

HONG KONG TRADE DEVELOPMENT COUNCIL 香港貿易發展局

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joining the pieces... 拼出商機

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# Profile

A statutory body established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and services providers. With more than 40 offices worldwide, including 11 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and throughout Asia. The HKTDC also organises trade fairs and business missions to connect companies with opportunities in Hong Kong and on the mainland, while providing information via trade publications, research reports and the Internet.

## 簡介

香港貿易發展局（下稱「香港貿發局」）自1966年成立以來，一直協助香港的貿易商、製造商和服務業者，向全球推廣他們的業務。香港貿發局在世界各地設立了超過40個辦事處，其中11個在中國內地，致力促進香港作為聯繫中國內地，以至亞洲的商貿平台。香港貿發局亦舉辦貿易展覽會和商貿訪問團，幫助企業把握香港和內地的商機；並透過商貿刊物、研究報告和網上渠道，提供商貿資訊。

# Mission

The HKTDC's mission is to create opportunities for Hong Kong companies. We focus on delivering value by promoting trade in goods and services, while connecting the world's small and medium-sized enterprises (SMEs) through Hong Kong's business platform.

In striving to be the best trade promotion organisation in the world, the HKTDC is committed to:

- developing and expanding new frontiers by exploring, learning and innovating
- creating and delivering value to our customers
- building on Hong Kong's economic success through global business
- maintaining trust, respect and openness in all our relationships

## 使命

香港貿發局的使命是為香港公司締造商機，促進產品和服務貿易，並推動全球中小企業透過香港的商貿平台經商。

我們貫徹以下信念，致力成為全球最佳的貿易推廣機構：

- 不斷探索、持續學習、力求創新、開拓及擴展新的工作領域
- 為客戶不斷開發及提供增值服務
- 推動香港在全球商貿中更上層樓
- 對內對外秉持誠信、尊重和開放的作風和態度

# The Council 理事會



Left to right: Royce Yuen, Ayesha M Lau, Jeffrey Lam, Jonathan Choi, Jennifer Woo, Tom Tang, Philip Chen, Andrew Leung, Fred Lam, Jack So, Philip Y Wong, Gregory So, David YK Wong, Roy Chung, Anita Fung, James Tien, Michael Wong, Stanley Lau, Irons Sze, Anthony Wu

左至右：袁文俊，劉麥嘉軒，林健鋒，蔡冠深，吳宗恩，唐慶年，陳南祿，梁君彥，林天福，蘇澤光，黃宜弘，蘇錦樑，黃友嘉，鍾志平，馮婉眉，田北俊，黃偉綸，劉展灝，施榮懷，胡定旭





The HKTDC governing body is a 19-member Council of leaders from trade, industry, commerce and government in Hong Kong. HKTDC Executive Director Fred Lam reports to the Council, which plans and supervises the HKTDC's global operations and services.

香港貿易發展局理事會，由來自貿易、工業和商業界別領袖，以及政府官員共19名成員組成，是本局最高決策層，負責策劃和監督本局在全球的運作和服務。總裁林天福向理事會負責。



# From the Chairman

## 主席的話

Jack So, GBS, OBE, JP  
蘇澤光  
金紫荊星章、OBE、太平紳士

Although many believe the worst of the financial crisis is over, 2012 is still not presenting an optimistic global economic environment for most Hong Kong traders and manufacturers. As the aftermath of the crisis continues to take its toll, and the deleveraging process drags on in some major traditional markets, the world economy is expected to see halting growth.

儘管很多人相信，金融危機後最惡劣的時刻已過去，然而2012年，大部份香港貿易商及廠商對環球經濟發展仍然未許樂觀。事實上，金融危機繼續累及一些主要的傳統市場，世界經濟復蘇之路仍將舉步為艱。



## CHALLENGES ABOUND

Despite some healthier economic indicators, the United States will be hindered by high unemployment and a still lacklustre housing market. Modest growth may be feasible on the back of continued monetary easing, but poor income prospects and household deleveraging will weigh on domestic demand. With “China-bashing” and protectionist rhetoric forming part of the presidential election discourse, a worsening in Sino-US trade relations is another cause for concern.

Clouded by the lingering sovereign debt crisis, the European Union remains a trouble spot. Only Germany is in relatively good shape, but its prospects are darkened by high unemployment, shrinking demand and massive debt in Southern European countries. Although the successful restructuring of Greek debt will likely lead to a temporary relief of the crisis, European consumers will remain cautious amid the austerity drive to address fiscal imbalances across the EU.

Japan has different problems. As its production supply chains have basically recovered from the tsunami, massive reconstruction efforts are boosting the economic revival. Nonetheless, the Japanese economy will continue to face daunting challenges, from an unstable electricity supply to a strong yen and a gloomy export environment.

Given subdued domestic demand, developed nations are placing their emphasis on boosting exports. Emerging Asian markets, particularly the Chinese

## 挑戰重重

雖然美國部分經濟數據已略為改善，但失業率依然高企，房屋市場持續不振，勢將窒礙美國經濟發展。在當局維持寬鬆的貨幣政策情況下，美國也許能見到溫和的增長。但面對收入前景不穩定，加上家家戶戶仍在努力減債節流，必然會對內部需求造成打擊。另一邊廂，爭取角逐美國總統的參選人，選戰期間紛紛發表「責難中國」和保護主義色彩濃厚的言論，這不得不使我們顧慮到中美貿易關係可能會惡化。

歐盟地區的主權債務危機曠時日久，問題至今仍十分棘手。目前只有德國的情況比較理想，但該國的前景仍不免受到南歐各國的高失業率、需求萎縮和負債疊疊所影響。儘管希臘重組債務成功後，處於危機下的各國暫能得以喘息，但歐盟為解決財政失衡所推出的緊縮措施，勢必使歐洲消費者繼續保持審慎的態度，不敢放膽消費。

相比之下，日本要處理另一些難題。該國的

生產供應鏈在經歷海嘯後，現已基本復元，大量重建工程亦對振興經濟起了刺激作用。然而，日本經濟依然面對巨大挑戰，包括電力供應不穩、日圓匯價偏高，以及出口前景黯淡。

鑒於內部需求疲弱，發達國家遂轉而推動出口增長，隨著世界經濟重心繼續從西向東轉移，這些發達國家均以亞洲新興市場（尤其是中國內地）為出口的主要目標。香港是區內商業樞紐，自然成為西方企業開拓中國內地以及亞洲其他市場的立足點。

Below: HKTDC Chairman Jack So hosted the 28<sup>th</sup> Hong Kong Dinner on 13 September 2011 in London. The annual event brought together more than 550 political and business leaders from Hong Kong and the United Kingdom. The 2011 dinner was concurrent with the HKTDC's “Think Asia, Think Hong Kong” promotional event. Enjoying the evening were (left to right): Fred Lam, HKTDC Executive Director; former HKTDC Chairman Baroness Dunn; Donald Tsang, Chief Executive of the Hong Kong SAR Government; the Chairman; and Lord Green, British Minister of State for Trade and Investment

下：香港貿易發展局於2011年9月13日在倫敦舉行第28屆香港晚宴，款待逾550位香港及英國的政商領袖，同期並舉辦「邁向亞洲 首選香港」推廣活動。圖左至右為貿發局總裁林天福、貿發局前任主席鄧蓮如女男爵、香港特別行政區行政長官曾蔭權、貿發局主席蘇澤光以及英國貿易及投資國務大臣葛霖勳爵



mainland, are their main targets, as the global economic gravity continues to shift from West to East. Hong Kong, as the regional business hub, is a natural location for Western companies seeking to expand their reach into the mainland and Asian markets.

### EMERGING MARKET OPPORTUNITIES

Given the sluggish demand from traditional markets, Hong Kong exporters are also advised to make inroads into emerging markets, where growth is still positive, even in the face of a worsening external environment. In China, sustained domestic demand, coupled with some monetary loosening to ease credit, should provide a much-needed impetus for continued economic expansion.

In particular, the rising middle class in emerging markets will present greater opportunities for Hong Kong products. For instance, the BRICS nations (Brazil, Russia, India, China and South Africa) have an estimated middle-income class of about 500 million. Owing to its economic well-being, and its geographic proximity and cultural affinity with Hong Kong, the mainland may be the most attractive market for diversification.

Against the background of moderating economic expansion due to slower exports, the mainland will continue to foster internal consumption growth. While wage rises should lead to higher costs of doing business on the mainland, Hong Kong's trendsetting brands will benefit from an increasingly sophisticated mainland consumer market.

Riding on the mainland's efforts to modernise its services sector, Hong Kong services suppliers should also make good use of the Closer Economic Partnership Arrangement (CEPA) to tap the mainland market. And, as the mainland further upgrades its industries and technologies, Hong Kong's role as a technology marketplace would become increasingly significant.

The BRICS aside, many other opportunities exist. In Asia, a notable example is Indonesia, where we recently held a successful Lifestyle Expo in Jakarta. Having visited Myanmar recently, I can understand why it is attracting international business interest as the political landscape changes. Chile and Mexico are other bright spots in Latin America, while Poland and Turkey hold promise in emerging Europe. In the Middle East, Dubai's role as a regional trading hub remains stable amid the region's political unrest, luring buyers from around the region and as far as

### 新興市場帶來機遇

傳統市場表現不濟，相反，新興市場在外部環境不斷惡化下仍然有所增長，我們因此建議，香港出口商應著力開拓新興市場。在中國內地，我們看見內需持續增長，加上旨在緩和信貸而實施的寬鬆貨幣政策，相信可為經濟持續擴張提供強大動力。

值得注意的是，正在崛起的新興市場之中產階層，可為香港產品帶來重大商機。例如在金磚五國（即巴西、俄羅斯、印度、中國及南非），入息達中產階層水平的人口估計約達五億。中國內地由於其經濟發達，並且在地理位置及文化上均與香港較接近，自然成為港商開拓新市場最吸引的選擇。

面對出口減弱，內地的經濟增長料將放緩，當局將會繼續致力刺激內部消費。儘管內地

Below: The Chairman met the Governor of Jiangxi, Wu Xinxiong, who led a business delegation to Hong Kong for a Jiangxi Trade & Investment Symposium, in May 2011

下：主席於2011年5月出席江西經貿投資洽談會，並與江西省省長吳新雄會面





Africa, where economic growth has picked up from a low base over the past decade.

### HOSTING KEY SERVICES EVENTS

Besides helping our exporters of goods, we have put great emphasis in recent years on promoting Hong Kong's services industries. In 2011/12, we organised events that demonstrated Hong Kong's strengths in such areas as intellectual property, logistics, film and finance.

Noting Hong Kong's advantages as a natural intellectual property (IP) marketplace, we organised the first Business of Intellectual Property Asia Forum in December 2011. BIP Asia was followed, in January 2012, by our Hong Kong International Licensing Show and the Asian Licensing Conference.

Our March 2012 Hong Kong International Film & TV Market (FILMART) broke new ground in the area of digital content. FILMART is the business part of Entertainment Expo, Asia's premier entertainment marketing event. There, producers, agents and operators of film, television, music, and digital entertainment industries gathered to socialise and trade and, equally important, to discuss how Hong Kong can help expand their production and distribution networks in this part of the world.

We also introduced a new logistics and supply chain event in November 2011. The Asian Logistics and Maritime Conference focused on the mainland and ASEAN, and drew about 650 participants from the government, business and logistics communities.



Above: The Chairman officiated the opening of the 15<sup>th</sup> Beijing-Hong Kong Economic Cooperation Symposium on 20 October 2011. The Chairman led 137 senior Hong Kong business representatives to Beijing for the event, which was organised by the HKTDC and the Beijing municipal government  
上：主席率領137名香港商界高層代表訪問北京，並於2011年10月20日為該局與北京市政府合辦的第15屆北京·香港經濟合作研討洽談會主持開幕禮

工資增加引致營商成本上漲，但香港品牌作為潮流開創者，仍然可望在日趨成熟的內地消費市場中分一杯羹。

內地正推進服務業現代化的步伐，香港服務供應商可善用「內地與香港更緊密經貿關係安排」(CEPA)，把握內地市場帶來的機遇。此外，由於內地正為其工業及科技進行升級轉型，香港作為技術交易中心的重要地位將日益彰顯，發揮作用。

除了金磚五國，尚有許多其他機遇。在亞洲，印尼是個好例子。我們最近於雅加達舉辦時尚生活匯展，成績理想。我近日也曾出訪緬甸，體會到何以該國政局一起變化，馬上引起國際企業的興趣。智利與墨西哥是拉

丁美洲的新亮點；歐洲新興市場則以波蘭及土耳其最具潛力。中東政局雖動盪不安，但無損迪拜作為區域商貿樞紐的地位，吸引來自周邊地區包括遠至非洲的買家前來採購，而非洲近年來經濟亦已從低位大幅回升。

### 大型活動 推廣服務業

近年，除了協助產品出口外，貿發局亦著力推廣香港服務業發展。2011/12年度，我們透過舉辦多項推廣活動，展現香港在知識產權、物流、電影及金融等行業的優勢。

香港具備作為知識產權交易中心的先天優勢，我們於2011年12月舉辦了首屆亞洲知識產權營商論壇，其後再於2012年1月舉辦香港國際授權展及亞洲授權業研討會。

2012年3月舉行的香港國際影視展，於數碼內容方面取得新突破。香港國際影視展為影視娛樂博覽中的重點商貿部份，而影視娛樂博覽已成為亞洲首屈一指的影視娛樂行業推廣活動，讓製片人、代理和從事電影、電視、音樂及數碼娛樂行業的代表聚首一堂，



Finance is a cornerstone of Hong Kong's services sector, and it was gratifying to see the continued strong growth of our Asian Financial Forum (AFF), organised with the Hong Kong SAR Government. The 2012 event attracted more than 2,000 participants and more than 70 heavyweight speakers, including central bankers and financial ministers. The AFF looks destined to endorse Hong Kong as China's global financial market and as an offshore renminbi centre.

#### FIVE-YEAR PLAN OPPORTUNITIES

The mainland's 12<sup>th</sup> Five-Year Plan holds great promise for Hong Kong services companies. In response to one of the plan's aims, to upgrade mainland services industries, we launched SmartHK in May 2011 in Guangzhou and met with enthusiastic response. This services-focused event will take place in other key mainland cities in the future, starting in Hangzhou in August 2012.

Above: The Chairman opened the 2012 Asian Financial Forum on 16 January. The two-day summit, which drew more than 2,000 international financial figures, is Asia's leading financial services event

上：亞洲金融論壇現已成為區內首屈一指的金融業盛事，今屆論壇於2012年1月16日舉行時吸引了超過2,000名國際財金領袖參加。圖為主席在論壇上致歡迎辭

洽談業務，探討如何透過香港在區內拓展其製作及發行網絡。

2011年11月，我們首次舉辦了有關物流及供應鏈管理的「亞洲物流及航運會議」。會議聚焦內地及東盟國家，吸引近650名與會者，當中包括政府、商界及物流業界的代表。

金融業為香港服務業的中流砥柱。本局與香港特區政府攜手合辦的亞洲金融論壇繼續強勁發展，令人欣慰。2012年亞洲金融論壇吸引超過2,000人出席，以及70多名重量級講者，包括多國央行行長及財長。亞洲金融論壇進一步鞏固香港作為中國的國際金融市場及離岸人民幣中心的地位。

#### 十二五規劃 商機無限

中國內地的「十二五」規劃為香港服務業締造美好前景。「十二五」規劃的目標之一是提升內地服務業的水平，有見及此，我們於2011年5月在廣州舉辦「升級轉型•香港博覽」，反應非常熱烈。此項以服務業為重點的活動，未來將陸續於內地不同主要城市舉辦，2012年8月將於杭州舉行。

香港擁有特殊優勢，能為海外環保企業和內地工業擔當穿針引線的角色。貿發局舉辦的國際環保博覽成功協助香港公司與全球各地的環保公司建立業務夥伴關係。雙方在建築及基建服務方面亦同樣充滿合作機會。

為吸引英國企業借助香港平台的優勢將其業務向東擴展，我們於去年9月在倫敦舉辦了「邁向亞洲 首選香港」活動，這是我們在英國有史以來最大型的推廣活動。逾2,600名英國商家及政府官員參與各項活動，並與100多名香港代表團成員直接交流。

我們亦積極協助內地推動向外投資的政策。2010年內地海外直接投資總額合共為680億美元，使她成為全球第五大投資資金的來源地。為協助香港企業把握這種趨勢帶來的商機，我們於2011年5月與江蘇省合辦科技投資考察團，前赴美國波士頓及洛杉磯訪問。有18家江蘇企業參與了該訪問團，隨團還有為內地企業擔任併購顧問的香港法律及金融專家。代表團與超過200家美國企業進行洽談。我們正計劃於未來日子在德國、日本及南美舉辦類似活動。



Hong Kong is well-positioned to help overseas environmental companies connect with mainland industries. Our Eco Expo Asia helps Hong Kong companies build partnerships with global environmental companies. Similar opportunities exist in such areas as architecture and infrastructure services.

To attract British companies taking advantage of the Hong Kong platform to expand their business eastward, we organised "Think Asia, Think Hong Kong" in London last September, the largest Hong Kong promotional event ever to take place in the United Kingdom. More than 2,600 UK businesspeople and government officials attended various events and interacted with the 100-plus Hong Kong delegation there.

We are also assisting the Chinese Government's outward investment push. Mainland overseas direct investment totalled US\$68 billion in 2010, making it the world's fifth-largest source of investment. To help Hong Kong companies realise opportunities from this trend, we organised the Hong Kong-Jiangsu Joint Technology Investment Mission to Boston and Los Angeles in May 2011. This initiative brought 18 Jiangsu companies together with Hong Kong legal and financial experts, who served as M&A advisers to the mainland enterprises. They met with more than 200 US companies. We are planning similar missions to Germany, Japan and South America in the months ahead.

## IN CONCLUSION

It is our job to help ensure that Hong Kong continues to do well even in a relatively difficult global environment. We will continue to ply emerging markets, while maintaining our relations with mature economies. Our emphasis is to support our SMEs, which represent about 98 per cent of Hong Kong's companies and employ more than 1.2 million people, nearly half of the private sector's total workforce. We will do this with the support of the Hong Kong SAR Government, and all the like-minded trade and business associations in Hong Kong.

To accomplish such a mammoth task with impressive results, we continue to count on the support of the Hong Kong SAR Government, Council members and an efficient and hardworking staff, to whom I owe my gratitude.

## 總結

確保香港貿易於相對嚴峻的經濟環境下繼續表現良好，是我們的使命。貿發局將繼續替香港公司打開新興市場之門，同時致力維繫與發達經濟體的緊密關係。我們全力支援本港中小型企業，它們佔了全港企業接近98%，並聘用超過120萬人，即私人企業總勞動力的差不多一半。在香港特區政府及所有同心同德的香港商界組織支持下，我們會努力達成這個目標。

我們相信憑著香港特區政府、貿發局理事會成員，以及本局勤奮而效率卓越的員工的努力，我們一定能夠完成這項艱巨任務。本人謹對上述人士衷心致謝。

Below: At a reception to mark the HKTDC's 45<sup>th</sup> anniversary, in September 2011, the Chairman told some 1,500 business and senior government leaders that the Council will help drive Hong Kong's economy into a prosperous new era

下：貿發局於2011年9月舉行45周年誌慶酒會，主席向1,500多名政商界來賓表示，該局會繼續協助香港經濟向前發展，再創新高峰





# From the Executive Director

## 總裁報告

Fred Lam, JP  
林天福 太平紳士

As the world intensified its focus on Asia in 2011/12, our goal was to ensure that Hong Kong remained a priority business platform for eastward-looking companies. With that as our guiding principle, we organised events and missions to key areas of the world, including the United Kingdom and the United States, both of which offered meaningful opportunities for Hong Kong businesses.

回顧2011/12年度，亞洲進一步成為全球焦點。在這大環境下，香港貿易發展局的目標，是確保香港保持固有優勢，成為有意開拓亞洲市場的公司首選之商貿平台。為貫徹這項基本原則，貿發局籌辦多項活動，並組織貿易訪問團前往世界主要地區考察，當中包括英、美兩國，而這些訪問活動亦為香港商家帶來實質商機。



### PROMOTING HONG KONG TO THE UK

For the UK, we organised “Think Asia, Think Hong Kong” (TATHK) in September 2011. TATHK was the largest Hong Kong promotion ever mounted in the country, comprising more than 10 major activities in London, Cambridge, Leeds and Edinburgh.

TATHK focused on eight sectors that represent key Hong Kong strengths: accountancy, consulting, design, film, finance, law, logistics and technology. Our efforts were supported by 18 Hong Kong Government departments and industry associations, and 33 supporting organisations from the UK. Hong Kong SAR Government Chief Executive Donald Tsang led a delegation of more than 100 business leaders and senior government officials to London. Together with a seminar held in Leeds, 62 speakers shared their insights into topics ranging from the global economic shift and tapping China business opportunities, to sourcing and marketing in Asia through Hong Kong and the offshore renminbi business. Opportunities in the areas of biotechnology and infrastructure were also illustrated.

More than 2,600 participants took part in TATHK, the concurrent Hong Kong

Dinner in London and a number of related activities. They came away with the message that Hong Kong is ready to help British business realise opportunities in Asia. The response since has been very good. In the six months following TATHK, we have received more than 10,000 business enquiries a month from UK companies.

### BUILDING BRIDGES TO AMERICA

Faced with slow growth in their traditional domestic market, US companies have responded to our Pacific Bridge Initiative (PBI) with enthusiasm. The PBI was launched in late 2010 to encourage US companies to use the Hong Kong business platform to realise opportunities on the Chinese mainland and in Asia.

This year, we recruited more US companies to take part in outreach

### 遠赴英倫 推廣香港

貿發局於2011年9月在英國舉辦名為「邁向亞洲 首選香港」的推廣活動。這是香港歷來在英國舉行的最大型推廣項目，集合10多個重點活動，舉行地點遍及倫敦、劍橋、列斯和愛丁堡。

「邁向亞洲 首選香港」重點推廣香港八大優勢產業，分別是會計、專業顧問、設計、電影、金融、法律、物流及科技。是次活動得到18個香港政府部門和商會組織的鼎力支持，另有來自英國的33個單位襄助。由香港特別行政區行政長官曾蔭權率領的倫敦訪問團，成員包括百多位商界領袖和政府官員。連同於列斯舉行的研討會，共有62位講者在會上發表真知灼見，議題涵蓋全球經濟重心轉移、開拓中國市場機遇、透過香港在亞洲採購和銷售、離岸人民幣業務，以及生物科技和基建等範疇的商機。

Right: In recognition of HKTDC efforts to expand trade between the US and Hong Kong via the Pacific Bridge Initiative, US Under Secretary of Commerce for International Trade Francisco Sánchez awarded the Council with the Peace Through Commerce Medal, which HKTDC Executive Director Fred Lam accepted on behalf of colleagues

右：香港貿發局舉辦的「太平洋商貿合作計劃」，致力促進香港與美國之間的經貿往來。為嘉許貿發局推動地區貿易的努力成果，美國商務部副部長(國際貿易) Francisco Sanchez向貿發局頒贈The Peace through Commerce 獎狀。圖為總裁林天福代表貿發局全體員工接受榮譽







activities and brought more Hong Kong companies to US missions. Participation levels in both initiatives were up –more than 21 per cent and 17 per cent respectively, year-on-year. These gains were reflected in the number of business-matching meetings we conducted for US companies. From 261 such meetings the previous fiscal year, we arranged 427 business matching encounters in 2011/12, a 63 per cent rise.

