

# Guangdong-Hong Kong-Macao Greater Bay Area Development Office holds GoGBA Development Day to help enterprises seize opportunities in country's accelerated development of new quality productive forces (with photos)

The Guangdong-Hong Kong-Macao Greater Bay Area Development Office of the Constitutional and Mainland Affairs Bureau organised the GoGBA Development Day today (February 28), attracting more than 300 participants to learn about the country's latest strategic development direction of new quality productive forces. The seminar aimed to assist Hong Kong enterprises in understanding the latest trends of innovation and technology (I&T) development in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) and, from the perspective of small and medium-sized enterprises (SMEs), to explore how to adjust corporate strategies to leverage the GBA's strengths and technological advancements to cultivate and stimulate their own momentum for new quality growth and forge ahead with their business development.

In her opening address at the event, the Commissioner for the Development of the Guangdong-Hong Kong-Macao Greater Bay Area, Ms Maisie Chan, said, "As one of the core cities and regional development engines of the GBA, Hong Kong plays a pivotal role in driving the development of new quality productive forces in the GBA. The Hong Kong Special Administrative Region (HKSAR) Government is vigorously nurturing new quality productive forces to achieve high-quality economic development through technological empowerment. The HKSAR Government will continue to explore the formulation of more facilitative policies conducive to the development of I&T, with the aim of attracting and encouraging more Mainland and overseas enterprises to establish a presence in Hong Kong or invest in Hong Kong, thereby converging international innovation resources. By adopting a multipronged approach, the aim is to realise the vision of developing Hong Kong into an international I&T centre."

Today's seminar featured multidimensional insights and experiences from industry leaders, professionals and academic experts, ranging from policy interpretations and corporate practices to technology applications. Discussions included how enterprises can achieve sustainable development through technological innovation, how I&T firms can support SMEs in embracing new quality productive forces, and interpreting the policy direction of new quality productive forces and its impacts on enterprises from a macro perspective. During the panel discussion, experts and business representatives shared their invaluable insights on the developments and trends of I&T in the GBA from the perspective of SMEs, and how to capitalise

on the opportunities arising from the development of new quality productive forces. On-site one-on-one consultation services were also provided by supporting partners from Hong Kong and other GBA cities.

For more information about the GBA, please visit the dedicated website ([www.bayarea.gov.hk/en](http://www.bayarea.gov.hk/en)), which also covers the content of the Greater Bay Area Information Station ([www.bayarea.gov.hk/gbais/en](http://www.bayarea.gov.hk/gbais/en)) for easy browsing by members of the public.

