



# NOVAX

## GLOBAL INVESTMATCH CARNIVAL 2024

 2024/08/28-29

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 ASIAWORLD-EXPO HALL 3

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**創新香港**  
INNOVATING HONG KONG



NovaX Global Investmatch Carnival 2024 is set to commence, marking an unmissable event in the realms of technology and venture capital. As one of Asia's most influential innovation and investment events, it brings together top-tier innovative companies, investment institutions, industry experts, and leaders from around the world to explore technological frontiers and investment opportunities.

The carnival will take place on August 28-29, 2024, at AsiaWorld-Expo Hall 3. It is expected to attract over 10,000 participants from various regions, including 500 international professional investors, 300 innovative companies, and extensive coverage by 200 media outlets. This is a global platform gathering the power of technological innovation and a bridge connecting investment and creativity.

During this exhilarating event, participants will have the opportunity to listen to insightful speeches from industry leaders and innovation pioneers, engage in numerous themed roundtable discussions, have one-on-one speed meetings with investors, and showcase their innovative projects to receive immediate feedback. It will be a festival of brainstorming and inspiration, helping innovative companies seek funding support and collaboration opportunities while enhancing their visibility and influence in the international market.

The NovaX Global Investmatch Carnival is not only a platform for showcasing and exchanging ideas but also a powerful engine driving technological innovation and business development. The event will gather the latest technologies and innovative achievements in AI, Fintech, MedTech, Blockchain, and other fields, providing participants with a comprehensive technological experience and promoting the commercialization of innovative technologies.

Through this carnival, we aim to build a global innovation ecosystem, promote international cooperation in innovation and entrepreneurship, and drive technological progress and economic development. Whether you are an entrepreneur, investor, industry expert, or technology enthusiast, NovaX Global Investmatch Carnival 2024 will bring you endless opportunities and inspiration. We look forward to your participation in witnessing the future of technological innovation!

**10,000+**  
**ATTENDEES**

**500+**  
**INVESTORS**

**300+**  
**INNOVATIVE  
COMPANIES**

**200+**  
**MEDIA**

**100+**  
**SPEAKERS**

**50+**  
**SPONSORS**

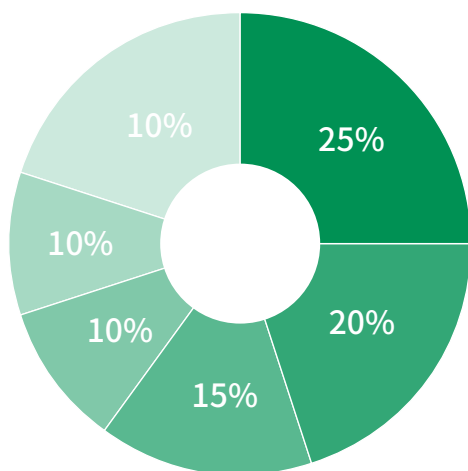
(THE ABOVE DATA IS ESTIMATED DATA)

# ATTENDEES BACKGROUND

At NovaX Global Investmatch Carnival 2024, we anticipate a diverse group of attendees, including innovative companies, investment institutions, industry experts, academic representatives, and media professionals. Here are some specific data and background information:

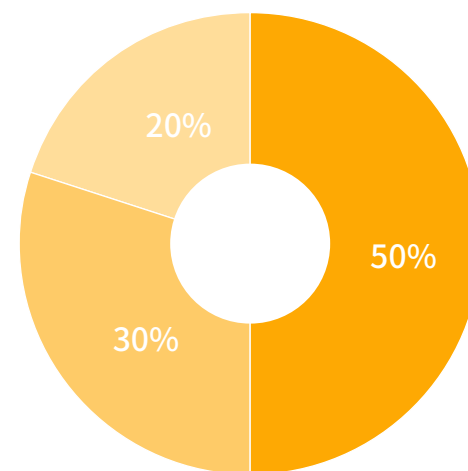
## INNOVATIVE COMPANIES (DRAFT)

### INDUSTRY DISTRIBUTION



- Artificial Intelligence (AI): 25%
- Financial Technology (Fintech): 20%
- Medical Technology (MedTech): 15%
- Blockchain Technology: 10%
- Green Technology: 10%
- Other Technology Fields: 20%

