INVITATION FOR EXPRESSION OF INTEREST (EOI)

FOR HONG KONG FINTECH WEEK x STARTMEUPHK 2027 - 2029 EVENT SPONSORSHIP

Posted on: 26 November 2026

1. Project Background

Invest Hong Kong (InvestHK), a department of the Government of the Hong Kong Special Administrative Region of the People's Republic of China (the "Government"), intends to sponsor one or more than one company (the "Company") in order to cover **partially** the event sponsorship for planning, curating and organising Hong Kong FinTech Week x StartmeupHK 2027 - 2029 (the "Project") organised by the Financial Services and the Treasury Bureau (FSTB), the Commerce and Economic Development Bureau (CEDB), and InvestHK, which will run in every October or November for 2027 to 2029.

The objective of Hong Kong FinTech Week x StartmeupHK serves as a dynamic business event in action, aligning with the strategic vision of the First Five-Year Plan for Economic and Social Development of the Hong Kong Special Administrative Region (2026–2030). By consolidating, enhancing and developing Hong Kong's strengths as an international financial, trade, and innovation and technology (I&T) centre, the event champions "Finance+", tech innovation, and global connectivity synergies—mobilising capital to empower technological breakthroughs while harnessing cutting-edge tech to uplift financial services, diverse industry sectors, and the broader real economy. Leveraging Hong Kong's unique advantage of connecting the Chinese Mainland with the world, the event attracts two-way investments and facilitates global business expansion by bridging international and Chinese Mainland capital, cross-border networks, entrepreneurial innovation and high-calibre talent.

Hong Kong FinTech Week x StartmeupHK was in its 11th edition in November 2026 with the result of:

- 48,000+ physical visitors from over 120 economies
- 800+ sponsors and exhibitors
- 1,100+ speakers
- 250+ media attended with 2,000+ coverages
- Thousands of business contacts made
- 30+ Chinese Mainland and international delegations

Please visit fintechweek.hk for more information.

2. Project Requirement

The selected Company shall plan, curate and organise the Project by following the direction and instructions provided by the Government and aligning its objective in the 3-year service period (i.e. year 2027 - 2029), including but not limited to the following scope of services for each year:

i. A 2-day main conference and exhibition programme with finance, technology innovation and entrepreneurship topics such as:
    - Industry stream: Leveraging Hong Kong's broader financial strengths to power technological breakthroughs and uplift diverse industry sectors and the real economy;
    - Tech stream: Artificial Intelligence, Big Data, Blockchain, Tokenisation, Quantum and more;
    - Use case stream: Examples as Cyber Security, Digital Assets, GreenTech, HealthTech, InsurTech, PaymentTech, RegTech, Supply Chain, Trade Finance, WealthTech, Web3 and more;
    - Global expansion stream: Going Global for Chinese mainland companies, funding and investment, professional service support, partnership and network, etc.;

    (Note: At least 50% of all speaking slots, measured across both total slot count and audience-weighted stage capacity, shall be reserved for merit-based industry thought leaders invited independently of commercial sponsorships, in accordance with the Government agreement.);

ii. The Global Fast Track programme;
iii. At least a 1-day company visit programme in the Greater Bay Area outside Hong Kong;
iv. Speaker invitations and content management;
v. Sponsors acquisition and management;
vi. Exhibition recruitment and management (Note: Exhibition areas for startups are expected to be integrated, positioned, and decorated to attract significant visitor traffic from halls with major sponsors as well.);
vii. Event production and management;
viii. Ticketing management;
ix. Online-to-Offline marketing promotions to attract quality international and Chinese Mainland participants (Note: At least 30 Chinese Mainland and international delegations will be offered free exhibition space where they are only responsible for the production costs of their booths.);
x. Side and networking events planning and management, including designated webpage to feature these side events;
xi. Designated webpage to feature major announcements from government and key private sector stakeholders;
xii. Collaborations with other anchor event(s) curated by other organiser(s) for the Project.

The target audiences of the Project are from local, overseas and the Chinese Mainland, such as:

- Organisations / groups: academia, accelerators, associations, chambers of commerce, consulates, conglomerates, family offices, governments, incubators, innovation labs, investment firms, media, regulators, research institutions, scale-ups, sponsors, start-ups, strategic companies, technology companies, etc.;
- Individuals: angel investors, entrepreneurs, high net-worth individuals, key opinion leaders, political officials, industry thought leaders, tech leaders and innovators, etc.

