



The 2nd Innovation and Design Expo (above) welcomed 350 exhibitors, double that of the previous year. Companies from Europe, North America, Asia and Australia showcased their latest technology and designs.

Fair trade

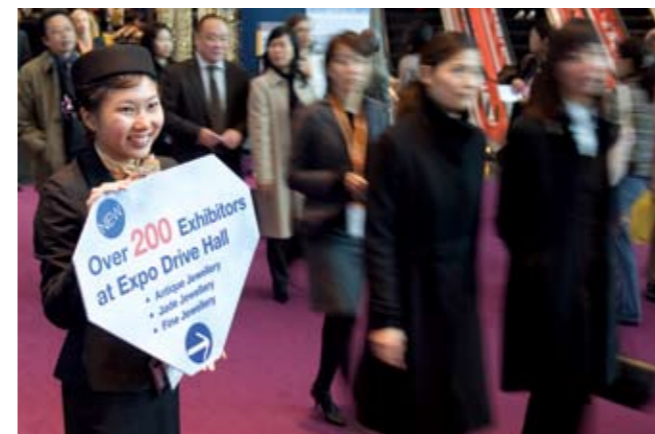
The TDC organised a record 31 fairs this past year, including 29 merchandise and services fairs. These attracted more than 27,000 exhibitors and 622,000 buyers from all over the world. In addition, the TDC opened its doors to the community with two public fairs, Education and Careers Expo and the Hong Kong Book Fair.

In the face of increased competition, the TDC launched a number of trade fair initiatives over the past year. The most dramatic development was the introduction of six new TDC trade fairs.

Held at the Hong Kong Convention and Exhibition Centre (HKCEC) and AsiaWorld-Expo, the TDC's six new fairs in 2006/07 were:

- the Hong Kong International Auto Parts Fair
- the Hong Kong International Printing and Packaging Fair
- the Hong Kong International Medical and Health Care Fair
- the Hong Kong International Furniture Fair
- the Hong Kong International Building Materials and Construction Equipment Fair
- Eco Expo Asia—International Trade Fair on Environmental Protection

Along with new trade fairs, a number of enhancements added value to the TDC's existing fairs over the past year. Eighteen new product zones were launched, including Green Food at Food Expo, Home Tech at the Hong Kong Electronics Fair (Autumn Edition) and Office Supplies at the Hong Kong International Stationery Fair.



A billboard with a smile highlights Expo Drive Hall at the Hong Kong International Jewellery Show 2007 in March. Below: The Hong Kong International Lighting Fair was twinned with the Hong Kong International Hardware and Home Improvement Fair. Together, they attracted more than 1,300 exhibitors, 13 per cent better than the previous year.



The Matchmaker

Yvonne Fung (above) is a trade fair matchmaker. As Assistant Manager, Marketing, in the E-Commerce Department, Yvonne manages the tdctrade.com Email Lounge at each TDC trade fair. More than an email centre, the lounge enables buyers to zero in on the right suppliers through the TDC's new tdctrade.com onsite sourcing service, says Yvonne. "Buyers provide a product keyword to our fairground service ambassador and instantly receive a list of relevant suppliers, including company names, product information and photos and booth locations." While working the Email Lounge demands long hours, the personal rewards are more than worth it, according to Yvonne. "I enjoy meeting so many overseas buyers and helping them with their business needs. In the end," says the nine-year TDC veteran, "it's all about connecting buyers to quality suppliers."



Boys will be boys: That's (left to right) Fred Lam, the TDC's Executive Director, Henry Fan, Executive Council Member, and Jeffrey Lam, Chairman of the TDC's Toys Industry Advisory Committee, at the opening of the Hong Kong Toys and Games Fair, the second largest of its kind in the world.

The TDC's premium zones, our platform for showcasing quality products, continued to expand in 2006/07. The response from exhibitors was enthusiastic. Over the past year, exhibitor numbers at the Hong Kong Optical Fair's Visionaries of Style, the Summer Sourcing Show for Gifts, Houseware and Toys' Treasure Island and the Hong Kong Houseware Fair's Hall of Elegance jumped 27 per cent, 20 per cent and 17 per cent respectively.

An innovation in the arrangement of premium booths was also well received at Fashion Week for Fall/Winter 2007. There, select premium booths were placed in a thematic zone called Emporium de Mode. The exclusive ambience created by this luxury grouping benefited the image of both the companies involved and the TDC.

