

TOURISM & HOSPITALITY NEWS & EVENTS UPDATES

FOOD & BEVERAGE 餐飲業

Local Tech Startup Calls for Sustainably Minded Business to be Involved in Zero Waste Pilot

Hong Kong based tech startup, Circular City, is running a proof of concept pilot for their digitally tracked takeout cups and containers as part of their smart return network. They are calling on both F&B outlets and property management companies to join the pilot and help reduce the city's growing reliance on single use plastic takeout.

[More details...](#)

本地科技初創公司呼籲可持續經營的企業參與零廢物試驗

總部位於香港的科技初創公司Circular City正為其可被數碼追蹤的外賣杯和容器進行概念驗證，項目是該公司智能回收網絡的一部分。他們呼籲餐飲店和物業管理公司加入該試點項目，望能幫助減少本港對一次性塑料外賣的依賴。[詳情...](#)



Image courtesy: Circular City

Launch of The Hong Kong Imported Food and Beverage Association (IFBA) Limited

The Fourth Round of the Anti-epidemic Fund has launched IFBA is a not-for-profit association incorporated in February 2021 which aims to be the voice of the industry that supplies imported food and beverages to Hong Kong. It communicates the industry's values and concerns to the Government, regulators, consumers and the media. Applications for membership now open. [More details...](#)

香港進口飲食業協會有限公司成立

香港進口飲食業協會於2021年2月成立，是一個非牟利組織。協會旨在為行業發聲，向政府、監管機構、消費者和媒體傳達飲食行業的價值和關注。協會現接受會員申請。

[詳情...](#)

HKTDC World of Snacks Debuts during Summer Vacation (14-20 Jul)

Connecting you to snack lovers across the city, the inaugural HKTDC World of Snacks provides the direct-to-consumer platform for top brands of fine confections, oldie snacks, party bites and healthy treats from across the world. World of Snacks will be held concurrently with the Hong Kong Book Fair and Hong Kong Sports and Leisure Expo. [More details...](#)

香港貿發局零食世界將於2021年夏季首度登場 (7月14-20日)

首屆「零食世界」搜羅來自世界各地頂級品牌的優質糖果、懷舊小食、派對及健康零食，為參展商提供一個直接接觸消費者的推廣銷售平台。同期舉行的還有香港書展及香港運動消閒博覽。[詳情...](#)

WINE 葡萄酒業



Wine & Spirits Virtual Fair (8-11 Jun)

The second edition of the fair will bring together brands and leaders committed to driving the change and creating a more efficient industry that will reduce the environment's negative impact. [More details...](#)

葡萄酒與烈酒虛擬博覽會 (6月8-11日)

第二屆博覽會將匯聚知名品牌和行業領袖，分享和探討如何透過推動變革，減少行業對環境帶來的負面影響。[詳情...](#)

TRAVEL & TOURISM 旅遊業

HK-Singapore Air Travel Bubble to Begin on 26 May

Designated flights under HK-Singapore Air Travel Bubble will begin on 26 May, resuming cross-border air travel in a gradual and orderly manner amidst the stabilised epidemic situations of the two places. [More details...](#)

香港與新加坡將於5月26日開展「航空旅遊氣泡」

香港與新加坡「航空旅遊氣泡」協定下的專屬航班將於5月26日啓航，在兩地疫情保持穩定下，逐步和有序地恢復跨境航空往來。[詳情...](#)

Tourism Commission Launches City in Time Tourism Project

The project is to promote cultural, creative and smart tourism that integrates augmented reality (AR) and multimedia technologies to present perfect combinations of historical panoramas and real-life surroundings.

[More details...](#)

旅遊事務署推出「城市景昔」旅遊項目

是次項目利用擴增實境 (AR) 和多媒體技術，將香港歷史全景圖像和現場真實全景完美結合。[詳情...](#)



International
Travel Expo



香港國際旅遊展

International Travel Expo (ITE) Reschedules to 29 Jul - 1 Aug

ITE Hong Kong 2021, combining the 35th ITE (Leisure) and the 16th ITE MICE, offers in two trade days B2B and B2MICE programmes with over 35 percent buyers and visitors from outside Mainland China and abroad, and in two public days B2C program with visitors mainly well off FIT.

