

A nighttime aerial view of a city skyline, likely Hong Kong, with numerous illuminated skyscrapers and a harbor in the foreground. The sky is dark blue, and the city lights create a vibrant contrast.

# Greater Bay Area Roadshow Hong Kong & Shenzhen

13 - 18 November 2023  
Brochure

Dedicated to: Italian Startups & Innovative SMEs



# Greater Bay Area Roadshow Objectives

**The 2023 GBA Roadshow** represents a bundle of opportunities for Tech Startups & SMEs in growth stage, in their internationalization process offering from investment options to new market exposure, targeting also companies in the pre-IPO or Capital Market stage.

The goal of the initiative is to **create a soft-landing platform into the Asian market for dynamic companies** that are willing to **embrace innovation and technology** as key enablers to achieve growth.

This Roadshow, focusing on **new technologies** in the fields of **Food & Agri Tech, Smart Mobility & Smart City, Energy** and **Pharma-Tech (Health-Tech/Bio-Tech)** with an integrated **ESG approach**, offers both **Open Innovation and business opportunities for Intesa Sanpaolo company customers and prospects**, creating at the same time synergies with **Asian Corporates, Investors (i.e. VC, PE, Family Offices) and local Institutions**.

The companies will be chosen across **Italian Tech Scale ups and SMEs in growth stage** and will participate to a **four-day program in Hong Kong & Shenzhen (Greater Bay Area)** to explore and capture **new market opportunities**.

# Greater Bay Area: 9 municipalities and 2 Special Administrative Regions with ~86 million inhabitants & GDP of USD 1,668.8 billions<sup>1</sup>



**Shenzhen**  
**Technological & Innovative HUB**  
 Pop.: 17,7 million  
 GDP: 0,4 trillion USD @2021

**Hong Kong**  
**Financial e Commercial HUB**  
 Population: 7,4 million  
 GDP: 0,4 trillion USD @2021

Source: [www.bayarea.gov.hk](http://www.bayarea.gov.hk) ;  
 1 – data from 2020



# Hong Kong – the main gateway to GBA & APAC

Competitive advantages of the world's most attractive destination for investing & doing business

## WORLD'S RANKING FOR INNOVATION

Innovation  
Landscape

#2

World Digital  
Competitiveness  
(IMD)<sup>1</sup>

#8

Global Fintech  
Ecosystem  
(GSER)<sup>2</sup>

#11

World Talent  
Ranking 2021  
(IMD)<sup>1</sup>

Business  
Landscape

#2

IPOs  
Fundraising  
(HK Stock  
Exchange)<sup>3</sup>

#3

Ease of doing  
Business  
(WEF, WB, GFCI)<sup>4</sup>

#5

IP  
Protection  
OGP system<sup>5</sup>

## HK Ecosystem Characteristics:

- ❑ **Free trade, simple taxation** and minimum government intervention
- ❑ **“One Country, Two Systems” common law system**, world-class professional services, **free flows of capital, information and talent**
- ❑ **No Taxes for:** Capital Gain, Estate Duty, VAT/GST; Withholding tax on dividend and interest, for Profits outside HK or Offshore
  - 15% Personal Tax Rate in HK vs 45% @China
  - 16.5% Corporate Tax Rate vs 25% @China
- ❑ **World-class cross-boundary key infrastructure** “Greater Bay Area's “One-hour Living Circle”
- ❑ **5 major sectors in economy:**
  - Innovation & Technology (I&T)
  - Financial Services
  - Business & Professional Services
  - Lifestyle & Creative Industries
  - Aviation
- ❑ **+3,700 startups in 2021** in HK co-working spaces

Sources & Acronyms: 1 - IMD - Lausanne-based International Institute for Management Development for 2021; 2 - GSER – Global Startup Ecosystem Report Genome for 2020 data; 3 – HK Stock Exchange 2020; 4 - 2020 Global Competitiveness Index – WEF World Economic Forum; WB – World Bank; GFC – Global Financial Centres Index Report; 5 - OGP - Original Grant Patent system – by IPD – Intellectual Property Department Patents for 20years; Data on Taxes from InvestHK – A Practical guide for setting up in Guangdong-Hong Kong-Macao GBA via HK

