

HONG KONG SCIENCE AND TECHNOLOGY PARKS CORPORATION IDEA LANDING PROGRAMME



A 12-month Idea Landing Programme for startups to explore and validate the **Hong Kong market, your gateway to tap into the hypergrowth markets in mainland China**

LANDING PROGRAMME OFFERINGS



**1-week HK Market
Exploration Tour**



**Sponsored Flights
& Accommodation**



**Ecosystem
Immersion**



**Talent matching for
market entry study**



**Funding Support
of up to HKD1.39mil**



**Business Matching
& Networking**



**Trainings
and Workshops**



**Mentor
Consultation**



**Secretariat
Services Support**

PROGRAMME TIMELINE



ABOUT HKSTP

Established in May 2001, HKSTP is a statutory body set up by HKSAR Government, dedicated to building a vibrant innovation and technology ecosystem. Our key success metrics include :

960+

Leading Technology Incubator in Hong Kong with **960+ startups**

24

1,400+ Tech Enterprises & Park Companies from **24 countries and regions**

12

12 unicorns (6 home grown & 6 overseas)

~US\$10.7B

~US\$10.7B investments raised by Park Companies (since FY2018)

PROGRAMME OBJECTIVES

Facilitate successful Hong Kong market entry

For Who

Startups in 1 of 4 sectors :

Food Tech



BioTech-focused
consumer goods



Green Tech



Sustainability



Strong intention to
enter HK market



Post revenue with
product/service readiness



Why Hong Kong

USD Food sales
market revenue

\$29B

USD Personal care
market value

\$4.6B

USD AUM ESG
Funds

\$142B

VC

+500

Banks

180

Benefits

1-week HK Market
Exploration Tour



Up to HKD100K grant



Business Matching



Business Consultation



Opportunity for funding
up to HKD1.39mil



EXPRESS YOUR
INTEREST HERE

ENQUIRY

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