The HKCEC expansion contract was let on time and remains on schedule for completion and ready for use by early 2009. With the 19,400-square-metre addition, five TDC fairs are set to become the world's largest of their kind.



The Hong Kong Licensing Show featured more than 110 exhibitors from 13 countries and regions and more than 280 trademarks and properties. For overseas companies, the Licensing Show is an ideal opportunity to expand into mainland China.

Below: Hong Kong Fashion Week for Fall/Winter 2007 attracted more than 1,500 exhibitors worldwide, a fair record. The 30th annual Hong Kong Young Fashion Designers' Contest took place during Fashion Week. Below, right: This Hong Kong Houseware Fair mug shot includes, left to right: Jeffrey Lam, Chairman of the Fair Organising Committee, the Executive Director, and Financial Secretary Henry Tang.



Fast Facts: Fair Numbers

- Seven TDC fairs are the largest of their kind in Asia and among the biggest in the world
- World SME Expo (December 2006) drew 320 exhibitors and a record 31,651 visitors
- Innovation and Design Expo exhibitor numbers jumped to 391 in 2006, a 120 per cent increase over the previous year
- More than 6,000 mainland enterprises participated in TDC trade fairs last year, a 30 per cent increase over the previous year
- TDC fairs last year attracted more than 80,000 trade buyers from the mainland, up 24 per cent over the previous year

