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Press Release

For Immediate Release

HKSTP Kicks-off "Happy Hong Kong" Bazaar @ Science Park A 10-day Mega Fair to Spread Joy and Togetherness to all Hong Kong Citizens

An unprecedented array of tech and fun-filled experiences including the city's first-ever AI-generated anthem using laughter collected from citizens

- HKSTP kicked-off a 10-day "Happy Hong Kong" Bazaar @ Science Park, to spread joy, togetherness and happiness to all Hong Kong citizens.
- The kick-off event today drew over 1,600 visitors to the carnival where they can experience over 180 "Innofactoring" products and over 20 tech-infused culinary delights.
- The 10-day carnival provides a complete immersion into a variety of engaging activities including STEAM workshops, music and clown performances and creative art installations for citizens.

(Hong Kong, 4 August 2023) – Hong Kong Science and Technology Parks Corporation (HKSTP) proudly kicked off the "Happy Hong Kong" Bazaar@ Science Park uniting HKSTP with the Hong Kong SAR Government and over 110 supporting parties, to inject a boost of happiness and togetherness in celebration of Hong Kong's continued economic recovery, while sharing the achievements of innovation and technology (I&T) with the community.

The Bazaar from 4 – 13 August showcases the I&T sector's game-changing impact on society and daily life, and features over 100 fun-filled activities to inspire and engage citizens of all ages. The Bazaar today drew over 1,600 visitors young and old to enjoy immersive "Dining FUN, Shopping FUN, Action FUN, and Daily FUN" experiences, featuring over 180 "Innofactoring" products and over 20 tech-infused culinary delights.

Mr Paul Chan, Financial Secretary, HKSAR Government, said: "I am delighted to join the kick-off ceremony of 'Happy Hong Kong' Bazaar @ Science Park today. Since the introduction of the 'Happy Hong Kong' campaign in this year's budget proposal, we have organized a series of activities which I have also attended to experience the lively atmosphere with citizens. Today's event at the Science Park is unique as it incorporates different innovative elements, allowing everyone to feel and experience that I&T is part of our daily lives."

Dr Sunny Chai, Chairman of HKSTP, said: "Everyone at HKSTP is thrilled at the launch of the 'Happy Hong Kong' Bazaar @ Science Park and proud to join the HKSAR government in this city-wide effort to inject a renewed buzz and sense of joy in people's lives and businesses across all sectors. Driven by the theme of 'play hard, pass on and give back,' our park companies and partners across the I&T ecosystem are inspiring



citizens to reimagine the future, and experience how technology can enhance all aspects of life and benefit the society.”

The unprecedented 10-day Bazaar features a series of “technology firsts” on display. HKSTP Pay – Hong Kong’s first palm vein payment system is on display for visitors to feel first-hand the speed, convenience and security of this biometric innovation. Continuing the theme of joy, augmented reality (AR)-enabled “Smile Spots” are set up across the Bazaar to capture people’s joyous faces, while “LOL Booster” will leverage AI technology to compile the city’s first-ever AI-generated “I&T anthem” using laughter collected from the Bazaar.

Numerous tech and industry crossovers were made possible at the “Happy Hong Kong” Bazaar@ Science Park to connect park companies’ innovations with the community. One example is food-tech company Meat the Next partnering with Pret-a-Manger to launch its first plant-based tiger nut oat milk latte, which will continue to be available even after the close of the Bazaar.

This is just one of the many “Happy Hong Kong Meals” featuring I&T-infused cuisines offered by 10 park restaurants and six food tech ventures. Visitors can also discover 180 “Innofactured in Hong Kong” products developed by around 60 tech companies at the I&T Bazaar. The 10-day carnival provides a complete immersion into a variety of engaging activities including STEAM workshops, music and clown performances and creative art installations for tech and non-tech enthusiasts alike to continue the city’s economic recovery.