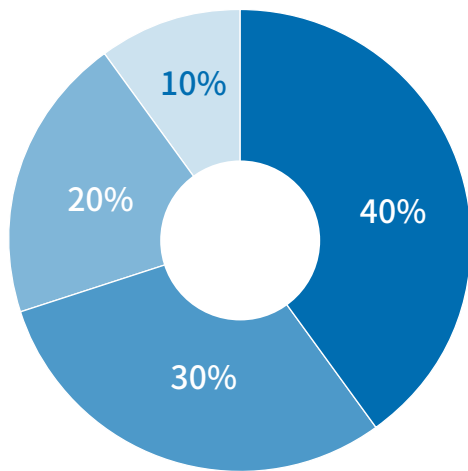
### COMPANY SIZE



- Startups (1-10 people): 50%
- Small and Medium-sized Enterprises (10-50 people): 30%
- Large Enterprises (50+ people): 20%

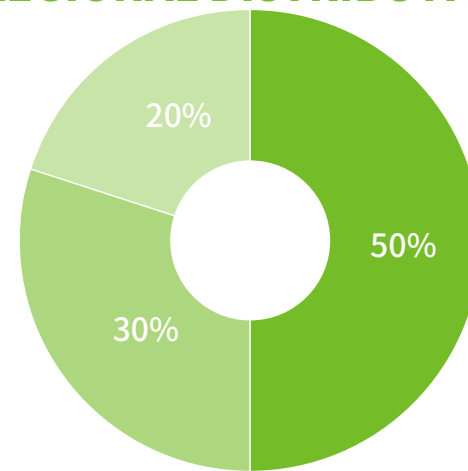
## INVESTMENT INSTITUTIONS (DRAFT)

### TYPES



- Venture Capital Funds (VC): 40%
- Private Equity Funds (PE): 30%
- Angel Investors: 20%
- Family Offices: 10%

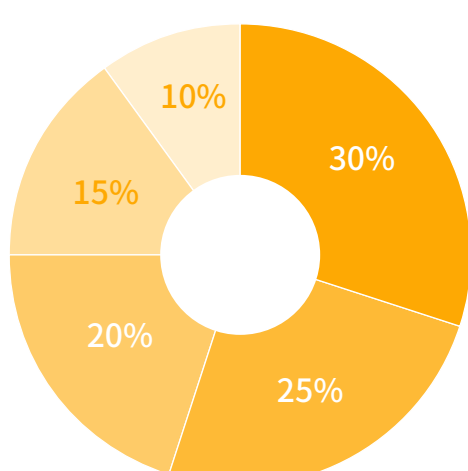
### REGIONAL DISTRIBUTION



- Local Investment Institutions: 50%
- Overseas Investment Institutions: 30%
- Greater China Region Investment Institutions: 20%

## INDUSTRY EXPERTS AND ACADEMIC REPRESENTATIVES (DRAFT)

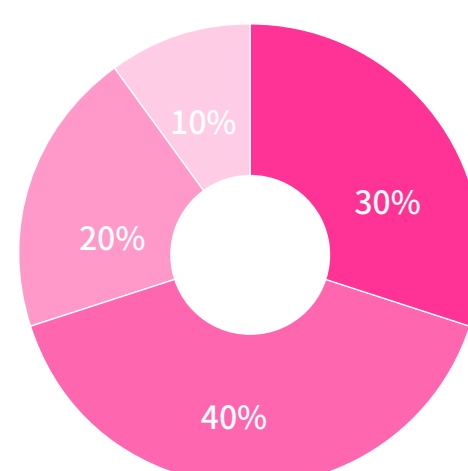
### PROFESSIONAL FIELDS



- Technological Innovation: 30%
- Business and Finance: 25%
- Law and Policy: 20%
- Marketing: 15%
- Other Professional Fields: 10%

## MEDIA PROFESSIONALS (DRAFT)

### MEDIA TYPES

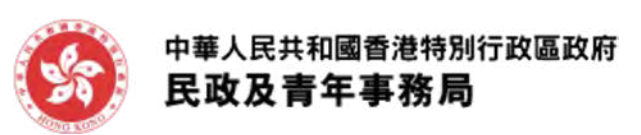
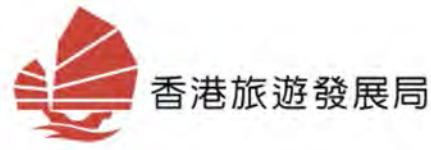
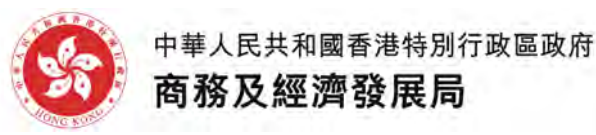
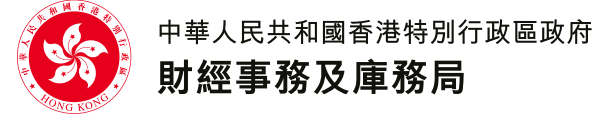
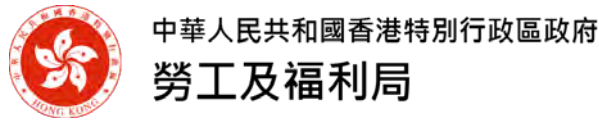


- International Mainstream Media: 30%
- Local Mainstream Media: 40%
- Industry Professional Media: 20%
- Self-Media and Influencers: 10%

This data and background information demonstrate the diverse and high-quality participant composition of NovaX Global Investmatch Carnival 2024, providing a solid foundation and strong support for the successful hosting of the event. We look forward to the participation of these professionals from various fields to promote technological innovation and business cooperation, positioning Hong Kong as an international innovation hub.

