

Organiser:

InvestHK

Supporting Organisations:

french chamber
HONG KONG

ITALIAN CHAMBER
OF COMMERCE
HONG KONG • MACAO

SPANISH CHAMBER
of Commerce in Hong Kong
香港西班牙商會



Navigating the GBA Market: Capturing Opportunities in Food Services and Trading

Details as follows:

Date: Friday, 7th June 2024
Time: 3:00pm – 5:30pm (Registration starts at 2:30pm)
Venue: InvestHK Office
Address: 24/F, Fairmont House, 8 Cotton Tree Drive, Hong Kong
Dress: Business casual

Programme:

2:30 pm	Registration
3:00 pm	Opening Dr. Jimmy Chiang, Associate Director-General of Investment Promotion, Invest Hong Kong Kong
3:05 pm	F&B in the GBA: Market Trends, Preferences, and Growth Potential in the GBA Mr. Kevin Lam, Executive Director, Head of Retail Services – Agency and Management, Cushman and Wakefield
3:30 pm	GBA Insights and Banking Solutions <ul style="list-style-type: none">• Ms. Cindy Ou, Director, Sector Head, Consumer, Commercial Banking, HSBC• Ms. Lulu Jiang, Economist, Greater China, HSBC Qianhai Securities Limited
3:45 pm	GBA Expansion for Food Businesses: Market Entry Strategies and Opportunities <ul style="list-style-type: none">• Ms. Tiny Leung, Finance & Operation Director, APAC, Venchi Hong Kong• Ms. Lydia Xu, Executive President of Guangdong (China) Imported Food Association Shenzhen Branch• Mr. Fabre Chan, Head Of Sales of Hong Kong, Noatum Logistics• Moderator: Ms. Sindy Wong, Head of Tourism and Hospitality, Invest Hong Kong
4:20 pm	Q&A
4:30 pm	Networking drinks