# Shenzhen – a city born by innovation

One of the fastest growing cities in China, a pilot in modernization

Innovation Landscape

**\$16 bn**  
Total VC Funding  
(2017-2021)<sup>1</sup>

**+30**  
UNICORNS  
*in Shenzhen*

**+\$1 bn**  
in Exits  
(2021)

Business Landscape

**1<sup>st</sup>**  
Special Economic Zone  
in China since 1978

**\$431 bn**  
Shenzhen GDP  
*in 2021*

**+300**  
overseas offices  
of Fortune 500 enterprises

## Shenzhen Ecosystem

### Characteristics (\$97bn Ecosystem Value<sup>1</sup>)

- Information Technology (IT)
- Bio-Medicine, Med. Equipment, Biotech
- Digital Eco., Software & Creative Ind.
- High-end Equipment Manufacturing
- New Materials Production
- Marine Economy
- New energy Automotive

### Reasons to move to Shenzhen:

- City of Innovation & Educated Workforce<sup>1</sup>
- \$108bn to be invested in R&D** in the next 5 years
- Trade & Business Friendly Environment (**15% TAX**)
- Incentives for PE & VC:
  - ~\$800k incentive to newly established or relocated P.E or VC firms investing at least \$60m in unlisted companies within 3 years
  - 10% of the investment back in 2 years** – for Investors in seed or startup-stage techs
  - 4,308 PE firms in 2021**

\*China produced 177 UNICORNS & 15 startup EXITS in 2022<sup>2</sup>

Sources: 1 – GSER: Global Startup Ecosystem Report Genome for 2022; 2 – STARTUPBLINK Report 2022

# Greater Bay Area Roadshow – All Inclusive Package

13-18 November 2023

## Services & Activities included in the Package

- ❑ **2 Flights** - Milan to Hong Kong and Hong Kong to Milan
- ❑ **3-nights accommodation** in a Hotel @HK
- ❑ **Transfers during the 4-days tour** (From/To every site & Airport)
- ❑ **Visits** to Cyberport, Hong Kong Science and Technology Parks Corporation, Hong Kong Exchanges and Clearing Market (HKEX); Shenzhen Stock Exchange, ...etc.
- ❑ **Interaction with the vibrant Hong Kong & Shenzhen Innovation Ecosystem**
- ❑ **Tailor-made B2B Meetings** with selected high-tech counterparts will be organized by Intesa Sanpaolo, Deloitte and Italian Chamber of Commerce HK & Macao, according to participants' needs.
- ❑ Participation to **Circular Economy Talks** with **Ellen MacArthur Foundation**
- ❑ **Networking** lunches & dinners
- ❑ **Guided tours in Hong Kong & Shenzhen**

For further info regarding the Package please write to: [gba@icc.org.hk](mailto:gba@icc.org.hk)

Apply to [dedicated page](#) within 29 September 2023

For further info on every other aspect of the initiative please write to: [network@intesasnpaoloinnovationcenter.com](mailto:network@intesasnpaoloinnovationcenter.com)



Price € 3200 (standard)

Price € 4800 (business)