# LIST OF ORGANIZERS AND SUPPORTERS

## Guiding Institutions



## Host



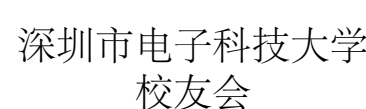
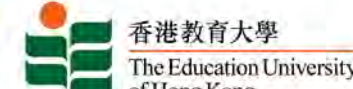
## Joint Organizers



## Co-Organizers

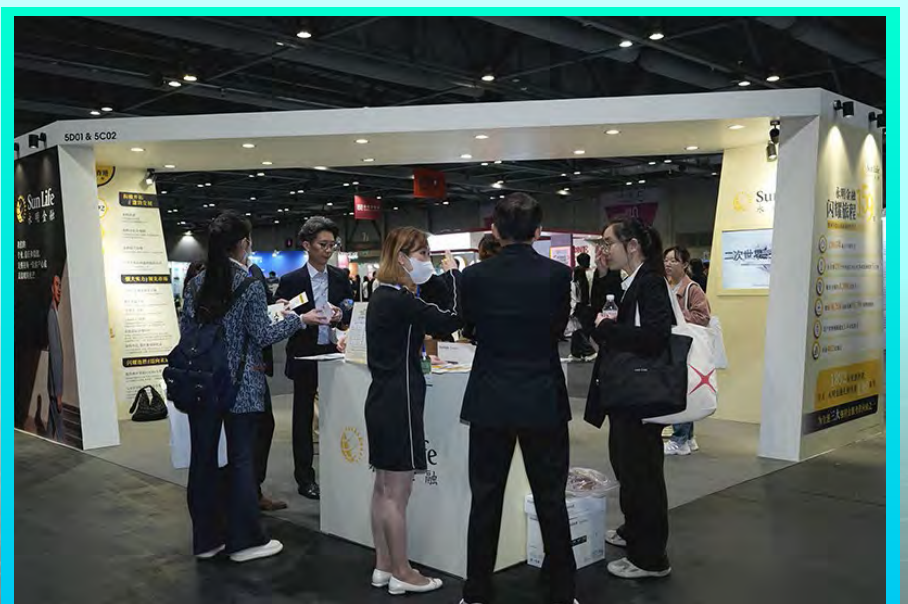
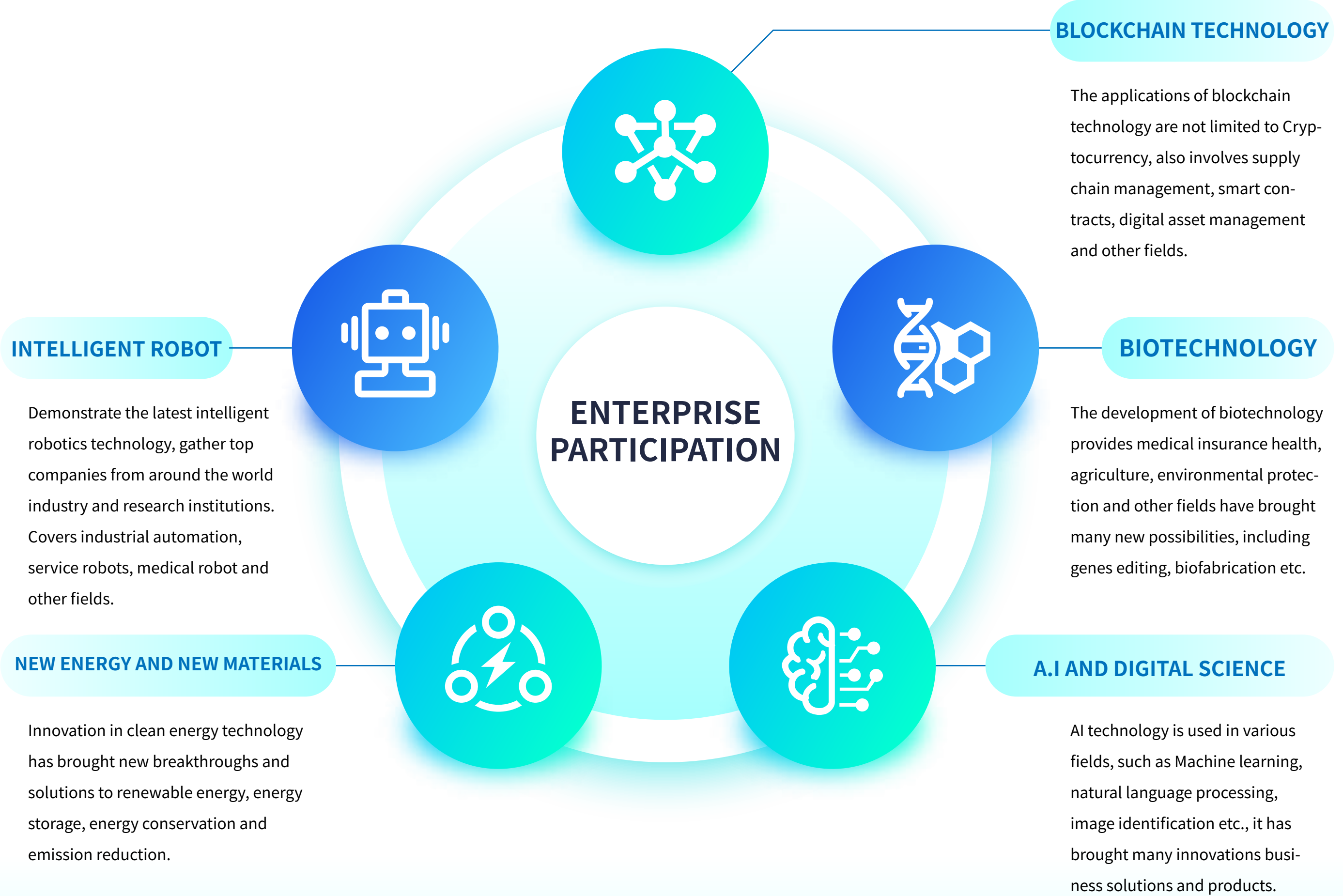


