

Finding direction within possibilities

Helping you navigate the Guangdong-Hong Kong-Macao Greater Bay Area



GoGBA

ONE-STOP PLATFORM



8,000 +
Participants



120+
Activities



5 M+
Pageviews



10+
Business Support
Centres



GoGBA one-stop platform

Navigate GBA business opportunities

As one of the most economically advanced and open regions in Mainland China, the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) offers tremendous potential for businesses seeking resources, expertise, production capability, and access to a large consumer market. Hong Kong - a premier international hub - is your ideal springboard to enter this dynamic region.

Navigating the GBA can be complex, but the Hong Kong Trade Development Council (HKTDC)'s GoGBA one-stop platform offers support and activities to help you unlock the region's potential.

Since 2021, the GoGBA one-stop platform has garnered multiple local and mainland awards for marketing and innovation. This recognition drives us to continue fostering growth opportunities for businesses and individuals.

GoGBA support across all GBA cities



GoGBA program

Advisory



Your journey begins at the HKTDC SME Centre in Hong Kong or the HKTDC GBA Centre in Guangzhou and Shenzhen, where you can access market intelligence, advisory support and networking opportunities. In collaboration with our strategic partners, the GoGBA Business Support Centres operate across all GBA cities, providing comprehensive on-the-ground support.

The HKTDC's vast offering of online and offline promotional events, such as seminars and outbound missions, helps SMEs acquire first-hand market intelligence and build GBA business networks.

Online and offline activities



GoGBA digital platforms



The GoGBA's portal and its mini programme on WeChat, a widely used messaging platform in mainland China, offer business and trade information on GBA policies, subsidies, and startups from official sources.

Compliments from customers

“ Thank you very much for organizing the GoGBA mission to Shenzhen. We feel deeply honoured and have gained a lot of insights, and a deeper understanding of the development direction of China. ”

Angus Lam, Sales Manager
Aquaculture Technologies Asia Limited

“ I am writing to thank you for the invaluable business connections throughout the study tour you have provided me recently. The connections assist the industry in exploring registration, laws and regulations of health supplements in China. ”

Joanne Cheung, Honorary President
Hong Kong Health Food Association

“ Having heard HKTDC's insights, we now recognise the opportunities available in the Greater Bay Area, particularly in Qianhai. ”

Vincent de Saint-Exupéry, Founder
Orbis Alliance

Awards and recognition



Let us help you navigate

GBA business opportunities through our GoGBA network

HKTDC SME Centre

Hong Kong

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GoGBA Business Support Centres

In collaboration with the following organisations:

10 GBA Cities

Dongguan

Dongguan City Association of
Enterprises with Foreign Investment

Foshan

Foshan Association of Enterprises
with Foreign Investment

Guangzhou Nansha

Administrative Committee of Guangzhou
Nansha Economic and Technological
Development Zone

Huizhou

- Huizhou HMTD Service Center
- Huizhou Association of Enterprises
with Foreign Investment
- HZZKGA Youth Innovation &
Entrepreneurship Federation

Jiangmen

Jiangmen Association of
Enterprises with Foreign Investment

Shenzhen Futian

- The People's Government of
Futian District
- Hong Kong Chamber of
Commerce in Guangdong

Shenzhen Qianhai

Authority of Qianhai Shenzhen-Hong Kong
Modern Service Industry Cooperation Zone of
Shenzhen

Zhaoqing

The Bureau of Commerce
of Zhaoqing

Zhongshan

Zhongshan Association of
Enterprises with Foreign Investment

Zhuhai

- Zhuhai Investment Promotion Office
- Zhuhai Municipal Government Service
and Data Management Bureau



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