prices may vary



# Agenda – draft *(in Hong Kong time)*

## GBA Roadshow (November 13<sup>th</sup>-18<sup>th</sup>, 2023)

First Day Hong Kong	Second Day Hong Kong	Third Day Shenzhen	Fourth Day Hong Kong
<p><b>6:25 am - 8:00 am:</b> Arrival to HK International Airport – pick up and transfer to the Hotel and Check-In</p> <p><b>8:00 am - 3:00 pm:</b> Free Time</p> <p><b>3:00 pm - 5:30 pm:</b> transfer to InvestHK: Welcome Meeting with Institutional Partners and presentation by InvestHK speakers &amp; overview of soft-landing programs by local Institutions and professional firms</p> <p><b>5:30 pm – 7:00 pm:</b> Free Time</p> <p><b>7:00 pm - 9:30 pm:</b> Welcome Dinner with Institutional Participants, Special Guests &amp; Partners</p>	<p><b>10:00 am – 12:30 pm:</b> (1st session) Tailor made B2B meetings with investors / potential business partners</p> <p><b>1:00 pm - 2:30 pm:</b> Lunch Break</p> <p><b>2:30 pm - 5:00 pm:</b> (2<sup>nd</sup> session) Tailor made B2B meetings with investors / potential business partners</p> <p><b>5:00 pm - 6:30 pm:</b> Visit at Incubators/Accelerators – TBD</p> <p><b>7:00 pm – 8:30 pm:</b> Networking Dinner offered by InvestHK</p>	<p><b>8:30 am:</b> Meeting Point at the Hotel Hall &amp; departure for Shenzhen (SZ)</p> <p><b>9:30 am – 11:00 am:</b> Plenary meeting with local institutions at SZ Stock Exchange and site visit</p> <p><b>11:30 am – 1:00 pm:</b> Meeting with Shenzhen European Office</p> <p><b>1:00 pm – 2:30 pm:</b> Lunch Break</p> <p><b>3:00 pm – 4:00 pm:</b> operative seminar “Italy Meets: how to start a business in China” by China-Italy Chamber of Commerce</p> <p><b>4:00 pm – 7:00 pm:</b> B2B meetings with investors of CCPIT network</p> <p><b>7:30 pm – 9:00 pm:</b> Aperitivo/light dinner and return to HK</p>	<p><b>10:00 am – 1:30 pm:</b> Hong Kong</p> <ul style="list-style-type: none"> <li>▪ Visit at Incubators / Accelerators - TBD</li> <li>▪ Visit at the “Hong Kong Exchanges and Clearing Market -HKEX” – TBD</li> </ul> <p><b>2:00 pm – 3:30 pm:</b> Late Lunch</p> <p><b>4:30 pm - 6:00 pm:</b> Circular Economy Talk with Intesa Sanpaolo Innovation Center Circular Economy Desk, Ellen MacArthur Foundation and ICC Green and Circular Economy Committee</p> <p><b>6:00 pm – 8:00 pm:</b> Free Time</p> <p><b>8:00 pm:</b> Transfer to HK International Airport</p>

# Pre – Events, before participating at the GBA Roadshow

## Acceleration webinar October 2023 - Date TBD 09:00 - 11:00 CET

Format: Online Webinar

Target: Selected SMEs participating in the Roadshow

Organized by Intesa Sanpaolo Innovation Center & Deloitte

Topics:

- Pitching Valuation & enhancement using the best strategies and suggestions offered by the Intesa Sanpaolo Innovation Center international specialists
- Deep dive on the Tax & Financial Framework and Soft-landing services in Hong Kong offered by Deloitte

## Asian Legal & Tax Framework November 2023 Date & Time TBD

Format: Online Webinar

Target: Selected SMEs participating in the Roadshow

Organized by ICCHK (Italian Chamber of Commerce in Hong Kong & Macao) in collaboration with Fidinam

Topics:

- Deep dive on the Legal & Tax framework in Hong Kong & Shenzhen to start a business and the Incentive Schemes.
- Share of the latest logistic details and final Agenda of the Roadshow - by organizers



# Main Partners



For more information and for participating at the GBA Roadshow  
please visit the [dedicated page](#) or write to: [network@intesasanpaoloinnovationcenter.com](mailto:network@intesasanpaoloinnovationcenter.com)

The **GBA Roadshow Package** should be paid directly to the ICCHK, for details write to: [gba@icc.org.hk](mailto:gba@icc.org.hk)  
**VISAS** will be issued with the support of ICCHK, InvestHK & Italian Consulate General in HK & SZ.

All logos are clickable and redirect to the main Partners **websites**.