HKTDC
Hong Kong International Diamond, Gem & Pearl Show *10th* | E⁺PLUS | ufi Approved International Event
香港國際鑽石、寶石及珍珠展

27 / 2 – 2 / 3 / 2024 ● AsiaWorld-Expo 亞洲國際博覽館   02/2024

Special Circular (5): Maximise Your Exhibition Effectiveness with hktdc.com Sourcing, Click2Match & Scan2Match Platform

A Brand-new Hybrid Model

30+ Physical Exhibitions	**CLICK 2 MATCH** 商對易 **Smart Business Matching Platform**	**SCAN 2 MATCH** 掃碼易 **Offline-to-Online Connection**	**HKTDC hktdc.com Sourcing** 貿發網採購 **Continue to Source Beyond Exhibitions**

Dear Exhibitor,

A. hktdc.com Sourcing

As your subscription to **hktdc.com Sourcing** has already begun on 27 January 2024, please be reminded to upload your products to the hktdc.com Sourcing portal so that you can grasp more opportunities to draw the buyers' attention. We are pleased to share to you the following tutorial video(s) on how to upload your product photos / videos. Your product information will be shown on the fair website from 27 January 2024 onwards which will last for 2 months until 26 March 2024.

The tutorial videos are available in 3 languages:

English: https://sourcingsupport.hktdc.com/hc/en-us/articles/15031116670361

Cantonese: https://sourcingsupport.hktdc.com/hc/zh-hk/articles/15031116670361

Mandarin: https://sourcingsupport.hktdc.com/hc/zh-cn/articles/15031116670361

B. Click2Match

Please also be informed that starting from 13 February 2024, exhibitors can login the **Click2Match** platform to view the buyers' information and schedule appointments with them for meeting onsite or through video-conferencing (online meetings are available during 20 February – 11 March 2024). You can also find the tutorial videos below for the Click2Match platform below.

English: https://eplussupport.hktdc.com/hc/en-us/articles/15620327016089

Cantonese: https://eplussupport.hktdc.com/hc/zh-hk/articles/15620327016089

Mandarin: https://eplussupport.hktdc.com/hc/zh-cn/articles/15620327016089

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C. Scan2Match <Brand-new function>

Continue generating sales leads during and even after the physical fair with **Scan2Match**! Have buyers scan your exhibitor QR code on your booth to obtain a list of potential buyers via Click2Match and continue to connect with them online to explore more business opportunities.

Scan2Match is a new feature of EXHIBITION+ model that enables offline-to-online connection for buyers and exhibitors. Using the HKTDC Marketplace App, buyers can scan the QR codes of exhibitors' booths and product showcases, allowing them to view product / service detail, schedule meetings, add them to favourites list, view the e-floorplan, and even chat with exhibitors and send enquiries during or after the fair to continue the sourcing journey.

A physical foamboard printed with a unique QR code for will be pre-installed / delivered to exhibitor for each exhibitor on or before 26 February (move-in day).

Exhibitors can **access the dashboard via the fair website or hktdc.com Sourcing,** which provides a summary of the buyers' profile including the buyer's name, company, country/region and scan date. Using the Message Centre, exhibitors can initiate a chat with the buyer to start a conversation and build business connections even after physical fair ends.

For more information, please visit：https://eplussupport.hktdc.com/hc/en-us/articles/20414911990041-Scan2Match-Introduction-Who-has-scanned-my-QR-Code-English-5-min-32-sec-

Sample illustrations and recommended placement of the QR Code could be found at the Appendix to this Circular.

![HKTDC 香港貿發局] **Hong Kong Trade Development Council 香港貿易發展局**
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特別通告 (5):「貿發網採購」、「商對易」及「掃碼易」平台助你提升展覽效益

全新融合展覽模式

CLICK 2 MATCH 商對易

SCAN 2 MATCH 掃碼易

HKTDC hktdc.com Sourcing 貿發網採購

30+ 實體展覽 ＋ 智能 配對平台

線下到線上 無縫聯繫 ＋ 於實體展後 繼續採購

各參展商：

甲、　　　「貿發網採購」（ hktdc.com Sourcing ）

為期兩個月的**「貿發網採購」**網上平台推廣服務已經於 2024 年 1 月 27 日開始，請參展商勿忘把產品照片或視頻上載於「貿發網採購」，以吸引更多買家的眼球，爭取更多生意機會。本局特意為各參展商準備了以下的教學視頻，以方便參展商可隨時了解如何上載資料。 參展商的產品資料將會於 2024 年 1 月 27 日至 3 月 26 日期間於網上展示，為期兩個月。