## Supporting Organizers



# PARTICIPATION OF TECHNOLOGY ENTERPRISES

Participating in the NovaX Hong Kong International Venture Capital Carnival, start-ups can not only showcase their innovative products and services, but also obtain professional consultation and support, expand business networks, enhance brand influence, and obtain various kinds of support from the government, providing a strong guarantee for the rapid growth and international development of enterprises.



# INVESTOR

At NovaX Global Investmatch Carnival 2024, investors will have a unique opportunity to connect with innovative companies and cutting-edge technology projects from around the world. We are committed to creating an efficient platform to facilitate deep exchanges and collaborations between investors and entrepreneurs, helping investors discover the most promising investment opportunities.

## INVESTOR HIGHLIGHTS

### 1. GLOBAL VISION, QUALITY PROJECTS

**A** Gather exceptional startups from around the globe, including projects in AI, Fintech, Med-Tech, Blockchain, and GreenTech.

**B** Provide opportunities to deeply understand these companies and their innovative technologies, aiding investors in making informed investment decisions.

### 2. PROFESSIONAL MATCHING, EFFICIENT COMMUNICATION

**A** Speed dating events allow investors to have one-on-one meetings with multiple entrepreneurs in a short time, quickly understanding their projects and engaging in immediate discussions.

**B** Professional investment matching services help investors efficiently find suitable investment projects, enhancing investment success rates.

### 3. DEEP PARTICIPATION, RICH ACTIVITIES

**A** Investor exclusive areas offering comfortable meeting environments and dedicated services to ensure efficient work and communication during the event.

**B** Numerous high-quality speeches and forums covering the latest market trends and industry insights to help investors grasp the latest developments in technological innovation.

### 4. NETWORK BUILDING, INFLUENCE EXPANSION

**A** Establish deep connections with entrepreneurs, industry experts, and other investors from around the world, expanding your business network and influence.

**B** Opportunities to participate in various social events and dinners, facilitating face-to-face exchanges with industry leaders and opinion leaders to explore further collaboration opportunities.

NovaX Global Investmatch Carnival 2024 provides investors with a unique and efficient platform to engage closely with innovative companies and cutting-edge technologies from around the world. Through professional matching services and rich event content, it helps investors find the best investment opportunities and expand their business network and influence. We invite you to join us in exploring the endless possibilities of the future.

