



**SCC「香港智慧生活展館」
@曼谷「成就機遇·首選香港」大型推廣活動**



貿發局曼谷「成就機遇，首選香港」展覽會於7月13至14日舉行，展示香港作為區內創新中心的無限潛力，活動獲泰國政府和商界領袖熱烈反應，吸引了來自八個東盟地區超過二千個商界訪客，商會及團體參觀。智慧城市聯盟在場內設置「香港智慧生活展館」，展示香港公司的智慧建造科技、機械人泊車系統、智慧樓宇設施檢測系統、室內三維空間管理系統、室內環境智能監察系統、智能家居裝置，和生物毒性測試科技。

曼谷「成就機遇，首選香港」是復常後首個海外旗艦香港商貿推廣活動，SCC會長楊文銳表示，大會的組織工作及安排理想，主辦機構在曼谷進行了大範圍宣傳，並邀請曼谷市長等光臨，有助吸引當地商界。最值得高興的是，泰國負責推廣數字經濟和智慧城市發展的機構 depa 的最高負責人及其團隊都來參觀香港智慧城市展館。楊文銳表示，透過是次到曼谷參展和用家接觸，得悉泰國積極發展數字經濟和智慧城市項目（詳情請瀏覽 <https://www.depa.or.th/en/master-plan-digital-economy/1st-master-plan-for-digital-economy>），合資格智慧城市項目會獲泰國政府資助；截至2023年7月共有123份智慧城市提案，當中30個已獲正式申報為“智慧城市”，其他九十多個內容仍待調校中；這些項目對智慧城市科技有很大需求，SCC會繼續和 depa 跟進如何引進香港的技術，為香港公司在泰國製造更多商機。

香港智慧生活館參展商全都在展會收到商務查詢，他們對是次參展表示滿意，有近六成表示是次參展有助他們開拓泰國市場，近六成表示對籌劃未來方向有幫助，超過四成表示有助他們在泰國建立生意夥伴。

是次展會為期兩天，超過八成半香港智慧生活館展商表示足夠，另有近一成半公司希望展期長些。所有公司都表示會再參加同類活動。



SCC “Hong Kong Smart Living Pavilion” at “Think Business, Think Hong Kong”, Bangkok



SCC mounted a “Hong Kong Smart Living Pavilion” at “Think Business, Think Hong Kong” on 13-14 July in Bangkok, introducing HK companies’ Smart Environment Sensing System, Smart Aircon & Fan Circulation, Smart Indoor Mapping & Digital Twins, AI Building Inspection, Smarter Testing, Smart Construction, and AGV Robotic Parking. Organized by the HK Trade Development Council, the two-day event received enthusiastic response from Thai government and business leaders, attracting over 2,000 business visitors from eight ASEAN countries, including their local chambers and associations.

SCC President Gary Yeung expressed satisfaction over the event organization and city-wide promotion. He felt encouraged to receive Governor of Bangkok and head of Digital Economy Promotion Agency of Thailand at the SCC Pavilion. SCC and our exhibitors were excited to learn that Thailand is actively developing digital economy and smart city projects (please see <https://www.depa.or.th/en/master-plan-digital-economy/1st-master-plan-for-digital-economy-for-details>). As of July 2023, a total of 123 smart city proposals had been submitted, and 30 of them have passed the criteria and got the “Smart City Logo” from the government. These projects are badly in need of the latest smart city solutions and technologies. SCC will follow-up with depa to explore how HK technology companies can capture these opportunities.

Exhibitors of SCC pavilion expressed satisfaction over their participation; all of them received business enquiries on-the-spot. By participating in the two-day event, about 57% of SCC pavilion exhibitors said they could know more about the Thai market, another 57% said they could make a better marketing plan, while 43% of them believed they could establish business contacts there.

86% of SCC pavilion exhibitors found the duration of two-day show appropriate while the rest hoped it could be longer. All exhibitors expressed interest in joining similar events again.

「香港智慧科技如何提升生活質素」研討會曼谷舉行



智慧城市聯盟於 7 月 13 日在曼谷舉行「香港智慧科技如何提升生活質素」研討會。會長楊文銳在研討會上，向泰國商界及潛在用家介紹香港智慧科技的最新發展及優勢。他並強調香港是泰國企業開拓中國內地商機首選的投資和營商平台。

Hong Kong Smart City Seminar in Bangkok



SCC staged a seminar on “Smart Solution for Better Lives – How Hong Kong’s Smart Living Technologies Improve Quality of Life” in Bangkok on 13 July. SCC President Gary Yeung introduced Hong Kong’s latest development in smart city technologies and services, while highlighting its crucial role in GBA development to the Thai audience.

