

Organizer :



Supporting Organization:



**Belt and Road Office  
Commerce and Economic  
Development Bureau**  
The Government of the  
Hong Kong Special Administrative Region  
of the People's Republic of China

Event Partners :



**Digital Policy Office**  
The Government of the  
Hong Kong Special Administrative Region  
of the People's Republic of China



**Hong Kong Software  
Industry Association**  
香港軟件行業協會

## Invitation to Sponsor: The Belt and Road Software Pavilion (Hong Kong) 2025

We are pleased to announce The Belt and Road Software Pavilion (Hong Kong) 2025, a major professional exhibition jointly organized by the Hong Kong Information Technology Joint Council and the Chamber of Hong Kong Computer Industry, with partnerships from the Digital Policy Office, the Hong Kong Chinese Enterprises Association of Information Technology Committee and the Hong Kong Software Industry Association and with support from the Belt and Road Office of the Commerce and Economic Development Bureau.

The Expo will be held from 21-23 August (Thursday to Saturday) at Hall 1, Hong Kong Convention and Exhibition Centre, occupying approximately 4,000 sqm of exhibition space with capacity for 120 exhibiting enterprises. This premier event will gather 120 leading software companies from Hong Kong, Mainland China, and other Belt and Road regions, targeting government departments, public institutions, and commercial organizations in Hong Kong.

This specialized software industry platform aims to:

1. Showcase R&D achievements and sector capabilities
2. Facilitate regional and international collaboration
3. Drive technological upgrades in organizational IT infrastructure
4. Establish itself as the premier software industry exposition across Belt and Road economies.

The success of our past events owes much to the steadfast support of industry partners and sponsors. We now cordially invite your esteemed company to sponsor this landmark event.

We sincerely hope your organization will become a sponsor of the Belt and Road Software Expo (Hong Kong) 2025. With your valued support, we are confident this edition will become an unforgettable success.

Enclosed please find the detailed sponsorship benefits package and reply slip. To confirm your sponsorship: 1. Complete the attached reply slip. 2. Mail with cheque (payable to: Hong Kong Information Technology Joint Council Limited) to our Secretariat. For enquiries, please contact: Tel: 2887-2018 / 2887-9113; Email: [itjcsec@hkitjc.org.hk](mailto:itjcsec@hkitjc.org.hk)

We look forward to your favorable response.

### Organizing Committee of The Belt and Road Software Pavilion (Hong Kong) 2025

Legislative Council Member  
(Technology and Innovation Constituency)

President,  
Hong Kong Information Technology Joint Council

邱達根

Legislative Council Member  
(Election Committee Constituency)

Honorary President,  
Hong Kong Information Technology Joint Council

黃錦輝

Chairman,  
Organizing Committee 2025

侯東迎

June 2025

Secretarial Office: HKITJC, 23/F, Global Trade Square, 21 Wong Chuk Hang Road, Aberdeen

