



TOURISM & HOSPITALITY NEWS & EVENTS UPDATES

FOOD & BEVERAGE 餐飲業

Hong Kong VC Brinc to Launch HK\$3M FoodTech Scaleup Accelerator with Europe's Blue Horizon

The programme is designed to help teams navigate complexities of sales, business development and financing while working to secure commercial pilots, secure distribution and corporate engagements throughout Southeast Asia and Greater China. The three-month programme is set to run between Hong Kong and Singapore. [More details...](#)

香港創業投資公司Brinc與歐洲公司BlueHorizon
合作推出300萬港元的食品科技擴產加速器

是次計劃旨在協助團隊應對銷售、業務發展和融資方面的挑戰，同時確保東南亞和大中華區商業試點及分銷的正常運作和企業參與。為期三個月的計劃將在香港和新加坡進行。

詳情...



1% Pledge to Restore the Planet: Zero Foodprint Asia Launches Hong Kong Restaurant Programme to Capture Carbon

Led by sustainable food consultancy Grassroots Initiatives and in partnership with non-profit climate organisation Zero Foodprint, Zero Foodprint Asia has officially launched the '1% Pledge to Restore the Planet' in Hong Kong. Participating restaurants will donate 1 percent of all customer bills to Zero Foodprint Asia's fund to help farmers and encourage healthy soil management projects to capture carbon from the atmosphere. [More details...](#)

1%捐贈承諾修復地球：零碳足食(亞洲)推出計劃鼓勵餐廳減碳排放

由可持續食物顧問公司Grassroots Initiatives領航，並與非牟利氣候組織零碳足食合作，零碳足食(亞洲)已在香港正式啟動「1%捐贈承諾修復地球」計劃。參與的餐廳將1%的收入捐贈給零碳足食(亞洲)的基金，以幫助農民並鼓勵他們進行健康的土壤管理項目以減少碳排放。[詳情...](#)

Nestlé Plans to Expand Plant-based Food to Capture More Market Share

Last year Nestlé launched a new plant-based food brand “Harvest Gourmet” with an investment of more than HK\$1 billion for production sites in Mainland China and Malaysia, some of which were for plant-based food product line.

Ms. Mei Ling Chung, General Manager of Nestlé Hong Kong, said that the Hong Kong market, focusing on the B2B model, started supplying plant-based food to restaurants since April to test the response of the local market.

(Source: Hong Kong Economic Times, 4 June 2021)

雀巢擬擴植物性產品 盼增市佔有率

雀巢去年底推出全新的植物肉品牌「Harvest Gourmet」，更斥超過10億港元於馬來西亞及中國設廠，當中部分為植物肉生產綫。雀巢香港總經理鍾美玲表示，香港市場以B2B模式為試點，四月份已開始向不同餐廳客戶供應植物肉，測試香港市場的反應。(資料來源：經濟日報2021年6月4日)

Japanese Fruits are Popular among Hong Kong Young People

Last year, Japanese fruit export to Hong Kong reached 10.4 billion yen (HK\$730M), ranked first among all export regions. The Overseas Import Fruit and Vegetable Trade Association revealed that fruits imported from Japan, Korea, Taiwan and South America have increased significantly in these five years, as the fruits from these regions are becoming more and more popular among young people whom are willing to purchase premium fruits. (Source: Hong Kong Economic Times, 4 June 2021)

港人愛日本水果 青年願買高價貨

去年日本水果輸港出口額高達104億日圓(約7.3億港元)，位列眾多出口地首位。海外入口果菜商會表示，近5年間，來自日本、韓國、台灣和南美的水果進口量大增，因有關產地水果愈來愈受到年輕人喜愛，他們均願意消費購買高價水果。(資料來源：經濟日報2021年6月4日)

Centre for Food Safety (CFS) Launches New Online Services

CFS of the Food and Environmental Hygiene Department launched a number of new services to expand the functions of the Food Trader Portal (FTP). [More details...](#)

食物安全中心推出新網上服務

食物環境衛生署食物安全中心在「食物貿易商入門網站」推出多項新服務，擴闊網站的功能。[詳情...](#)

WINE 葡萄酒業



Asia's 50 Best Bars Reveals 2021 Edition

The 2021 list of Asia's 50 Best Bars was announced over a virtual awards ceremony on 6 May. The sixth edition of the list features bars from 10 countries in Asia, with Coa from Hong Kong crowned The Best Bar in Asia. [More details...](#)

2021年亞洲50家最佳酒吧揭曉

2021年亞洲50家最佳酒吧名單已於5月6日在虛擬頒獎典禮上公布。第六屆名單上的酒吧來自亞洲十個國家，其中香港的Coa更名列亞洲最佳酒吧。 [詳情...](#)

TRAVEL & TOURISM 旅遊業

“Cruise-to-nowhere” Itineraries Can Resume under Set of Health Control Protocols from End-July

The initiative aims to help revive the cruise travel sector, which has been suspended for 15 months due to the COVID-19 pandemic. The Hong Kong Tourism Board welcomed the move by unveiling a new “Staycation at Sea” promotion. [More details...](#)

郵輪「公海遊」在一系列衛生防疫措施下可由七月起復航

因疫情已暫停超過十五個月的郵輪旅遊將會復辦，冀能推動本港郵輪旅遊業疫後復甦。香港旅遊發展局歡迎政府重啟本港郵輪「公海遊」，並將推出本地海上Staycation體驗活動。 [詳情...](#)



