



To : Association/Chapter Heads, Federation Co-ordinators
Cc : Office Holders, HKTDC Regional & Branch Directors, Chris Lo, Fiona Chan,
Tim Lung, Adi Poon, Kelly Yeh
From: Irene Hau, Federation Secretary
Date: 25 January 2022

Subject: Promotion of HKBAs' Events and Membership's Benefits

Dear Association/Chapter Heads and Federation Co-ordinators,

The Federation will continue to foster global co-operation, enhance exchanges and synergy among the Hong Kong business associations worldwide. We would like to bring below updates to members' attention:

Promotion of Member Associations' Events

All the member associations are most welcome to publicize your upcoming events at the Federation website and LinkedIn page. We encourage the individual members to participate in other associations' events so as to grasp the potential business opportunities and learn the market updates in other countries and regions. Please send your event details to the Secretariat email address hkfederation@hktdc.org for getting the free promotion of your events.

Membership Benefits

In order to bring more benefits to the Federation's members in different regions, we would like to call for your support to provide special offers to our members. It can be by means of discount of business services, hotel accommodation, entertainment, food and beverage, shopping etc. These special offers would be featured at the Federation website (<https://www.hkfederation.org.hk/benefits>), LinkedIn post and circular. On this initiative, please contact the Secretariat for further liaison.

e-Membership Card

Same as previous years, e-membership cards will be distributed to BA secretariats/ co-ordinators by late February 2022 for the registered members at Federation website. The e-membership cards will be valid till 31 January 2023.

If some of your members have not registered as Federation members yet, please encourage them to register at <https://www.hkfederation.org.hk/signup>. To facilitate members' registration, we could also help mass-registration with the consent of the members. Federation coordinators may share with us their members' details by filling the attached excel and email to hkfederation@hktdc.org. For both cases, please revert **by 11 February 2022 (Friday)**.

E-membership Card sample as below:



For enquiries, please feel free to contact us.

Best regards,



Irene Hau
Federation Secretary