秘書處: 香港香港仔黃竹坑道 21 號環匯廣場 23 樓 香港資訊科技聯會

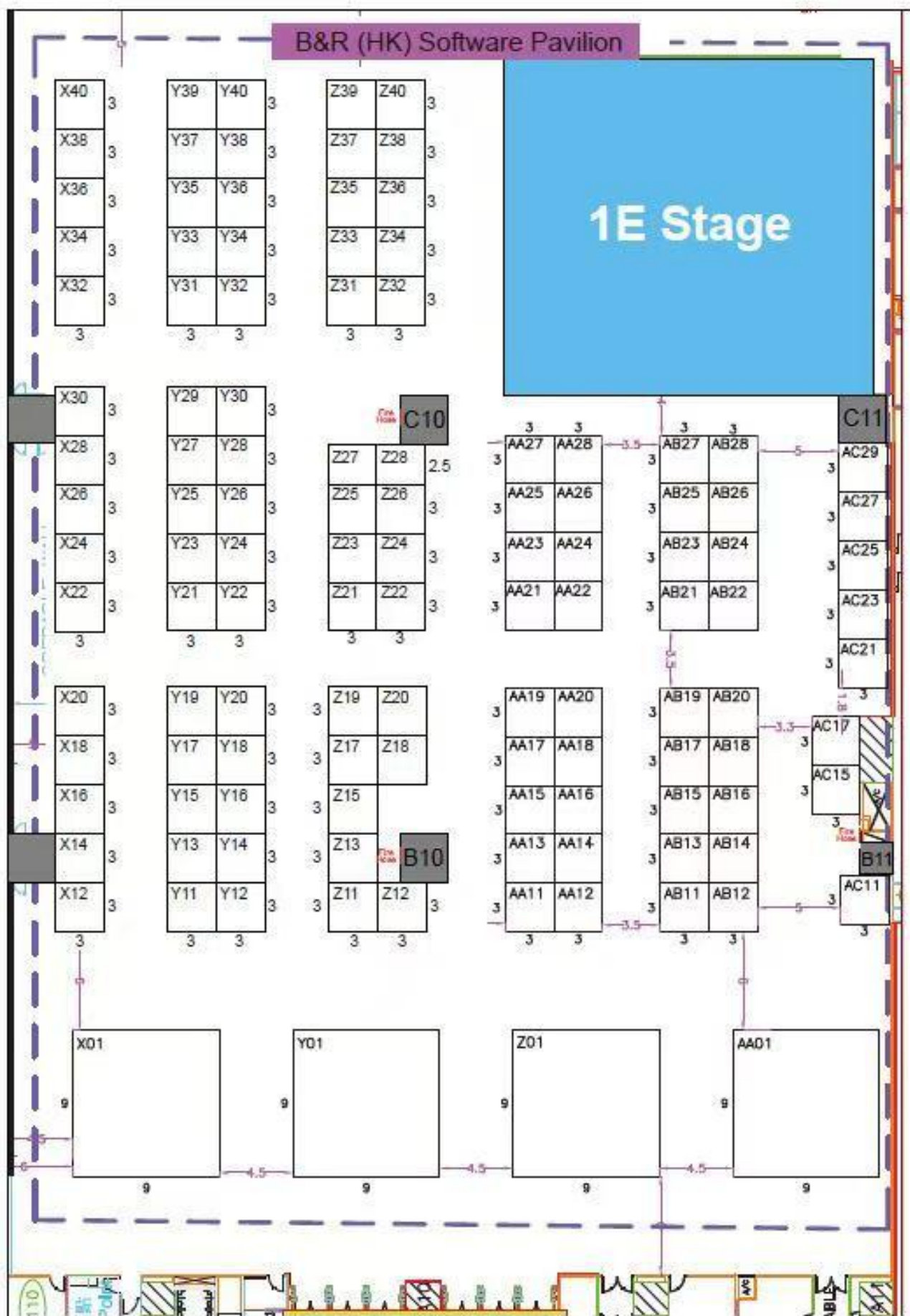
Website: [www.hkitjc.org.hk](http://www.hkitjc.org.hk)

E-mail: [itjcsec@hkitjc.org.hk](mailto:itjcsec@hkitjc.org.hk)

Tel: 2887 2018/ 2887 9113

Fax: 3020 6409

# Floor Plan of The Belt and Road Software Pavilion (Hong Kong) 2025



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## The Belt and Road Software Pavilion (Hong Kong) 2025

### Platinum Sponsorship

**Sponsorship Amount: HK\$300,000**

#### Platinum Sponsors will be entitled to the following benefits:

1. Recognition as a Platinum Sponsor during the event.
2. Company name and logo featured as a Platinum Sponsor in all promotional materials, including websites and newspaper advertisements.
3. Two keynote speaking slots at the Mini Stage Forum during the Belt and Road Software Expo (Hong Kong) 2025.
4. Nine complimentary standard exhibition booths (9 sqm each) at the Belt and Road Software Expo (Hong Kong) 2025.
5. Priority selection of one of four prime exhibition booths at the venue entrance.

### Platinum Sponsor Reply Slip

Our organization \_\_\_\_\_ is pleased to confirm our role as a **Platinum Sponsor** for the Belt and Road Software Expo (Hong Kong) 2025 with a sponsorship contribution of **HK\$300,000**.