Investor (Draft, \*Continuously Updating)

SEQUOIA 紅杉 ACCEL PARTNERS andreesen.horowitz SoftBank Vision Fund

TIGERGLOBAL COATUE GENERAL CATALYST Index Ventures

Lightspeed GGCAPITAL Horizons Ventures 维港投资 Fidelity INTERNATIONAL

大湾区共同家园发展基金 Greater Bay Area Homeland Development Fund HILLHOUSE China Renaissance 华兴资本 GOBI PARTNERS

MINDWORKS 概念資本 vertex VENTURES Beyond VENTURES 啓明創投 QIMING VENTURE PARTNERS



# EVENT HIGHLIGHTS

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## 1 MEETINGS WITH INVESTORS

### Efficient networking opportunities:

Booth meetings offer companies a platform to directly interact with approximately 500 investors, promoting in-depth exchanges and business opportunities between investors and entrepreneurs.



## 2 SPEED MATCHING WITH INVESTORS

### International investor network:

Speed matching provides companies with opportunities to meet approximately 200 investors, these investors may come from different countries and regions, providing a valuable platform for companies to expand international markets and financing channels.



## 3 OVERSEAS SERVICES AND GOVERNMENT SUPPORT

### Comprehensive overseas support:

With subsidies and free offices provided by the Hong Kong government, along with professional overseas service providers' support, companies can more smoothly enter overseas markets, overcoming market entry barriers and cultural differences to expand their international business.



## 4 INSPIRATIONAL SPEECHES AND INDUSTRY INSIGHTS

### In-depth insights and investment opportunities:

Investors and entrepreneurs can attend inspiring speeches by industry leaders and experts, exploring innovation trends and potential investment opportunities.





## 5 THEMED DISCUSSIONS AND HOT TOPIC DEBATES

**In-depth insights and practical advice:** Themed discussions focus on hot topics, providing participants with in-depth insights and practical industry advice to help them stay ahead in the competitive market.



## 6 EXHIBITION ZONE AND TECH PRODUCT SHOWCASE

**Latest products and technology draw attention:** Exhibiting companies showcase their latest products and technologies in the exhibition zone, attracting the attention of investors and potential partners, laying the foundation for future cooperation and investment.



## 7 STARTUP COMPETITIONS AND ACCELERATORS

**Platforms for startups to showcase and develop:** Competitions not only attract investors' attention but also provide entrepreneurs with funding, resources, and mentorship to accelerate their growth.



# OUR NEW ZONING CONCEPT

## ● CROSS-BORDER INNOVATION COLLABORATION PLATFORM

Emphasize Hong Kong as a bridge connecting East and West, promoting international innovation collaboration and investment. By building a cross-border collaboration platform, attract leading global innovative companies and investors, and promote cross-country exchange of technology and experience.

## ● INTEGRATION OF CULTURAL AND CREATIVE INDUSTRIES

Support the development of cultural and creative industries by promoting cultural creative products and services through the carnival platform. Enhance the international influence and market competitiveness of the cultural industry, fostering cross-sector collaboration between cultural creativity and technological innovation to create new business value.

## ● SUSTAINABLE DEVELOPMENT AND GREEN FINANCE

Emphasize the importance of sustainable development and green finance in investment decisions. Promote green bonds and socially responsible investments, supporting innovative projects in renewable energy and environmental technology to achieve sustainable development goals.

## ● INNOVATION ECOSYSTEM COMBINING TECHNOLOGY AND FINANCE

Leverage Hong Kong's dual advantages as an international financial center and innovation hub to create an ecosystem combining technological innovation and financial services. Promote FinTech innovation and digital technology applications.



