

INVITATION FOR EXPRESSION OF INTEREST FOR STARTMEUPHK FESTIVAL 2021 EVENT SPONSORSHIP

Posted on: 9 February 2021

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 2021**, which will run from the **24-28 May 2021**.

The theme of the events should generate the interest of startups and investors from overseas and the Mainland to consider setting up or expanding in Hong Kong, support Hong Kong’s startup ecosystem and showcase the strengths/business opportunities in Hong Kong and beyond. 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 EOIs to sponsor a number of events:

1. of different scale and duration (e.g. a few hours to a full one day or two days event); and
2. with different themes. Themes could include, but are not limited to:
 - a. Sectors: AI, robotics, retail technology, e-commerce and logistics, lifestyle technology, IOT, bio medicine, healthtech, smart city and property tech.
 - b. Topics: fundraising, investment, Greater Bay Area opportunities, scaling up from HK to other Asian markets and beyond, talent development, support for startups and scaleups.
 - 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, sustainable cities, encouraging gender equality in tech, etc.

The events will be **virtual**¹, although 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 its 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. Companies are expected to create, produce and manage

¹ Although virtual events are being planned for the Festival, Government is open to having physical events should restrictions permit closer to the time.

the event ranging from a few hours, half a day, one or a maximum of two days in the festival week (**24-28 May**).

Task	Date
Posting of <i>Expression of Interest</i> (EOI) notice	9 Feb
Deadline for submission of EOI	19 Feb
<i>Invitation to Submit Sponsorship Proposal</i> sent out to qualified companies	24 Feb
Deadline for submission of Sponsorship Proposals	5 Mar
Approval of Sponsorship Proposals	12 Mar

Essential Requirements

- Organisations should be legal business entities
- Minimum 2 years of experience in curating, producing and promoting **events, including virtual events** in the startup, innovation, and investment space

Submission of EOI

Interested companies are invited to submit their EOI by making a written submission to be sent by email to startmeuphk@investhk.gov.hk, with subject line “**Expression of Interest – Application of StartmeupHK Festival 2021 Event Sponsorship**”, on or before **5:00pm (HKT) on 19 Feb 2021**.

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, 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.

Enquiries

For any enquires concerning this EOI invitation, please contact:

Mr. CY Lu (Senior Manager of StartmeupHK, InvestHK)
Tel: 3107 1478
Email: cylu@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.

The StartmeupHK Festival 2020 was held virtually for the first time in July 2020 due to the COVID-19 pandemic. There were a total of six core events and eight community events, attracting over 181,000 attendees, 471 speakers and approximately 200

exhibitors, from 97 countries. A summary of the StartmeupHK Festival 2020 can be seen in the festival section of our StartmeupHK website: <https://www.startmeup.hk/startmeuphk-festival-2020/>

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 here in HK, connecting people to the startup community, hosting startup events and helping to foster a positive environment for startups and scaleups to thrive.