曼谷市市長參觀 SCC「香港智慧生活展館」 @「成就機遇，首選香港」



曼谷市市長 Dr Chadchart Sittipunt、中國駐泰國大使韓志強、特區政府商經局局長丘應樺、香港貿發局主席林建岳博士等於 7 月 13 日出席貿發局曼谷「成就機遇，首選香港」大型活動。SCC 會長楊文銳向參觀「香港智慧生活展館」的曼谷市市長及其他貴賓介紹香港公司的智慧生活科技。

Bangkok Governor visited SCC “Hong Kong Smart Living Pavilion” @ HKTDC promotion

Dr Chadchart Sittipunt, Governor of Bangkok; H.E. Mr. Han Zhiqiang, China’s Ambassador to Thailand; Mr Algernon Yau, Secretary for Commerce and Economic Development of HKSAR Government; and Dr Peter Lam, Chairman of the HKTDC, visited HKTDC “Think Business, Think Hong Kong” in Bangkok on 13 July. SCC President Gary Yeung introduced HK smart living technologies to the Bangkok Governor and other VIPs at the SCC “Hong Kong Smart Living Pavilion”.



該 SCC 項目由工業貿易署「工商機構支援基金」撥款資助，香港軟件行業協會和香港資訊科技聯會為合作機構。

在此刊物上／活動內（或項目小組成員）表達的任何意見、研究成果、結論或建議，並不代表香港特別行政區政府或工商機構支援基金評審委員會的觀點。

The SCC project is funded by the Trade and Industrial Organisation Support Fund (TSF), while the HK Software Industry Association (HKSIA) and HK Information Technology Joint Council (HKITJC) are Collaborating Organisations.

“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.”

Questionnaire Result

項目名稱(英文):	Promotion of Hong Kong's smart living technologies/products in Thailand and Mainland China
項目名稱(中文):	向泰國及中國內地推廣香港「智慧生活」科技及產品
Ref. -	T22 003 008
展館名稱(英文):	Hong Kong Smart Living Pavilion at Thing Business, Think Hong Kong, Bangkok
展館名稱(中文):	曼谷 SCC 智慧生活館
主辦機構	香港智慧城市聯盟
日期:	2023 年 07 月 13 日至 14 日
共回收問卷	7
出席展商	7
回應率	100%

Q.1 你認為是次參展 SCC 智慧生活館 @曼谷「成就機遇·首選香港」，對貴公司有沒有幫助？

有，在以下方面（可選擇多於一項）

7

a) 藉此了解泰國情況	3	43%
b) 建立生意網絡夥伴	3	43%
c) 開拓泰國市場	4	57%
d) 幫助本公司策劃未來發展方向	4	57%
e) 其他（請註明）	0	

沒有

Q.2 你認為是次展覽會的時間是否足夠？

足夠	6	86%
不足夠	1	14%
小計	7	

Q.3 貴公司在是次 SCC 智慧生活館 @曼谷「成就機遇·首選香港」有沒有收到商務查詢？

有	7	100%
沒有	0	0%
小計	7	

Q.4 長遠而言，你認為參加了 SCC 智慧生活館 @曼谷「成就機遇·首選香港」後，對貴公司研究在泰國市場的運作情況有沒有幫助？

1 = 非常有幫助	1	14%
2 = 頗有幫助	6	86%
3 = 不太有幫助	0	0%
4 = 完全沒有幫助	0	0%
小計	7	

5 你對是次 SCC 智慧生活館 @曼谷「成就機遇・首選香港」的整體滿意程度如何？

1 = 非常滿意	1	14%
2 = 頗滿意	6	86%
3 = 不太滿意	0	0%
4 = 完全不滿意	0	0%
小計	7	

Q.6 你會否再次參與這類展覽會？

會	7	100%
不會，原因如下（可選擇多於一項）	0	0%
a) 活動形式不適合本公司	0	0%
b) 活動成效達不到預期目標	0	0%
c) 涉及的資金／人力成本過高	0	0%
d) 建議並無新意，類似的方法已在應用中	0	0%
e) 其他（請註明）	0	0%
小計	7	

Q.7 你認為是次 SCC 智慧生活館 @曼谷「成就機遇・首選香港」有哪些地方可以改善？

1. Booth 公司名字建議做大一點，明顯一點

The exhibition helpers were not well trained and did not understand the products and services being promoted. This made very difficult for them to communicate and explain the services. I suggest that you provide more training to the exhibition helpers before the event to ensure that have good knowledge and understanding of the products.

Q.8 其他意見

Booth 臺階建議去除防止跌傷

Sponsorship: If HKTDC can sponsor internal staff to attend the event in person, it would help us to promote our services more effectively. Having staff on the ground would allow us to engage with attendees and answer questions in real time.

i) 閣下的身份：

僱主	0	0%
管理層人員	4	57%
前線員工	3	43%
小計	7	

ii) 貴公司所屬行業（多選）

參展公司	7	
物聯網	1	14%
智慧生活	4	57%
資訊科技服務	3	43%
其他（智能停車）	1	14%
其他（建築）	1	14%
其他（生物科技）	1	14%