In December 2011, we organised a finance and technology forum in New York, where 250 businesspeople heard about Hong Kong's strengths as an intellectual property marketplace. Around the same time, we organised an environment and technology mission to the mainland, bringing together US and local companies,

是次「邁向亞洲 首選香港」活動，以及同期在倫敦舉行的「香港晚宴」和另外幾項相關活動，參加人數合共逾2,600人。連串活動向與會者清晰傳達了一個訊息，就是香港可以幫助英國商界把握在亞洲商機。

「邁向亞洲 首選香港」活動的成效非常顯著；隨後的6個月，貿發局每月平均接獲超過10,000宗來自英國公司的業務查詢。

#### 鋪橋搭路 聯繫美國

美國公司正面對當地內需增長疲弱局面，為了尋找新商機，他們都積極參與貿發局的「太平洋商貿合作計劃」。該計劃於2010年底推出，旨在鼓勵美國公司利用香港的商貿平台，抓緊中國內地及亞洲市場的商機。

今年，貿發局成功吸引更多美國公司參與在當地的外展活動，並且帶領更多香港公

Above: The HKTDC organised its inaugural Lifestyle Expo in Jakarta in March 2012, and Hong Kong's Innov Labs Ltd exhibit provided some light moments for VIPs, including (left to right): Consul General of the Republic of Indonesia in Hong Kong Teguh Wardoyo; the Executive Director, Indonesia's Minister of Cooperatives and Small and Medium Enterprises Dr Syarifuddin Hasan; and China Council for the Promotion of International Trade Guangdong Sub-Council Vice President Si Qingwei 上：貿發局於2012年3月在印尼雅加達首次舉辦時尚生活匯展，(左至右)：印尼駐港總領事 Teguh Wardoyo、貿發局總裁林天福、印尼中小企合作部部長Syarifuddin Hasan博士，以及廣東省貿促會副會長司慶偉一同參觀展會，並駐足欣賞其中一家香港參展商 — Innov Labs Limited的產品

司到美國考察。參與上述活動的美國公司及香港公司數目分別較去年上升21%及17%。這些增長亦能從貿發局為美國公司安排的商貿配對會議數目反映出來；於2011/12年度，貿發局安排了427次商貿配對會議，較上一個財政年度的261次，增加63%。

2011年12月，貿發局於紐約舉辦金融與科技論壇，向250名商界人士介紹香港作為知

which highlighted Hong Kong's role as an investment facilitator.

In Hong Kong, our PBI promotional efforts paid dividends at our 2012 Hong Kong International Film & TV Market. Known as FILMART, the event hosted more than 40 US exhibitors, the largest American contingent ever to participate at this fair.

### REACHING OUT TO JAPAN, BUILDING BRANDS IN CHINA

Looking to Japan, the March 2011 tragedy moved us to help stricken businesses there by strengthening Hong Kong's trade ties with them. I led a fact-finding delegation to Japan in July 2011 to help Hong Kong companies understand the situation and identify areas for future cooperation, such as electronics, infrastructure, property development and food.

識產權交易中心的優勢。與此同時，我們亦組織環境及科技行業的商貿訪問團，帶領香港和美國的公司到訪內地，凸顯香港在促進投資方面的角色。

貿發局致力推動「太平洋商貿合作計劃」的豐碩成果，亦展現在本年度的香港國際影視展；超過40家美國參展商參加今屆影視展，數目為歷年之冠。

### 到日本實地考察 在中國建立品牌

3.11大地震對日本企業造成沉重打擊，貿發局透過加強香港與當地的貿易聯繫，協助重振當地經濟。2011年7月，本人率領商貿代表團訪問日本，協助香港公司了解當地情況，並且發掘電子、基建、物業發展及食品等多個產業的未來合作機會。



Left: After leading a Hong Kong business delegation to Japan in July 2011, the Executive Director was visited by Japan's Minister of Agriculture, Forestry and Fisheries, Michihiko Kano, in March 2012

左：繼總裁於2011年7月率領香港商貿代表團訪問日本後，日本農林水產大臣鹿野道彥於2012年3月帶團來港回訪



The calamity and its aftermath also prompted Japanese traders to seek new business at our Hong Kong trade fairs. Japanese exhibitor numbers at HKTDC fairs were up 38 per cent over the previous year. The August 2011 HKTDC Food Expo hosted the largest-ever delegation of Japanese exhibitors, 162 in all, a 76 per cent increase over the 2010 event.

We also continued promoting local brands on the mainland through our Style Hong Kong shows. These events allow Hong Kong manufacturers to build brands with mainland consumers. This past year we brought more than 700 Hong Kong exhibitors to Beijing, Changchun, Chengdu, Guangzhou and Harbin, where they showcased their offerings to some 1.34 million visitors at public shows. For Hong Kong companies, these events are important first steps to doing business on the mainland. The shows also serve to

這場災難及其餘波，促使日本商界在香港的各個貿易展覽會中積極探索新商機。參與香港貿發局展覽會的日本參展商數目，較去年上升38%。於2011年8月舉行的香港貿發局美食博覽，共吸引了162名日本參展商，較2010年增加76%，數字為歷屆之冠。

貿發局亦繼續透過舉辦香港時尚購物展，協助本地品牌進軍內地市場。購物展為香港生產商提供機會，在內地消費市場建立品牌。過去一年，超過700家香港參展商參加分別在北京、長春、成都、廣州及哈爾濱等地舉辦的時尚購物展，共吸引134萬公眾人士入場，讓他們認識到這些香港品牌產品。對香港公司而言，上述展覽是開拓內地市場的關鍵一步；在日益蓬勃的內地市場中，這些活動亦進一步鞏固香港作為時尚潮流之都的地位。

#### 貿易展覽 展示香港優秀出品

貿發局在香港舉行的貿易展覽會，繼續提升香港作為亞洲貿易展覽之都的美譽。2011/12年度，貿發局的展覽會吸引逾675,300名買家參觀，利用香港的商貿平台，與32,774家參展商聯繫，兩項數字分別較去年上升近3%及4.3%。在多個展覽會當中，有15個展覽的買家人數刷新紀錄，亦有另外16個展覽的參展商數目創下新高。上文提及的香港國際影視展，於2012年3月舉行，便是參展商及買家數目均創新高之展覽之一。香港國際影視展不僅是亞洲主要影視娛樂產業的交易市場，更被視為全球最重要的三項國際影視展之一。今屆影視展吸引來自超過30個國家及地區合共648家參展商，較去年增加近9%；有超過5,700名買家入場參觀，同比增加約14%。

Below: The Executive Director met with Hu Chunhua, Party Secretary of the Inner Mongolia Autonomous Region, in June 2011, when Mr Lam led a Hong Kong business mission to the inland region

下：總裁於2011年6月率領香港商貿代表團訪問內蒙古，並與內蒙古自治區黨委書記胡春華會面交流



Right: The Executive Director (right) guides Hong Kong SAR Government Chief Executive Donald Tsang through the Hong Kong Pavilion at the China-Euroasia Expo in Urumqi, Xinjiang, in September 2011. Looking on are Mr Tsang's wife Selina, and Gregory So, Hong Kong SAR Government Secretary for Commerce and Economic Development

右：2011年9月，總裁（右）陪同香港特別行政區行政長官曾蔭權及其夫人曾鮑笑薇、商務及經濟發展局局長蘇錦樑及其他嘉賓，參觀於新疆烏魯木齊舉行的中國—亞歐博覽會中的香港館。

enhance our city's trendsetter image with the booming mainland market.

### TRADE SHOWS BOOST HONG KONG

In Hong Kong, our trade shows underlined the city's reputation as Asia's trade fair capital. In 2011/12, our fairs brought more than 675,300 buyers to the Hong Kong business platform to connect with 32,774 exhibitors. Those numbers were up nearly three per cent and 4.3 per cent respectively over the previous year. Among the fairs, 15 shows broke records for buyer numbers, while 16 set new exhibitor attendance highs.

FILMART, held in March 2012, was among the fairs that drew record participation from both exhibitors and buyers. We welcomed 648 exhibitors from more than 30 countries and regions, up nearly nine per cent over last year's count. More than 5,700 buyers, up about 14 per cent over last year, took part in what has become Asia's major entertainment industry market, and one of the top three events of its kind in the world.

One show that has transcended its trade fair role by virtue of its tremendous success is the HKTDC Hong Kong International Wine & Spirits Fair. In just four short years, this event has become one



of the largest shows of its kind in Asia. Exhibitor attendance at the November 2011 event was 934, up 37 per cent over the previous year, while buyers were also up 37 per cent, to more than 19,400 from 71 countries and regions. The fair has come to symbolise Hong Kong's rise as a regional trendsetter.

Such results reflect the hard work we have put into upgrading our fairs. Many events attracted more big-name brands, which helped increase product launches at our fairs. This year our fairs hosted 78 product launches, a 42 per cent jump over the previous year.

These activities and results reflect our efforts in promoting Hong Kong trade, both at home and abroad. Our drive to find new and innovative ways to tell the Hong Kong story continues, and we look forward to adding more value to Hong Kong in the coming year and beyond.

香港貿發局舉辦的香港國際美酒展成績斐然，成效猶勝一般貿易展覽會。短短四年間，香港國際美酒展已成為亞洲同類展覽中規模最大的其中之一。2011年11月舉行的美酒展，參展商多達934家，較去年增加37%；展覽吸引超過19,400名來自71個國家及地區的買家，也較去年增加37%。美酒展的成功，亦象徵著香港躍升為區內時尚潮流之都。

上述佳績足證貿發局為優化旗下展覽所付出的努力。我們有很多活動都吸引了更多國際知名品牌參與，促使更多商戶於展覽會上進行產品發佈。今年，有78個產品發佈會於貿發局的展覽期間舉行，較去年上升42%。

以上多項活動及其成效，反映出貿發局為推動香港貿易在本地和海外所作出的努力。我們定將繼續發掘新穎而富創意的手法，推廣香港優勢，並期待於來年及更遠的將來，為香港創富增值。



# Promoting Hong Kong as Asia's Central Business District

推廣香港為  
亞洲的核心  
商業區

The HKTDC organised a wide variety of events, including the largest Hong Kong promotion ever staged in the United Kingdom, to market the city as Asia's central business district. This fiscal year, nearly half of the HKTDC's trade fairs enjoyed record exhibitor and buyer numbers.

為宣傳香港為亞洲核心商業區之地位，香港貿發局籌辦各式各樣的活動，包括歷來在英國舉行最大型的推廣活動，而本年度貿發局舉辦的貿易展覽會中，近半數在參展商及買家數字上均打破紀錄。



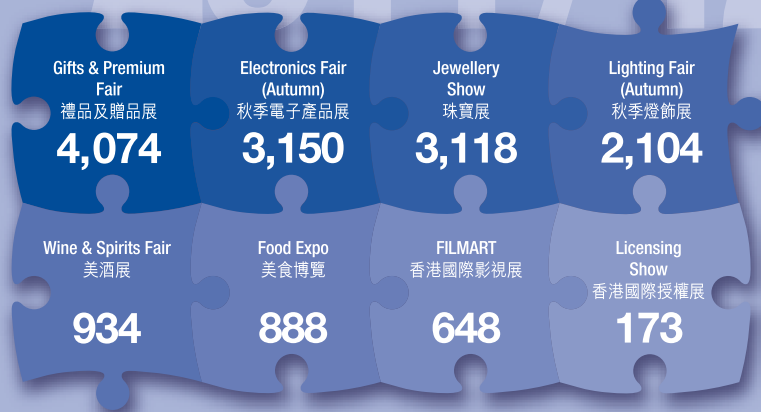


# Promoting Hong Kong as Asia's Central Business District

## 推廣香港為亞洲的核心商業區



Select HKTDC Fairs with  
Record Exhibitor Totals (2011/12)  
參展商數目創新高的貿發局展覽會(2011/12年度)



### A WORLD OF BUSINESS

Despite the global economic downturn, the HKTDC continued to create a world of trade fair business. This fiscal year, the HKTDC organised 35 fairs. They attracted 32,774 exhibitors, an increase of 4.3 per

cent over the previous year, and 675,341 buyers, up nearly three per cent, year-on-year.

Ten HKTDC fairs were the largest of their kind in Asia, among them the January 2012 HKTDC Hong Kong Toys & Games

### 全方位展覽業務

儘管面對著全球經濟下滑，香港貿發局依然努力不懈，籌辦多個大型展覽會。本財政年度，香港貿發局舉辦35個展覽，吸引了32,774家參展商，較前一年度增加4.3%，並且吸引了675,341名買家，按年增長近3%。

香港貿發局舉行的展覽會當中，有十項的規



Above: The HKTDC Hong Kong Toys & Games Fair, Asia's largest, featured the World of Toys Pavilion, a new Animal Kingdom display area, the return of the Eco Toys Display zone and Brand Name Gallery, which showcased the products of a record 80 exhibitors

上：亞洲最大型的香港貿發局香港玩具展，特色展區包括：World of Toys 展區，全新動物王國展示區、載譽歸來的環保玩具展示區，以及匯聚了80家參展商產品的品牌廊



Fair, which drew about 1,900 exhibitors and nearly 35,900 buyers, new records for the fair.

Three events – the HKTDC Hong Kong Gifts & Premium Fair, the HKTDC Hong Kong Watch & Clock Fair and the HKTDC Hong Kong Electronics Fair (Autumn Edition) – were the largest of their kind in the world. The October 2011 Electronics Fair set new records for both exhibitors (3,150) and buyers (61,399).

### THE JAPANESE FACTOR

The February 2012 HKTDC Hong Kong International Jewellery Show, the second-largest event of its kind in the world, also set records for exhibitors (3,118) and buyers (38,108). So, too, did the August 2011 HKTDC Food Expo. Japanese exhibitors were attracted to both fairs – up nearly 18 per cent, to 168 exhibitors, at the Jewellery

Fair, and more than 76 per cent, to 162, at the Food Expo. The Japanese pavilion at Food Expo was the country's largest to date. At the expo, the HKTDC signed a cooperation agreement with Japan's Ministry of Agriculture, Forestry and Fisheries to encourage more food exports to Hong Kong from Japan. Hong Kong is Japan's largest export market for food products.

### ATTRACTING GLOBAL BRANDS

HKTDC fairs attracted more international brands to the Brand Name Gallery section of many of its fairs. These included: the HKTDC Hong Kong Baby Products Fair, up 24 per cent over the previous year; the HKTDC Hong Kong Optical Fair, up 74 per cent; and the Toys and Games Fair, up 29 per cent. In addition, the Hall of Fame at the Electronics Fair (Autumn Edition) drew more than 400 quality brands, up more than seven per cent, year-on-year. The

模為亞洲第一，包括2012年香港貿發局香港玩具展，吸引了約1,900家參展商及接近35,900名買家參加，打破歷年紀錄。

三項展覽會，香港貿發局香港禮品及贈品展、香港貿發局香港鐘表展及香港貿發局香港秋季電子產品展的規模更冠絕全球。2011年10月的電子展吸引了3,150家參展商及61,399名買家參加，一舉打破兩項紀錄。

### 日本企業 積極參與

2012年2月的香港貿發局香港國際珠寶展，在世界同類展覽會中排行第二，分別有3,118家參展商及38,108名買家，也錄得破紀錄的佳績。此外，2011年8月舉行的美食博覽，成績也是歷屆最好。兩個展覽會均吸引不少日本參展商，國際珠寶展中，有168家日本參展商，增長近18%；美食博覽則有162家日本參展商，上升超過76%。美食博覽中日本館的規模是歷來最大的。展會期間，香港貿發局與日本農林水產省更達成協議，合作促進日本出口食品到香港。目前，香港是日本食品最大的出口市場。

### 匯聚全球品牌

香港貿發局展覽會中的品牌廊，今年匯聚更多國際品牌參與，包括：香港貿發局香港展

Left: More than 160 Japanese exhibitors, the largest Japanese participation at HKTDC Food Expo, took part in the August 2011 event. Fair highlights included a new Gourmet Zone, presenting premium food and processing products from around the world

左：2011年8月舉行的香港貿發局美食博覽中，日本館規模為歷屆之冠，匯集超過160家日本參展商。展覽會中的尊貴美食區首次登場，展出來自世界各地的尊貴美食及食材

Opposite page, top: At the February 2012 HKTDC Hong Kong International Jewellery Show, buyers from the BRICS countries (Brazil, Russia, India, the Chinese mainland and South Africa) were up eight per cent, to more than 10,000

對頁上方：於2012年2月舉行的香港貿發局香港國際珠寶展，來自金砖五國（巴西、俄羅斯、印度、中國及南非）的買家人數增加了8%，超過10,000人





Above: Shanghai's Qi Gang was among the four international designers showcasing their latest collections at the Hong Kong Fashion Extravaganza, one of the highlights of the January 2012 World Boutique, Hong Kong. He was joined by Hong Kong's Hidy Ng, London's Craig Lawrence and Paris' Risto Bimbiloski

上：來自上海的設計師祁剛，是參與2012年1月舉行的香港國際時尚薈萃焦點項目-「香港•華麗秀」四位國際知名設計師的其中之一。他與來自香港的伍均琪、倫敦的Craig Lawrence及巴黎的Risto Bimbiloski，在T台上逐一發表最新系列

Hall of Aurora at the HKTDC Hong Kong International Lighting Fair (Autumn Edition) featured more than 380 brands, including Ricoh and Panasonic, both of which participated for the first time.

### TRENDSETTING FAIRS

Hong Kong's emergence as Asia's trendsetting hub has been fuelled, in part, by the success of such lifestyle fairs as HKTDC Hong Kong Fashion Week for Fall/

Winter and its sister show, World Boutique, Hong Kong. In January 2012, the twin fashion events welcomed some 110 buying missions representing more than 4,600 buyers from 43 countries and regions. Together, the fairs staged 20 fashion shows, including World Boutique's signature event, Fashion Extravaganza. The 2012 gala-evening presentation featured four internationally acclaimed designers: Hong Kong's Hidy Ng, London's Craig Lawrence, Paris' Risto Bimbiloski and Shanghai's Qi Gang. Their presence underlined Hong Kong's role as Asia's fashion capital.

Turning to literary fashion, the July 2011 HKTDC Hong Kong Book Fair welcomed some 950,000 visitors, making it among the world's most popular book shows. Highlights

兒用品展，較前一年增加24%；香港貿發局香港眼鏡展，增幅達74%；玩具展的增幅達29%。另外，秋季電子產品展的品牌薈萃廊則吸引超過400家優良品牌，同比增長超過7%。香港貿發局香港國際秋季燈飾展的名燈薈萃廊展出超過380家品牌的產品，包括理光及樂聲，均是首次參與是項展覽會的名燈薈萃廊。

### 時尚潮流

香港日漸被肯定為亞洲的時尚潮流中心，各項成功的時尚生活展發揮了推動之作用，例如香港貿發局香港時裝節秋冬系列及同期舉行的香港國際時尚薈萃。2012年1月，這兩項展覽會接待了來自43個國家及地區逾4,600名買家組成的約110個採購團。兩個展覽會合共上演20場時裝表演，包括香港國際時尚薈萃的焦點活動「香港•華麗



included an expanded English author line-up and a larger section on e-reading.

With wining and dining central to today's lifestyle, the 2011 HKTDC Food Expo added a Gourmet zone, featuring 46 premium food and beverage companies. The response from exhibitors and visitors alike was enthusiastic, and the special section will be back in 2012.

A record 934 exhibitors from 37 countries and regions took part in the November

Right: Among those toasting the success of the 2011 HKTDC Hong Kong International Wine & Spirits Fair were HKTDC Executive Director Fred Lam (third from left), HKTDC Deputy Executive Director Benjamin Chau (right) and Hong Kong SAR Government Secretary for Commerce and Economic Development Gregory So (centre). The event's Gala Wine Dinner featured an Italian theme in honour of Italy, the fair's Partner Country

右：貿發局總裁林天福(左三)、助理總裁周啟良(右)、香港特區政府商務及經濟發展局局長蘇錦樑(中)與其他嘉賓於2011年香港國際美酒展上帶領祝酒。該招待晚宴以美酒展的夥伴國家 - 意大利為主題

2011 HKTDC Hong Kong International Wine & Spirits Fair, making it among Asia's biggest wine shows. Italy, the fair's Partner Country, featured more than 200 exhibitors, up 80 per cent over last year. The show's remarkable success in just four years emphasises Hong Kong's standing as an international wine-trading hub.



秀」。這個大型綜合晚會以四名享譽國際的設計師為主角：香港的伍均琪、倫敦的Craig Lawrence、巴黎的Risto Bimbiloski及上海的祁剛。他們的參與進一步印證了香港為亞洲時尚生活之都的地位。

文學潮流方面，2011年7月的香港貿發局香港書展，錄得了950,000入場人次，令香港書



Above: The International KamCha Competition, which spotlights traditional Hong Kong-style milk tea, was among the highlights of the Hong Kong International Tea Fair

上：比試沖製港式奶茶技術的國際金茶王大賽，是香港國際茶展的焦點活動之一

Left: The HKTDC Hong Kong Book Fair presented nearly 300 cultural events, including two public forums featuring British authors Dr David Starkey (left), AA Gill (third from left), Tom Parker Bowles (third from right) and Nicholas Coleridge (second from right). Joining the literary line-up are HKTDC Assistant Executive Director Clare Wong (second from left) and Hong Kong businessman and author Sir David Tang (right)

左：香港貿發局香港書展帶來近300項文化活動，包括兩場公開論壇，論壇嘉賓講者包括英國作家David Starkey(左)、AA Gill(左三)、Tom Parker Bowles(右三)及Nicholas Coleridge(右二)。圖中與幾位講者合攝的包括貿發局助理總裁黃思慧(左二)和香港知名商人及作家鄧永鏘爵士(右)



Above: Lord Green, British Minister of State for Trade and Investment, was among the high-level speakers to take part in "Think Asia, Think Hong Kong," the largest Hong Kong promotional campaign ever held in the United Kingdom. More than 1,000 businesspeople participated in the September 2011 event's opening symposium in London

上：英國貿易及投資國務大臣葛霖是「邁向亞洲 首選香港」的重量級講者之一，活動是貿發局歷來在英國舉行過最大型推廣香港的項目，於2011年9月在倫敦舉行的開幕洽談會，吸引逾千位商界人士參加

The August 2011 Hong Kong International Tea Fair drew more than 310 exhibitors from 12 countries and regions. They included major tea-producing regions from the Chinese mainland, as well as India, Japan and Sri Lanka. South Africa and the United Kingdom participated for the first time.