以下為視頻連結，附有 3 種不同語言供參展商選擇：
英語: https://sourcingsupport.hktdc.com/hc/en-us/articles/15031116670361
廣東話: https://sourcingsupport.hktdc.com/hc/zh-hk/articles/15031116670361
普通話: https://sourcingsupport.hktdc.com/hc/zh-cn/articles/15031116670361

乙、　　　「商對易」（ Click2Match ）

此外，由 2024 年 2 月 13 日開始，參展商可以登入**「商對易」**平台，查看已登記的買家資料，並可以透過「商對易」系統約見買家，於展會的現場進行會議，或透過系統於 2 月 20 至 3 月 11 日期間進行視像會議。以下為視頻連結，附有 3 種不同語言供參展商選擇：

英語：https://eplussupport.hktdc.com/hc/en-us/articles/15620327016089
廣東話：https://eplussupport.hktdc.com/hc/zh-hk/articles/15620327016089
普通話：https://eplussupport.hktdc.com/hc/zh-cn/articles/15620327016089

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丙、　　　「掃碼易」（**Scan2Match**）<全新功能>

使用「**掃碼易**」（**Scan2Match**）讓展商在展覽期間及之後與買家延續聯繫。買家在展覽期間掃描展商攤位內之專屬二維碼，展商便能透過「**商對易**」輕鬆收集買家名單並進行線上洽商，尋找更多商機。

「**掃碼易**」（Scan2Match）是「**展覽+**」模式的新功能，為買家和參展商提供線下到線上的無縫聯繫。買家可以使用 HKTDC Marketplace (香港貿發局商貿平台) 應用程式，在展位和產品陳列櫃中掃描 Scan2Match 二維碼，與展商建立商貿聯繫。方便買家與展商聯絡、發送訊息、預約會議、瀏覽產品／服務詳細信息、將其添加入我的最愛以及查看電子平面圖。

在 2 月 26 日（進館日）或之前，大會將於當日派發或預先在展商攤位安裝一個實體二維碼展示板。

展商可以通過展會網站或「貿發網採購」後台，帳戶概覽（dashboard）獲取買家概況摘要，包括買家姓名、公司、國家/地區和掃描日期。另外，使用訊息中心，展商可以主動聯繫買家，在展會結束後，仍可繼續與已掃描二維碼的買家保持聯繫。

更多資訊，可瀏覽：
https://eplussupport.hktdc.com/hc/zh-hk/articles/20414911990041-
%E6%8E%83%E7%A2%BC%E6%98%93%E7%B0%A1%E4%BB%8B-
%E8%AA%B0%E6%8E%83%E6%8F%8F%E4%BA%86%E6%88%91%E7%9A%84%E4%BA%8C%E7%B6%AD%
E7%A2%BC-%E5%BB%A3%E6%9D%B1%E8%A9%B1-6-%E5%88%86-42%E7%A7%92-

二維碼展示板的樣本和建議擺放方法可參考附件。

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Scan2Match FAQ
掃碼易常見問題

Q1	**Is there any recommended placement? 有建議的黏貼位置嗎？**
Ans1	Yes. It is recommended to place your company's Scan2Match QR Code at 1850mmH, facing the main aisle(s) where feasible. If there are multiple foamboards, it is recommended to place them in consistent areas. The recommended placement is illustrated for respective booth formats in the Appendix for your reference. 有。建議將貴公司專屬的**掃碼易**二維碼貼於展台面向主通道、離地 1850 毫米高的地方。如有多塊泡沫板，建議黏貼於整體一致的位置。有關不同展台形式的建議位置，請參閱附件。
Q2	**Is the format of QR Code boards standardized? 二維碼展示版是統一的？**
Ans2	Yes. All QR Code are standardised in 210mmHx210mmW size, made of 5mm foamboard. 是。大會統一現場所有二維碼展示版之尺寸為 210 毫米高 x 210 毫米寬的 5 毫米厚四方形泡沫板，背有雙面膠紙以便參展商自行黏貼。
Q3	**What should I do if the QR Code broken / missing? 二維碼板損毀 / 遺失怎麼辦？**
Ans3	Please provide your booth number and contact information to our Sales Representative for reprint and pick up at the FMO. 如需重印，請提供攤位號碼、聯絡方法予相關的營業代表以便我們為你安排重印及領取。領取地點為主辦機構辦事處。
Q4	**How long does a reprint take? 重印需時多少天？**
Ans4	Please expect the reprint of QR Code would be ready on or before noon the next day. 最快於當天或翌日的中午前。
Q5	**What is Scan2Match? 掃碼易是甚麼？**
Ans5	The **Scan2Match** QR Code is provided for buyers to scan and access your Company's (Exhibitor's) own profile page via the Marketplace APP. For more information, please visit the **Scan2Match** webpage https://www.hktdc.com/event/exhibitionplus/en/shared-contents/scan2match. **掃碼易**二維碼供入場人士透過 Marketplace APP 掃瞄並開啟 貴公司的專有頁面。了解更多，請瀏覽掃碼易網頁 https://www.hktdc.com/event/exhibitionplus/tc/shared-contents/scan2match (繁) 或 https://www.hktdc.com/event/exhibitionplus/sc/shared-contents/scan2match (简)。