3. Timeline of the Sponsorship Exercise

Task	Date
Posting of Expression of Interest (EOI) invitation	26 November 2026
Deadline for submission of EOI	10 December 2026
Invitation to Submit Event Sponsorship Proposal sent out to qualified event organizers	Mid-December 2026
Deadline for submission of Event Sponsorship Proposals	Mid-January 2027
Presentation of Event Sponsorship Proposals	Early February 2027
Evaluation and Selection of Event Sponsorship Proposals	February 2027
Appointment of the Company	End of February 2027

4. Requirements of the Company

Companies which fulfill **ALL** requirements below are welcome to submit the EOI:

i. Organisations shall be legal business entities in Hong Kong;
ii. Minimum 3 years of experience in curating, producing, managing, and promoting international events in:
    a. physical format supported by virtual / online components;
    b. a scale of over 10,000 physical attendees;
    c. industry(ies) of fintech / financial services / innovation / technology;
iii. A dedicated project team with sufficient and existing full-time staff, with a minimum of 3 years of event management work experience directly relevant to the functional areas below:
        i. overall project and stakeholders' relationship management;
        ii. content curation and speaker invitation and management;
        iii. sponsorship and exhibition management;
        iv. event production and management;
        v. audience recruitment, ticketing and RSVP; and
        vi. marketing and promotion, including website, digital and offline marketing management.

5. Submission of EOI

Eligible and interested companies are invited to submit their **EOI** (note: this is NOT the submission of Event Sponsorship Proposal) by making a written submission by email to events@investhk.gov.hk, with subject line "**Expression of Interest – Application of Hong Kong FinTech Week x StartmeupHK 2027 - 2029 Event Sponsorship", on or before 3:00pm (HKT) on 10 December 2026.** Late submission will not be considered.

The EOI submission shall include:

- Company information including business registration in Hong Kong, year of establishment, location, industry, number of full-time staff located in Hong Kong, the profiles of existing core staff in Hong Kong which demonstrate minimum of 3 years of direct work experience, and contact details;
- Company credentials including relevant work experience which fulfill all requirements specified in Clause 4; track records of curating, producing, managing, and promoting similar projects; the results/performance; and feedback/reputation from the industries;
- Examples to illustrate the business connections and knowledge of the relevant industries, such as VIP speaker connections.

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 the Government. The Government reserves the right to postpone or terminate the process of EOI at any time without prior notice and shall not be liable to any party for any loss or damage, costs or expenses as a result of such action.

InvestHK reserves the right to sponsor more than one company if necessary. In such case, the selected Company should collaborate together to meet the overall objectives of the Project.

Government may collaborate with public bodies such as Cyberport, the Hong Kong Science and Technology Parks Corporation (HKSTP), Hong Kong Productivity Council (HKPC), research institutes (such as ASTRI, LSCM), and/or sponsor universities and other private companies, etc. on other relevant events during the Project.

6. Selection Criteria

i. Companies shall submit the EOI by completely following the instruction of Clause 5 - Submission of EOI;
ii. The submission shall illustrate the eligibility of companies for Clause 4 - Requirements of the Company**;**
iii. Only eligible companies will receive an e-mail invitation to submit an Event Sponsorship Proposal with further guidelines.

7. Probity

Companies acknowledge they have been reminded that:

(a) dishonesty, theft, and corruption on its part or that of its officers, directors, 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 offering, soliciting, or accepting of advantages, as defined in the Prevention of Bribery Ordinance is not permitted.

Companies shall inform their officers, directors, employees (whether permanent or temporary), agents and sub-contractors that the offering, soliciting, or accepting of advantages (as defined in the Prevention of Bribery Ordinance) is not permitted. Companies shall also caution their officers, directors, employees and agents and

sub-contractors against offering, soliciting, or accepting any excessive hospitality, entertainment, or inducement which may impair their impartiality in relation to the execution of the agreement.

Government may terminate the Sponsorship immediately if the 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.

8. Conflict of Interest

Companies shall during the term of the Sponsorship Agreement:

(a) ensure that their officers, employees (whether permanent or temporary), agents, and sub-contractors shall not undertake any service, task, or job or do anything whatsoever for or on behalf of the companies or any third party (other than in the performance of this Sponsorship) which conflicts, or which may be seen to conflict, with the companies' duties to the Government under this Sponsorship, without the prior written approval of the Government; and

(b) forthwith notify and declare to the Government in writing of all or any facts which may reasonably be considered to give rise to a situation where the financial, professional, commercial, personal, or other interests of the companies or any of their officers, employees (whether permanent or temporary), agent and sub-contractors, conflict or compete, or may conflict or compete, with the companies' duties to the Government under this Sponsorship.

9. National Security

The 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.

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

10. Enquiries

For any enquires concerning this EOI invitation, please contact:

Events Management Team, InvestHK

Email: events@investhk.gov.hk