#### CENTRAL BUSINESS DISTRICT

Hong Kong is Asia's central business district – the first stop for overseas

展躋身世界最受歡迎的書展之列。2011年香港書展的焦點包括比往年更鼎盛的英語作家陣容及規模擴大了的「未來書店體驗區」。

現代生活品味離不開美酒佳餚，2011年香港貿發局美食博覽新增設「尊貴美食區」，有46家優質食品及飲品公司參展。參展商及訪客均對新展區讚不絕口，期待「尊貴美食區」在2012年載譽歸來。

2011年11月舉行的香港貿發局香港國際美酒展吸引了來自37個國家及地區合共934家參展商，刷新紀錄，並且令香港國際美酒展成為亞洲最大型的美酒展之一。美酒展的夥伴國家意大利更有超過200家參展商參展，較去年增加80%。美酒展在短短四年間，已大獲好評，更凸顯了香港作為國際美酒交易中心的地位。

2011年8月的香港國際茶展吸引12個國家及地區超過310家參展商，包括中國內地的主要產茶地區，以及印度、日本及斯里蘭卡，南非及英國亦首度參與。

#### 核心商業區

香港是亞洲的核心商業區，既是海外公司開拓亞洲市場的首站，也是協助全球商家通往中國內地市場的門戶。

香港貿發局於2011年9月在英國舉辦名為「邁向亞洲 首選香港」的推廣活動。這是香港歷來在英國舉辦過最大型的推廣項目，分別在倫敦、劍橋、列斯和愛丁堡舉行，宣傳香港為亞洲核心商業區的優勢。「邁向亞洲 首選香港」的宣傳重點，集中在香港發展成熟的服務業，可協助有意開拓亞洲市場的英國公司尋找新商機。超過



companies entering the Asian market and the global gateway to the Chinese mainland market.

In September 2011, the HKTDC organised “Think Asia, Think Hong Kong,” the largest Hong Kong campaign ever staged in the UK. The promotion, with activities spanning London, Cambridge, Leeds and Edinburgh, publicised Hong Kong’s advantages as Asia’s central business district. Think Asia, Think Hong Kong focused on Hong Kong’s strengths as a services hub for British companies looking to Asia for new business opportunities. More than 2,600 participated in the week-long programme, with Hong Kong SAR Government Chief Executive Donald Tsang leading a high-profile Hong Kong delegation to the London promotion. In all, 18 Hong Kong Government departments and industry associations and more than 30 UK organisations supported Think Asia, Think Hong Kong. The HKTDC received more than 10,000 business enquiries a month in the first six months following the event.

### THE PACIFIC BRIDGE

The Pacific Bridge Initiative (PBI), a trade-centred partnership between the HKTDC and the US Commercial Service, continued to flourish. Established in November 2010, PBI was created to help US companies expand their exports to Asia, using Hong Kong as their regional gateway. First-year results were encouraging. More US companies (up 21 per cent) took part in HKTDC outreach activities, and more Hong Kong companies (up 17 per cent) attended missions to the US.

In March 2012, the HKTDC Hong Kong International Film and TV Market (FILMART) welcomed its second US pavilion under the PBI partnership. More than 40 US companies participated, closing deals worth more than US\$7 million.

### ATTRACTING THE WORLD

This past year, the Council also attracted a wide range of business and political leaders to Hong Kong.

2,600人參與是次長達一星期的活動，香港特別行政區行政長官曾蔭權更親自率領香港高層商貿代表團，遠赴倫敦進行推廣。總體而言，活動共得到18個香港政府部門和商會組織的鼎力支持，以及來自英國超過30家機構襄助。活動結束後的六個月，貿發局每月接獲平均超過10,000宗貿易查詢。

### 太平洋商貿合作計劃

另一邊廂，香港貿發局夥拍美國商務部的太平洋商貿合作計劃(PBI)繼續取得理想的發展。PBI於2010年11月推出，鼓勵美國公司以香港為區域門戶，擴大出口至亞洲。計劃推出的首年已獲得令人鼓舞的成績。參與貿發局在美國舉辦外展活動的美國公司數目，按年增長近21%；而參加訪問團往美國的香港公司數目亦上升17%。

太平洋商貿合作計劃另一重要活動是2012年3月的香港國際影視展(FILMART)，展覽再度迎來美國館，超過40家美國公司參展，達成價值超過七百萬美元的交易。

### 世界精英 雲集香江

去年，貿發局亦邀請了來自世界各地的商界及政界領袖光臨香港。



Left: HKTDC Chairman Jack So hosts the 28<sup>th</sup> Hong Kong Dinner in London, in September 2011. More than 550 guests attended the signature event, which brings together political and business leaders from Hong Kong and the UK. Dr Vince Cable, Secretary of State for Business, Innovation and Skills, was the UK guest of honour

左：貿發局主席蘇澤光主持2011年9月在倫敦舉行的第28屆香港晚宴，超過550位香港及英國的政商界領袖撥冗出席。英國的主禮嘉賓為英國商業、創新和技能大臣凱布爾(Dr Vince Cable)



Above: Highlights of the November 2011 Hong Kong Forum included the Star Leaders Panel Discussion, with speakers (left to right): Federation of Hong Kong Business Associations Worldwide Immediate Past Chairman Barry Macdonald; Council for Sustainable Development Chairman Bernard Chan; Crowe Horwath (HK) CPA Ltd Co-Chairman Paul Chan; and Crown Worldwide Holdings Ltd Chairman James Thompson

上：2011年11月舉行的香港論壇，焦點環節「傑出商界領袖座談會」的講者包括：(左至右)環球香港商業協會聯盟前主席Barry Macdonald、香港特別行政區政府可持續發展委員會主席陳智思、國富浩華(香港)會計師事務所有限公司聯席主席陳茂波及嘉柏控股有限公司主席詹康信

The November 2011 Hong Kong Forum, the annual flagship event of the Federation of Hong Kong Business Associations Worldwide, drew more than 360 participants from 31 member associations in 23 countries. The side trip to the Pearl River Delta cities of Huizhou and Shenzhen gave forum members a better understanding of mainland opportunities in working through Hong Kong.

This past year, the HKTDC welcomed a variety of high-level delegations and senior officials to Hong Kong. These included Brazil's Alessandro Teixeira, Vice

2011年11月舉行的香港論壇，是環球香港商業協會聯盟的年度旗艦活動，吸引來自23個國家、31個成員組織合共超過360名成員來港參與。論壇特別加插前往珠三角城市 - 惠州及深圳的旅程，協助與會者加深了解如何透過香港把握內地機遇。

過去一年，香港貿發局接待了多個訪問香港的高層商貿代表團，以及來自世界各地的高級官員，包括巴西發展、工業與對外貿易部副部長特謝拉 (Alessandro Teixeira)；韓國知識經濟部商業及能源次官金正寬；美國伊利諾州州長Pat Quinn；土耳其副總理Ali Babacan，以及土庫曼



Minister, Ministry of State for Development, Industry and Foreign Trade; Korea's Kim Junggwon, Vice Minister for Trade and Energy, Ministry of Knowledge Economy; the US's Pat Quinn, Governor of Illinois; Turkey's Ali Babacan, Deputy Prime Minister; and Turkmenistan's Gurbanguly Berdimuhamedov, the country's President.

### HELPING MAINLAND ENTERPRISES

The HKTDC promotes Hong Kong's advantages to help mainland enterprises "go out" to the world. This fiscal year, the

Right: Kim Junggwon, Vice Minister for Trade and Energy, Korea's Ministry of Knowledge Economy, led a delegation of 30 senior Korean government officials and business leaders to Hong Kong to promote cooperation opportunities, particularly in the environmental sector. During his September 2011 visit, the Vice Minister took part in a business round table on environmental industry partnership alongside HKTDC Deputy Executive Director Margaret Fong

右：2011年9月，韓國知識經濟部商業及能源次官金正寬率領30位韓國高級官員和商界領袖訪港，向香港的商界領袖介紹該國的投資商機，尤其是環保工業方面；期間金正寬並參與了一個有關環保產業合作的圓桌會議，貿發局副總裁方舜文為會上講者之一

Council welcomed about 350 incoming mainland missions and more than 7,200 participants. These included more than 40 national and provincial leaders at the vice-minister level. Training programmes for mainland enterprises were also organised throughout the year.

斯坦總統別爾德穆哈梅多夫（Gurbanguly Berdimuhamedov）。

### 協助內地企業

貿發局積極向尋求「走出去」的內地企業推介香港優勢，助他們一臂之力。本財政



Left: The Executive Director (centre) greets Guangdong Provincial People's Government Vice Governor Zhao Yufang. Ms Zhao led a mainland delegation to Hong Kong, taking part in the July 2011 Business Fair for Hong Kong-Guangdong Economic, Technology and Trade Cooperation

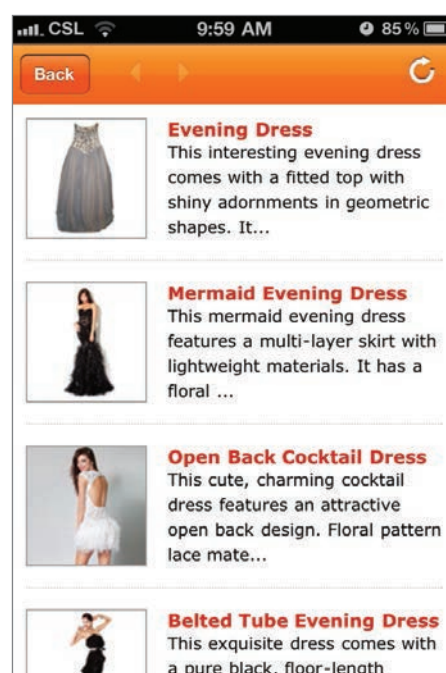
左：2011年7月，廣東省副省長招玉芳率領代表團來港出席粵港經濟技術貿易合作交流會，貿發局總裁林天福(中)在會上熱烈歡迎

## ONLINE BUSINESS CONNECTIONS

This past year, the HKTDC made it easier for traders to do business. In March 2011, it formally launched the HKTDC Product Magazines App on iPad, making it available to iPhone and Android users later in the year. Innovative features include video ads, bookmarks, voice-recording messages and note-taking on individual supplier pages. The app's exhibitor search function features a floor plan with booth locations to help buyers locate exhibitors at HKTDC trade fairs. Buyers can make enquiries to suppliers instantly through the app.

Buyers can use the HKTDC Product Magazines App with smartphones or tablets to scan QR codes at the booths of HKTDC trade fairs, obtaining exhibitor profiles, product information and e-catalogues. The QR code feature was introduced at the November

年度，貿發局共接待約350個內地代表團，合共超過7,200位訪問團成員，包括40多位副部長級或以上的國家和省領導。年內亦先後舉辦多個專為內地企業而設的培訓課程。



Right: A buyer at the November 2011 HKTDC Hong Kong Optical Fair takes advantage of the HKTDC Product Magazines App and his smartphone to scan the QR code at a fair booth. Above: The new technology allows buyers to obtain a wide variety of exhibitor information, including company profiles, product details and e-catalogues

右：在2011年11月的香港貿發局香港眼鏡展期間，買家可透過貿發局產品雜誌應用程式，利用智能手機掃描展位上標示的QR碼。上方圖片所示，這個嶄新技術能讓買家更方便地取得大量參展商資訊，包括公司簡介、產品詳情及電子目錄等





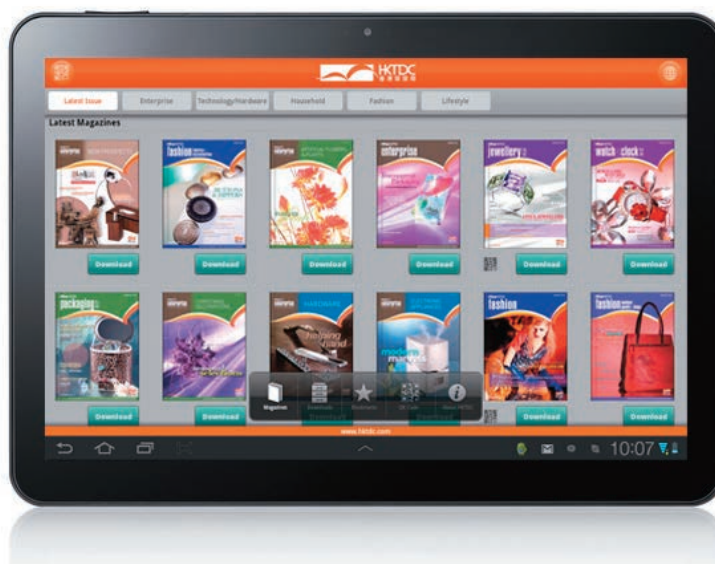
## FAST FACTS

- At the US Web Marketing Association's WebAward 2011, the HKTDC was honoured with six awards, including, for the first time, the Best Portal Website.
- The HKTDC's 15 product magazines, together with a variety of supplements, reach five million readers worldwide.
- The September 2011 Hong Kong Dinner in London drew 550 high-profile guests, among the largest gatherings in the event's 28 years.
- 15 HKTDC fairs enjoyed record-breaking buyer attendance in 2011/12, led by the Hong Kong International Wine and Spirits Fair, up more than 37 per cent over the previous year.
- This fiscal year, mainland buyers at HKTDC fairs were up more than 16 per cent, to 162,125, while mainland exhibitors totalled 10,497, up more than eight per cent.

## 資料概覽

- 貿發局在美國萬維網推廣協會WebAward 2011上勇奪六獎，包括首次贏得「最佳電子商貿平台獎」。
- 貿發局出版的15類產品雜誌及多種特刊，全球讀者人數達500萬。
- 貿發局於2011年9月在倫敦舉行的周年晚宴，出席貴賓達550名，為晚宴舉辦28年來出席人數最多的一次。
- 15個貿發局展覽會的買家人數於2011/12年度創新高，其中香港國際美酒展同比增幅逾37%，成績驕人。
- 本財政年度，參觀貿發局展覽的內地買家人數上升逾16%，增至162,125人，而內地參展商總數為10,497家，增逾8%。

2011 HKTDC Hong Kong Optical Fair. The service will continue to be made available, at no charge in 2012, to exhibitors at HKTDC fairs.



## 建立網上商業聯繫

過去一年，貿發局推出多項全新服務，使貿易往來更輕鬆容易。2011年3月，貿發局產品雜誌iPad應用程式正式面世，其後又推出iPhone及Android用戶版本。這個產品雜誌應用程式的創新功能包括產品短片廣告，在個別供應商廣告中加入書籤、語音記錄及筆記等。參展商搜尋功能更提供展覽會場平面圖，顯示參展商的展位位置，讓買家更容易找到參展商。買家亦可利用程式即時向供應商提出採購查詢。

已下載貿發局產品雜誌應用程式的買家，可利用智能手機或平板電腦掃描貿發局展覽會個別展位上標示的QR碼，即時取得參展商的資料、產品訊息及產品目錄。我們於2011年11月的香港眼鏡展開始引入QR編碼功能，在2012年內，貿發局的展覽會將繼續免費為參展商提供是項服務。

Above: The HKTDC's 15 product magazines, and many innovative business features, are available through the Council's Product Magazines App

上：透過貿發局產品雜誌應用程式，用戶可瀏覽貿發局15類產品雜誌，並使用多項創新功能



# Marketing Hong Kong Products and Services

推廣香港  
產品及  
服務

The HKTDC strengthened its marketing of Hong Kong products and services with new events at home and overseas in 2011/12. Through international trade fairs and business missions, the Council helped Hong Kong companies find new ways to move up the value chain.

2011/12年度，香港貿發局加強推廣香港產品及服務，在香港和海外推出多項新活動。透過國際貿易展覽及商貿代表團，我們協助香港公司另闢蹊徑，在價值鏈上力爭上游。





# Marketing Hong Kong Products and Services 推廣香港產品及服務



Above: Some 20 prominent speakers took part in the December 2011 Business of Intellectual Property Asia Forum in Hong Kong. Discussing the role of design and IP protection at the inaugural forum were (left to right): Michael Young, Michael Young Studio; Professor Phil Gray, National Director, British Design Innovation; Raymond Choy, Founder, Toy2R; and David Allison, Consultant, Laracy & Co

上：20多位知名講者參與了2011年12月在本港舉行的首屆亞洲知識產權營商論壇，其中探討設計及知識產權保護角色的環節，主講嘉賓為（左至右）Michael Young工作室負責人Michael Young、British Design Innovation全國總監Phil Gray教授、玩具易集團創辦人蔡漢城，以及戴偉誠律師事務所顧問David Allison

## IP AND LOGISTICS SPOTLIGHTS

With Asia, and the Chinese mainland in particular, remaining key engines of the global economy, new events were added to help Hong Kong industries tap opportunities from the continued eastward shift of the global economy, and China's 12<sup>th</sup> Five-Year Plan.

The December 2011 Business of Intellectual Property Asia Forum (BIP Asia) showcased the city's strengths as an emerging regional intellectual property hub, while the Asian Logistics

## 知識產權和物流成焦點

以中國內地為首的亞洲市場，依然是推進世界經濟發展的動力泉源。我們乘時推出新推廣項目，冀可協助港商捕捉全球經濟重心東移，及內地「十二五」規劃帶來的新機遇。

2011年12月舉行的亞洲知識產權營商論壇，展示香港具備優越條件發展成區內知識產權交易中心。另外，2011年11月舉行的亞洲物流及航運會議，重點介紹香港在物流業方面的優勢。

and Maritime Conference, in November 2011, highlighted Hong Kong's logistics advantages.

The inaugural BIP Asia Forum promoted Hong Kong's position as a regional centre for IP trade. More than 700 IP professionals and business leaders from around the world discussed the latest developments in Asia's IP market. Forum highlights included a plenary session on technology and IP trading, as well as IP trading on the mainland.

The first Asian Logistics and Maritime Conference responded to the mainland's 12<sup>th</sup> Five-Year Plan, which positions Hong Kong as the region's distribution centre for high-value goods as well as its maritime centre. Organised by the HKTDC and

首屆亞洲知識產權營商論壇，致力推廣香港作為區內知識產權交易中心的地位。論壇凝聚超過700位來自世界各地的行業專家和商界領袖參與，探討亞洲知識產權業最新的發展方向。論壇的兩場主題演講，則集中討論有關科技知識產權貿易，以及中國內地知識產權貿易。

「十二五」規劃確立了香港作為區內高價貨品配送中心以及航運中心之地位，貿發局和香港特別行政區政府適時舉辦首屆亞洲物流及航運會議，回應行業最新發展，並重點討論中國內地及東盟國家的相關議題。會議邀得29位國際知名講者發表演說，並吸引接近650位物流業專才參與，包括製造商、品牌擁有者、貿易商、供應商及服務提供者。



Left: At the first Asian Logistics and Maritime Conference, in Hong Kong in November 2011, Hong Kong SAR Government Secretary for Transport and Housing Eva Cheng said China's rising importance as a consumer market offered "immense opportunities for the logistics and maritime industries." She added that Hong Kong was "well-positioned to provide logistics solutions tailored for the high-end market"

左：香港特別行政區運輸及房屋局局長鄭汝樺於2011年11月在香港舉行的首屆亞洲物流及航運會議上致詞時表示，中國內地消費市場的重要性與日俱增，為物流及航運業帶來巨大機遇，她又指出香港具備多項優勢，能夠為高端市場提供最適切的物流方案



the Hong Kong SAR Government, the conference offered a special focus on China and ASEAN. It featured 29 internationally renowned speakers and attracted close to 650 logistics professionals, including manufacturers, brand owners, traders, suppliers and services providers.

### OFFSHORE RENMINBI CENTRE

Strong growth prospects for the offshore renminbi market were a major focus at the January 2012 Asian Financial Forum (AFF).



The AFF has grown into the region's most influential financial gathering, a forum for financial institutions, regulatory bodies, government officials and high-growth enterprises to network and discuss the latest opportunities in the global financial market.

Seven concurrent workshops were organised, covering such topics as the renminbi in trade and investment, developments in European Union rules

Left: More than 2,000 finance, business and government leaders from around the world took part in the fifth Asian Financial Forum, up 13 per cent over the previous year's event. Highlights of the two-day forum included Deal Flow, a business-matching session that realised more than 350 face-to-face meetings

左：第五屆亞洲金融論壇雲集來自全球超過2,000位金融業及商界領袖和政府官員，較上年增加13%。為期兩天的論壇特設項目配對環節，促成超過350節一對一面談

Below: Speaking at AFF 2012, Britain's Chancellor of the Exchequer George Osborne said that London would become a new hub for the renminbi market "as a complement to Hong Kong"

下：英國財政大臣歐思邦在亞洲金融論壇2012上發表演說，他指出倫敦將成為新的人民幣交易中心，與香港配合互補

### 人民幣離岸結算中心

人民幣離岸市場的增長前景令人憧憬，亦成為2012年1月亞洲金融論壇（AFF）上的焦點議題。AFF現已成為區內最具影響力的金融界盛事，讓金融機構、監管機構、政府及企業要員聚首一堂，交流和探討環球金融市場的最新機遇。

論壇同時設有七個專題工作坊，內容涵蓋人民幣的貿易及投資用途、歐盟有關投資基金的法規之最新發展、新興市場投資機遇等。在AFF的項目配對環節，我們合共安排了超過350次會議，讓投資項目籌劃公司可逐一向潛在合作夥伴，講解投資項目詳情，洽談合作機會。

### 創造價值

國際電影業進軍中國內地市場成趨勢，有助鞏固香港作為區內電影交易中心的地位。

2012年3月舉行的第16屆香港國際影視展，共有來自30個國家及地區648家參展商參與。以參展商數目計算，是全球最大型的影視交易展會之一。近年內地電影票房增長顯





Above: Film Export UK was one of nine national pavilions to exhibit at FILMART, in March 2012. In all, 648 exhibitors took part, including first-time pavilions from Hungary, Mexico and Turkey

上：於2012年3月舉行的香港國際影視展，Film Export UK是九個地區展館之一。本屆展覽共有648家展商參與，包括首次設置地區展館的匈牙利、墨西哥及土耳其

covering investment funds, and investment opportunities in emerging markets. More than 350 meetings were arranged during Deal Flow, an AFF session featuring one-on-one meetings between companies with investment projects and potential collaborators.

