

烘焙店起動區  
**Bakery Business Startup Zone**

**Zone Concept**  
展區概念

The bakery dream has become one of the latest trends for the Hong Kong young generation today. One can easily find local handmade bakery products in numerous online cake shops and upstairs bakeries. These young bakery entrepreneurs have brought the market their creative-looking and unique taste bakery products. Independent bakery has become a symbol of class and lifestyle and at the same time offers boundless potential. These young entrepreneurs are doubtless a force to be reckoned with. Given this, the “Bakery Startup Zone” is set up in this year’s expo, dedicating to help bakery shop suppliers to capture these emerging business opportunities, special packages will be offered to suppliers. The zone provides a convenient and easy “one-stop shop” sourcing for young prospective investors. It will also be an excellent opportunity for exhibitors to expand their business scope.

近年刮起的小清新風潮，莫過於香港人的烘焙小店夢。由網店以至樓上舖，都不難發現本地自家手工烘焙產品，這群新一代創業家以其獨有的品味和創意，推出造型新穎、口味獨特的食品，烘焙小店日漸成為品味生活的象徵，同時帶來無限商機。有見及此，大會於今屆展會特設**烘焙店起動區**，讓有志投資及開設烘焙店的年青人可集中於區內一站式採購，展會推出特惠參展方案吸引烘焙店相關業務，一方面助年輕創業家輕鬆採購，同時也是展商開拓市場的好機會。

**Exhibitor Profile**  
展出範圍

- Marketing Services 市場推廣服務
- Property Agent 物業代理
- Shop design and fitting 室內設計
- Equipment Supplier 設備供應商
- Business Solution Provider 商務技術服務供應商
- Consultancy Service 顧問服務
- Franchisor 特許經營商

**Visitor Profile**  
觀眾類別

- Prospective Investors 意向投資者
- Bakery Shop Owner 烘焙業經營者
- Potential Bakery Shop Owner 準烘焙業經營者
- Restaurants & Hotels 餐廳、食肆及酒店
- Entrepreneur 創業者
- International Buyers 國際專業買家

**Tentative Program**  
擬定活動

1. Business Seminar 研討會
  - Dialogues with entrepreneurs 與企業家對話
  - Explore the lucrative bakery market 探索龐大烘焙市場
  - Ways to scale up your business 靈活擴展業務
2. Projects Presentation 項目展示
  - Innovative business model 創新商業模式
  - Projects with high growth potential 高增值項目

**Promotion**  
宣傳

- Official website 大會網頁
- Social Media Platforms 社交媒體
- Fair catalogue listing 會刊展示

**Participation Package**  
參展方案

- 9 sqm Standard Booth 9 平方米標準展台 HKD 20,000
- \* Subject to the Organizer's final approval 主辦單位擁有最終決定權

**Contact Person**  
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 Subject to change by the organizer without prior notice.