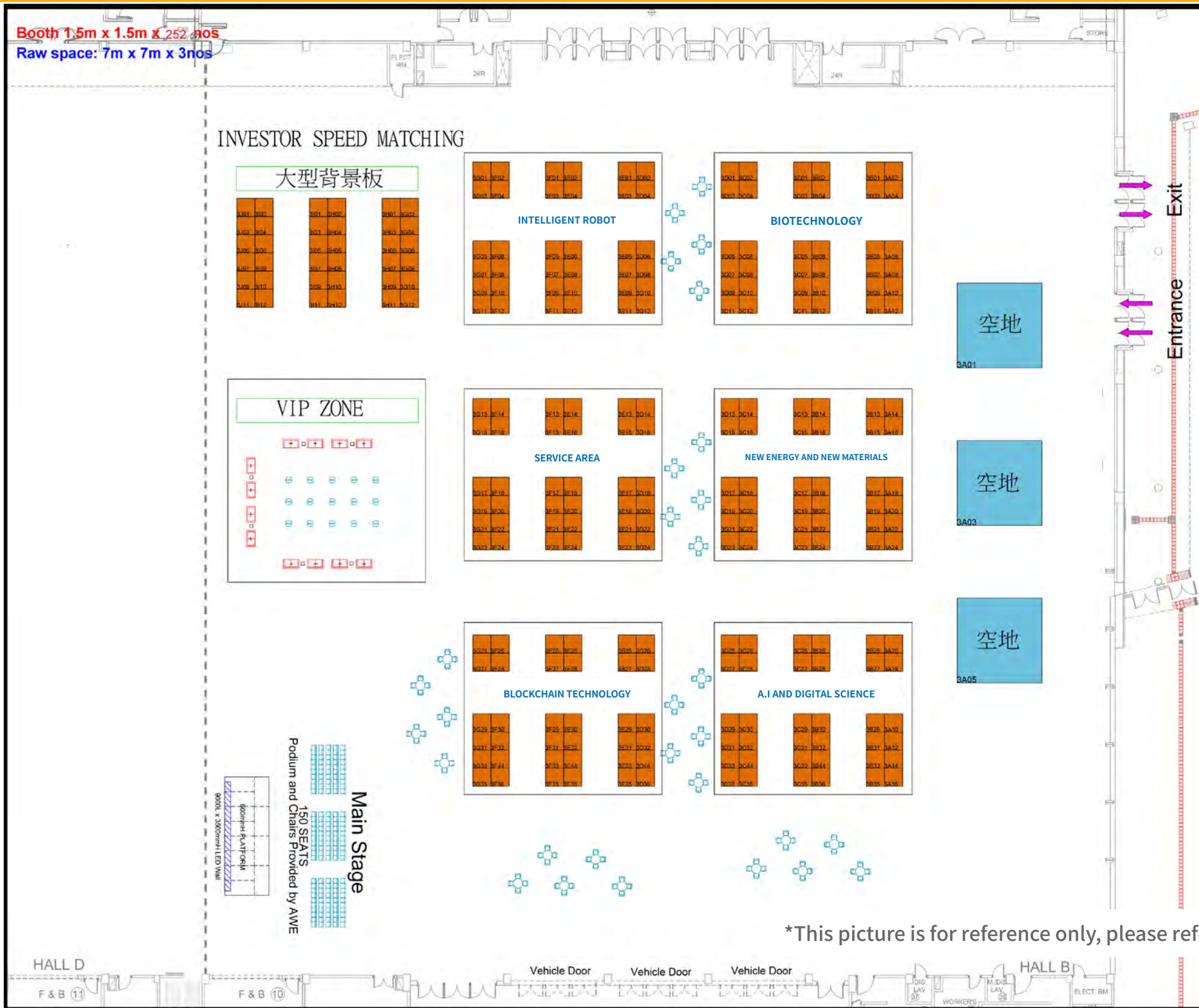
## ● CUTTING-EDGE APPLICATIONS OF DIGITAL ECONOMY AND ARTIFICIAL INTELLIGENCE

Explore the applications of emerging technologies like artificial intelligence, big data, and blockchain in economic and social development. Promote innovative models and business paradigms of the digital economy, cultivating globally competitive tech-innovation enterprises to drive economic transformation and upgrading.

# VENUE AND FLOOR PLAN



## FLOOR PLAN (SCHEMATIC DIAGRAM)



# WHY SPONSOR OR PARTICIPATE IN NOVAX GLOBAL INVESTMATCH CARNIVAL 2024?

## SPONSORSHIP BENEFITS

### SUPPORT THE INNOVATION ECOSYSTEM

#### Promote Innovation Development:

As a sponsor, you can directly support and promote the development of Hong Kong and the global innovation ecosystem, reinforcing your company's leadership in innovation.

### SHOWCASE CORPORATE LEADERSHIP

#### Enhance Corporate Image:

Sponsoring the carnival helps showcase your company's leadership in technology and innovation, enhancing your brand's recognition and influence in the global market.

### EXPAND BUSINESS NETWORK

#### Build Key Connections:

Through sponsorship, establish deep business relationships with startup companies, investors, and industry leaders, exploring potential cooperation and investment opportunities.

### DISCOVER INNOVATIVE COLLABORATION OPPORTUNITIES

#### Investment and Collaboration Channels:

Sponsoring is not just about supporting the carnival, but also about discovering new innovative technologies and collaborative projects, fostering diversification and growth in your business.