#### CREATING VALUE

With the international film industry looking to expand into the Chinese mainland, Hong Kong's role as the region's film hub was reinforced at the March 2012 HKTDC Hong Kong International Film and TV

#### Asian Financial Forum Rising

Solid growth in participant numbers

亞洲金融論壇歷年來的出席人數增長可觀





Market (FILMART). The 16<sup>th</sup> edition of the fair welcomed 648 exhibitors from more than 30 countries and regions, placing it among the world's largest events of its kind in terms of exhibitor numbers. Given the significant box office growth on the mainland, opportunities for Hong Kong-mainland co-productions are more promising than ever.

The HKTDC Hong Kong International Licensing Show celebrated its 10<sup>th</sup> anniversary in January 2012 with 173 exhibitors featuring more than 500 properties from 16 countries and regions. Underscoring Hong Kong's role in developing the region's licensing industry, the fair is the largest of its kind in Asia.

Promoting innovative business solutions was the focus of the seventh edition of Inno Design Tech Expo (IDT Expo), held

著，香港與內地合拍片前景更見亮麗。

第10屆香港國際授權展於2012年1月舉行，共吸引173家來自16個國家及地區的公司參展，展出授權項目超過500項。授權展規模冠亞洲，反映香港在發展區內授權產業中，扮演著重要角色。

第七屆設計及創新科技博覽於2011年12月舉行，推廣具創意的商業解決方案，參展商多達400家，並獲本港設計及科技界的鼎力支持和參與。德國是本屆博覽的夥伴國家。

### 升級轉型

「升級轉型·香港博覽」是貿發局在內地推廣香港服務業最大型的活動。博覽於2011年5月在廣州舉行，冀能協助香港服務業者抓緊機遇，把握內地對創意、科技及商業支援專才需求日增的商機。

Right: Henri Holm, Senior Vice President of Rovio Entertainment Ltd, the company behind the video game Angry Birds, spoke at the Asian Licensing Conference, a highlight of the January 2012 HKTDC Hong Kong International Licensing Show

右：創作電玩遊戲「憤怒鳥」的公司Rovio Entertainment Ltd.，其高級副總裁Henri Holm在2012年1月舉行的香港國際授權展之焦點活動——亞洲授權業研討會上發表演說





in December 2011. With Germany as Partner Country, the event attracted some 400 exhibitors, with strong participation from Hong Kong's design and technology sectors.

### UPGRADING MAINLAND SERVICES

SmartHK, the largest Hong Kong services promotion event staged on the mainland, was held in Guangzhou, in May 2011, to capitalise on growing mainland demand for creative, technology and business-support expertise.

SmartHK's 220 exhibitors highlighted the capabilities of Hong Kong's services sectors through a trade exhibition and

Above: Smart Cars, designed by Hong Kong talent, were a popular feature at the May 2011 SmartHK services promotion in Guangzhou. Besides attracting large crowds at the fairground, the colourful vehicles took to the city streets, drawing admiring looks from local residents, and good media coverage from the Guangzhou press

上：2011年5月在廣州舉行的「升級轉型•香港博覽」上展出由香港設計師設計的Smart Cars大受歡迎，不單在展場內吸引眾多參觀人士，色彩繽紛的Smart Cars更在市內街道上行駛，當地市民紛紛投以注目禮，也受到廣州媒體的廣泛報道



Right: More than 250 business-matching meetings were arranged during the HKTDC's May 2011 outbound mission to the United States with the Jiangsu Department of Commerce, including this one in Los Angeles. Delegates met more than 100 US companies involved in green technology projects during the four-day mission

右：2011年5月貿發局與江蘇省商務廳合辦訪美考察團，期間共安排了超過250節商貿配對面談，圖為在洛杉磯舉行的洽談會。為期四日的行程，考察團與過百間從事環保科技項目的美國公司會面



symposium, nine thematic seminars and a networking luncheon. The event drew 10,000 mainland visitors, with more than 660 business-matching meetings arranged between mainland enterprises and Hong Kong companies.

#### HELPING MAINLAND FIRMS GO OUT

The 15<sup>th</sup> Beijing Hong Kong Economic Cooperation Symposium was held in October 2011, in Beijing. Hong Kong's largest bilateral event with the mainland, the event drew 137 senior Hong Kong business representatives. A high-level round-table meeting, attended by 80 senior business leaders and representatives from Beijing and Hong Kong, was held to explore bilateral cooperation.

In May 2011, the HKTDC and the mainland's Jiangsu Department of Commerce organised a joint mission to Boston and Los Angeles in the United States. The four-day technology-investment mission counted

貿發局通過「升級轉型·香港博覽」以及同期舉行的大型研討會、九場專題座談會及交流午宴，顯示220家參展商的實力，並推廣香港服務業的整體優勢和強項。是次活動吸引了10,000名內地企業代表前來，並安排了逾660次商貿配對會議，讓內地企業與香港公司面談洽商。

#### 協助內地公司「走出去」

第15屆北京·香港經濟合作研討洽談會於2011年10月在北京舉行，是香港與內地合辦最大型的雙邊經貿合作項目。本屆洽談會有137名香港資深商界代表參與，80位京、港兩地的商界領袖和代表出席了高層圓桌會議，探索雙邊合作的機會。

2011年5月，貿發局與內地江蘇省商務廳組成聯合考察團出訪美國波士頓及洛杉磯，這次為期四日的科技投資考察團，成員包括6家香港服務供應商及18家江蘇省企業和政府機構。2011年10月，由20間美國環境科

six Hong Kong services providers and 18 enterprises and government bodies from Jiangsu. A reciprocal mission, in October 2011, featured 20 delegates from US environmental technology firms. They visited Hong Kong, Guangzhou, Nanjing and Wuxi to learn about the mainland's environmental technology needs and to understand Hong Kong's role in facilitating cross-border investment and mergers and acquisitions.

#### NEW MARKETS FOR MANUFACTURERS

Amid the continuing downturn in mature economies, tapping emerging economies, including those on the mainland, was a priority in helping Hong Kong manufacturers expand their brands.

This year, the Council built on its momentum from previous Style Hong Kong expos by staging additional shows in first- and second-tier cities, including

技公司組成的代表團進行了回訪，先後到訪香港、廣州、南京及無錫，了解內地有關環境科技的需要，及香港在促進跨境投資及併購方面所扮演的角色。

#### 開拓新市場

成熟市場經濟持續不景氣，香港製造業拓展新興市場成為當前要務。貿發局竭力協助港商建立品牌，並在中國內地等新市場拓展銷售渠道。

貿發局在內地的旗艦活動 - 香港時尚購物展已成功建立品牌效應，2011/12年度，展覽分別在多個一、二線城市包括廣州、成都、哈爾濱、長春及北京舉行。乘內地「十一黃金周」假期之利，貿發局聯同北京市政府及多個單位於2011年10月在北京舉行「香港月」推廣活動，為「時尚香港@北京大集」揭開序幕。香港時尚購物展最初以面向



Left: HKTDC Executive Director Fred Lam (centre) and Wan Qingliang, Guangzhou Municipal Committee Party Secretary (right), tour the fairground at the Style Hong Kong Show in Guangzhou, held in January 2012

左：香港貿發局總裁林天福(中)與廣州市市委書記萬慶良(右)一同參觀2012年1月舉行的時尚香港@廣州



Guangzhou, Chengdu, Harbin, Changchun and Beijing. "Hong Kong Month" in Beijing kicked off the Style Hong Kong Show in the capital, held in October 2011, during the mainland's Golden Week holiday. The expos, which began as consumer shows, have become more trade-oriented, offering a comprehensive and customised business-matching programme. Close to 1,000 such meetings were arranged between participating Hong Kong companies and potential mainland partners.

Lifestyle Expo shows have been staged in other emerging markets, including the inaugural Lifestyle Expo in Jakarta, in March 2012. Some 200 companies from Hong Kong and Guangdong Province took part in the three-day event to capture opportunities in Southeast Asia's most populous country. More than 10,000 visitors attended, with over 1,600 on-site customised business-matching meetings arranged.

消費者為主，但演變至今，亦兼顧促進貿易的需要，包括提供度身訂造的商貿配對服務。展覽期間，貿發局安排了近1,000次商貿配對會議，讓參展港商與內地潛在合作夥伴洽談業務。

我們亦於其他新興市場舉辦一系列「時尚生活匯展」，包括2012年3月於印尼舉行的首屆「時尚生活匯展·雅加達」。展覽共有200多間香港及廣東省企業參加，以把握這個東南亞人口第一大國的商機。為期三天的匯展吸引逾萬名訪客參觀，而大會在現場安排了超過1,600次商貿配對會議。

2011年9月在波蘭華沙舉行的第三屆時尚生活匯展，邀得241家參展商參與，其中131家來自香港。匯展吸引來自波蘭和毗鄰東歐各國超過3,300位貿易買家前來參觀，很多參展商均錄得理想成績，並即場接獲訂單。



Right: Stylish brands were on display at Lifestyle Expo in Warsaw, in September 2011. The show's third edition attracted more than 3,300 buyers, a 17.6 per cent increase over the previous year

右：於2011年9月在華沙舉行第三屆時尚生活匯展，介紹了多個型格品牌。展會吸引超過3,300名買家入場參觀，較上一年增加17.6%



The third edition of Lifestyle Expo in Warsaw, in September 2011, drew 241 exhibitors, including 131 from Hong Kong. More than 3,300 trade buyers from Poland and neighbouring Eastern European countries attended the show, with most exhibitors reporting good business results, including on-site orders.

### REACHING OUT OVERSEAS

The Japan earthquake and tsunami disasters in March 2011 served as a catalyst for Hong Kong companies to extend their services to help with reconstruction efforts. The HKTDC and the Hong Kong-Japan Business Co-operation Committee organised a high-level, fact-finding mission to Japan in July 2011. The trip helped local delegates understand the



### 拓展海外商機

日本2011年3月的地震和海嘯大災難，促使香港公司向當地提供各種服務，支援當地的災後重建工作。貿發局與港日經濟合作委員會於2011年7月組成高層商貿代表團，前往當地考察。此行讓本港代表加深了解日本工

Above: The Jakarta Convention Centre was the setting for the first Lifestyle Expo in Jakarta, organised by the HKTDC and the Guangdong Province Department of Foreign Trade and Economic Cooperation

上：雅加達會議中心（The Jakarta Convention Centre）為首屆「時尚生活匯展·雅加達」的舉行地點，展覽由貿發局與廣東省對外貿易經濟合作廳聯合主辦

Left: Fashionable Hong Kong products were well-received at the inaugural Lifestyle Expo in Jakarta. Buyers from Indonesia and other ASEAN countries attended the three-day show

左：香港的時尚產品在首屆「時尚生活匯展·雅加達」中大受歡迎。展會為期三日，參觀者以印尼和東盟各國的買家為主



## FAST FACTS

- About 10,000 visitors from Guangdong and neighbouring provinces attended SmartHK in Guangzhou in May 2011.
- The Hong Kong International Licensing Show featured 173 exhibitors, showcasing more than 500 properties, up 19 per cent over the previous year.
- Lifestyle Expo in Warsaw 2011 attracted 3,323 trade buyers, a 17.6 per cent increase over the previous year.
- A record 648 exhibitors took part in the 16<sup>th</sup> edition of FILMART.

## 資料概覽

- 逾10,000名來自廣東省及鄰近城市的企業代表參觀過2011年5月在廣州舉行的「升級轉型·香港博覽」。
- 香港國際授權展吸引173家公司參展，展出授權項目超過500項，比去年上升19%。
- 2011年在波蘭華沙舉行的時尚生活匯展，吸引3,323名貿易買家前來參觀，比上一年增加17.6%。
- 第16屆香港國際影視展的參展商數目達648家，打破歷屆紀錄。

Right: The 12<sup>th</sup> Plenary session of the Hong Kong-European Union and European Union-Hong Kong Business Co-operation Committees took place in Milan, in May 2011, focusing on Italian excellence in design and branding and China's 12<sup>th</sup> Five-Year Plan. Among those taking part were (left to right): the Executive Director; Roberto Formigoni, President of the Lombardy Regional Administration; Hong Kong Committee Chairman Raymond Ch'ien; and EU Committee Chairman Michael Treschow

右：香港/歐盟及歐盟/香港經濟合作委員會第12屆全體會議於2011年5月在米蘭舉行，重點議題包括意大利超卓的設計及打造品牌能力，和中國「十二五」規劃。與會者包括(左至右)：貿發局總裁林天福、倫巴第區首長Roberto Formigoni、香港/歐盟經濟合作委員會港方主席錢果豐及歐方主席Michael Treschow



state of the Japanese business sector and explore potential partnerships. The Council signed a memorandum of understanding with the Organisation for Small and Medium Enterprises and Regional Innovation, Japan, to promote trade and economic cooperation between Hong Kong and Japanese businesses.

In Europe, the 12<sup>th</sup> Plenary session of the Hong Kong-European Union and European Union-Hong Kong Business Co-operation Committees was held in Milan, in May 2011. Members were briefed about economic developments and opportunities for collaboration under China's 12<sup>th</sup> Five-Year Plan.

In January 2012, the seventh Hong Kong-France Business Partnership Plenary was held in Hong Kong.

商業最新情況並探索建立合作夥伴的機會。貿發局與日本中小企業基盤整備機構簽訂合作備忘錄，目標是促進港日兩地企業界的經貿合作。

歐洲方面，香港/歐盟及歐盟/香港經濟合作委員會第12屆全體會議於2011年5月在米蘭舉行，向各成員簡報了中國「十二五」規劃下的經濟發展形勢及合作機遇。

港法貿易夥伴委員會第七屆全體會議於2012年1月在香港舉行，本屆會議焦點包括由Suez Environnement Asia和歐舒丹(L'Occitane)分享他們如何以香港作為平台，在區內擴展業務。委員會雙方成員亦同時出席了2012亞洲金融論壇，聽取各方專家對亞洲區內當前的經貿議題及商機方面的意見。

Highlights included presentations by Suez Environnement Asia and L'Occitane on using Hong Kong to expand their business in the region.

Committee members from both sides were also able to attend the 2012 edition of AFF, gathering expert views on the latest economic issues, and opportunities, in the Asian region.

At the 23<sup>rd</sup> Plenary session of the Hong Kong-US Business Council, in October 2011, members were updated on the latest US economic outlook and

opportunities for collaboration under China's 12<sup>th</sup> Five-Year Plan.

Barry Cheung, Chairman of the Hong Kong Mercantile Exchange, and Laura Cha, Deputy Chairman of HSBC, offered insights into such timely topics as the impact of rising commodity prices and mainland inflation, and Hong Kong as an offshore renminbi centre.

Trade ties with Taiwan were also strengthened at the annual meeting of the Hong Kong-Taiwan Business Co-operation Committee, in August 2011.

港美商務委員會第23屆全體會議於2011年10月舉行，會議向成員簡介美國經濟最新前景，及中國「十二五」規劃帶來的合作機會。香港商品交易所主席張震遠及滙豐控股副主席查史美倫，分別就商品價格上升和內地通脹的影響，以及香港爭取成為人民幣離岸結算中心等熱門課題，發表了他們的觀點。

於2011年8月舉行的香港 — 台灣商貿合作委員會周年會議，促進了港台之間的聯繫。

Right: Proposing a toast at the luncheon reception hosted by the Hong Kong-Taiwan Business Co-operation Committee, held in Hong Kong in August 2011, were (left to right): Preston Chen, Chairman, Economic Co-operation Committee of the Taiwan-Hong Kong Economic and Cultural Co-operation Council; John Tsang, Honorary Chairperson of the Hong Kong-Taiwan Economic and Cultural Co-operation and Promotion Council; and David Lie, Chairman, Hong Kong-Taiwan Business Co-operation Committee

右：2011年8月，香港—台灣商貿合作委員會舉辦的交流午宴上，(左至右)台灣經濟文化合作策進會經濟合作委員會召集人陳武雄、港台經濟文化合作協進會榮譽主席曾俊華及港台商貿合作委員會主席李大壯一同向出席者祝酒



Bottom, left: Barry Cheung, Chairman of the Hong Kong Mercantile Exchange (right) and John Slosar, Chief Executive of Cathay Pacific, attend a reception during the 23<sup>rd</sup> Plenary of the Hong Kong-US Business Council, held in Hong Kong, in October 2011

左下：港美商務委員會第23屆全體會議於2011年10月在港舉行，出席招待酒會的嘉賓包括香港商品交易所主席張震遠（右）與國泰航空行政總裁史樂山



Bottom, right: Tom Tang, Chairman of the Hong Kong committee of the Hong Kong-France Business Partnership (right), talks business with Jean Lemierre, Chairman of the French committee, at the Partnership's January 2012 Plenary session in Hong Kong

右下：港法貿易夥伴委員會港方主席唐慶年（右）於2012年1月在港舉行的全體會議上，與法方主席Jean Lemierre交流意見





# 支援中小企

營商環境瞬息萬變，隨着環球經濟重心轉移至東方，亞洲角色日益重要。香港貿發局透過目標明確的活動和工作坊，裝備中小企積極面對新挑戰，昂首邁步向前。





# Helping Hong Kong SMEs 支援中小企



Above: SME Forum participants at the HKTDC World SME Expo, in December 2011, told young entrepreneurs about their experiences starting new companies. Speakers included (left to right): Chu Sai Fung and Tse Yuk, co-founders of Openballs Sports and Entertainment Ltd, Charlene Kotwall, founder of The Mustard Seed Workshop, and the HKTDC's Vincent Lee, moderator of the session

上：在2011年12月的中小企論壇上，青年創業家跟與會者分享他們的創業心得。講者分別為（左至右）：奧博斯體育及娛樂有限公司共同創辦人朱世峰及謝旭、The Mustard Seed Workshop創辦人葛思穎，以及論壇主持人貿發局貿易推廣主任李振業

## SUPPORTING SMEs

The HKTDC took a proactive approach towards helping start-up entrepreneurs and new ventures turn ideas into reality. The focus of these efforts was the HKTDC Start-Up Programme and related events held throughout the fiscal year.

Hong Kong's 300,000 SMEs are vital to its economic development, accounting for about 98 per cent of the companies in the city. The Start-Up Programme helps more entrepreneurs join the ranks of SMEs by supporting them at every step of their journey.

HKTDC guidance is offered along the complex path from implementation through development, management and sales-promotion efforts. This backing is

## 扶持中小企

香港貿發局積極協助剛起步的創業者和新企業實現夢想，推出中小企創業支援服務，並於年內舉辦各類活動和工作坊。

香港30萬中小企是香港經濟發展的命脈，佔全港企業總數98%以上。貿發局的中小企創業支援服務，兼顧創業者在不同業務發展階段的需要，讓這些新企業茁壯成長。

貿發局與中小企並肩同行創業之路，沿途給予適當導引。通過工作坊、展覽會、貿易洽談會、實用資訊，以及商貿配對，貿發局支援創業者實踐業務計劃、建立管理系統、擴展銷售網絡、逐步發展業務。

貿發局鼓勵中小企進一步善用互聯網，推廣及宣傳其產品和服務，為此，我們投入更多



provided through workshops, expositions, trade fairs, resource material and business matching.

Online efforts were expanded this year, as the HKTDC encouraged SMEs to make better use of the Internet to promote and market services and products. Working with Internet industry-related associations, the Council created several website development packages for SMEs.

### START-UP RESOURCES

The HKTDC SME Centre continued to build its reputation as a prime resource for SMEs looking for the information they need in today's fast-changing, digital world.

Located at the Hong Kong Convention and Exhibition Centre (HKCEC), the 16,000 square-foot business information and networking facility includes a library featuring trade journals, business reference material and electronic databases.

The HKTDC SME Centre was a busy hub for regular workshops on China business,

SME management and entrepreneurship. The sessions provided vital tools for Hong Kong SMEs. In the past fiscal year, the SME Centre organised some 40 workshops, attracting about 4,000 participants. The events were well-received: some 89 per cent of those attending said that they found the events useful and practical.

The Start-up Programme also offered a helping hand to new companies, which often face scarce resources. Special packages such as the Cubic Showcase + Online Promotion provided SMEs with a cost-effective promotional tool at HKTDC exhibitions and the HKTDC online marketplace. Some 310 companies took up the invitation this fiscal year.



網上資源，並與數個業界組織合作，推出多個專為中小企而設的網站發展方案。

### 為創業者而設的資源庫

貿發局中小企服務中心繼續成為中小企的首選資源中心，協助他們在快速轉變的數碼世界中，搜羅最新、可信的資訊。

中小企服務中心位於香港會議展覽中心新翼，佔地16,000平方呎，提供全面的商貿資訊，同時是業務諮詢及交流平台。中心設有商貿圖書館，收藏各類商業期刊、商貿參考資料以及電子資料庫，歡迎中小企參考借閱。

中心亦經常舉辦不同類型的工作坊，內容圍繞內地營商、管理技巧和創業資訊，讓中小企加強裝備。在2011/12年度，中小企服務中心舉辦了40多個工作坊，參加者約4,000人，當中約89%受訪使用者認為活動對其發展業務有實質幫助。

貿發局樂意協助資源較匱乏的新公司。我們提供具成本效益的推廣方案，例如「型格展櫃+網上宣傳」計劃，讓他們能夠以較相宜的價錢參與貿發局展覽會及利用本局的網上商貿平台，今年約有310家公司參與。



Above: Visitors at the HKTDC SME Centre browse through HKTDC research materials and other publications

上：訪客正在貿發局中小企服務中心翻閱我們的研究報告及其他刊物

Left: The May 2011 China Business Workshop at the HKTDC SME Centre offered businesspeople strategies for expanding into the Chinese mainland's retail market

左：貿發局於2011年5月在中小企服務中心舉辦中國商貿工作坊，探討港商拓展內地零售市場應採取的策略



Above: Hong Kong Federation of Youth Groups representative Cheung Chi Wai spoke at a May 2011 Entrepreneur Day workshop focusing on the role that personality plays in starting a small business  
上：於2011年5月舉行的創業日，貿發局邀請香港青年協會青年就業網絡單位主任張志偉擔任講者，分析個人性格對小本創業的影響

Right: In addition to exhibits, the World SME Expo provided important information for those starting new companies. Arthur Shek, Executive Director of the *Hong Kong Economic Times*, offered advice about handling the "Rough Road for SMEs"

右：國際中小企博覽期間舉辦多場講座，為剛起步的新公司提供實用資訊，圖為香港經濟日報執行董事石鏡泉於「中小企的風雨路」講座上分享心得

## ENCOURAGING ENTREPRENEURS

An array of strategic initiatives held across the Council during the year also formed key components of the SME Start-up Programme. The third edition of Entrepreneur Day, in May 2011, featured all the services and information needed by

## 鼓勵創業

中小企創業支援服務亦包括了貿發局各部門籌劃的活動項目。2011年5月舉行的第三屆創業日，內容涵蓋創業者或有意創業者所需的服務和資料，吸引逾12,000名公眾人士參觀，其中4,000人參與了同場舉行的10多個研討會和論壇。

第11屆國際中小企博覽於2011年12月舉行，重點提供商業解決方案和市場資訊。博覽吸引317家來自34個國家及地區的參展商，當中內地參展商大幅增加60%，而來自印度、哈薩克斯坦、波蘭、泰國、土耳其、越南和津巴布韋的機構亦積極參展。本屆博覽吸引近16,000人參觀，包括10個海外代表團和67個內地代表團。

## 協辦APEC會議獲得好評

2012年2月，逾700名來自亞太區商界人士在香港參與了APEC中小企業峰會。會議由貿發局及亞太經合組織（APEC）商貿諮詢







those who had started, or were looking to start, a business. The event attracted more than 12,000 public visitors, with some 4,000 of them taking part in more than 10 concurrent seminars and forums.

