



Sharing Seminar on Market Expansion for Hong Kong Nonwovens Industry

Free Seminar



26 July 2024,
14:00-17:00

Meeting Room 3 and 4,
G/F, InnoCentre,
72 Tat Chee Avenue,
Kowloon Tong

Cantonese

Participants who are
from nonwovens and
related industries

Funded by the “Trade and Industrial Organisation Support Fund” of Trade and Industry Department, the HKSAR Government and implemented by HKPC, Hong Kong Nonwovens Association has organised a series of promotional events, to strengthen the connections between the Hong Kong and Southeast Asian nonwovens industries, as well as facilitate entry into the Middle Eastern market. These events have involved understanding the local business environment, competitive landscape, and market demands. The TSF project “Promoting High Quality Hong Kong Nonwovens Products to ASEAN and Middle East for Market Expansion And Showcase Green Technology Application In Future Nonwovens Products” is nearing completion.

An upcoming sharing seminar will present the project's key deliverables, including:

- ANFA Nonwovens Conference 2023
- Arab Health 2024
- ANEX 2024

These deliverables have provided Hong Kong nonwovens enterprises with a better understanding of their own strengths and the needs of the target markets. Participants have learned effective strategies for promoting Hong Kong's high-quality nonwovens products in emerging markets, while also reinforcing the connections between Hong Kong and the nonwovens industries of Southeast Asia and the Middle East.

Disclaimer

Any opinions, findings, conclusions or recommendations expressed in this material/event (or by members of the project team) do not reflect the views of the Government of the Hong Kong Special Administrative Region or the Vetting Committee of the Trade and Industrial Organisation Support Fund.

Itinerary

Date	Activities	Speaker
14:00 – 14:15	Registration	
14:15 – 15:00	ANFA Nonwovens Conference 2023	Mr Frankie YANG Representative from Action Nonwovens Company Limited
15:00 – 15:45	Arab Health 2024	Mr Jason TSE Representative from Hong Kong kelun Co.,Ltd
15:45 – 16:30	ANEX 2024	Mr Louis YU Representative from Gordian Nonwovens Technology Limited
16:45-17:00	Q&A session	

Enrolment method

For enrolment, please scan the QR code below.



Organiser



Implementation Agent



Funded by Trade and Industrial Organisation Support Fund,
Trade and Industry Department



工商機構支援基金
Trade and Industrial Organisation Support Fund

Collaborating
Organisations
(In arbitrary order)



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