## PARTICIPATION BENEFITS

<b>SHOWCASE PRODUCTS AND SERVICES</b>	<b>Global Stage Presentation:</b> As an innovative company, participating in the carnival allows you to showcase your latest products and technologies on an international stage, attracting the attention of global investors and partners.
<b>BUILD BUSINESS CONNECTIONS</b>	<b>Seek Investment and Cooperation Opportunities:</b> Face-to-face communication with investors and venture capital institutions from around the world, exploring financing and business cooperation opportunities to support your company's growth.
<b>ENHANCE BRAND AWARENESS</b>	<b>Industry Recognition and Exposure:</b> Participation enhances your company's reputation and brand influence in the industry, attracting more customers and partners.
<b>GAIN MARKET INSIGHTS</b>	<b>Understand Industry Trends:</b> Attend lectures and panel discussions to obtain the latest industry trends and market demands, helping your company adjust its strategy and respond quickly to market changes.

# SPONSORSHIP BENEFITS

## SPONSORSHIP BENEFITS COMPARISON CHART

		TITLE SPONSOR HK\$2,000,000	OFFICIAL PARTNER HK\$500,000	HOST PARTNER HK\$250,000	ASSOCIATE PARTNER HK\$100,000	
	1	<b>Promotional Level</b>	<b>Highest Priority</b>	<b>2nd Priority</b>	<b>3th Priority</b>	
<b>PARTICIPATE</b>	2	Exclusive Special Sponsor	All promotional materials presented, appearing before all event names, Ticket/Staff uniform presentation	Start-up Zone or VIP Area	Investors Speed Matching Service Area	Mobile Charging Station
	3	Booth	7m×7m Raw Space	7m×7m Raw Space	5m×3m Deluxe Booth	3m×3m Large Booth
	4	Opening Ceremony	Make a speech	Attend	Attend	Attend
	5	Work Pass	30	20	10	7
	6	VIP Lounge Access Pass	15	8	5	3
	<b>EVENT</b>	7	Banners Hanging Inside the Venue	3	2	1
8		Free Event Space	Two sessions	One session	One session	One session
9		Commemorative Trophy	✓	✓	✓	✓
10		Logo Displayed on Main Stage	First place	Second place	✓	✓
11		Logo Displayed in VIP Room	First place	Second place	✓	✓
12		Logo Displayed at Entrance Background Panel	First place	✓	✓	✓
13		Special Designation on Name Tags	Title Sponsor	Official Partner	Host Partner	Associate Partner
14		Distribution of Promotional Flyers	✓	✓	✓	✓
15		Distribution of Souvenirs	✓	✓	—	—
<b>DIGITAL MARKETING</b>	16	INNOHK Website Advertisement	Homepage Display for 12 months	Partner Page Display for 6 months	Partner Page Display for 6 months	Partner Page Display for 6 months
	17	Event Booklet	Back Cover or Inside Back Cover Full-Page Advertisement	Inside Full-Page Advertisement	Inside Full-Page Advertisement	Half-Page Advertisement
	18	NEWSLETTER	3 Special Editions	2 Special Editions	1 Special Editions	50% discount



# PARTICIPATE

## PACKAGES AND UPGRADES

- **PARTICIPATION FEE** **HKD 8,000**
- **EARLY BIRD** **HKD 4,000** (limited to the top 100)
- **SECOND ROUND DISCOUNT** **HKD 6,000** (limited to the top 200)

Explanation: Service organization do not enjoy the early bird price. The early bird discount is applicable to the top 100 exhibitors who have registered and paid fees, on a first come, first served basis. The second round of discounted prices applies to the top 200 exhibitors who have registered and paid the fees.