#### **Contact Details:**

Contact Person: \_\_\_\_\_ Tel: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Position: \_\_\_\_\_

*Note: Please return this reply slip via email to the Secretariat at [itjcsec@hkitjc.org.hk](mailto:itjcsec@hkitjc.org.hk) at your earliest convenience.*

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## The Belt and Road Software Pavilion (Hong Kong) 2025

### Gold Sponsorship

**Sponsorship Amount: HK\$200,000**

#### Gold Sponsors will be entitled to the following benefits:

1. Recognition as a Gold Sponsor during the event.
2. Company name and logo featured as a Gold Sponsor in all promotional materials, including websites and newspaper advertisements.
3. One keynote speaking slot at the Mini Stage Forum during the Belt and Road Software Expo (Hong Kong) 2025.
4. Four complimentary standard exhibition booths (9 sqm each) at the Belt and Road Software Expo (Hong Kong) 2025.

### Gold Sponsor Reply Slip

Our organization \_\_\_\_\_ is pleased to confirm our role as a **Gold Sponsor** for the Belt and Road Software Expo (Hong Kong) 2025 with a sponsorship contribution of **HK\$200,000**.

#### **Contact Details:**

Contact Person: \_\_\_\_\_ Tel: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Position: \_\_\_\_\_

*Note: Please return this reply slip via email to the Secretariat at [itjcsec@hkitjc.org.hk](mailto:itjcsec@hkitjc.org.hk) at your earliest convenience.*

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## The Belt and Road Software Pavilion (Hong Kong) 2025

### Silver Sponsorship

**Sponsorship Amount: HK\$100,000**

#### Silver Sponsors will be entitled to the following benefits:

1. Recognition as a Silver Sponsor during the event.
2. Company name and logo featured as a Silver Sponsor in all promotional materials, including websites and newspaper advertisements.
3. One keynote speaking slot at the Mini Stage Forum during the Belt and Road Software Expo (Hong Kong) 2025.

### Silver Sponsor Reply Slip

Our organization \_\_\_\_\_ is pleased to confirm our role as a **Silver Sponsor** for the Belt and Road Software Expo (Hong Kong) 2025 with a sponsorship contribution of **HK\$100,000.**

#### **Contact Details:**

Contact Person:: \_\_\_\_\_ Tel: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Position: \_\_\_\_\_

*Note: Please return this reply slip via email to the Secretariat at [itjcsec@hkitjc.org.hk](mailto:itjcsec@hkitjc.org.hk) at your earliest convenience.*

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## "The Belt and Road Software Pavilion (Hong Kong) 2025" Booth Reservation

"The Belt and Road Software Pavilion (Hong Kong) 2025", a large-scale professional exhibition organized by the Hong Kong Information Technology Joint Council and the Chamber of Hong Kong Computer Industry, with partnerships from the Digital Policy Office, the Hong Kong Chinese Enterprises Association of Information Technology Committee and the Hong Kong Software Industry Association, and with support from the Belt and Road Office of the Commerce and Economic Development Bureau, will be held from August 21 to 23, 2025 (Thursday to Saturday) at Hall 1 of the Hong Kong Convention and Exhibition Centre.

Covering approximately 4,000 square meters, the exhibition hall can accommodate up to 120 exhibitors. It will gather 120 top-tier software enterprises from Hong Kong, Mainland China, and other Belt and Road regions, targeting clients such as the Hong Kong government, public institutions, and commercial organizations. The expo aims to serve as a specialized platform for the software industry to showcase R&D achievements and sector strengths, foster regional and international collaboration, drive technological upgrades in institutional IT capabilities, and establish itself as a premier software industry event for Belt and Road regions.

\*Hong Kong exhibitors participating in this edition may apply for the "SME Export Marketing Fund" (SME Funding) under the Trade and Industry Department. The subsidized expenses include booth rental, advertising fees, booth construction, decoration and design fees, etc. Successful applicants may receive funding of up to 25% of the approved total expenses or a maximum of HKD 100,000.\*