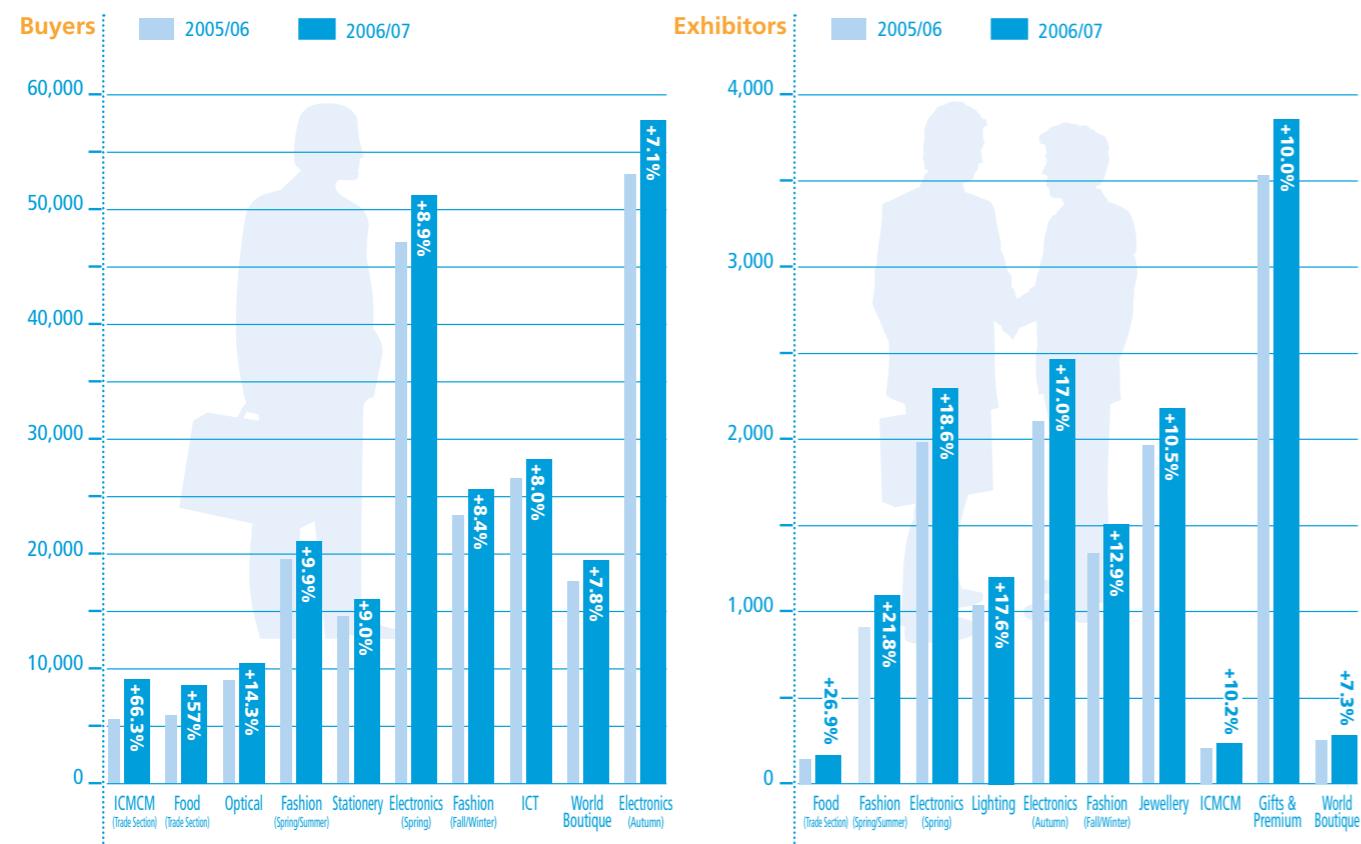


Left: Along with a new exhibitor record (more than 2,180 exhibitors from 41 countries and regions), the Hong Kong International Jewellery Show 2007 included two new zones, the Antique and Vintage Jewellery Section and the Jade Jewellery Section.

CH Lai, Head of Customer Service (below), was front and centre at the 2006 World SME Expo, which drew nearly 32,000 visitors from 40 countries and regions. Bottom: The Hong Kong Electronics Fair (Spring Edition), together with the ICT Pavilion, attracted nearly 2,800 exhibitors from 24 countries and regions, including first-time participants from the Netherlands, Russia, Switzerland and Spain.

Trade buyers and exhibitors: TDC top 10

Buyer and exhibitor numbers at TDC fairs showed generally solid growth. The graphic (below) charts the year-on-year rise in select events in both categories



Space solution

To accommodate exhibitors until the expansion is completed, the HKCEC's car park was converted into an exhibition area. Called Expo Drive Hall, it has proven a successful addition. Almost 1,200 companies, originally on waiting lists, were able to participate in TDC fairs because of Expo Drive Hall. The space was used in the Hong Kong Gifts & Premium Fair 2006, the Hong Kong Electronics Fair (Autumn) 2006, the Hong Kong International Lighting Fair 2006 and the Hong Kong International Jewellery Show 2007.



The new fairs

Welcomed by exhibitors, buyers and the media alike, the TDC's six new fairs in 2006/07 featured a total of 1,192 exhibitors and 36,250 buyers from around the world. Each played a part in helping Hong Kong build on its status as Asia's trade fair capital and sourcing hub. They also brought more of the world's buyers to Hong Kong and our local SMEs, while generating huge demand for Hong Kong's business, retail and hospitality services.



Exhibitor highlights of the first Hong Kong International Medical and Health Care Fair (above) included health and dental care products, medical and laboratory equipment and a variety of high-tech surgical demonstrations.



Another new TDC fair, Eco Expo Asia – International Trade Fair on Environmental Protection (above), helps environmental companies showcase their products and solutions to the world.



Left: The Executive Director (second from left) officiates at the joint opening ceremony last October for the Hong Kong International Building Materials and Construction Equipment Fair and the Hong Kong International Furniture Fair.



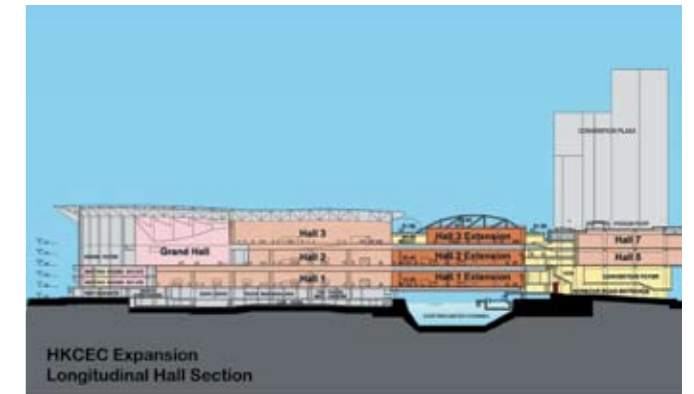
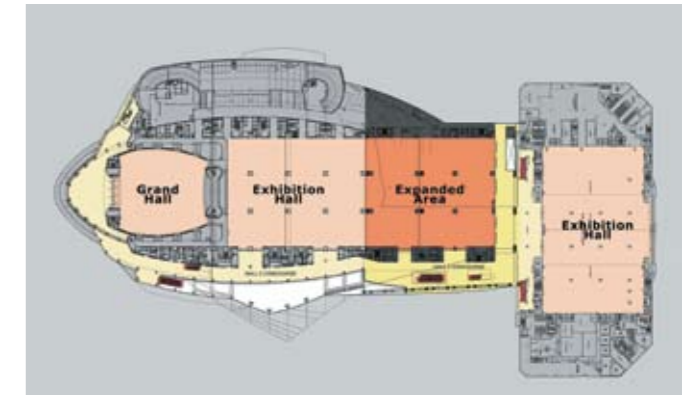
Benjamin Chau, the TDC's Assistant Executive Director (above), addresses the cocktail reception at the inaugural Hong Kong International Printing and Packaging Fair. The show boasted a variety of major exhibits, including printing and packaging materials, services and technology.



