



Opening Ceremony of Guangzhou Brandfest ("Hong Kong • IN • Brand Greater Bay" Project (Phase Two))

Under the sponsorship of the Trade and Industrial Organisation Support Fund of Trade and Industry Department, the BDC staged Guangzhou Brandfest from 23 August to 25 August, 2024 at Guangzhou Panyu Wanda Plaza. With the theme of "Innovation Technology", "Vibrance" and "Quality Living", Guangzhou Brandfest staged brand image gallery, interactive experience camps and stage performances to showcase the unique charm of Hong Kong brands for Guangzhou citizens and tourists, in an attempt to assist Hong Kong brands to build up awareness in the Greater Bay and to develop the domestic market. The BDC also established a promotion mini program "We • LOVE HONG KONG Brand Mart" on social media WeChat, which forms a virtual exhibition space corresponding to the physical showcase and a digital promotion platform, simultaneously displaying the information of the participating brands of Guangzhou Brandfest.

On 23 August, an opening ceremony was held to kick off the activities of Guangzhou Brandfest. The Ceremony was officiated by CMA President Dr Wingco Lo (front row, 4th from the left), BDC Chairman Mr Calvin Chan (front row, 4th from the right); Mr Algernon Yau, Secretary for Commerce and Economic Development of the HKSAR Government (front row, middle); Mr Zhang Haibo, Deputy Director of Guangzhou Municipal Commerce Bureau and Canton Investment Development Commission (front row, 3rd from the left); Ms Linda So, Director of Hong Kong Economic and Trade Office in Guangdong (front row, 3rd from the right); Chairmen Emeritus of BDC Dr Dennis Ng (front row, 2nd from the left), Chairman of CMA Exhibition Services Limited Mr Ivan Sze (front row, 2nd from the right), Mr Yu Jianchun, Member of the Party Group of Guangzhou Federation of Industry and Commerce (front row, 1st from the left); Mr Lu Yongqing Vice Chairman of the Party Group of the Panyu District Political Consultative Conference (front row, 1st from the right) and dozens of CMA representatives.

