



Fact Sheet

“In Style • Hong Kong” 「時尚潮流 · 魅力香港」 - a large-scale promotion campaign organised by the Hong Kong Trade Development Council (HKTDC) aiming to highlight Hong Kong’s vibrant and unique lifestyle and creativity, showcase our branded and design-led products as well as present our world-class services, which together have established Hong Kong as a leading trendsetting city in the region.

This high-profile promotion will include a **trade expo** showcasing 100 Hong Kong lifestyle brands, a **services symposium** featuring a range of business services, a high-level **gala dinner** welcoming 500 prominent officials and business leaders from Indonesia and Hong Kong, and a series of **citywide promotions** to engage local Indonesian consumers.

WHY INDONESIA

- Within ASEAN, Indonesia is estimated to have the largest middle-class population of more than 61 million, with an expanding purchasing power.
- Indonesia is the most populous country in ASEAN. In 2014, its economy grew by 5.0%, with a forecast of 5.5% growth for 2015.
- Indonesia is committed to the ASEAN Common Effective Preferential Tariffs (CEPT) scheme, which is favourable to imports and exports.

KEY ELEMENTS



A B2B exhibition showcasing ~100 Hong Kong’s leading lifestyle brands. 10,000 trade buyers, importers, distributors, mass retailers, mail-order houses, department stores and specialised stores in Indonesia are expected to visit the Expo.

Thematic Brand Zones	Fashion In Style
	Electronics In Style
	Gifts & Houseware In Style
	Jewellery & Watch In Style
Other Special Zones	HK Designer Display Zone
	Small-Order Zone (SOZ)



Legal News



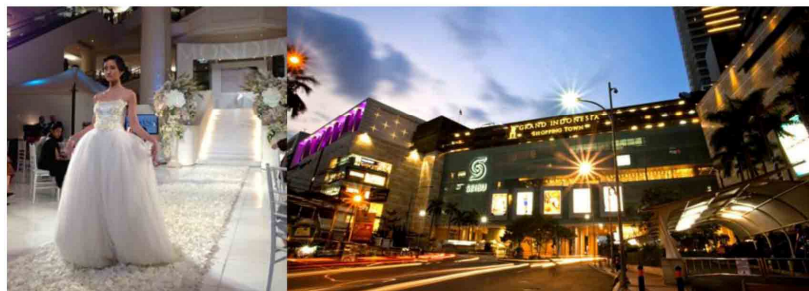
"IN STYLE • HONG KONG"
SYMPOSIUM
JAKARTA CONVENTION CENTER
17 SEP 2015

A large-scale conference plus thematic breakout seminars featuring a range of Hong Kong's creative, marketing, business and lifestyle-related services. 800 attendants from retail chains & outlets, hospitality sector, brands, manufacturers, trading companies, exporters in Indonesia are expected.



"IN STYLE • HONG KONG"
CITYWIDE PROMOTION
14-20 SEP 2015

A series of citywide promotions to engage local Indonesian consumers through both online and offline retail channels, and in prestigious shopping mall – Grand Indonesia Shopping Town.



"IN STYLE • HONG KONG"
GALA DINNER
HOTEL INDONESIA KEMPINSKI
17 SEP 2015

A high-level gala dinner, featuring Hong Kong star chef and fashion parade, to welcome 500 prominent officials and business leaders from Indonesia and Hong Kong.