Business solutions and market intelligence were the focus at the 11<sup>th</sup> edition of HKTDC World SME Expo. The December 2011 fair was enhanced by a more than 60 per cent increase in the number of Chinese mainland companies participating. Among the 317 exhibitors from 34 countries and regions were stronger numbers from India, Kazakhstan, Poland, Thailand, Turkey, Vietnam and Zimbabwe. The expo welcomed nearly 16,000 visitors, including 10 overseas and 67 mainland delegations.

#### APEC MAKES A SPLASH

More than 700 businesspeople from the Asia-Pacific region took part in the APEC SME Summit, which was held in Hong Kong in February 2012. The summit, organised by the HKTDC and the APEC Business Advisory Council (ABAC), focused on nurturing business. Under the theme “entrepreneurship,” the summit featured the success stories of a variety of mainland, Hong Kong and Taiwan entrepreneurs.

ABAC also held its first gathering of the year in Hong Kong during the summit. More than 230 ABAC members and senior officials from 21 APEC economies attended the four-day meeting.

理事會（ABAC）合辦，集中討論企業成長之路，並邀得兩岸三地多位企業家分享他們成功創業的故事。

峰會舉行期間，ABAC亦在香港召開2012年的首次會議，吸引逾230名ABAC成員以及來自21個APEC經濟體的政府高層出席。

Above: Whether entrepreneurship is innate or learned behaviour was among the many engaging topics at the February 2012 APEC SME Summit in Hong Kong. Session participants were (left to right): Jardine Matheson Group Managing Director Anthony Nightingale; Perception Digital Holdings Ltd Chairman and CEO Jack Lau; and Hong Kong University of Science and Technology Adjunct Professor, School of Business & School of Engineering, Po Chi Wu

上：2012年2月在香港舉行的APEC中小企業峰會上，其中一個極具吸引力的議題是，創業精神是先天還是後天培養。參與該環節討論的嘉賓為（左至右）：怡和集團常務董事黎定基、幻音數碼主席兼行政總裁廖家俊博士，以及香港科技大學商學院及工學院兼職副教授吳葆之



Above: Fashion brand Into the Light designer Sandra Chau (right) meets potential collaborators at a July 2011 New Design Force business-matching session during HKTDC Hong Kong Fashion Week for Spring/Summer

上：貿發局推動新晉設計師與廠商合作，並於展覽會期間安排商貿配對會議，圖為時裝設計師周燕珊，在2011年7月舉行的香港時裝節春夏系列上，與港商會面

### THE RIGHT MATCH

The HKTDC pressed ahead with its efforts to diversify business-matching programmes, which connect companies through face-to-face meetings and online communication. The hktcdc.com free sourcing service continued to be one of the most popular offerings at HKTDC trade fairs in Hong Kong and at overseas events. During the fiscal year, some 13 million business connections were made through the service. Connections occur when buyers and sellers agree to share specific contact details with each other.

Tailored business matching from the HKTDC was also a welcome addition at trade fairs in Hong Kong and at special pavilions set up overseas. The HKTDC's Customised Business Matching and Buyer Meetings

### 撮合商貿夥伴

貿發局繼續積極推動和擴大商貿配對計劃，透過面談及網上配對聯繫全球企業。hktcdc.com展覽商貿配對服務深受海外買家歡迎，年內為香港公司建立1,300萬個商貿聯繫，獲配對的買家及供應商只須同意提供聯絡資料予對方，即可展開業務洽談。

貿發局亦於香港展覽會及海外展覽中的香港館，提供度身訂造的商貿配對服務及買家採購會，撮合買家和供應商。年內，我們為雙方安排了8,000個配對轉介。

### 商務顧問服務

隨著更多中小企北望神州，貿發局加強了中國商務顧問服務，除了我們的專家外，亦邀請了中國商務部、上海市商務委員會、以及廣東省和福建省對外貿易經濟合作廳的內地





services helped match buyers and suppliers. More than 8,000 connections were made, thanks to the services.

### BUSINESS ADVISORY SERVICES

With many SMEs shifting their attention to mainland opportunities, the HKTDC China Business Advisory Service stepped up its activities. This fiscal year, the service offered more than 860 customers practical information provided in one-on-one advisory sessions. Advice included

doing business on the mainland, ranging from marketing strategies and government regulations, to customs, intellectual property rights and taxation.

The advice was provided by HKTDC China experts, along with mainland officials from the China Ministry of Commerce, the Shanghai Municipal Commission of Commerce and the Department of Foreign Trade and Economic Cooperation in Guangdong and Fujian Provinces.

### FAST FACTS

- The HKTDC organised more than 160 seminars, conferences, workshops and forums this year.
- More than 5,200 visitors took part in the seminars at HKTDC World SME Expo.
- *Hong Kong Trader* is the Council's flagship newsletter, reaching more than 1.1 million people around the world each week.
- 1,400 people attended a high-level conference alongside World SME Expo to discuss branding and online strategies for mainland markets.
- Japanese, mainland and United States companies were involved in more than 100 business-matching sessions at World SME Expo.

### 資料概覽

- 貿發局每年舉辦超過160場研討會、會議、工作坊及論壇。
- 逾5,200人參與國際中小企博覽期間舉行的研討會。
- 貿發局的旗艦通訊《香港工商》，每星期發放予超過110萬人，讀者遍布世界各地。
- 在國際中小企博覽期間，1,400人出席期間舉行的高層會議，討論在內地市場建立品牌及網上營商策略。
- 來自日本、中國內地及美國的公司，於國際中小企博覽期間，參與超過100項商貿配對會議。



Above: Business-matching sessions at the Style Hong Kong Show in Beijing, in October 2011, brought together mainland companies and Hong Kong brands interested in breaking into the mainland market

上：在2011年10月舉行的時尚香港@北京大集期間進行的商貿配對會議，為有意開拓內地市場的香港品牌和內地企業，提供洽談合作的平台

Left: At a China Business Advisory Service session, Zheng Bu Fen (left), an adviser from the Shanghai Municipal Commission of Commerce, offers an entrepreneur practical advice about tapping mainland markets

左：內地官員全力支持貿發局的中國商務顧問服務，圖為來自上海市商務委員會的顧問鄭步芬(左)，為港商解答營商疑難

Below: HKTDC product magazines, available at the HKTDC SME Centre, the Council's international fairs and other events, support SMEs in a wide variety of industries and sectors

下：貿發局出版的產品雜誌在貿發局的展覽會和主要活動，以及中小企服務中心派發或銷售，為中小企提供各行各業的實用資訊

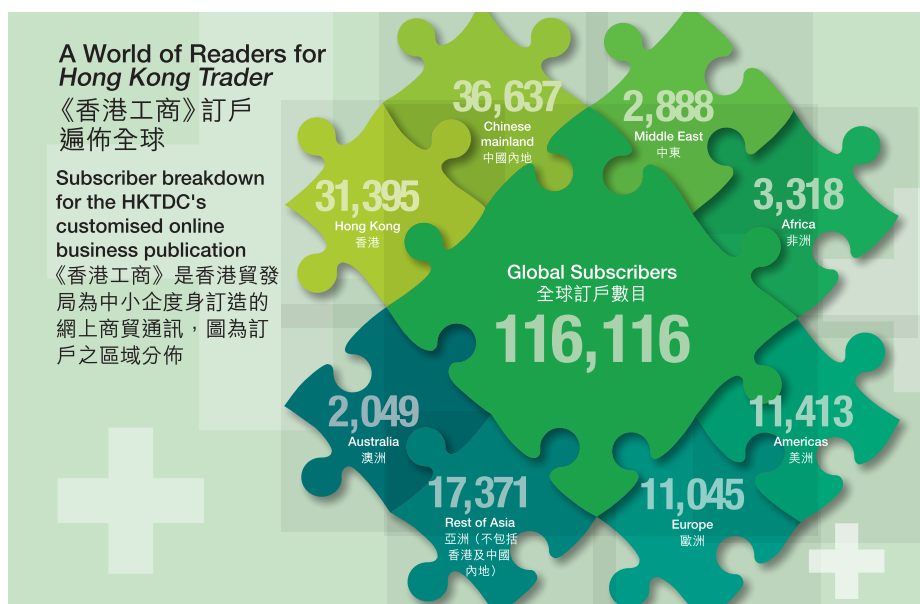
## REWARDING READING

The HKTDC Research Department produced about 150 newsletters, reports and other publications this fiscal year. They included *Trade Quarterly*, which offers market intelligence and information about business opportunities in Hong Kong, the mainland and emerging markets.

Potential relocation destinations for manufacturers on the mainland were among the key *Trade Quarterly* reports this fiscal year. The series responded to needs arising from rising production costs and other challenges faced by plant owners in the Pearl River Delta.

Hong Kong's growing role as Asia's premier sourcing hub for intellectual property (IP) was also addressed in an HKTDC report. It described a "virtuous cycle" of growth enabled by the city's legal system and IP practices, amid IP-related business opportunities across Asia, particularly on the mainland.

SMEs also benefited from HKTDC surveys, including one study done in conjunction with the Hong Kong Federation of Youth Groups. The research gathered opinions on Hong Kong's



政府官員坐陣。年內，我們為超過860位客戶安排了一對一諮詢服務，專家就市場推廣策略、政府法規、報關、知識產權及稅務等方面給予建議，並提供實用內地營商資訊。

## 出版刊物 發放實用資訊

本年度貿發局研究部出版了150份報告、通訊及其他刊物，包括提供各類市場資訊及有關香港、中國內地及新興市場商機的《貿易季刊》。

珠三角地區廠商面對諸多挑戰，包括生產成本上升等。為了回應廠商所需，《貿易季刊》作一系列專題報道，探討製造商遷移生產基地的合適地點。

貿發局的另一份研究報告指出，香港作為亞洲首選知識產權交易中心的地位日益重要。報告論及亞洲特別是中國內地有關知識產權的商機不斷湧現，而香港完善的法制及保護知識產權的舉措，帶動「良性循環」，令知





creative youth, and helped outline ways to cultivate an entrepreneurial spirit and nurture the growth of SMEs.

### PUBLICATIONS AND VIDEO

The HKTDC continued to reach out to wider audiences using its existing publications as well as new media channels. The flagship business e-newsletter *Hong Kong Trader* again posted double-digit growth in opt-in subscription numbers. By the end of this fiscal year, more than 116,000 people had subscribed to customised editions of the online publication.

HKTDC videos also expanded their



reach, and can now be found on such video-sharing sites as YouTube and the mainland's Tudou. The videos spotlighted major events, success stories and interviews with businesspeople, government officials and entrepreneurs, all serving to highlight Hong Kong's business advantages and opportunities for SMEs. The videos were also promoted on Twitter, LinkedIn, Facebook and other new media.

SMEs and stakeholders were kept informed of HKTDC activities throughout the year through the *SME Monthly*, a newsletter circulated to the trade community.

識產權業務持續增長。

貿發局的研究工作亦顧及中小企需要。與香港青年協會合作進行的調查，收集了香港青年的意見，就如何培養創業精神和扶助中小企業成長提出建議。

### 出版及視訊媒體

貿發局利用現有刊物及新媒體等多種途徑，繼續積極聯繫更多群體。我們的旗艦商貿電子通訊《香港工商》，訂閱人數再次錄得雙位數字增幅。截至本財政年度末，該份通訊的訂戶超過116,000人。

貿發局的網上廣播亦越來越多人收看，短片更上載至分享網站如YouTube及內地的土豆網等。短片內容包括報道貿發局各項重要活動，企業成功故事，以及專訪政商領袖和企業家，以凸顯香港的營商優勢及為中小企帶來的商機。我們亦會透過Twitter、LinkedIn、Facebook及其他新媒體推廣短片。

中小企及各大商會、行業協會的會員亦可透過《中小企月刊》，定期獲取貿發局活動的最新資訊。

Above: A growing range of HKTDC information is moving online, available to visitors at the SME Centre and HKTDC events, as well as on [hktdc.com](http://hktdc.com), the Council's online marketplace

上：中小企服務中心及貿發局各大活動均設有電腦站，方便訪客瀏覽貿發局的商貿資訊，以及網上商貿平台 [hktdc.com](http://hktdc.com)

Left: Nobel Prize-winning economist Joseph Stiglitz, a speaker at the 2012 Asian Financial Forum, was one of nine participants profiled in video interviews by the HKTDC in advance of the Forum. Professor Stiglitz was interviewed at his Columbia University office

左：亞洲金融論壇2012講者之一、前諾貝爾經濟學獎得主約瑟夫·斯蒂格利茨教授於論壇前率先接受貿發局網上廣播站的訪問，除了他以外，另有八位講者及參加者接受訪問，暢談他們對熱門經濟議題的看法。斯蒂格利茨教授於美國哥倫比亞大學的辦公室內接受越洋訪問





# Developing Our Organisation 持續發展

The HKTDC turned 45 in 2011, buoyed by its employees, who continued to pursue professional and personal development to better serve local SMEs and the community.

在全體員工努力拼搏下，香港貿發局在2011年昂然踏入45周年。貿發局員工持續進修，提升專業知識與發展個人潛能，致力為香港中小企及廣大社會提供更優質的服務。





# Developing Our Organisation 持續發展



Above: Some 1,500 SMEs, business leaders and senior government officials attended the HKTDC's 45<sup>th</sup> anniversary reception in September 2011. Toasting the local business community for its longstanding contributions to Hong Kong's economy were (left to right): former HKTDC Chairman Peter Woo, HKTDC Executive Director Fred Lam, Hong Kong SAR Government Chief Executive Donald Tsang, HKTDC Chairman Jack So and Council Member Philip Y Wong

上：貿發局45周年酒會於2011年9月舉行，招待了逾1,500名中小企代表、商界領袖及政府官員。(左至右)香港貿發局前任主席吳光正、香港貿發局總裁林天福、香港特別行政區行政長官曾蔭權、香港貿發局主席蘇澤光及理事會成員黃宜弘舉杯同慶，對本地工商界為香港經濟長遠發展所作出的貢獻表示謝意

## MARKING A MILESTONE

The HKTDC paid tribute to the local business community for its decades of commitment to Hong Kong's economic growth at a September 2011 reception marking the Council's 45<sup>th</sup> anniversary.

Officiated by Hong Kong SAR Government Chief Executive Donald Tsang and HKTDC Chairman Jack So, the event also recognised the HKTDC's continuing efforts to promote Hong Kong's economy and help SMEs, the city's economic pillar and major source of jobs.

The HKTDC hosted more than 1,500 SMEs, business leaders and senior government officials at the reception. The event featured an exhibition highlighting

## 逾越里程碑

中小企是香港經濟的重要支柱，為香港創造了大量職位。2011年9月，香港貿發局舉辦「商伴同行45年」慶祝酒會，向本港工商界致敬，表揚他們為香港經濟增長貢獻良多。

酒會共有1,500多位中小企代表、商界領袖及政府高級官員出席，並由香港特別行政區行政長官曾蔭權與貿發局主席蘇澤光擔任主禮嘉賓。

同場亦舉行圖片展覽，展示貿發局自1966年成立以來的歷史性時刻，以及香港的經濟成就，並回顧貿發局為推廣香港貿易和扶助中小企所作出的努力。



Left: Marketing & Customer Service Head Regina Lai (centre) addresses SMEs at a district outreach luncheon, one of many initiatives organised to help meet customer needs

左：貿發局推廣及客戶服務部主管黎華慧君（中）在地區交流午宴上與一群中小企負責人會面交流。我們透過這項以及眾多其他活動，致力加強回應客戶的需要

Below: At its 45<sup>th</sup> anniversary reception, the HKTDC saluted decades of partnership with the Hong Kong business community

下：在貿發局45周年酒會上，貿發局特別向本港工商界致敬，讚揚他們為香港經濟增長作出的貢獻

some of the HKTDC's historic moments and successful partnerships, as well as Hong Kong's economic achievements, since 1966.

### REACHING OUT

A variety of initiatives were put in place this fiscal year to better respond to customer needs, including visits by HKTDC managerial executives, district

outreach luncheons and courtesy phone calls.

More user-friendly channels were established to collect customer feedback, while a tracking and management system was developed to respond to customer issues. The HKTDC values customer feedback as a driving force in its mandate for continuous improvement.

### 接觸中小企

貿發局於年內推出多項新猷，包括經理拜訪、電話訪談以及地區外展午宴，以聆聽及了解中小企所需。貿發局重視客戶反響，作為不斷改良服務的動力。因此，我們簡化程序，讓中小企更容易提出意見，同時並開發了一套追蹤管理系統，確保妥善跟進客戶查詢。







Above: Students in the HKTDC Trade Ambassador Programme visit the HKTDC Exhibition Services & Logistics Centre in Tseung Kwan O

上：參與商貿大使計劃的同學，前往將軍澳的貿發局展覽服務及物流中心考察，以更深入了解籌備商貿展覽背後的各種工作

## CREATING TRADE AMBASSADORS

In 2011, some 400 university students participated in the Trade Ambassador Programme organised by the HKTDC in cooperation with nine Hong Kong universities. Launched in September 2010, the programme allows students to participate in a range of HKTDC projects and activities to understand the importance of trade to Hong Kong.

The HKTDC continued to work closely with young talent and design institutes

through its Sustainable Design project. The initiative turns carpets, banners and other used fair material into marketable design objects. Some of the innovative pieces were featured this fiscal year at the HKTDC Hong Kong Houseware Fair, the Style Hong Kong Show in Beijing and the Hong Kong pavilion at the seventh Pan-PRD Expo in Fuzhou.

In addition, the HKTDC continued to offer internships to final-year students at local design institutions on a request or nomination basis.

## NURTURING EXECUTIVE TRAINEES

The HKTDC continued to groom future leaders by training would-be executives with a passion for serving Hong Kong. This year, 16 trainees participated in

## 商貿大使計劃

貿發局聯同香港九間大學於2010年9月開始推出為期一年的商貿大使計劃，讓大學生有機會參與多項貿發局項目及活動，從中了解外貿對香港的重要性。2011年，約400位大學生參與計劃。

貿發局一直通過「永續設計」（Sustainable Design）計劃，與設計尖子和相關院校緊密合作，將棄用的展覽會場地氈、橫額和其他佈置物料，轉化為有市場價值的设计品。部分創意作品於年內在香港貿發局香港家庭用品展、時尚香港@北京大集，以及第七屆泛珠三角區域經貿合作洽談會（福州）的香港館上展出。

另外，貿發局繼續向本港設計院校的應屆畢

the Council's 15<sup>th</sup> Executive Trainee Programme, which puts trainees to work in a variety of departments for three years to gain on-the-job business experience.

The 12<sup>th</sup> class of executive trainees graduated this fiscal year, with six of them becoming assistant managers. The graduates donated US\$1,100 (about HK\$8,600) to the World Fair Trade Organization as their graduation gift to the Council.

Apart from on-the-job training, trainees attended a wide range of learning activities, including workshops on business presentation, personal brand building, leadership development and experiential training designed to help build confidence, determination and team spirit.

Trainees also participated in a host of community functions, including the Sowers Action Challenging 12 Hours Charity Marathon, a Mid-Autumn Festival visit to the elderly, and the annual Standard Chartered Hong Kong Marathon.

業生提供實習職位，同學可提交申請或由他人提名以獲取有關機會。

### 見習貿易推廣主任

我們繼續培育有志服務香港的見習貿易推廣主任，栽培他們成為未來領袖。本年度，貿發局取錄了16人成為第15屆見習貿易推廣主任培訓計劃的學員，在三年的培訓期內，他們將輪流到各部門任職，在實際工作環境下學習和汲取經驗。

第12屆見習貿易推廣主任於年內完成培訓，當中六人躍升為助理經理，他們合力捐出1,100美元（約8,600港元）予世界公平貿易組織，作為送給貿發局的畢業謝禮。

除在職培訓外，見習貿易推廣主任亦參加了多項課程，包括有關演說技巧、建立個人品牌、領導才能的工作坊，幫助學員建立自信、決心及團隊精神。

見習貿易推廣主任亦積極參與多項社區活

### FAST FACTS

- The HKTDC's 45<sup>th</sup> anniversary reception welcomed more than 1,500 SMEs, business leaders and senior government officials.
- Some 400 Hong Kong university students participated in the HKTDC Trade Ambassador Programme in 2011.
- Six Executive Trainee graduates became assistant managers this fiscal year.
- 86 staff members received long-service awards in 2011/12.
- More than 100 staff training and development activities were organised this fiscal year, attracting more than 2,500 participants.

### 資料概覽

- 貿發局45周年酒會，邀得1,500多位中小企代表、商界領袖及政府高級官員出席慶祝。
- 約400位本港大學生於2011年獲取錄成為香港貿發局商貿大使。
- 六位見習貿易推廣主任晉身為助理經理。
- 86位貿發局員工於2011/12年度獲頒長期服務獎。
- 本財政年度共舉辦逾百項員工培訓課程及活動，參加者超過2,500人次。



Left: Participants in the HKTDC's three-year Executive Trainee Programme for future leaders build confidence, determination and team spirit at a "boot camp"

左：貿發局為培養未來領袖而設的三年見習貿易主任培訓計劃，其成員透過野外集訓課程「boot camp」建立自信、決心及團隊精神



Efforts were also made to groom marketing professionals on the Chinese mainland. The first two-year Mainland Executive Trainee Scheme was completed in December 2011, with its three graduates now serving at various mainland offices.

### DEVELOPING PEOPLE

HKTDC employees took part in sector-specific training, industry and market reviews and continuing education to better serve SMEs.

More than 100 training and development activities were organised in 2011/12, with enrolment exceeding 2,500. They included

a series of seminars and workshops for frontline customer-service staff to help ensure quality service. Among the speakers were executives from such companies as HSBC and CLP Power, who shared their best industry practices and personal experience.

Other courses included the Power-Up management development and communication skills workshop series, seminars on the mainland market and a webcasting basics workshop.

