contrary to the interest of national security; or

- (c) Government reasonably believes that any of the events mentioned above is about to occur.

Enquiries

For any enquires concerning this EOI invitation, please contact:

StartmeupHK

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.

StartmeupHK Festival 2023, curated by InvestHK, successfully concluded on 17 November after a week-long series of events, networking activities and pitching competitions, bringing together 600+ talented speakers, 12,000+ participants and 16,000+ online viewers from around the globe. The events also hosted 800+ unique business matching and networking opportunities.

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.