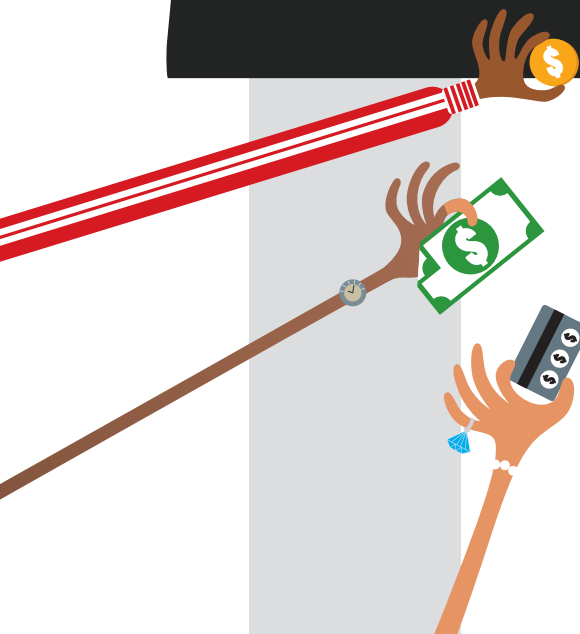




Visiting Hong Kong's First Crowdfunding Store 走訪香港首家眾籌店



The Chamber visited Backers, Hong Kong's first crowdfunding concept store, located in Tsim Sha Tsui's K11 shopping mall, on 13 July. Backers allows shoppers to test and buy products found on crowdfunding sites like Kickstarter and Indiegogo.

The delegation was hosted by Backers' founders, Damien Ng and Panda Ho, who spoke about crowdfunding in Hong Kong, as well as how Backers was founded. Members also tried out some of the crowd-funded products in the store.

"Backers provides a useful channel for selling things to the public, especially consumers who are keen about acquiring the latest gadgetry but are reluctant to make such purchases without having handled the product in person. We work with various crowd-funded projects all over the world which can be found on crowdfunding platforms such as Kickstarter, Indiegogo, zeczec, flyingV and Makuake to facilitate product interaction, promote customer experience, and hopefully enhance sales," said Ng.



總商會在7月13日走訪香港第一家眾籌概念店Backers。該店位於尖沙咀K11購物商場。Backers讓顧客試用及購買各類眾籌產品。這些產品皆可在Kickstarter或Indiegogo等眾籌網站上找到。

代表團一行人由Backers創辦人吳文俊及何松江接待。他們分別介紹了眾籌在香港的發展，以及Backers的創辦經過。各成員亦親自試用店內各種眾籌產品。

吳文俊說：「Backers提供一個實用渠道，向公眾銷售產品。他們當中包括喜歡追趕最新科技產品，但又一定要親自試用過方肯購買的顧客。我們與全球各地多個眾籌項目合作。這些項目皆可在眾籌平台如Kickstarter、Indiegogo、zeczec、flyingV及Makuake上找到。我們可藉此促進產品互動並改善顧客體驗，希望可以進一步增加銷路。」

眾籌提供渠道籌集資金，以共同支持創新設計。這種方式已經愈來愈流行。根據市場調研機構Massolution在2015年所作的一項調查，全世界通過眾籌方式募集的資金估計已達340億美元，比2014年的160億美元多近兩倍。世界銀行指出，眾籌在中國的發展前景尤好，其總金額在2025年可達500億美元，佔全球總額960億美元逾半。✿

Crowdfunding has increasingly become a popular means of raising money to collectively support innovative ideas. In a 2015 Massolution study, it was estimated that US\$34 billion had been raised worldwide through crowdfunding, more than double the US\$16 billion recorded in 2014. According to the World Bank, the outlook for crowdfunding is especially promising in China and can potentially reach US\$50 billion by 2025, accounting for more than half of the global total of US\$96 billion. ✿



工商月刊

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