[More details...](#)

香港國際旅遊展改期至7月29日-8月1日舉行

ITE Hong Kong 2021綜合第35屆香港國際旅遊展(休閒)和第16屆商務會獎旅遊展，首兩天專業日備有企業對企業(B2B)和企業對會獎(B2MICE)方案，這天出席的買家和專業觀眾中35%是來自中國內地和海外；隨後兩天公眾日觀眾多是高端自由行旅客。[詳情...](#)

Sixth Startmeup Festival Goes Virtual (24-28 May)

This year's StartmeupHK Festival will feature 14 main events over the course of five days, including keynotes from world-renowned speakers, discussions around hot topics such as AI, FinTech, ESG, smart cities, healthcare, proptech, and of course an introduction to the latest collaborations in the Greater Bay Area. [More details...](#)

第六屆StartmeupHK創業節將於線上舉行(5月24-28日)

為期五天的盛事將涵蓋14個主要活動，包括世界知名講者的主題演講以及圍繞人工智能、金融科技、ESG(環境、社會、企業管治)、智慧城市、醫療健康、房產科技等熱點話題的討論，當然還有粵港澳大灣區最新合作動向的介紹。

[詳情...](#)

HKTDC International Sourcing Show Held in Online and Offline

To help SMEs achieving more sales, HKTDC consolidates seven trade shows that are supposed to be held from March to July to The International Sourcing Show, in a hybrid online and physical format. The show has over 1,400 exhibitors from 20 countries and regions and among them are 19 group pavilion. The event will conduct business matching through the use of AI. On B2C exhibitions, once the pandemic situation eases, Lifestyle Shopping Fest, Hong Kong Book Fair and Food Fair that will take place in April, July and August as physical shows at the HKCEC. (Source: Hong Kong Economic Times, 17 March 2021)

貿發局「國際採購匯」網上+實體模式展示

為協助中小企在新冠肺炎下爭取新定單，香港貿發局將集合七項原定於春季舉行的貿易展覽，以「網上+實體」展覽模式，結合成於三月至七月舉行的「國際採購匯」。是次國際採購匯有超過1,400個、來自20個國家及地區的參展商，共有19展團，活動會繼續以AI技術進行商務配對。至於B2C展覽方面，該局計劃在四、七、八月舉辦時尚購物展、香港書展及美食展，貿發局相信如疫情持續緩和，有關展覽將能如期舉行。(資料來源：經濟日報2021年3月17日)

BEAUTY & WELLNESS 美容及保健業

First-of-a-kind COVID-19 Safety Guidelines for Hong Kong's Fitness & Wellness industry

SafeFit100 is an independent not-for-profit body established to protect and serve the industry and wider community as we navigate through the COVID-19 pandemic. SafeFit100 invites all fitness and wellness operators in Hong Kong to implement evidence-based safety and hygiene measures and apply for endorsement via the [application form](#). [More details...](#)



健身業認證計劃訂安全健康標準

SafeFit100 是一個獨立非牟利的認證計劃，以保障行業以至整個社群的安全及衛生。為領導整個行業於新冠疫情下繼續前行，SafeFit100 廣邀香港所有體健場所，嚴格執行這個以實證為本的安全措施，並透過此[申請表](#)報名加入。[詳情...](#)

GENERAL 一般消息



Enhancements to the Special 100% Loan Guarantee

Under the enhancement measures, the application period will be extended to 31 December 2021 for eligible enterprises. The maximum amount of loan per enterprise will be raised from the total amount of employee wages and rents for 12 months to that for 18 months, or HK\$6 million (originally HK\$5 million), whichever is lower. The maximum repayment period of the guaranteed loans will be increased from five to eight years, and the principal moratorium arrangement will be extended from up to 12 months to up to 18 months. [More details...](#)

「百分百擔保特惠貸款」優化措施

中小企融資擔保計劃下「百分百擔保特惠貸款」推出優化措施，並延長申請期至2021年12月31日，以進一步紓緩中小企資金周轉的壓力。優化措施下，每家合資格企業最高貸款額由12個月提高至18個月僱員薪金及租金的總和，或600萬港元 (原為500萬港元)，以較低者為準。同時，特惠貸款的最長還款期由5年增加至8年，而還息不還本的安排則由最多12個月增加至最多18個月。[詳情...](#)

CONTACT US 聯繫我們

Should you need any advice on setting up in Hong Kong, please get in touch.
Our services are free, confidential and tailored to your needs.

Sindy Wong 黃思敏

Head of Tourism and Hospitality

T: +852 3107 1067

swong@investhk.gov.hk

Lily Wang 王麗

Greater China and Australasia

(所有來自大中華地區的業務)

T: +852 3107 1037

lwang@investhk.gov.hk

Jenny Hui 許嘉珮

Asia (other than Greater China) and France

T: +852 3107 1047

jhui@investhk.gov.hk

Betty Leung 梁婉霞

Americas and Africa

T: +852 3107 1028

bleung@investhk.gov.hk

Rebecca Chan 陳鳳霞

Europe (except France)

T: +852 3107 1093

rebeccachan@investhk.gov.hk

investhk.gov.hk

Find Us on Social Media
關注我們

