HKEIA invites startups to

CES Asia Unveiled Hong Kong Pitch Competition with Eureka Park booth prize

Summary

- CES Asia Unveiled Hong Kong takes place on 14 October 2026 and is a prelude to CES 2027 in Las Vegas.
- A startup pitch competition open to CES Asia Unveiled registrants runs in two rounds, with online entries due 30 August 2026 and live finals on 14 October 2026.
- The winner receives a booth in Eureka Park at CES 2027 and promotional support.
- Eligibility includes founding date between 2020 and 2025 and suitability to the consumer tech space. Entrants must be registered for CES Asia Unveiled Hong Kong and meet Eureka Park rules

HKEIA joins CES Asia Unveiled Hong Kong and opens a startup pitch competition with Eureka Park prize

The Hong Kong Electronic Industries Association is partnering with the Consumer Technology Association to present CES Asia Unveiled Hong Kong Pitch competition at CES Asia Unveiled Hong Kong on 14 October 2026. The event is positioned as a Hong Kong stop on the Road to CES and a preview for CES 2027 in Las Vegas from 6 to 9 January 2027. This is the first featured event at the Future Industries Zone in the Hong Kong Electronics Fair (Autumn Edition) 2026 (“HK Electronics Fair”) on 13–16 October 2026.

Why this matters for Hong Kong and Global startups

CES and its pre-events are high visibility platforms. For early stage companies exposure at CES Unveiled can open investor introductions, media coverage, and potential partnerships with industry buyers. The HKEIA frames its participation as supporting the transition from research to commercialisation. This is a golden opportunities for Startups to view the opportunity as one part of a broader go to market strategy rather than a silver bullet.

The Hong Kong Electronic Industries Association (HKEIA) role: The HKEIA serves as a 'super-connector' and 'super value-adder,' acting as a bridge between the electronics industry and various other sectors. It spares no effort in nurturing the growth of startups and helping them successfully achieve market integration.

The pitch competition format and schedule

HKEIA & CTA have introduced a two round pitch competition limited to startups registered to attend CES Asia Unveiled Hong Kong. The process is short and compressed so careful preparation is essential.

Milestone	Date or requirement	Notes
Online application deadline	30 Sept 2026	Submit information via the CES Asia Unveiled Hong Kong emails
Finalists selected	After online entries	Judges will choose eight to ten finalists from submitted applications
Prepare the product and presentation at the Zone	13 October 2026	Demo day
On-site final presentations & Winners announced	14 October 2026	Each finalist gets 3 minutes to pitch and 2 minutes for Q & A. Judges will vote on the day and announce the winner

Pitch format and timing: Finalists present on-site with a strict format of three minutes presentation followed by two minutes of questions from the judges. This format rewards concise storytelling and a clear articulation of problem market and differentiation.

Selection criteria and prize

Judges will evaluate entries on five named dimensions. These cover societal impact through future technology, uniqueness, clarity of problem and solution, Market Readiness and general presentation or 'overall feel'. Those criteria are subjective. Startups should therefore address each explicitly in the application and pitch to reduce reliance on impression alone.

Selection criteria	What judges will look for	Implication for applicants
Positive societal impact	How the product uses future technology to create social or environmental benefits	Provide evidence, quantifiable outcomes and realistic deployment pathways
Innovation & Uniqueness	Differentiation versus existing solutions	Explain IP, technical approach and defend claims of novelty
Problem and solution	Clear definition of the customer problem and how the product solves it	Use customer evidence and market sizing, not only technical capability
Market Readiness	A viable business model and evidence of market testing.	Actually manufacture and scale
Overall feel	Presentation quality and perceived readiness	Rehearse delivery. Visuals must be crisp given short timing

The winner receives a booth space in Eureka Park at CES 2027 in Las Vegas. A booth at Eureka Park provides access to CES attendees and media but does not remove the attendee costs or travel logistics. Startups should budget separately for travel marketing collateral and possible shipping of prototypes or demo units.

What is Eureka Park: Eureka Park is CES's dedicated startup and early stage exhibition zone. It concentrates founders, investors and press who focus on emerging technology. A booth there increases visibility but the area is competitive and attracting meaningful meetings still requires targeted outreach and scheduling.

Eligibility and entry requirements

The pitch competition is limited to startups that meet specific conditions. Applicants should read the full rules on the CES Asia Unveiled Hong Kong site because eligibility for Eureka Park at CES 2027 has its own requirements and restrictions. The organiser's regulation contains more precise procedural and compliance details.

Eligibility item	Requirement
Founding date	Company founded between 2020 and 2025
Technology fit	Product or tech applicable to the future technology space
Registration	Must be a registered attendee for CES Asia Unveiled Hong Kong 2027
Eureka Park eligibility	Must meet CTA rules to exhibit in Eureka Park at CES 2027

How to apply: Startups must submit an online application by 30 August 2026 through the CES Asia Unveiled Hong Kong website. The CES Unveiled organiser provides the submission forms and detailed guidelines. One important note is all applicants should be the exhibitor at the Hong Kong Electronics Fair (Autumn Edition) 2026 (all rights reserved). Exhibiting questions can be directed to CESGlobalEvent@cta.tech or CESUnveiled@hkeia.org .

Practical guidance and caveats for applicants

The pitch competition is an attractive opportunity, but applicants should prepare pragmatically. Below are key points to consider before applying.

Prepare a tight narrative: You have three minutes. Open with the problem and the metric that proves it matters. State your solution, the future technical approach, and one clear piece of evidence such as a pilot result for measurable user outcome.

Document claims of impact and uniqueness: Judges will weigh societal impact and uniqueness. Use short data points and references to patents pilots or partnerships. Avoid vague assertions

about being 'first' without backup.

Budget realistically for CES: Winning a booth does not cover travel shipping or additional marketing. CES attendance can be expensive when accounting for logistics and staff time. Factor these costs into decisions about pursuing the prize.

Check regulatory and export constraints: Depending on technology and country of origin, export controls customs and certification rules may apply. Confirm these early especially if you plan demonstrations at the event or to ship prototypes internationally.

Visa and travel planning: If you expect to travel to Las Vegas for CES 2027 verify visa requirements and booking lead times. Prize do not guarantee flights or local transport.

Logistics and contact points

Registration to attend CES Asia Unveiled Hong Kong is open on the CES Unveiled website. For exhibitor questions contact CESGlobalEvent@cta.tech or ESUnveiled@hkeia.org . HKEIA promotion and further details are available on our website https://www.hkeia.org/CESUnveiledHK .

Bottom line

The pitch competition is a concrete route to gain a presence at Eureka Park and increased exposure at CES. The window is short. Startups that meet the eligibility rules should prepare concise evidence based applications and factor in the broader costs of attending the global CES ecosystem. Treat the opportunity as strategic outreach rather than a shortcut to investment or market entry.