The StarClub eLearning portal was launched in early 2012, offering HKTDC

動，包括苗圃挑戰12小時慈善越野馬拉松、中秋節探訪長者、渣打馬拉松等。

我們亦積極培育中國內地的市場推廣專才，首屆內地見習貿易主任於2011年12月完成為期兩年的培訓計劃，三位畢業生現正於內地不同的地區辦事處工作。

### 發展個人潛能

貿發局員工持續進修，並積極參與各種專門訓練、加深認識各行各業和市場的發展，以為中小企提供更優質服務。

在2011/12年度，貿發局籌辦了逾100項培訓課程及發展活動，報名人數超過2,500人次。這些活動包括專為客戶服務前線員工而設的講座及工作坊，以提升服務質素。我們特別邀請屢獲客戶服務獎項的大企業，例如滙豐銀行及中華電力等的行政人員，分享實務和個人經驗。

其他課程包括「Power-up」管理人員發展和溝通技巧工作坊系列、有關內地市場的講座，以及網絡廣播基本技巧工作坊等。

2012年初，貿發局重新推出StarClub eLearning網站，讓遍布世界各地的員工可通過互聯網參與題材廣泛的培訓課程和活動，例如Excel工作項目自動化、演說技巧、公文寫作及傳訊、批判思考及決策等。

僱員再培訓局在2012年3月向貿發局頒發「人才企業嘉許獎」，肯定我們在鼓勵學習文化、積極推動員工培訓和發展的成績。



Above: The HKTDC's Corporate Communication department organised a webcasting basics workshop for colleagues interested in video production, a growing feature of the Council's information services output

上：網絡短片日漸成為貿發局發放資訊的常用渠道，該局傳播部為有興趣製作短片的同事開設「網絡廣播基本技巧」工作坊

Right: Colleagues acquire project-planning skills at this interactive workshop, part of the HKTDC's comprehensive training programme designed to help ensure quality services for SMEs

右：貿發局為職員提供全面培訓課程，包括這個教授項目策劃技巧的互動工作坊，藉此確保員工能向中小企提供優質服務





Left: At the January 2012 HKTDC Hong Kong Toys & Games Fair, volunteers collected toys from exhibitors as part of the Council's commitment to the community. The toys were donated to non-governmental organisations through the Reach-Out Campaign

左：於2012年1月舉行的香港貿發局香港玩具展期間，我們的「延展關懷行動」義工隊，向參展商收集玩具再轉送予多個非政府組織，實踐我們服務社區的宗旨

### 服務社區

年內，香港貿發局參與了多項慈善活動，並獲香港社會服務聯會頒發「5年Plus商界展關懷」標誌、香港公益金頒發公益卓越服務獎，而世界宣明會亦因我們大力支持「舊書回收大行動」，而特別鳴謝我們。

我們走進社區的其他活動，還包括公益金便服日和慈善哥爾夫球賽。另外，在香港貿發局香港玩具展、香港嬰兒用品展及香港禮品及贈品展期間，我們發起「延展關懷」展品捐贈行動，從超過75家參展商手中收集得270箱玩具和禮品，並通過香港社會服務聯會轉送予30個非政府組織。

貿發局亦和聖雅各福群會合作，安排義工於中秋節前，帶同月餅、水果等應節食品探訪30個長者家庭。

貿發局與聖雅各福群會及綠田園基金攜手合作，為來自低收入家庭的30位小朋友組織有機農場旅行團，學習如何造紙和烘製麵包，並觀看基本農耕工作（如犁田、施肥、播種及灌溉）的示範。

employees worldwide access to online training courses and activities covering a wide range of topics. Automating Excel tasks, presentation skills, business writing and communication, critical thinking and decision-making were among the offerings.

The HKTDC was awarded the "Manpower Developer" title by the Employees Retraining Board in March 2012. The award recognised the Council's commitment to promoting a culture of learning through staff training and development.

### SERVING THE COMMUNITY

The HKTDC participated in a range of charitable activities during the year, receiving a "5 Years+ Caring Organisation" title from the Hong Kong Council of Social Service, as well as the Community Chest Award for Outstanding Service and a special mention of thanks from World

Vision for supporting its Used Books Recycling Campaign.

The HKTDC's Reach-Out Campaign included participation in the Community Chest's Dress Casual Day and Charity Golf Day. In addition, the campaign was held at the HKTDC Hong Kong Toys & Games Fair, the HKTDC Hong Kong Baby Products Fair and the HKTDC Hong Kong Gifts & Premium Fair. Some 270 boxes of toys and gifts were collected from more than 75 exhibitors and donated to 30 non-governmental organisations through the Hong Kong Council of Social Service.

The HKTDC also teamed up with St James' Settlement, arranging for volunteers to visit 30 elderly households before the Mid-Autumn Festival with such gifts as mooncakes, fruit and other festive food.



Right: HKTDC employees are all smiles at the MTR Hong Kong Race Walking 2011, one of many charitable events that serve the local community. Council staff also joined other events, including the annual Standard Chartered Hong Kong Marathon

右：本年度貿發局員工參與了多項慈善活動，包括圖中的2011年港鐵競步賽和渣打馬拉松，為我們社會出一分力



Working with St James' Settlement and the Produce Green Foundation, the HKTDC organised an organic farm visit for 30 children from low-income families. There they learned how to make paper and bread, and viewed demonstrations of such basic farming techniques as ploughing, fertilising, seeding and watering.

#### CHARITY THROUGH FITNESS

The HKTDC also participated in the Standard Chartered Hong Kong Marathon 2012 and the MTR Hong Kong Race Walking 2011, with the Council's corporate branding team finishing second runner-up in the Race Walking event. There, team members, dressed to resemble wheel gears, held eye-catching placards to raise public awareness of the HKTDC's role in driving the growth of Hong Kong SMEs.

The HKTDC once again sponsored the "Wan Chai à la Carte" food map in collaboration with the Wan Chai District Council. The map features eateries in Wan Chai, offering visitors and locals a handy and informative guide, in English and Chinese, to dining and drinking in the district. This fiscal year's map included a "My Favourite Restaurants" section. The guide was launched at the August 2011 HKTDC Food Expo and distributed at other HKTDC trade fairs, the HKTDC Design Gallery, the HKTDC SME Centre, Wan Chai District Councillors' Offices and St James' Settlement. An electronic version was made available on the HKTDC website.

The staff club, HKTDC United, organised myriad activities during the financial year to help build a sense of camaraderie among employees and promote their well-

#### 做運動 傳愛心

貿發局參與了2012年渣打馬拉松及2011年港鐵競步賽，並勇奪後者的“公司形象”季軍獎項。賽事中，隊員穿著模仿齒輪的公司形象服飾，手持搶眼的標語牌，向公眾介紹貿發局推動香港中小企發展的角色。

貿發局再次夥拍灣仔區議會贊助出版「食通灣仔」美食地圖，介紹灣仔區的餐廳食肆，為遊客和市民提供便利詳盡及富地道特色的中英文飲食指南。這本地圖新增了「我最喜愛食肆」部分，並於2011年8月舉行的香港貿發局美食博覽期間推出。貿發局在各展會上派發地圖，公眾亦可以在貿發局設計廊、中小企服務中心、灣仔區議會議員辦事處及聖雅各福群會等地索閱，或於貿發局網站下載電子版。

貿發局的員工組織HKTDC United於年內舉

being. Eco-tours and classes on parenting, dance, yoga, tai chi, fitness, golf, floral arranging and skin care were among the courses on offer.

### BUILDING CORE VALUES

The HKTDC's Core Values – trust, developing new frontiers, creating value and commitment – continued to unite the Council with a common set of principles designed to serve Hong Kong SMEs.

Colleagues who exemplify these values are recognised through the HKTDC Commitment Awards. At the sixth presentation ceremony, held in December 2011, seven winners were honoured with Individual, Customer Service and Team Awards. Winners included teams with members from offices around the world, underscoring the team spirit and cohesion among HKTDC staff.

During the year, the Core Values Working Group organised workshops for new recruits to instil in them the culture of service, innovation and commitment that drives the HKTDC.

The 2011/12 financial year saw 86 HKTDC staff members receive long-service awards, including 17 from overseas offices. Two staff members were honoured for four decades of distinguished service at the Council, while two were recognised for 35 years, eight for 30 years and 14 for 25 years. Thirty received 20-year awards, and another 30 were noted for their 10 years of service.



辦眾多活動，包括生態旅行、興趣班包括舞蹈、瑜伽、太極、健身、哥爾夫球、插花、護膚等，以維繫員工情誼，並建立團結精神、鼓勵員工保持身心健康。

### 建構核心價值

貿發局的核心價值是互相信任、拓展領域、創建價值及投入承擔，凝聚了整個機構上上下下來服務香港中小企。

我們每年頒發獎項——貿發局核心價值獎，表揚在實踐核心價值有傑出表現的員工。第六屆頒獎禮在2011年12月舉行，合共頒發7個個人、客戶服務及團隊獎項。得獎者來自全球辦事處，足見我們的團隊精神和緊密的合作關係。

核心價值工作小組亦為新入職的同事舉辦工作坊，灌輸貿發局的服務文化、創新和勇於承擔的精神。

2011/12年度有86位貿發局員工獲頒長期服務獎，包括17位海外辦事處職員。其中兩



位獲獎員工於貿發局服務長達40載，另有兩位服務達35年，八位服務30年，14位服務25年。另有30人獲頒20年服務獎，30人獲頒10年服務獎。

Top: HKTDC Executive Director Fred Lam (centre) presents Commitment Awards to employees who exemplify the Council's core values of trust, developing new frontiers, creating value and commitment

頁頂：貿發局總裁林天福（中）頒發貿發局核心價值獎予部分員工，表揚他們在實踐貿發局核心價值——互相信任、拓展領域、創建價值及投入承擔各個方面，成績優異

Above: The culture of service, innovation and commitment that drives the HKTDC is instilled in new colleagues at this Core Values workshop

上：透過核心價值工作坊，新入職同事認識到貿發局的服務文化、創新和勇於承擔的精神，它們是推動貿發局不斷改進的核心元素



# Corporate Governance 企業管治

The Hong Kong Trade Development Council (HKTDC) is a statutory organisation governed by the HKTDC Ordinance (Chapter 1114 of the Laws of Hong Kong). It is committed to demonstrating high standards of corporate governance, both as a statutory body in the public service and as an organisation with a responsibility to show leadership in best practices to Hong Kong's business community. It places a high priority on the accountability and responsible financial management that underpins good corporate governance and corporate social responsibility.

## COUNCIL

The HKTDC benefits from the advice and direction of a 19-member Council established under the HKTDC Ordinance. The Chairman and six members are appointed by the Chief Executive of the Hong Kong SAR Government. Eight are ex-officio appointments by virtue of their chairmanship of chambers of commerce and business organisations or government positions. Four are nominated members from leading business associations. The Council met four times during the financial year 2011/12.

香港貿易發展局是根據香港貿易發展局條例(香港法例第1114章)成立的法定組織。貿發局作為提供公共服務的法定機構，致力維持高標準的企業管治，為香港工商界擔起示範作用。該局首要目標是建立良好的問責機制及妥善的財務管理系統，以鞏固企業管治及企業社會責任。

## 理事會

根據香港貿易發展局條例，貿發局理事會由19人組成，負責制定機構發展方向，並為活動提供建議。該局主席及其中六名理事會成員由香港特別行政區政府行政長官委任，八名當然成員由各大商會和協會領袖以及政府官員擔任，另外四名成員由主要工商組織提名。在2011/12年度，貿發局召開了四次理事會會議。

### STAFF AND FINANCE COMMITTEE

The Council's work is supported by a Staff and Finance Committee, whose membership is drawn from among the senior business representatives on the Council. The Committee reviews and recommends to Council on all matters, including budget estimates, financial management control and accounting procedures. It also reviews and recommends to Council on matters of human resources policy, terms and conditions of employment and the creation and deletion of senior management positions. The committee met four times during the financial year 2011/12.

### AUDIT COMMITTEE

The Council's Audit Committee assists the Staff and Finance Committee in ensuring high standards of financial control and compliance. The Committee is chaired by a Member of the Council, with two further Council Members on the Committee. The Committee's responsibility is to direct and advise on the work of the HKTDC Internal Audit Department, including the annual audit plan, assurance of adequate audit coverage of internal operations, review of audit findings and monitoring the implementation of actions arising from the audit reports. The Committee also reviews the annual audited accounts. The Committee met two times during the financial year 2011/12.

### CORPORATE SOCIAL RESPONSIBILITY

Good governance is central to a broader commitment to corporate social responsibility (CSR), which promotes better and more responsible management. The importance of running a sustainable business has been increasingly recognised in the community. The HKTDC's efforts to embrace CSR principles has resulted in its accreditation as a "CSR Advocate Organisation" by the Hong Kong Quality Assurance Agency with reference to international standards. This followed CSR staff training conducted in late 2011. The HKTDC will continue to work with the agency to ensure that its CSR standards remain at a high level.

### 職員及財務委員會

理事會下設有職員及財務委員會，由理事會中部份資深的商界代表組成，以支援理事會的工作。委員會檢討貿發局財務安排，包括財政預算、財務管理、會計程序等，並提供改善建議。此外，委員會亦檢討貿發局的人力資源政策，並就該局的員工聘用條款、增刪高級管理人員職位等提供意見。在2011/12年度，委員會召開了四次會議。

### 審核委員會

貿發局的審核委員會協助職員及財務委員會確保貿發局維持高標準的財務控制及守則。委員會由三名理事會成員組成，其中一人擔任主席。委員會負責領導及指引貿發局審計部的工作，就每年的審計計劃提供建議，以確保審計內部運作的範圍恰當，並檢視審計個案，跟進審計報告所建議之改善措施的落實情況，並檢討年度審核報告。在2011/12年度，委員會召開了兩次會議。

### 企業社會責任

社會企業責任促進更好、更負責任的管理，而良好企業管治對推動企業肩負社會責任相當重要。社會越來越重視可持續業務發展。香港貿易發展局致力奉行社會企業責任之原則，在這方面所付出的努力亦備受認同，獲香港品質保證局根據國際標準，認可本局為「提倡社會企業責任的機構」。貿發局在2011年底舉辦社會企業責任員工培訓，展望未來，我們將繼續與香港品質保證局合作，確保我們的社會企業責任維持高水平。



# Finances 財務報告

## INDEPENDENT AUDITOR'S REPORT TO THE COUNCIL OF HONG KONG TRADE DEVELOPMENT COUNCIL

(Incorporated in Hong Kong under the Hong Kong Trade Development Council Ordinance)

We have audited the consolidated financial statements of Hong Kong Trade Development Council (the "HKTDC") and the subsidiaries (collectively the "Group") set out on pages 68 to 113, which comprise the balance sheets of the Group and HKTDC as at 31 March 2012, and the consolidated income and expenditure account, the consolidated statement of comprehensive income, the consolidated statement of changes in funds and the consolidated statement of cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

## COUNCIL'S RESPONSIBILITY FOR THE CONSOLIDATED FINANCIAL STATEMENTS

The Council of HKTDC is responsible for the preparation of consolidated financial statements that give a true and fair view in accordance with Hong Kong Financial Reporting Standards issued by the Hong Kong Institute of Certified Public Accountants, and Section 23 of the Hong Kong Trade Development Council Ordinance, and for such internal control as the Council determines is necessary to enable the preparation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

## AUDITOR'S RESPONSIBILITY

Our responsibility is to express an opinion on these consolidated financial statements based on our audit and to report our opinion solely to you, as a body, in accordance with Section 24 of the Hong Kong Trade Development Council Ordinance and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of this report.

We conducted our audit in accordance with Hong Kong Standards on Auditing issued by the Hong Kong Institute of Certified Public Accountants. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the consolidated financial statements are free from material misstatement.

## 獨立核數師報告書

### 致香港貿易發展局理事會

(根據香港貿易發展局條例在香港註冊成立)

本核數師(以下簡稱「我們」)已審核列載於第68頁至113頁香港貿易發展局(以下簡稱「貴局」)及其子公司(以下合稱「貴集團」)的綜合財務報表。此綜合財務報表包括貴集團及貴局於2012年3月31日的資產負債表與截至該日止年度的綜合收支表、綜合全面收益表、綜合現金流量表和綜合資金總額變動表,以及主要會計政策概要及其他附註解釋資料。

## 貴局之理事會就綜合財務報表須承擔的責任

貴局之理事會須負責根據香港會計師公會頒佈的香港財務報告準則及香港貿易發展局條例第23條編製及真實而公平地列報該等綜合財務報表,以令綜合財務報表作出真實而公平的反映,及落實貴局認為編製綜合財務報表所必要的內部控制,以使綜合財務報表不存在由於欺詐或錯誤而導致的重大錯誤陳述。

## 核數師的責任

我們的責任是根據我們的審核對該等綜合財務報表作出意見,並按照香港貿易發展局條例第24條僅向理事會報告,除此之外本報告別無其他目的。我們不會就本報告的內容向任何其他人士負責或承擔任何責任。

我們已根據香港會計師公會頒佈的香港審計準則進行審核。這些準則要求我們遵守道德規範,並規劃及執行審核,以合理確定此等綜合財務報表是否不存有任何重大錯誤陳述。

# Finances 財務報告

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the consolidated financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of consolidated financial statements that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Council, as well as evaluating the overall presentation of the consolidated financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

## OPINION

In our opinion, the consolidated financial statements give a true and fair view of the state of affairs of the Group and HKTDC as at 31 March 2012, and of the surplus and cash flows of the Group for the year then ended in accordance with Hong Kong Financial Reporting Standards.

**PricewaterhouseCoopers**  
Certified Public Accountants

Hong Kong, 7 June 2012

審計涉及執执行程序以獲取有關綜合財務報表所載金額及披露資料的審計憑證。所選定的程序取決於核數師的判斷，包括評估由於欺詐或錯誤而導致綜合財務報表存在重大錯誤陳述的風險。在評估該等風險時，核數師考慮與該公司編製綜合財務報表以作出真實而公平的反映相關的內部控制，以設計適當的審計程序，但目的並非對公司內部控制的有效性發表意見。審計亦包括評價貴局所採用會計政策的合適性及作出會計估計的合理性，以及評價綜合財務報表的整體列報方式。

我們相信，我們所獲得的審核憑證是充足和適當地為我們的審核意見提供基礎。

## 意見

我們認為，該等綜合財務報表已根據香港財務報告準則真實而公平地反映貴集團及貴局於2012年3月31日結算時的財務狀況，及貴集團截至該日止年度的盈餘及現金流量。

**羅兵咸永道會計師事務所**  
香港執業會計師

香港，2012年6月7日



# Consolidated Income and Expenditure Account 綜合收支表

For the year ended 31 March

截至3月31日止之年度

(HK\$'000)	(港幣千元)	Note 附註	2012	2011
<b>INCOME</b>	<b>收入</b>			
Government Subvention from Trade Declaration Charge	從貿易報關費所得的政府撥款	5	378,250	374,508
Income Generated from the Group's Operational Activities	本集團貿易拓展活動經營收入	2(d)		
– Exhibitions and Missions	– 貿易展覽會及訪問團		1,613,920	1,556,740
– Product Magazines and Online Marketplace	– 產品雜誌及網上採購平台		188,601	187,814
– HKCEC Operation	– 香港會議展覽中心營運		151,296	141,279
– Other Operational Income	– 其他經營收入		31,414	26,953
			1,985,231	1,912,786
Investment Income	投資收益	2(h)	55,915	88,863
Interest on Bank Deposits	銀行存款利息	2(d)	8,420	4,277
Miscellaneous Income	雜項收益		6,628	11,917
			2,056,194	2,017,843
<b>TOTAL INCOME:</b>	<b>收入總額：</b>		<b>2,434,444</b>	<b>2,392,351</b>
<b>EXPENDITURE</b>	<b>支出</b>			
Staff Costs	僱員成本	2(n) & 6	569,712	529,478
Rent and Rates	租金及差餉		18,109	17,337
Other Office Expenses	其他事務費用		90,807	84,769
Exhibitions and Missions	貿易展覽會及訪問團		1,188,723	1,110,421
Other Promotional Activities	其他貿易拓展活動		354,587	336,960
Trade-related Activities	貿易相關活動		19,331	19,597
Exchange Difference	匯兌差額	2(e)	(8,310)	(5,289)
Depreciation of HKCEC Atrium Link Extension	香港會議展覽中心中庭擴建之折舊	2(f)	77,734	78,821
Depreciation of Other Property, Plant and Equipment and Amortisation of Land Use Rights	其他物業、設備及器材之折舊及土地使用權之攤銷	2(f) & (g)	65,256	65,503
Gain from Disposal of Property, Plant and Equipment	出售物業、設備及器材之收益	2(f)	(32)	(18)
SME Assistance Package	中小企支援措施		–	43,188
<b>TOTAL EXPENDITURE:</b>	<b>支出總額：</b>		<b>2,375,917</b>	<b>2,280,767</b>
Surplus before Finance Costs	扣除財務費用前盈餘		58,527	111,584
Finance Costs on Bank Borrowings	財務費用	2(l) & 14	(8,044)	(8,202)
Surplus for the Year	本年度盈餘		50,483	103,382
Transfer from SME Assistance Package Fund	撥自中小企支援措施資金	19	–	47,596
Transfer to Other Specific Funds	撥往其他特定資金	20	(120,522)	(107,307)
Transfer from/(to) General Fund	撥自／(往)普通資金	16	70,039	(43,671)
			–	–

# Consolidated Statement of Comprehensive Income 綜合全面收益表

For the year ended 31 March

截至3月31日止之年度

(HK\$'000)	(港幣千元)	Note 附註	2012	2011
Surplus for the Year	本年度盈餘		50,483	103,382
Other Comprehensive (Expense)/Income:	其他全面(費用)/收益:			
Realisation of Cash Flow Hedges	現金流量對沖變現	20	(1,845)	12,001
Fair Value (Loss)/Gain on Forward Foreign Currency Contracts at Year End	年終遠期外匯合約公平值 (虧損)/收益	20	(3,582)	8,902
Fair Value Loss on Interest Rate Swap Contracts at Year End	年終利率掉期合約公平值虧損	20	(11,253)	(7,057)
Other Comprehensive (Expense)/Income for the Year	本年度其他全面(虧損)/收益		(16,680)	13,846
Total Comprehensive Income for the Year	本年度全面收益總額		33,803	117,228



