

HKTDC Branch Directors' Meeting (16-20 June 2025)

12 Jun (Thu)	13 Jun (Fri)	14 June (Sat)	15 June (Sun)	16 June (Mon)	17 June (Tues)	18 June (Wed)	19 June (Thurs)	20 June (Fri)	21 June (Sat)														
Overseas colleagues arriving in HK / Check in at hotel (Batch 1)	Overseas colleagues arriving in HK / Check in at hotel (Batch 2)	Individual Meetings with Departments / Meeting with Key Contacts in HK (if any)	Individual Meetings with Departments / Meeting with Key Contacts in HK (if any)	Venue: SME Training Room C & D		HK & Chengdu		Chengdu		Chengdu		Chengdu & HK											
				08:30-08:45	Photo Session (15 mins) <i>(Directorate and Overseas Colleagues only)</i> <i>(Venue: SME Training Room B)</i>	08:40-09:40	Americas (60 mins)	06:45	Depart for Hong Kong International Airport	AM	Company visits & meetings	AM	Company visits & meetings	AM	Company visits & meetings								
				08:45-09:45	ED's Welcome Remarks and Staff Briefing (60 mins)	09:40-10:10	Japan (30 mins)	10:00	Depart HK for Chengdu via CX986 <i>(ED, DED/M & Overseas Colleagues only)</i>		Company visits & meetings		Company visits & meetings		Company visits & meetings								
				09:45-10:00	Break	10:10-10:20	Break																
				10:00-10:45	Chairman's Message (45 mins)	10:20-11:20	South East Asia & South Asia (60 mins)																
				10:45-11:00	Break	11:20-11:30	Break																
				11:00-11:30	World Economic Review (Research) (30 mins)	11:30-11:50	Australia & New Zealand (20 mins)																
				11:30-12:30	Mainland China (60 mins)	11:50-12:10	Korea (20 mins)																
						12:10-12:30	Taiwan (20 mins)																
				12:30-14:00	Free Arrangements	12:30-14:00	<i>(Optional)</i> IT Lunch Seminar - Enhancing Overseas Events: New Registration System & AI Features with Windows 11 <i>(Venue: HKTDC SME Centre)</i>									12:40	Arrive Chengdu Tianfu International Airport	PM	Company visits & meetings	PM	Company visits & meetings	PM	Depart for Hong Kong or base city
				14:00-15:00	Keynote Address by Mr Olivier Klein from AWS (60 mins)	14:00-15:00	Exhibitions & Digital Business (EDB) (60 mins)									PM	Company visits & meetings						
				15:00-15:15	Break	15:00-15:15	Break																
				15:15-16:15	Europe, Central Asia & Israel (60 mins)	15:15-15:55	Service Promotion (SP) (40 mins)																
						15:55-16:35	Merchandise Trade & Innovation (MTI) (40 mins)																
				16:15-16:45	Middle East & Africa (30 mins)	16:35-16:55	Branch Office Awards (20 mins)																
						16:55-17:15	ED's Closing Remarks (20 mins)																
				16:45-17:00	Break	17:15-18:00	Break																
				17:00-18:00	Meeting with the Office of the Commissioner of the Ministry of Foreign Affairs <i>(ED, DED/M, DED/O & Overseas Colleagues only)</i> <i>(Venue: SME Training Room C & D)</i>	18:00-19:30	Cocktail Reception <i>(Directorates, Department Heads, Associate Directors & Overseas Colleagues)</i> <i>(Venue: Bauhinia Room, Expo Galleria)</i>																
				19:00-21:00	Social Dinner <i>(Directorates, Frontline Department Heads & Overseas Colleagues)</i> <i>(Venue: Chinese Culinary Institute, Pok Fu Lam)</i>																		