The Hong Kong International Auto Parts Fair (above) was created to help realise the wealth of opportunities in the mainland's accelerating automobile industry. In 2006, the mainland became the world's second-largest vehicle market.

HKCEC expansion milestones

The HKCEC expansion project began in May 2006. All foundation work, including marine piling, was completed by April 2007, with minimal impact on trade fairs. The expansion's next milestone was the opening, in May 2007, of a temporary pedestrian passageway linking the existing buildings. Demolition of the existing atrium was set for June. The temporary route between the Harbour Road and Expo Drive entrances is well lit and air-conditioned. It will remain in place until the expansion opens in 2009.



The computer-generated photograph (above) and the two sectional diagrams (opposite, above) show various perspectives of the HKCEC as it will appear when the expansion has been completed.



The HK\$1.4 billion expansion to the HKCEC got going in May 2006. The three photographs (below) capture the expansion site in July 2006 (far left), late January 2007 (middle) and late March 2007 respectively.

Integrated sourcing

The TDC also connects buyers and suppliers online through tdctrade.com. Following a 2006 survey showing that international buyers overwhelmingly use several sourcing services in making purchases, tdctrade.com has been increasingly integrated with exhibitions and publications.

In the past year, this has transformed the site into a broad sourcing platform for business-to-business matching. Starting in March 2007, the portal began to include company and product information on TDC trade fair exhibitors and TDC product magazine advertisers. This new integrated marketplace further strengthens Hong Kong's position as Asia's sourcing hub for international buyers and suppliers.

The TDC's new mobile tdctrade.com sourcing service (below) had a trial run at the Hong Kong International Jewellery Show in March 2007. A list of relevant exhibitors/advertisers, including booth numbers and product photos, is generated instantly by a hand-held mobile device and given to enquiring buyers. The free service is being expanded to include all fairs.

Starting with the Hong Kong International Jewellery Show 2007 in March, a new tdctrade.com sourcing service was launched. It helps buyers locate the right products and suppliers on the spot. With all exhibitors now online, buyers save precious time by locating products through a simple search on tdctrade.com.

To extend the service, an email message is sent out to all pre-registered buyers before the start of the fair, enquiring about their product interests. With that information, a list of exhibitors and suppliers is forwarded in response to buyers' needs. A similar email message is sent to buyers following the fair, to encourage them to continue their online sourcing with the TDC.



The future, according to Clare Wong, Head of Publications and E-Commerce (above), belongs to the integrated marketplace. It gives buyers worldwide what they want – flexibility and convenience in sourcing products through the TDC's publications, exhibitions and website.



In the past year, the TDC's website, tdctrade.com (above), has been increasingly integrated with TDC trade fairs and product magazines. The site averaged 810,000 page views – the average number of web pages retrieved – per day in 2006/07. Page views jumped to more than 1.4 million daily during peak times.



More than two million copies of the TDC's 14 product magazines (above) circulate annually in nearly 200 countries and regions.

Enterprising publications

In January 2007, the TDC launched *World Enterprise*, the international edition of *Hong Kong Enterprise*. *World Enterprise* extends the reach of *Hong Kong Enterprise*, giving buyers around the world access to merchandise from international suppliers, particularly suppliers from the Chinese mainland and the Asian region. The two magazines are sent out together.

With *World Enterprise*, our integrated marketplace concept has taken a considerable leap forward. Each advertisement in the new publication includes a dedicated advertiser web address, which takes buyers to a web page on tdctrade.com. There, they will find a profile of the advertiser, including product photos and specifications.