# Consolidated Balance Sheet 綜合資產負債表

As at 31 March

於3月31日

(HK\$'000)	(港幣千元)	Note 附註	2012	2011
<b>NON-CURRENT ASSETS</b>	<b>非流動資產</b>			
Property, Plant and Equipment	物業、設備及器材	7(a)	1,976,591	2,065,217
Land Use Rights	土地使用權	8	54,818	56,254
Defined Benefit Retirement Scheme Assets	界定福利退休計劃資產	6(b)(ii)	88,796	78,376
			2,120,205	2,199,847
<b>CURRENT ASSETS</b>	<b>流動資產</b>			
Accounts Receivable, Deposits and Prepayments	應收賬項、訂金及預付款項	10	270,580	251,729
Fixed-income and Equity Securities	固定收益及股本證券	11	1,516,522	1,463,717
Derivative Financial Instruments	衍生金融工具	12	–	9,898
Cash and Bank Balances	現金及銀行結存	13	761,650	736,193
			2,548,752	2,461,537
<b>TOTAL ASSETS</b>	<b>資產總值</b>		<b>4,668,957</b>	<b>4,661,384</b>
<b>NON-CURRENT LIABILITIES</b>	<b>非流動負債</b>			
Receipts in Advance	預收款項	15	145,416	180,312
Bank Borrowings	銀行貸款	14	450,000	522,000
Derivative Financial Instruments	衍生金融工具	12	6,218	4,849
			601,634	707,161
<b>CURRENT LIABILITIES</b>	<b>流動負債</b>			
Accounts Payable, Accruals and Receipts in Advance	應付賬款、應計項目及預收款項	15	1,005,781	931,304
Bank Borrowings	銀行貸款	14	72,000	72,000
Derivative Financial Instruments	衍生金融工具	12	7,028	2,208
			1,084,809	1,005,512
<b>TOTAL LIABILITIES</b>	<b>負債總值</b>		<b>1,686,443</b>	<b>1,712,673</b>
<b>NET ASSETS</b>	<b>資產淨值</b>		<b>2,982,514</b>	<b>2,948,711</b>
Financed By:	資金來源：			
<b>GENERAL FUND</b>	<b>普通資金</b>	16	1,329,097	1,312,263
<b>RESERVE FUND</b>	<b>儲備資金</b>	17	1,099,095	1,097,498
<b>EXHIBITION CONTRACTING SERVICES FUND</b>	<b>展覽服務資金</b>	18	149,577	163,782
<b>OTHER SPECIFIC FUNDS</b>	<b>其他特定資金</b>	20	404,745	375,168
<b>TOTAL FUNDS</b>	<b>資金總額</b>		<b>2,982,514</b>	<b>2,948,711</b>

(Signed)

Jack So, GBS, OBE, JP

Chairman of HKTDC

(簽署)

蘇澤光先生 <金紫荊星章、OBE、太平紳士>

香港貿易發展局主席

(Signed)

The Honourable Andrew Leung, GBS, JP

Chairman of Staff and Finance Committee

(簽署)

梁君彥議員 <金紫荊星章、太平紳士>

職員及財務委員會主席

The financial statements were approved by the Council on 7 June 2012

以上財務報表於2012年6月7日由本局理事會通過

# Balance Sheet 資產負債表

As at 31 March

於3月31日

(HK\$'000)	(港幣千元)	Note 附註	2012	2011
<b>NON-CURRENT ASSETS</b>	<b>非流動資產</b>			
Property, Plant and Equipment	物業、設備及器材	7(b)	1,903,549	1,991,605
Land Use Rights	土地使用權	8	54,818	56,254
Investment in and Balances with Subsidiaries	附屬公司投資 及結餘款項	9	68,235	68,235
Defined Benefit Retirement Scheme Assets	界定福利退休計劃資產	6(b)(ii)	88,796	78,376
			<b>2,115,398</b>	2,194,470
<b>CURRENT ASSETS</b>	<b>流動資產</b>			
Accounts Receivable, Deposits and Prepayments	應收賬項、訂金 及預付款項	10	267,380	248,971
Fixed-income and Equity Securities	固定收益及股本證券	11	1,516,522	1,463,717
Derivative Financial Instruments	衍生金融工具	12	—	9,898
Cash and Bank Balances	現金及銀行結存	13	759,358	735,632
			<b>2,543,260</b>	2,458,218
<b>TOTAL ASSETS</b>	<b>資產總值</b>		<b>4,658,658</b>	4,652,688
<b>NON-CURRENT LIABILITIES</b>	<b>非流動負債</b>			
Receipts in Advance	預收款項	15	145,416	180,312
Bank Borrowings	銀行貸款	14	450,000	522,000
Derivative Financial Instruments	衍生金融工具	12	6,218	4,849
			<b>601,634</b>	707,161
<b>CURRENT LIABILITIES</b>	<b>流動負債</b>			
Accounts Payable, Accruals and Receipts in Advance	應付賬款、應計項目 及預收款項	15	1,009,687	937,230
Bank Borrowings	銀行貸款	14	72,000	72,000
Derivative Financial Instruments	衍生金融工具	12	7,028	2,208
			<b>1,088,715</b>	1,011,438
<b>TOTAL LIABILITIES</b>	<b>負債總值</b>		<b>1,690,349</b>	1,718,599
<b>NET ASSETS</b>	<b>資產淨值</b>		<b>2,968,309</b>	2,934,089
Financed By:	資金來源：			
<b>GENERAL FUND</b>	<b>普通資金</b>	16	1,256,055	1,238,651
<b>RESERVE FUND</b>	<b>儲備資金</b>	17	1,052,373	1,052,588
<b>EXHIBITION CONTRACTING SERVICES FUND</b>	<b>展覽服務資金</b>	18	149,577	163,782
<b>OTHER SPECIFIC FUNDS</b>	<b>其他特定資金</b>	20	510,304	479,068
<b>TOTAL FUNDS</b>	<b>資金總額</b>		<b>2,968,309</b>	2,934,089

(Signed)

**Jack So, GBS, OBE, JP**

Chairman of HKTDC

(簽署)

蘇澤光先生 &lt; 金紫荊星章、OBE、太平紳士 &gt;

香港貿易發展局主席

(Signed)

**The Honourable Andrew Leung, GBS, JP**

Chairman of Staff and Finance Committee

(簽署)

梁君彥議員 &lt; 金紫荊星章、太平紳士 &gt;

職員及財務委員會主席

The financial statements were approved by the Council on 7 June 2012

以上財務報表於2012年6月7日由本局理事會通過



# Consolidated Statement of Cash Flows 綜合現金流量表

For the year ended 31 March

截至3月31日止之年度

(HK\$'000)	(港幣千元)	2012	2011
<b>OPERATING ACTIVITIES</b>	<b>貿易拓展活動</b>		
Surplus for the year	本年度盈餘	50,483	103,382
Government Subvention from Trade Declaration Charge	從貿易報關費所得的政府撥款	(378,250)	(374,508)
Investment Income	投資收益	(55,915)	(88,863)
Interest on Bank Deposits	銀行存款利息	(8,420)	(4,277)
Finance Costs	財務費用	8,044	8,202
Adjustments for items not involving the movement of cash:	非現金項目的調整：		
Depreciation for HKCEC Atrium Link Extension	香港會議展覽中心中庭擴建之折舊	77,734	78,821
Depreciation of other Property, Plant and Equipment and Amortisation of Land Use Rights	其他物業、設備及器材之折舊及土地使用權之攤銷	65,256	65,503
Gain from Disposal of Property, Plant and Equipment	出售物業、設備及器材之收益	(32)	(18)
Ineffective portion of Cash Flow Hedge	現金流量對沖的無效部份	(593)	(2,447)
Increase in Defined Benefit Retirement Scheme Assets	界定福利退休計劃資產增加	(10,420)	(8,744)
(Increase)/Decrease in Accounts Receivable, Deposits and Prepayments	應收賬項、訂金及預付款項(增加)/減少	(17,285)	22,428
Increase/(Decrease) in Accounts Payable, Accruals and Receipts in Advance	應付賬款、應計項目及預收款項增加/(減少)	38,015	(172,471)
Net Cash Outflow from Operating Activities	貿易拓展活動的淨現金流出	(231,383)	(372,992)
<b>INVESTING ACTIVITIES</b>	<b>投資活動</b>		
Interest on Bank Deposits	銀行存款利息	8,420	4,277
Addition of Property, Plant and Equipment	購置物業、設備及器材	(52,996)	(76,435)
Proceeds from Disposal of Property, Plant and Equipment	出售物業、設備及器材所得款項	100	68
Decrease in Fixed-income and Equity Securities	固定收益及股本證券減少	3,110	65,943
Decrease/(Increase) in Deposits held by Fund Managers for Investments	投資經理持有作投資用的現金存款減少/(增加)	1,852	(72,158)
Net Cash Outflow from Investing Activities	投資活動的淨現金流出	(39,514)	(78,305)
Net Cash Outflow before Financing Activities	計算資金來源前的淨現金流出	(270,897)	(451,297)
<b>FINANCING ACTIVITIES</b>	<b>資金來源</b>		
Government Subvention from Trade Declaration Charge	從貿易報關費所得的政府撥款	378,250	374,508
Repayment of Bank Borrowings	償還銀行貸款	(72,000)	(72,000)
Finance Costs	財務費用	(8,044)	(8,202)
Net Cash Inflow from Financing Activities	資金來源的淨現金流入	298,206	294,306
Net Increase/(Decrease) in Cash and Cash Equivalents	現金及現金等價物增加/(減少)	27,309	(156,991)
Cash and Cash Equivalents at beginning of the Year	年初現金及現金等價物	633,493	790,484
Cash and Cash Equivalents at end of the Year	年終現金及現金等價物	660,802	633,493
Analysis of Balances of Cash and Cash Equivalents:	現金及現金等價物的結存分析：		
Cash and Bank Balances	現金及銀行結存	761,650	736,193
Less: Deposits held by Fund Managers for Investments	減：投資經理持有作投資用的現金存款	(100,848)	(102,700)
		660,802	633,493

# Consolidated Statement of Changes in Funds 綜合資金總額變動表

For the year ended 31 March

截至3月31日止之年度

(HK\$'000)	(港幣千元)	Note 附註	2012	2011
Total Funds at the beginning of the Year	年初資金總額		2,948,711	2,831,483
Comprehensive Income	全面收益			
Surplus for the Year dealt with in the Consolidated Income and Expenditure Account	在綜合收支表結算的 本年度盈餘		50,483	103,382
Other Comprehensive (Expenses)/Income	其他全面(費用)/收益			
– Realisation of Cash Flow Hedges	—現金流量對沖變現	20	(1,845)	12,001
– Fair Value (Loss)/Gain on Forward Foreign Currency Contracts at Year End	—年終遠期外匯合約公平值 (虧損)/收益	20	(3,582)	8,902
– Fair Value Loss on Interest Rate Swap Contracts at Year End	—年終利率掉期合約公平值虧損	20	(11,253)	(7,057)
Total Comprehensive Income for the Year	本年度全面收益總額		33,803	117,228
Total Funds at the end of the Year	年終資金總額		2,982,514	2,948,711



# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 1. GENERAL INFORMATION

Hong Kong Trade Development Council (the “HKTDC”) was incorporated in 1966 under the Hong Kong Trade Development Council Ordinance to promote Hong Kong’s external trade in goods and services. The address of its registered office is 38/F, Office Tower, Convention Plaza, 1 Harbour Road, Wanchai, Hong Kong.

## 2. PRINCIPAL ACCOUNTING POLICIES

### (a) Basis of Preparation

The consolidated financial statements included the financial statements of HKTDC and its subsidiaries, HKTDC (Japan) Limited and HKTDC Limited (collectively the “Group”).

The consolidated financial statements of the Group have been prepared in accordance with the Hong Kong Financial Reporting Standards (“HKFRSs”) issued by the Hong Kong Institute of Certified Public Accountants (“HKICPA”) and under the historical cost convention, as modified by investments in fixed-income and equity securities and derivative financial instruments, which are carried at fair value.

The preparation of financial statements in conformity with HKFRSs requires the use of certain accounting estimates and assumptions. It also requires management to exercise its judgement in the process of applying the Group’s accounting policies. There are areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the consolidated financial statements, are disclosed in note 4.

During the year, the Group has assessed the revised standards, interpretations and amendments that have come into effect and are considered relevant to its operations. The Group has adopted such revised standards, interpretations and amendments at their respective effective dates with no material impact.

## 1. 一般資料

香港貿易發展局(以下簡稱「本局」)於1966年依據香港貿易發展局條例註冊成立，專責推廣香港對外貿易，包括商品貿易及服務出口。總辦事處為香港灣仔港灣道1號會展廣場辦公大樓38樓。

## 2. 主要會計政策

### (a) 編製基準

本綜合財務報表包括本局及附屬公司HKTDC (Japan) Limited及香港貿發局有限公司的財務報表(以下合稱「本集團」)。

本綜合財務報表乃按照香港會計師公會所頒佈的香港財務報告準則，並依據歷史成本常規法編製，惟固定收益及股本證券投資及衍生金融工具乃按公平值列賬。

編製符合香港財務報告準則要求的財務報表需要使用若干會計估計和假設。這亦需要管理層在實施本集團會計政策過程中行使其判斷。涉及高度的判斷及高度複雜性的範疇，或涉及對綜合財務報表作出重大假設和估算的範疇，在附註4披露。

本年度，本集團已評估與本集團營運業務相關及已生效的經修訂準則、詮釋和修訂本，並於其各自應用日採納。採納有關香港財務報告準則的經修訂準則、詮釋和修訂本並未對本集團之財務報表造成任何重大影響。

# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 2. PRINCIPAL ACCOUNTING POLICIES (Cont'd)

### (b) Standards, Interpretations, Amendments and Improvements to Existing Standards which are Not Yet Effective

As at 31 March 2012, the following new or revised standards, interpretations, amendments and improvements which are considered relevant to the Group's operations, are in issue but not yet effective:

HKAS 1 (Amendment)	Presentation of Financial Statements
香港會計準則1(修訂本)	財務報表的呈報
HKAS 19 (Amendment)	Employees Benefits
香港會計準則19(修訂本)	員工福利
HKFRS 7 (Amendment)	Disclosures -Transfers of Financial Assets
香港財務報告準則7(修訂本)	披露 - 金融資產的轉讓
HKFRS 9	Financial Instruments
香港財務報告準則9	金融工具
HKFRS 10	Consolidated Financial Statements
香港財務報告準則10	綜合財務報表
HKFRS 12	Disclosure of Interest in Other Entities
香港財務報告準則12	於其他主體的權益之披露
HKFRS 13	Fair Value Measurements
香港財務報告準則13	公平價值計量
HKFRSs (Amendment)	Improvements to HKFRSs 2011
香港財務報告準則(修訂本)	香港財務報告準則2011之改進

The Group is in the process of assessing the impact of the above new or revised statements, interpretations, amendments and improvements of existing standards on the disclosure and presentation of the financial statements in the future accounting periods. The Group is not yet in a position to state whether any substantial changes to the Group's significant accounting policies and presentation of the financial information will be resulted.

## 2. 主要會計政策(續)

### (b) 尚未生效的新訂、詮釋、修訂本及現有準則之改進

於2012年3月31日，與本集團營運業務相關，已公佈但尚未生效的新訂或經修訂準則、詮釋、修訂本及改進如下：

Effective from period  
beginning on or after  
應用日期

1 July 2012
2012年7月1日
1 January 2013
2013年1月1日
1 July 2011
2011年7月1日
1 January 2013
2013年1月1日
1 January 2013
2013年1月1日
1 January 2013
2013年1月1日
1 January 2013
2013年1月1日
1 January 2012
2012年1月1日

本集團正評估以上之新訂或經修訂準則、詮釋、修訂本及現有準則之改進對將來會計年度的財務報表的披露及列報方式的影響，惟尚未能指出是否對本集團之會計政策及財務資料之呈報構成任何重大改變。



# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 2. PRINCIPAL ACCOUNTING POLICIES (Cont'd)

### (c) Consolidation

A subsidiary is an entity over which the Group has the power to govern the financial and operating policies generally accompanying a shareholding of more than one half of the voting rights. The existence and effect of potential voting rights that are currently exercisable or convertible are considered when assessing whether the Group controls another entity.

A subsidiary is fully consolidated from the date on which control is transferred to the Group. Inter-company transactions, balances and unrealised gains/losses on transactions between group companies are eliminated. Accounting policies of the subsidiaries have been changed where necessary to ensure consistency with the policies adopted by the Group.

In HKTDC's own balance sheet, the investment in the subsidiaries is stated at cost less provision for impairment loss.

### (d) Income Recognition

Income generated from exhibitions and missions, and trade publications (product magazines and online marketplace) is recognised when the relevant exhibition or mission is held and the relevant trade publication is published. Government subvention is recognised in the specific fiscal year as approved by the Government of Hong Kong Administrative Region (the "HKSAR Government"). Income generated from HKCEC Operation and other operational income is recognised when services are rendered. The recognition of investment income is set out in note 2(h). Interest on bank deposits is recognised on a time-proportion basis using the effective interest method.

### (e) Foreign Currencies Translation

Items included in the financial statements of each of the Group's entities are measured using the currency of the primary economic environment in which the entity operates (the "functional currency"). The consolidated financial statements are presented in Hong Kong dollars, which is HKTDC's functional and presentation currency.

Foreign currency transactions are translated into the functional currency using the exchange rates prevailing at the dates of the transactions. Foreign exchange gains and losses resulting from the settlement of transactions and from the translation at year-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in the Consolidated Income and Expenditure Account.

## 2. 主要會計政策(續)

### (c) 綜合賬目

附屬公司指本集團有權管控其財政及營運政策的實體，一般附帶超過半數投票權的股權。在評定本集團是否控制另一實體時，目前可行使或可兌換的潛在投票權的存在及影響均予考慮。

附屬公司在控制權轉移至本集團之日全面合併入賬。集團內公司之間的交易、交易的結餘及未實現收益或損失均予以對銷。附屬公司的會計政策已按需要作出改變，以確保與本集團採用的政策符合一致。

在本局的資產負債表內，附屬公司的投資乃按成本值扣除減值虧損準備列賬。

### (d) 收益確認

貿易展覽會、訪問團及貿易刊物(產品雜誌及網上採購平台)的收入於有關貿易展覽會或訪問團舉辦後及有關貿易刊物出版後確認。政府撥款於香港特別行政區政府(「政府」)批核的指定財政年度確認。香港會議展覽中心營運及其他收入於提供服務後確認。投資收入之確認列載於附註2(h)。銀行存款利息採用實際利息法按時間比例基準確認。

### (e) 外幣折算

本集團的財務報表所列項目均以該實體營運所在的主要經濟環境的貨幣計量(「功能貨幣」)。綜合財務報表以港幣呈報，港幣為本局的功能及列賬貨幣。

外幣交易採用交易日的匯率換算為功能貨幣。結算此等交易產生的匯兌盈虧以及將外幣計值的貨幣資產和負債以年終匯率換算產生的匯兌盈虧在綜合收支表確認。

# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 2. PRINCIPAL ACCOUNTING POLICIES (Cont'd)

### (f) Property, Plant and Equipment

Property, plant and equipment are stated at cost, less accumulated depreciation and impairment losses. Historical cost includes expenditure that is directly attributable to the acquisition of the items. Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the Group and the cost of the item can be measured reliably. All other repairs and maintenance costs are expended in the Consolidated Income and Expenditure Account during the financial period in which they are incurred.

Property, plant and equipment are depreciated at rates sufficient to write off their cost over their estimated useful lives on a straight-line basis at the following annual rates:

Leasehold land classified as finance lease	Shorter of remaining lease term and useful life
Office buildings and staff quarters	2%
Furniture, equipment and fittings	20% to 33-1/3%
Motor vehicles and vessels	25%
Leasehold improvements	Over the unexpired lease periods
HKCEC Atrium Link Extension	Over the unexpired operating periods
Operating assets and exhibition stand systems	Over the number of years ranging from two to eight for which the assets are expected to be used

No depreciation is provided for freehold land. No depreciation is provided for assets under construction until they are completed and ready for use.

The assets' residual values and useful lives are reviewed and adjusted, if appropriate, at each balance sheet date. Where the carrying amount of an asset is greater than its estimated recoverable amount, it is written down immediately to its recoverable amount.

Gains and losses on disposals are determined by comparing proceeds with carrying amount and are dealt with in the Consolidated Income and Expenditure Account.

## 2. 主要會計政策 (續)

### (f) 物業、設備及器材

物業、設備及器材按原值減累積折舊及減值虧損列賬。歷史成本包括收購該項目直接應佔的開支。其後成本只有在與該項目有關的未來經濟利益有可能流入本集團，而該項目的成本能可靠計量時，才按適用包括在資產的賬面值或確認為獨立資產。所有其他維修及保養在產生的財政期間內於綜合收支表支銷。

物業、設備及器材乃根據資產的估計可用年限以下列年折舊率採用直線法攤銷其原值：

分類為融資租賃的租賃土地	餘下租賃期與可使用年期之間之較短者
辦事處樓宇及職員宿舍	2%
傢俬、設備及裝置	20%至33-1/3%
汽車及船舶	25%
租賃物業裝修	按尚餘租約年期平均攤銷
香港會議展覽中心中庭擴建	按尚餘營運年期平均攤銷
經營資產及展覽攤位裝置	按資產估計可用2至8年限平均攤銷

永久業權的土地不提撥折舊準備。在建物業於完成及適合使用前亦不提撥折舊準備。

資產的剩餘價值及可使用年期在每個結算日進行檢討，及在適當時調整。若資產的賬面值高於其估計可收回價值，其賬面值即時撇減至可收回金額。

報廢或出售資產所產生的盈虧乃按出售所得款項與其賬面值的差額，在收綜合支表內確認。



# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 2. PRINCIPAL ACCOUNTING POLICIES (Cont'd)

### (g) Land Use Rights

Land use rights represent operating lease prepayment for land less accumulated amortisation and impairment losses. Amortisation is calculated using the straight-line method to allocate the cost of operating lease prepayment for land over the remaining lease term.

### (h) Fixed-income and Equity Securities

Fixed-income and equity securities including fixed-income securities, equity securities and financial derivatives are stated at fair value at the balance sheet date. The fair values of quoted investments are based on current bid prices. The fair value of financial instruments that are not traded in an active market is determined by using valuation techniques. The Group uses a variety of methods and makes assumptions that are based on market conditions existing at each balance sheet date. Investment income comprising interest, gain or loss on disposal of securities, and any increase or decrease in portfolio valuation net of fees and charges is recognised in the Consolidated Income and Expenditure Account.

Regular purchases and sales of investments are recognised on the trade-date – the date on which the Group commits to purchase or sell the asset. Investments are derecognised when the rights to receive cash flows from the investments have expired or have been transferred and the Group has transferred substantially all risks and rewards of ownership.

### (i) Impairment of Investments in Subsidiaries and Non-financial Assets

Assets are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset's fair value less costs to sell and value in use. For the purposes of assessing impairment, assets are grouped at the lowest levels for which there are separately identifiable cash flows or cash-generating units. Non-financial assets that suffered an impairment are reviewed for possible reversal of the impairment at each reporting date.