Booth Reservation Details	
Date	August 21 to 23, 2025 (Thursday to Saturday)
Venue	Hall 1, Hong Kong Convention and Exhibition Centre
Participation Fee	Standard booth - HK\$33,000 per 9 square meters (please contact our secretariat if you apply for raw space booth)
Performance Bond Deposit	Based on fire and safety regulations, the Hong Kong Convention and Exhibition Centre has started collecting a "Performance Bond Deposit" since 2012. Exhibitors are required to pay a "Performance Bond Deposit" according to the size of the booth area. Exhibitors with a booth area below 50 square meters are required to pay HK\$7,000, and those with a booth area above 50 square meters are required to pay HK\$14,000. The deposit will be refunded by cheque within 60 days after the end of "The Belt and Road Software Pavilion (Hong Kong) 2025" to all exhibitors who have not violated any regulations.
Application Procedures	<ol style="list-style-type: none"> <li>1. Please fill in the attached application form and email it to the secretariat of the Hong Kong Information Technology Joint Council: <a href="mailto:itjcsec@hkitjc.org.hk">itjcsec@hkitjc.org.hk</a>.</li> <li>2. After receiving notification from the secretariat of the Hong Kong Information Technology Joint Council to confirm the booth, please pay the deposit within one week with the cheque together for the "Participation Fee" and "Performance Bond Deposit", and mail it to the secretariat of the Hong Kong Information Technology Joint Council. <i>Cheque payable to: "Hong Kong Information Technology Joint Council Limited" - Address: 23rd Floor, Global Trade Square, 21 Wong Chuk Hang Road, Aberdeen, Hong Kong. Please mark on the envelope: "The Belt and Road Software Pavilion (Hong Kong) 2025" Reservation Application</i></li> </ol>

## Note

1. The priority of booth selection is determined by the size of the reserved booth area, allocated as follows: event sponsors can choose the location first, and the order of processing booths for other exhibiting companies is determined by the actual size of the booth area ordered, advertising, sponsorship items, etc. If there is a difference between the reserved booth area and the actual subscribed area, the actual subscribed booth area shall prevail.
2. All booth reservations must pay the performance bond deposit, otherwise the reservation application will not be accepted.
3. Companies reserving booths are not allowed to change the exhibiting name, transfer or sublet the booth.
4. The organizer reserves the right to change the exhibition plan or venue arrangement at any time, and has the full authority to allocate and plan the location of each exhibition area and booth, without prior notice to exhibitors.
5. The organizer has the right to modify the layout of the exhibition venue and/or relocate the booths allocated to exhibitors when necessary.

If you wish to reserve a booth, please call 2887-9113/2887-2018 or email [itjcsec@hkitjc.org.hk](mailto:itjcsec@hkitjc.org.hk) to inquire with Ms. He or Ms. Ching.

Secretariat of the Hong  
Kong Information Technology  
Joint Council

June 2025

\*The plan is ultimately based on the final government-approved drawings and legal documents.

## B&RSP (HK) 202 Exhibition Application Form

Exhibitor's Information			
Company Name (English)			
Company Name (Chinese)			
Company Address			
Contact Person		Position	
Tel		E-mail	
Mobile			
Exhibiting Products			
Please briefly describe:			
Exhibiting Size			
Each standard booth has a unified area of 9 square metres (3m long x 3m wide x 2.47m height).			
Standard Booth (3mx3m)_____unit(s)			
Details of Payments			
Crossed cheque payable to: "Hong Kong Information Technology Joint Council Limited"			
Address: 23rd Floor, Global Trade Square, 21 Wong Chuk Hang Road, Wong Chuk Hang, Aberdeen, HK (Please mark: "B&RSP(HK)2025 Exhibition Application" )			
Cheque: Performance bond deposit			
Amount :		Bank :	
		Cheque No. :	
Others			
<input type="checkbox"/> Interested in applying for the government's " SME Funding " (applications must be submitted by your company)			
<u>Confirm of Application</u>			
<input type="checkbox"/> Exhibition Application Form			
<input type="checkbox"/> Performance Bond deposit			
<input type="checkbox"/> BR			
Company Chop & Signature			
We agree to accept and abide by all the terms listed on "Exhibition Application Form" and "Terms & Conditions" .			
Name		Date	
Company chop & authorized signature		Position	
For Official Use Only			
Booth No.:		Cheque:	
		Paid Date:	

\* please hand in the BR copy together with the application form.

\* All data are for application only. HKITJC makes no guarantee to all applications.

\* The Organizer reserves the right to cancel, alter in nature, scale, shorten or extend the duration of the Exhibition , amend floorplan and reallocate booths at any time without incurring any liability.

\* All deposits are non refundable.

Or click to access the e-application link:  
<https://www.hkccf-expo.com/brsp-en>