Beginning in April 2007, all 14 TDC product magazines will include dedicated advertiser web addresses – a media marriage of singular convenience for buyers and suppliers alike.



World Enterprise (left), the international edition of *Hong Kong Enterprise*, was launched in January 2007. The new global sourcing magazine gives buyers access to merchandise from international suppliers, particularly manufacturers from the mainland and the Asian region.



The TDC's new Premier Connect service makes customised business matching available to companies worldwide. Premier Connect's experienced professionals pre-screen companies and can arrange face-to-face meetings with potential partners.

Fast Facts: Sourcing Stats

- The past year saw nearly 10,000 advertisers on the tdctrade.com sourcing platform, more than 200 per cent of its target for the year
- The TDC received 8.9 million online enquiries over the past year
- The TDC's portal handled 143,000 average daily user sessions in 2006/07
- Premier Connect enjoyed an 80 per cent success rate, based on user surveys



Customised matching

With Premier Connect, the TDC brings customised business matching to the world. Launched in May 2006, Premier Connect handled more than 2,800 cases in its first year. An enquiring overseas company is referred to pre-screened Hong Kong companies in response to its needs. Full contact details of the recommended companies, along with corporate profiles, are included. The service is certified ISO9001:2000 to ensure sustainable quality.



TDCLink

The TDCLink service database gives Hong Kong SMEs exclusive access to business opportunities generated from more than 600,000 international trade contacts. On average, about 6,000 company records are updated each day. Over the past year, more than 5,200 Hong Kong SMEs subscribed to the global database to expand their business with new partners.



Above: TDC Chairman Peter Woo (left) with Hank Greenberg, the United States Chairman of the Hong Kong-US Business Council. The two led the 20th Plenary Session of the Council in Washington, DC, last December.

Bilateral promise

The TDC's bilateral committees go back to 1979 with the formation of the Hong Kong-Japan Business Co-operation Committee and its counterpart, the Japan-Hong Kong Business Co-operation Committee. Today, along with Japan, the bilateral committee approach embraces the United States, the European Union, Korea, the United Kingdom and France. Over the past year, the bilaterals have become increasingly activity-based and results-oriented, with emphasis on sectoral interests.

Several high-level business missions from various sectors, including digital entertainment, logistics, ICT and the creative industries, visited Hong Kong in 2006/07 under the auspices of the bilateral committees.

The TDC also arranged several meetings last year with senior business and government leaders, including one in November in which 18 Hong Kong industry leaders met with Beijing Mayor Wang Qishan. In January, TDC Chairman Peter Woo signed a memorandum of understanding (MOU) with the China Development Bank in Beijing, marking the first time a policy bank had reached an agreement with a Hong Kong entity on closer cooperation to assist SMEs. And, in February, the Chairman visited Taiwan to meet with leaders in the technology, creative and services industries.

The 13th Hong Kong-Korea Business Round Table was held in Shenzhen last October. Given the strong Hong Kong-Shenzhen technology alliance and the technology focus of the last round table, the Chairman led a round table delegation to meet with Shenzhen Mayor Xu Zong Heng (right). Tripartite cooperation opportunities were discussed.



A record 456 participants from 22 countries attended the annual Hong Kong Forum of the Federation of Hong Kong Business Associations Worldwide. A global alliance, the Federation's member associations serve as Hong Kong ambassadors in business communities around the world. The Federation counts a global membership of nearly 11,000 associates from 31 member associations in 23 countries. Pictured with Federation office holders at the November Forum are the Executive Director and Hong Kong's Financial Secretary Henry Tang (fourth from right).



The Chairman made several high-level business trips this past year, including one to Beijing, where he signed an MOU on SME assistance with the China Development Bank. He is pictured here (centre) with the Bank's Governor Chan Yuan.



Donald Tsang, the Chief Executive of Hong Kong (centre), delivered the opening remarks at the 2nd Plenary Session of the Hong Kong-France Business Partnership in Paris. Also pictured are (left to right) the TDC's Deputy Executive Director Alan Wong; Hong Kong Special Representative to the European Communities Duncan Pescod; Chairman of the Partnership's French section Charles-Henri Filippi; French Minister for Foreign Trade Christine Lagarde; Secretary for Commerce, Industry and Technology Joseph Wong; Chairman of the Partnership's Hong Kong section David Lie; Executive Director of Ubifrance Louis-Michel Morris; Chairman of the Hong Kong-France Business Association Jacques Pelletier.

