

## Webinar

### “Experience sharing on Cultural and Creative Enterprises in GBA”



#### Registration Method

Interested persons are welcome to attend. Admission is Free.  
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Guangdong-Hong Kong-Macao Greater Bay Area (GBA) provides tremendous business opportunities for the Hong Kong enterprises in different sectors. In this webinar, speakers will introduce the latest development of the cultural and creative industries in the GBA, as well as the preferential policies for Hong Kong enterprise. Representatives from Guangdong-Hong Kong-Macao Greater Bay Area Culture, Creative and Technology Alliance (GBACCTA) are invited to share their experience in the GBA, with a view to assisting Hong Kong's cultural and creative industries to enter the GBA market.

#### Details



- Date: 26 October 2022 (Wed)  
Time: 3:30 - 4:45 p.m.  
Language: Cantonese
- Speaker:
- **Mr Kevin Lee**
    - Chairman, GBACCTA
    - President (2020-2022), MEET Alumni Network by Our Hong Kong Foundation
  - **Mr Lam Yuk-fai**
    - Deputy Vice Chairman, GBACCTA
    - Director, BlockArt Expo
  - **Mr Alder Lee**
    - Vice- Chairman, GBACCTA
    - Co-Founder and CEO, Guangzhou Mingpin Marketing Strategy Co. Ltd.