

This seminar is one of the seminars under the SME Service Centres' "4-in-1" Seminar Series.



Seminar

"Market Expansion Strategies in the AI Era: Unlocking New Markets with Government Funding"



Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website
(www.success.tid.gov.hk) on or before
28 July 2026 (Tue) 11:00 am.

Registration will close
once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

In the new era driven by Artificial Intelligence (AI), expanding into the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), the Association of Southeast Asian Nations (ASEAN) and other overseas markets has become a key strategy for business growth. Beyond adopting technological applications, enterprises can leverage government funding to mitigate the costs and risks of market expansion, while enhancing their competitiveness to take the successful first step in "going global". This seminar will focus on introducing the "Dedicated Fund on Branding, Upgrading and Domestic Sales" (BUD Fund), the "New Industrialisation Funding Scheme" (NIFS) and the services of "SME ReachOut". An expert will share key application tips and successful case studies, exploring how businesses can leverage government funding, together with AI applications and digital transformation to unlock new market opportunities. After the seminar, special free one-on-one consultation service will be available. The session will address SMEs' application enquiries on the spot, provide customised advice on government funding matching and technical support, with a view to assisting enterprises in embarking on their "going global" journey with ease.

Details



Date: 28 July 2026 (Tue)

Time: 2:30 - 3:15 p.m.

Venue: Support and Consultation Centre for SMEs
of the Trade and Industry Department (SUCCESS)
Room 1301, 13/F, Trade and Industry Tower,
3 Concorde Road, Kowloon City

Language: Cantonese

Speaker: **Mr James Lam**, Consultant, SME ReachOut