



Media Briefing to unveil the “Hong Kong · IN · Brand Greater Bay”

Serial Activities (Phase Two)

The BDC and CMA held a media briefing on 5 June 2024 to announce the details and schedule of the “Hong Kong · IN · Brand Greater Bay” Serial Activities (Project Phase Two). CMA President Dr. Wingco Lo gave an introduction of the background of the Project. He mentioned that Project Phase Two could continue the theme of the first phase, closely following the arch-concepts of “Hong Kong · In” and “Brand Greater Bay”, in an attempt to assist Hong Kong brands to build up awareness in the region and advance the vision of the “Brand Greater Bay”.

The BDC Chairman Mr. Calvin Chan then elaborated the details of the Project deliverables. The mainstay of Phase Two is to stage “Guangzhou Brandfest”, a high-efficiency brand promotion campaign that consists of brand image showcase, interactive experience camps, stage performance and WeChat mini-programme, supplemented by compact but in-depth market research activities such as business tour, market review report, and experience sharing seminars. And it aims to assist the Hong Kong industries to capitalise on the GBA development to sustain business growth, while leveraging on branding strategies to enhance long-term competitiveness.

Executive Vice President of CMA and Vice Chairman of BDC Dr. Ma Kai Yum, Chairman of CMA Exhibition Services Ltd Mr. Ivan Sze, BDC Vice Chairman Mr. Robert Lok, Dr. Ellis Wong, Mr. Ng Ching Wun, Mr. Warren Sun and dozens of BDC Advisors and General Committee Members also attended the event.



CMA President Dr. Wingco Lo delivered a speech at the media briefing.



BDC Chairman Mr. Calvin Chan introduced
“Hong Kong · IN · Brand Greater Bay” Serial Activities (Phase Two).



CMA President Dr. Wingco Lo (front row, 4th from the left), BDC Chairman Mr. Calvin Chan (front row, 4th from the right), Vice Chairman of BDC Dr. Ma Kai Yum (front row, 3rd from the left) and Chairman of CMA Exhibition Services Ltd. Mr. Ivan Sze (front row, 3rd from the right) and dozens of BDC Advisors and General Committee Members posed for group photos at the media briefing.