### MINI BOOTH

**M<sup>2</sup> 1.5M × 1.5M**

FACILITIES	QTY
WALL PANEL	1.5mW×2.5mH
LOCKABLE CABINET	1 no (1.5mW×1mH)
BAR STOOL	2 nos
SPOTLIGHT	1 no

## UPGRADE OPTIONS

### BOOTH UPGRADE

#### LARGE BOOTH

**M<sup>2</sup> 3m × 3m**

**HK\$ 40,000hkd (Early Bird 20,000hkd)**

FACILITIES	QTY
WALL PANEL	3mW×2.5mH
LONG TABLE	1 no
INFORMATION COUNTER	1 no
CHAIR	4 nos
SPOTLIGHT	3 nos



#### DELUXE BOOTH

**M<sup>2</sup> 5m × 3m**

**HK\$ 60,000hkd (Early Bird 30,000hkd)**

FACILITIES	QTY
WALL PANEL	5mW×2.5mH
LONG TABLE	1 no
INFORMATION COUNTER	1 no
CHAIR	6 nos
SPOTLIGHT	5 nos



### INVESTORS SPEED MATCHING

**HK\$ 10,000hkd / Session**

ONE-ON-ONE SPEED MATCHING WITH PROFESSIONAL INVESTORS TO ENHANCE FUNDING OPPORTUNITIES



### PROJECT PITCH

**HK\$ 30,000hkd / Session**

**EARLY BIRD 10,000hkd / Session (Register before 10/8)**

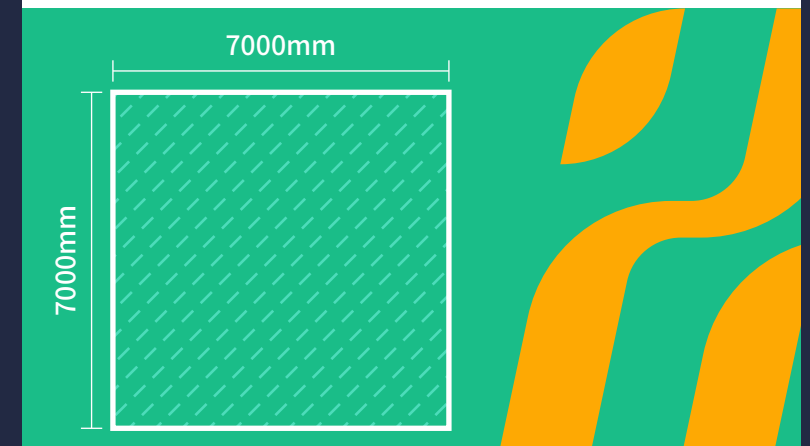
PRESENT YOUR PROJECT ON STAGE TO NUMEROUS INVESTORS



### RAW SPACE

**M<sup>2</sup> 7m × 7m (Minimum 49 sq.m)**

**HK\$ 6,000hkd / sqm (Including Construction)**  
**3,000hkd / sqm (Excluding Construction)**





# EVENT 1

## INVESTORS SPEED MATCHING

HK\$ 10,000hkd / Session

### INTRODUCTION

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The Investors Speed Matching aims to provide an efficient communication platform for start-ups and investors, help start-ups obtain financial support through fast and accurate face-to-face communication, and help investors explore high-quality projects.

### EVENT SCHEDULE

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Duration: **1 hour**

Docking form: Similar to the form of "Speed Dating", one investor is arranged at each table, and 20+ science and technology enterprises participate.

Docking frequency: Change the enterprise project introduction **every 3 mins.**

Number of connections: Enterprises can reach **20 investors** per hour.

### ACTIVITY PROCESS

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Check-in and admission: Participants will sign in at the designated location and receive the docking arrangement.

Opening speech: The host of the event introduced the docking process and precautions.

Docking Begins:

Business Rotation: Each business representative stays at each table for 3 minutes for a quick project presentation.

Investor questions: Investors ask quick questions based on the introduction to understand the key points of the project.

Exchange of business cards: At the end of the docking, the two parties can exchange contact information to facilitate follow-up.

Activity summary: After the docking, organize feedback collection and further cooperation follow-up services.

### EVENT HIGHLIGHTS

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Efficient docking: contact multiple investors in a short period of time to improve project exposure.

Precise matching: Pre-matching according to investors' interests and preferences to improve the docking effect.

In-depth communication: Face-to-face direct communication, which is convenient for both parties to quickly establish contact.



## EVENT 2

# PROJECT PITCH

**EARLY BIRD**  
**10,000hkd / Session**  
(Register before 10/8)

**HK\$ 30,000hkd / Session**

## INTRODUCTION

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The Pitch activity provides an opportunity for start-ups to showcase their projects in depth, attracting the attention and interest of investors through detailed project presentations and on-site demonstrations.

## EVENT SCHEDULE

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Held period : **2<sup>nd</sup> day (29/08/2024)**

Pitch Duration: Each project has **10 minutes** to introduce and interact.

## ACTIVITY PROCESS

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Sign-in and admission: Participating companies and investors sign in and receive the event schedule.

Opening speech: The host of the event delivered a speech to introduce the pitch process and precautions.

Project Pitch:

Project Introduction: Each company has 10 minutes to make a detailed project introduction, including product display, market analysis, business model, etc.

Investors' questions: After the project introduction, investors can ask questions, and the company will answer them in detail.

Interaction: Investors and enterprises have in-depth exchanges to explore cooperation opportunities.

Activity summary: After the pitch, organize feedback collection and further cooperation follow-up services.

## EVENT HIGHLIGHTS

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In-depth presentation: Enterprises have enough time to conduct detailed project presentations and on-site demonstrations.

Extensive coverage: The afternoon of the first day and the whole day of the second day are arranged to cover more projects and investors.

Precise interaction: Each project has a dedicated interaction time to promote a better understanding of both parties.





# NOVAX

📅 2024/08/28-29 📍 ASIAWORLD-EXPO HALL 3

# WELCOME

## CONTACT

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