HKTb Steps Up Various Promotions to Drive Tourism Recovery

The Hong Kong Tourism Board (HKTb) held its annual Tourism Update and presented its latest strategic plans with around 2,700 trade representatives. As global economy starts to rebound with Asia predicted to recover sooner, and Hong Kong's pandemic situation gradually eases, HKTb is preparing to step up promotions and would launch a new round of the “Hong Kong Neighbourhoods” campaign. [More details...](#)

旅發局將加緊進行多項推廣工作推動旅遊復甦

香港旅遊發展局舉行網上年度業界簡報會，向約 2,700 名來自本港及全球的旅行社、景點、酒店、航空、零售、餐飲、會展、郵輪等業界代表，分析旅遊業最新情況，及旅發局的最新工作部署。旅發局將會加緊進行多項推廣工作，包括推出新一輪「大城小區」推廣，及希望能重新舉辦實體活動，為迎接旅遊復甦做好準備。 [詳情...](#)

JTB (Hong Kong) Limited Launches New Online Platform Corporate Meetings & Travel Management (CMTM)

The new platform assists enterprises to offer a one-stop bespoke solution that adheres to companies' meetings policies, tracks work and approval flow, ensures spending visibility and consolidates payment. Contact JTB [for more information](#).

JTB (Hong Kong) Limited 推出全新線上平台 Corporate Meeting & Travel Management (CMTM)

全新的平台將協助企業制定一站式方案，方案既符合公司會議守則，使工作進度及審批流程更易於追蹤，又可提高支出的透明度及使整合付款更方便。如欲了解更多，[請聯絡 JTB](#)。

Survey: 76% of Respondents are Willing to Pay More Travel Expenses for Safety

The Travel Industry Council of Hong Kong and TKS Exhibition Services Ltd., the organiser of the Hong Kong International Travel Expo, released the "Post-epidemic Travel Online Survey". The results showed that many respondents were eager to travel. 36% of the respondents said that the epidemic situation would not influence the travel budget for the coming year, and nearly 20% (16.8%) even intended to increase the budget. The survey showed that "safety" was the prime consideration of the respondents when considering traveling abroad, and 76% of respondents were willing to pay more for a safe journey. When choosing a destination, travel restrictions and quarantine period (33.8%), as well as sanitary measures (31.6%) would be taken into account. (Source: Hong Kong Economic Times, 21 May 2021)

調查：76%受訪者為安全願多付旅費

香港旅遊業議會聯同香港國際旅遊展主辦機構匯眾展覽服務有限公司，公布「疫後旅遊網上問卷調查」，結果顯示不少受訪者均渴望去旅行，36%受訪者稱疫情不影響來年的旅遊預算，近兩成(16.8%)更打算增加預算。調查顯示「安全」是受訪者外遊的首要考慮，有76%受訪者願意為安全旅程而付更多旅費。選擇目的地時，會考慮旅遊限制和檢疫期(33.8%)，以及衛生措施(31.6%)。(資料來源：經濟日報2021年5月21日)

CONVENTIONS & EXHIBITIONS 會議及展覽業



HOFEX 2021 Goes Hybrid (7-9 Sep)

HOFEX will be conducted in a new hybrid format physically at Hong Kong Convention and Exhibition Centre and online for overseas buyers. Spearheading will be HOFEX Connect from 6 to 8 July, the business matchmaking platform for suppliers and buyers to meet and source online. Pre-register [HERE](#) to enjoy the online and offline F&B journey.

HOFEX 2021線上線下並行展覽 (9月7-9日)

HOFEX將於香港會議展覽中心採用全新線上線下並行模式舉行，帶來全新展覽體驗。HOFEX Connect線上商貿配對活動於7月6至8日率先登場。[按此](#)立即預先登記，開展線上線下餐飲之旅。

GENERAL 一般消息

HK Productivity Council (HKPC) Commissioned to Serve as Secretariat of Technology Voucher Programme

HKPC was commissioned to assist in the implementation of the Technology Voucher Programme, leveraging its manpower resources and abundant experience to enhance the efficiency in processing the applications. [More details...](#)

政府委託生產力局擔任「科技券」計劃秘書處

生產力局已被委託協助執行「科技券」計劃，藉其人力資源和豐富經驗，提升處理申請的效率。 [詳情...](#)



Investment Promotion and Protection Agreement between Hong Kong and Mexico to Enter into Force on 16 June

The agreement will enhance the confidence of investors, expand investment flows between Hong Kong and Mexico, and further strengthen bilateral economic and trade ties.

[More details...](#)

香港與墨西哥促進和保護投資協定6月16日生效

相關協定有助增強投資者的信心，擴大兩地的投資流動，進一步鞏固雙邊經貿聯繫。 [詳情...](#)

Hong Kong, Georgia Pact to Take Effect

The Comprehensive Avoidance of Double Taxation Agreement will bring a greater degree of certainty on tax liabilities for those who engage in cross-border business activities, and help promote bilateral trade and investment activities. [More details...](#)

香港與格魯吉亞稅務協定7月生效

該全面性避免雙重課稅協定可讓從事跨境商業活動的人士更清楚確定其稅務負擔，有助促進雙邊貿易和投資活動。

[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.

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