EN	繁	简

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Scan2Match QR Code Illustration / Recommended Placement
「掃碼易」(Scan2Match) 二維碼展示板安裝範例

Scan2Match QR Code Sample 「掃碼易」(Scan2Match) 二維碼展示板樣本

Standard Booth / Brand Name Gallery / Premium Booth	標準展台 / 品牌廊 / 特級展臺
Material:	**材質:**
• **Type A:** 210mmH x 210mmW 5mm thick Foamboard, attached with a double-sided clip of 8mm width	• **A 款:** 210 毫米高 x 210 毫米寬, 5 毫米厚 之發泡展板, 附上 8 毫米寬雙面開合透明夾子
OR	**或**
• **Type B:** 210mmH x 210mmW 5mm thick Foamboard, with double-sided and removable tape on the top and bottom of the back side	• **B 款:** 210 毫米高 x 210 毫米寬, 5 毫米厚 之發泡展板, 背面貼有雙面可除膠貼
Recommended Placement:	**建議展示位置:**
• 1850mmH on the Left & Corner Poles / Structures, facing the main aisle(s)	• 張貼於展台面向主通道、離地 1850 毫米高的可行範圍內
Custom-built Participation (Raw Space)	**特裝參展(淨地)**
Material:	**材質:**
• **Type B:** 210mmH x 210mmW 5mm thick Foamboard, with double-sided and removable tape on the top and bottom of the back side	• **B 款:** 210 毫米高 x 210 毫米寬, 5 毫米厚 之發泡展板, 背面貼有雙面可除膠貼
Recommended Placement:	**建議展示位置:**
• 1850mmH eye-level, facing the main aisle(s), and/or at the main entrance, reception table	張貼於展台面向主通道、接待處,離地 1850 毫米高的可行範圍內

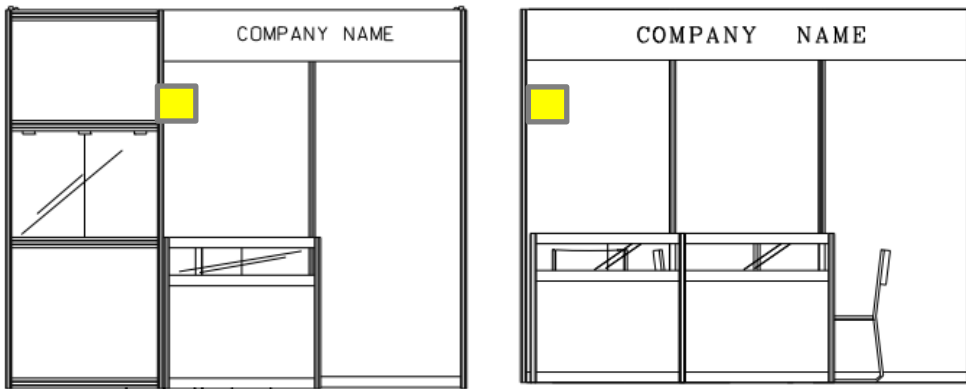| Type A:	Type B:	
A 款:	B 款:	
	Front: 前:	**Back:** 後:

Scan2Match QR Code Recommended Placement

「掃碼易」(Scan2Match) 二維碼展示板建議展示位置

Please install the QR code at 1850mmH on the Left & Corner Poles / Structures, facing the main aisle(s).
請張貼於展台面向主通道之左面、離地 1850 毫米高之可行範圍內。

🟨 *Scan2Match QR Code Foamboard recommended placement*
　　「掃碼易」(Scan2Match) 二維碼展示板建議展示位置

Standard Booth 標準展台

Premium Booth 特級展台

Custom-built Participation (Raw Space) 特裝參展(淨地)

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