Photo 1: Mr Paul Chan, Financial Secretary of HKSAR attended the “Happy Hong Kong” Bazaar@ Science Park kick-off ceremony today and delivered the opening speech.



Photo 2: Dr Sunny Chai, Chairman of HKSTP, said at the kick-off ceremony that HKSTP fully supports the government’s “Happy Hong Kong” campaigns and hopes that the city can regain its lively atmosphere. HKSTP has presented the city’s largest I&T showcase of immersive lifestyle experiences to stimulate citizens’ purchasing power and interest in this feast of innovation and technology.



Photo 3: Mr Paul Chan, Financial Secretary of HKSAR (fifth from left), Dr Sunny Chai, Chairman of HKSTP (fifth from right), Ms Phoebe Tse, Board member of HKSTP (fourth from right), Mr Albert Wong, CEO of HKSTP (fourth from left), and HKSTP senior management unveiled the 10-day “Happy Hong Kong” Bazaar @ Science Park.



Photo 4: Mr Paul Chan, Financial Secretary (second from right), Dr Sunny Chai, Chairman (first from left), Mr Albert Wong, CEO (second from left) and Mr Filla Mak, Chief Operating Officer of HKSTP (first from right) tasted the "Happy Hong Kong " exclusive menu jointly designed by the tech companies and restaurants from Science Park, experiencing a blend of traditional flavours and innovative foodtech ingredients.



Photo 5: Accompanied by Dr Sunny Chai, Chairman (first from left) and Mr Albert Wong, CEO (first from right) and Dr HL Yiu, Chief Corporate Development Officer of HKSTP (second from right), Mr Paul Chan,



Financial Secretary of HKSAR (second from left) visited the I&T Bazaar and explored the product concepts from park company representatives.



Photo 6: Mr Aldous Mak, Chief Financial Officer of HKSTP (second from right) introduced Hong Kong ‘s first Palm Vein payment system--HKSTP Pay--to Mr Paul Chan, Financial Secretary of HKSAR (first from right) at the I&T Bazaar.



Photo 7: Over 1,600 visitors joined the first day of “Happy Hong Kong” Bazaar @ Science Park where they enjoyed immersive “Dining FUN, Shopping FUN, Action FUN, and Daily FUN” experiences.



Photos 8-10: Organised by HKSTP, the “Happy Hong Kong” Bazaar @ Science Park has officially kick-started today. The 10-day carnival encompasses the I&T Bazaar, STEAM workshops and 3D art installations in celebration of Hong Kong I&T’s highlight moments.

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About Hong Kong Science and Technology Parks Corporation

Hong Kong Science and Technology Parks Corporation (HKSTP) has for over 20 years committed to building up Hong Kong as an international innovation and technology hub to propel success for local and global pioneers today and tomorrow. HKSTP has established a thriving I&T ecosystem that supported over 10 unicorns and Hong Kong’s leading R&D hub with nearly 13,000 research professionals and over 1,300 technology companies focused on healthtech, AI and robotics, fintech and smart city technologies.

Established in 2001, we attract and nurture talent, accelerate and commercialise innovation and technology for entrepreneurs on their journey of growth in Hong Kong, to the Greater Bay Area, Asia and



beyond. Our growing innovation ecosystem is built around our key locations of Hong Kong Science Park in Shatin, InnoCentre in Kowloon Tong and three modern InnoParks in Tai Po, Tseung Kwan O and Yuen Long. The three InnoParks are realising a vision of new industrialisation for Hong Kong. The goal is sectors like advanced manufacturing, electronics and biotechnology are being reimagined for a new generation of industry.

Through our infrastructure, services, expertise and network of partnerships, HKSTP will help establish innovation and technology as a pillar of growth for Hong Kong, while reinforcing Hong Kong's international I&T hub status as a launchpad for global growth at the heart of the GBA innovation powerhouse.

More information about HKSTP is available at www.hkstp.org.

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