## 2. 主要會計政策(續)

### (g) 土地使用權

土地使用權指經營租賃土地的預付款項減累積攤銷及減值虧損，並以直線法按尚餘租約期攤銷經營租賃土地的預付款項。

### (h) 固定收益及股本證券

固定收益及股本證券包括固定收益證、股本證券及金融衍生生物，乃按結算日公平值列賬。有報價之投資的公平值根據當時的買盤價計算。非活躍市場的金融工具以估值方法來釐定。本集團採用多種方法並根據結算日的市場情況作出假設。投資收益包括利息、出售證券損益及扣除投資費用與支出後的組合估值增減額，並已在綜合收支表內確認。

一般投資的購入及出售在交易日確認。一交易日指本集團承諾購入或出售該資產之日。當從投資收取現金流量的權利經已到期或經已轉讓，而本集團已將擁有權的所有風險和回報實際轉讓時，投資即終止確認。

### (i) 附屬公司及非金融資產投資之減值

各項資產，當有事件出現或情況改變顯示賬面值可能無法收回時就減值進行檢討。減值虧損按資產的賬面值超出其可收回金額的差額確認。可收回金額以資產的公平值扣除銷售成本或使用價值兩者之間較高者為準。於評估減值時，資產按可分開識別現金流量或現金產生單位的最低層次組合。已蒙受減值的非金融資產在每個報告日均就減值是否可以撥回進行檢討。

# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 2. PRINCIPAL ACCOUNTING POLICIES (Cont'd)

### (j) Derivative Financial Instruments

Derivative financial instruments include forward foreign currency and interest rate swap contracts which are designated as effective cash flow hedges. The Group documents at the inception of the transaction the relationship between hedging instruments and hedged items, as well as its risk management objective and strategy for undertaking various hedge transactions. The Group also documents its assessment, both at hedge inception and on an ongoing basis, of whether the derivatives that are used in hedging transactions are highly effective in offsetting changes in cash flows of hedged items. Forward foreign currency and interest rate swap contracts are initially recognised at fair value at inception and subsequently re-measured at their fair value, using quoted forward exchange rates and interest rates at the balance sheet date.

The effective portion of changes in the fair value of the cash flow hedges which results in gains or losses is recognised in the Other Comprehensive Income and Hedging Reserve. Any gain or loss relating to the ineffective portion is recognised immediately in the Consolidated Income and Expenditure Account. Amounts accumulated in the Hedging Reserve are transferred to the Consolidated Income and Expenditure Account in the periods when the hedged items are expended. However, when the hedged items result in the recognition of non-financial assets or liabilities, the gains and losses previously deferred in the Hedging Reserve are transferred to the cost of the asset or liability.

When a hedging instrument expires or is sold, or when a hedge no longer meets the criteria for hedge accounting, any cumulative gain or loss existing in Hedging Reserve at that time remains in equity and is recognised when the forecast transaction is ultimately recognised in the Consolidated Income and Expenditure Account. When a forecast transaction is no longer expected to occur, the cumulative gains or losses that were reported in Hedging Reserve are immediately transferred to the Consolidated Income and Expenditure Account.

### (k) Cash and Cash Equivalents

Cash and cash equivalents include cash in hand, time deposits held with banks and other short-term highly liquid investments that are readily convertible into cash.

## 2. 主要會計政策(續)

### (j) 衍生金融工具

遠期外匯及利率掉期合約被指定並符合資格作為有效的現金流量對沖的衍生金融工具。本集團於訂立交易時就對沖工具與對沖項目的關係，以至其風險管理目標及執行多項對沖交易的策略存檔記錄。本集團亦於訂立對沖交易時和按持續經營基準，記錄其對於該等用於對沖交易的衍生工具是否高度有效地抵銷對沖項目現金流量變動的評估。遠期外匯及利率掉期合約於訂立交易時按公平值初步確認，及後公平值於結賬日以有報價遠期外匯利率及息率重新計量。

被指定並符合資格作為現金流量對沖的金融工具之公平值變動的有效部份於其他全面收益和對沖儲備中確認。與無效部份有關的盈虧即時在綜合收支表確認。當被對沖預期項目支銷，在對沖儲備累計的金額將撥入綜合收支表。然而，當被對沖的項目導致一項非財務資產或負債的確認，須在對沖儲備中撥出之前遞延入賬的收益和損失，並列入該資產或負債成本中。

當一項對沖工具到期或出售後，或當對沖不再符合對沖會計處理的條件時，其時在對沖儲備中存有的任何累計盈虧仍保留在權益內，並於預計交易最終在綜合收支表內確認時確認入賬。當一項預計交易預期不會再出現時，在對沖儲備中記賬的累計盈虧即時轉撥至綜合收支表。

### (k) 現金及現金等價物

現金及現金等價物包括現金、銀行通知存款、及可預備兌換為現金的其他短期高流動性投資。



# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 2. PRINCIPAL ACCOUNTING POLICIES (Cont'd)

### (l) Borrowings and Borrowing Costs

Borrowings are recognised initially at fair value, net of transaction costs incurred. Borrowings are subsequently stated at amortised cost. Any difference between the proceeds (net of transaction costs) and the redemption value is recognised in the Consolidated Income and Expenditure Account over the period of the borrowings using the effective interest method.

Borrowings are classified as current liabilities unless the Group has an unconditional right to defer settlement of the liability for at least 12 months after balance sheet date.

Loan interest and other borrowing costs are charged to the Consolidated Income and Expenditure Account except for those interest costs which are capitalised as part of the cost of construction of a qualifying asset during the period of time that is required to complete and prepare the asset for its intended use or sale.

### (m) Income Tax

HKTDC is exempted under Section 87 of the Hong Kong Inland Revenue Ordinance from all taxes payable under the Ordinance.

### (n) Employee Benefits

#### (i) Defined Benefit Retirement Scheme

The Group operates a defined benefit retirement scheme which provides retirement benefits linked to final salaries for its employees who have been members of the scheme before 1 December 2000. The assets of the scheme are held by a trustee separately from those of the Group and are invested through an investment adviser.

## 2. 主要會計政策(續)

### (l) 貸款及借貸費用

貸款初步按公平值並扣除產生的交易費用確認。貸款其後按攤銷成本列賬，所得款項(扣除交易成本)與贖回價值的任何差額利用實際利息法於借貸期間內在綜合收支表確認。

除非本集團有無條件權利將負債的償還遞延至結算日後最少12個月，否則貸款分類為流動負債。

除因建造或製造一項必須經一段長時間籌備以達致預定用途或出售的資產所產生的借貸利息，會被資本化作為該資產的部分成本外，所有其他借貸利息及費用在產生時於綜合收支表支銷。

### (m) 所得稅

依據香港稅務局條例第87條，本局獲豁免繳納該條例內所徵收之所有稅項。

### (n) 員工福利

#### (i) 界定福利退休計劃

本集團設有一項界定福利的退休計劃，為2000年12月1日前登記為計劃成員的員工提供按最終薪金計算的退休福利。退休計劃的資產與本集團的資產分開，由一信託公司持有，並透過投資顧問進行投資。

# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 2. PRINCIPAL ACCOUNTING POLICIES (Cont'd)

### (n) Employee Benefits (Cont'd)

#### (i) Defined Benefit Retirement Scheme (Cont'd)

The Group recognises the excess or shortfall in the fair value of scheme assets over retirement benefit obligations together with adjustments for unrecognised actuarial gains or losses, as net assets or net liabilities in the balance sheets. The benefit obligations are calculated by estimating the amount of future payments that members have earned in return for their services in the current and prior periods. Future payments are discounted at a rate equivalent to the yield at balance sheet date on high-quality bonds that have maturity dates approximating the terms of the Group's retirement benefit obligations to determine the present value. Cumulative unrecognised actuarial gains or losses in excess of 10% of the greater of the fair value of the scheme assets and the present value of the defined-benefit obligations are amortised over the average remaining service lives of members of the scheme. Otherwise the actuarial gains or losses are not recognised. The calculations are performed by an independent, qualified actuary using the "Projected Unit Credit Method".

#### (ii) Defined Contribution Retirement Scheme

The Group also operates a defined contribution retirement scheme for employees who have joined the Group's services after 1 December 2000 in compliance with the Mandatory Provident Fund Ordinance. The Group's contributions to the Mandatory Provident Fund are expended as incurred. For certain overseas employees, the Group also contributed to respective local defined contribution retirement schemes.

#### (iii) Employee Leave Entitlements

Employee entitlements to annual leave are recognised when they accrue to employees. A provision is made for the estimated liability for annual leave as a result of services rendered by employees up to the end of the reporting period. Employee entitlements to sick leave and maternity leave are not recognised until the time of leave.

## 2. 主要會計政策 (續)

### (n) 員工福利 (續)

#### (i) 界定福利退休計劃 (續)

本集團在資產負債表中確認由計劃資產的公平值相比於退休福利責任及未確認精算淨損益後的超逾為淨資產，倘不足則為淨負債。退休福利責任是按員工於當期及前期的服務而估計其所賺取未來福利支出的現值。未來福利的支出，乃按照與退休福利責任到期日相似的高質債券於資產負債表日的收益率折讓為其現值。累計未確認精算收益或虧損，若超逾計劃資產的公平值和界定福利責任現值兩者中較高者的10%，會按參加計劃成員的平均尚餘服務年期攤銷。否則，該精算損益將不會被確認。此計算乃由獨立合資格精算師採用「預計單位基貸記法」而作出。

#### (ii) 界定供款退休計劃

本集團亦設有一項界定供款的退休計劃，依據強制性公積金計劃條例，為2000年12月1日以後加入本集團的員工提供退休保障。本集團作出的強制性公積金供款，在產生時支銷。本集團亦為某些海外僱員參與當地的退休計劃作出供款。

#### (iii) 員工假期權益

員工的年假權益在假期累計至職工時確認。因員工提供服務而產生的年假估計負債，就截至結算日止作出撥備。員工的病假期間和產假在休假前不作確認。



# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 2. PRINCIPAL ACCOUNTING POLICIES (Cont'd)

### (o) Operating Leases

Leases where substantially all the rewards and risks of ownership of the assets remain with the lessor are accounted for as operating leases. Payments made under operating leases are expended on a straight-line basis over the lease term.

### (p) Provisions

Provisions are recognised when either a legal or constructive obligation, as a result of a past event, exists at the balance sheet date and where the amount of the obligation can be reliably estimated.

### (q) Trade and Other Receivables

Trade and other receivables are initially recognised at fair value and subsequently measured at amortised cost using the effective interest method less provision for impairment. Appropriate allowance for estimated irrecoverable amounts is recognised in the Consolidated Income and Expenditure Account when there is objective evidence that the asset is impaired.

### (r) Trade Payables

Trade payables are recognised initially at fair value and subsequently measured at amortised cost using the effective interest method.

### (s) Related Parties

A party is considered to be related to the Group if the party has the ability, directly or indirectly through one or more intermediaries, to control the Group or exercise significant influence over the Group in making financial and operating policy decision, and vice versa. For the purpose of these financial statements, transactions between the Group and HKSAR Government departments, agencies or HKSAR Government controlled entities, other than those transactions such as payment of rent and rates, fees etc, that arise in the normal dealings between the HKSAR Government and the Group, are considered to be related party transactions.

## 2. 主要會計政策(續)

### (o) 經營租賃

資產擁有權的全部得益及風險實質地由出租公司保留的租約，皆作為經營租賃入賬。經營租賃的租金於租約期內以直線法支銷。

### (p) 撥備

當因已發生的事件而於結算日產生法律或推定責任，而償付責任金額亦被可靠估計時作出撥備。

### (q) 貿易及其他應收賬項

貿易及其他應收賬項初步以公平值確認，其後利用實際利息法按攤銷成本扣除減值撥備計量。當有客觀證據顯示資產減值，即為無法收回的估計金額作出減值撥備，並在綜合收支表中列賬。

### (r) 應付賬款

應付賬款初步以公平值確認，其後利用實際利息法按攤銷成本計量。

### (s) 關聯人士

與集團有關之人士，是指直接或間接有能力控制集團作出財政及運作決策，或對此深具影響的關聯人士，反之亦然。就本財務報表之編訂，集團與政府部門、機構或政府控制實體之間的交易，除政府與集團的正常交易如支付租金、差餉及費用等外，均視作關聯人士交易。

# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 2. PRINCIPAL ACCOUNTING POLICIES (Cont'd)

### (t) Contingent Liabilities

A contingent liability is a possible obligation that arises from past events and whose existence will only be confirmed by the occurrence or non-occurrence of one or more uncertain future events not wholly within the control of the Group. It can also be a present obligation arising from past events that is not recognized because it is not probable that outflow of economic resources will be required or the amount of obligation cannot be measured reliably.

A contingent liability is not recognized but is disclosed in the notes to the consolidated financial statements. When a change in the probability of an outflow occurs so that outflow is probable, they will then be recognized as a provision.

## 2. 主要會計政策(續)

### (t) 或然負債

或然負債是因過往事件引致的可能責任，其存在取決於一項或多項非全由集團控制的未來不肯定事件之發生與否。或然負債亦可能是因已發生的事件引致之現有責任，但由於可能不需要消耗經濟資源，或責任金額未能可靠地衡量而不予以確認。

或然負債不會被確認，但會於綜合財務報表附註披露。倘經濟效益流出的可能性有所改變而導致可能出現資源流出，此等負債則確認為撥備。

## 3. FINANCIAL RISK MANAGEMENT

### 3.1 Financial Risk Factors

#### (a) Investment Risk and Credit Risk

The Group adopts a prudent and conservative investment policy approved by the HKSAR Government. The management regularly monitors the fair value of the investments and performance of the portfolios reported by the Fund Managers on a quarterly basis. The Group's investment portfolio consists mostly of fixed income securities with high credit ratings of at least A-1 or above as measured by Standard & Poor's or equivalent. The foreign currency exposures in debts instruments are managed using financial derivatives. The Group's investment portfolio is also exposed to certain price risk of equity securities which are diversified globally.

The Group engaged an external consultant to measure the risk exposure of its investment portfolio at balance sheet date by adopting Value-at-risk approach. It is a measurement of volatility taking into account the historical and forecast returns, expected standard deviation and correlation of the asset classes in the investment portfolio. With a 95% confidence level, it is measured that the maximum likely loss of the investment portfolio is HK\$45 million (2011: HK\$44 million) over a one-month period. The overall risk exposure is considered minimal.

The Group's cash at bank and bank deposits are deposited with short-term high credit ratings of A-1 as measured by Standard & Poor's or equivalent. The credit risk is considered minimal.

## 3. 財務風險管理

### 3.1 財務風險因素

#### (a) 投資及信貸風險

本集團採用審慎及健的投資策略並獲政府批核。管理層定期監察投資公平值並由基金經理按季度匯報投資組合之表現。本集團的投資組合主要是獲標準普爾或相等評級達A-1或以上的高信貸評級的固定收益證券，證券中的外幣風險以財務衍生工具對沖。此外，投資組合內有全球性分散投資的股票，承受若干股票價格風險。

本集團聘用顧問公司，用風險值來量化結算日投資組合的風險。此風險計算方法已反映投資組合內各資產類別的過去及預期回報，預期的標準誤差及相關系數。以95%置信水平，投資組合在一個月期限內最高的可能損失約港幣4,500萬元(2011年度：港幣4,400萬元)，整體投資風險甚低。

本集團的銀行現金及存款獲標準普爾短期評級或相等評級達A-1，故所承受的信貸風險甚微。



# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 3. FINANCIAL RISK MANAGEMENT (Cont'd)

### 3.1 Financial Risk Factors (Cont'd)

#### (a) Investment Risk and Credit Risk (Cont'd)

The Group is exposed to credit risk in relation to trade and other receivables. The Group's maximum exposure to credit risk is the carrying amounts of these financial assets. To manage this risk, the management has monitoring procedures to ensure that follow-up action is taken to recover overdue debts. In addition, the management reviews regularly the recoverable amount of each individual trade receivables to ensure that adequate impairment is made for the irrecoverable amounts.

#### (b) Foreign Exchange Risk

The Group carries out some promotional activities in overseas countries and the related expenditure is principally paid in foreign currencies. Forward foreign currency contracts are entered into for hedging foreign currencies payment and foreign exchange risk exposure is considered minimal. For the exchange risk between United States dollar and Hong Kong dollar, it is considered to be minimal because Hong Kong dollar is pegged to United States dollar.

#### (c) Interest Rate Risk

The Group has interest-bearing assets, mainly, time deposits. During the year, if the interest rate on the time deposits had been 100 basis points per annum higher or lower with all other variables held constant, interest income would have been HK\$5.3 million (2011: HK\$6.0 million) higher or lower.

Other than the portion of bank loans hedged by the interest rate swaps, the Group is exposed to interest rate risk arising from floating rate borrowings. During the year, if interest rate on the bank loan had been 100 basis points higher or lower with all other variables held constant, interest costs incurred would have been HK\$2.6 million (2011: HK\$3.3 million) higher or lower.

## 3. 財務風險管理(續)

### 3.1 財務風險因素(續)

#### (a) 投資及信貸風險(續)

本集團的信貸風險來自貿易及其他應收賬項。本集團信用風險的最高風險承擔為金融資產的賬面值。管理層有足夠監管程序定期跟進到期應收款項。管理層亦定期檢查個別應款項餘額以確保不可收回金額已作足夠撥備。

#### (b) 外匯風險

本集團在海外進行若干推廣活動，有關付款以外 為主。為對沖外幣支出，本集團亦訂立遠期外匯合約，故此外匯風險甚微。由於港幣與美元掛鈎，因此美元與港幣之間之匯率風險甚低。

#### (c) 利率風險

本集團的計息資產主要為定期存款。本年度，若定期存款的利率上升或下跌100個基點，而所有其他因素維持不變，則利息收入應上升或下跌港幣530萬元(2011年度：港幣600萬元)。

除利率掉期對沖之銀行貸款部份外，本集團的利率風險來自浮動利率貸款。本年度，若銀行貸款利率上升或下跌100個基點，而所有其他因素維持不變，則本年度利息支出應上升或下跌港幣260萬元(2011年度：港幣330萬元)。

# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 3. FINANCIAL RISK MANAGEMENT (Cont'd)

### 3.1 Financial Risk Factors (Cont'd)

#### (d) Liquidity Risk

The Group maintains sufficient cash and liquid assets including marketable securities to finance its operations and is not exposed to significant liquidity risk.

The following tables provide the undiscounted cash flows of significant financial liabilities:

## 3. 財務風險管理 (續)

### 3.1 財務風險因素 (續)

#### (d) 流動資金風險

本集團維持充足的現金存款和流動資產如有價證券作為營運資金，因此本集團並不承受重大流動資金風險。

以下列出主要財務負債的未貼現的現金流量：

		Within 1 Year or On Demand	Between 1 and 2 Years	Between 2 and 5 Years	Over 5 Years	Total Contractual Undiscounted Cash Flow
		1 年以下 或即付	1 至 2 年內	2 至 5 年內	5 年以上	合約性 未貼現的 總現金流量
(HK\$'000)	(港幣千元)					
(i) The Group	本集團					
<u>At 31.3.2012</u>	<u>於 2012 年 3 月 31 日</u>					
Accounts payable, accruals and other payables	應付賬款、應計項目及其他應付賬款	408,950	-	-	-	408,950
Bank borrowings	銀行貸款	80,646	79,854	225,834	164,030	550,364
Derivative financial instruments	衍生金融工具					
- Outflow	- 支出	390,057	8,268	-	-	398,325
- Inflow	- 收回	(383,000)	(1,916)	-	-	(384,916)
<u>At 31.3.2011</u>	<u>於 2011 年 3 月 31 日</u>					
Accounts payable, accruals and other payables	應付賬款、應計項目及其他應付賬款	415,084	-	-	-	415,084
Bank borrowings	銀行貸款	85,068	83,484	240,948	245,088	654,588
Derivative financial instruments	衍生金融工具					
- Outflow	- 支出	358,970	6,604	8,268	-	373,842
- Inflow	- 收回	(366,640)	(4,305)	(5,390)	-	(376,335)



# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 3. FINANCIAL RISK MANAGEMENT (Cont'd)

### 3.1 Financial Risk Factors (Cont'd)

#### (d) Liquidity Risk (Cont'd)

		Within 1 Year or On Demand	Between 1 and 2 Years	Between 2 and 5 Years	Over 5 Years	Total Contractual Undiscounted Cash Flow 合約性 未貼現的 總現金流量
(HK\$'000)	(港幣千元)	1年以下 或即付	1至2年內	2至5年內	5年以上	
(ii) HKTDC	本局					
At 31.3.2012	於2012年3月31日					
Accounts payable, accruals and other payables	應付賬款、應計項目及其他應付賬款	413,281	-	-	-	413,281
Bank borrowings	銀行貸款	80,646	79,854	225,834	164,030	550,364
Derivative financial instruments	衍生金融工具					
- Outflow	- 支出	390,057	8,268	-	-	398,325
- Inflow	- 收回	(383,000)	(1,916)	-	-	(384,916)
At 31.3.2011	於2011年3月31日					
Accounts payable, accruals and other payables	應付賬款、應計項目及其他應付賬款	421,210	-	-	-	421,210
Bank borrowings	銀行貸款	85,068	83,484	240,948	245,088	654,588
Derivative financial instruments	衍生金融工具					
- Outflow	- 支出	358,970	6,604	8,268	-	373,842
- Inflow	- 收回	(366,640)	(4,305)	(5,390)	-	(376,335)

### 3.2 Capital Management

The Group's capital consists of General Fund, Reserve Fund, Exhibition Contracting Services Fund, SME Assistance Package Fund and Other Specific Funds, which are set up for various designated purposes as described in notes 16 to 20. The Group's capital also consists of bank borrowings. It is the Group's objective to maintain sufficient Reserve Fund and bank borrowing balances to safeguard the Group's ability to continue as a going concern and to support its current and future capital and operating expenditure requirements.

In order to maintain the capital structure, the Group obtains funding arrangement through Government subvention agreed between HKTDC and the HKSAR Government as set out in note 5 and bank borrowings as set out in note 14.

The Group monitors capital on the basis of the gearing ratio. This ratio is calculated as total borrowings (including current and non-current borrowings as shown in the Consolidated Balance Sheet) divided by total capital. Total capital comprises total borrowings plus total funds as shown in the Consolidated Balance Sheet.

## 3. 財務風險管理 (續)

### 3.1 財務風險因素 (續)

#### (d) 流動資金風險 (續)

### 3.2 資金管理

本集團資金包括普通資金、儲備資金、展覽服務資金、中小企支援措施資金及其他特定資金，其各種指定用途已詳列於附註16至20內。本集團資金亦包括銀行貸款。本集團致力維持足夠儲備資金及銀行貸款，確保本集團能持續營運及提供現時及未來資金以及營運費用的所需。

為了維持資本結構，本集團獲得本局與政府的經費來源協定之政府撥款，詳情見附註5，及銀行貸款，詳情見附註14。

本集團根據負債比率監察資本。此比率按照貸款總額(包括綜合資產負債表所列的流動及非流動貸款)除以資本總額。資本總額為貸款總額加資金總額。

# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 3. FINANCIAL RISK MANAGEMENT (Cont'd)

### 3.2 Capital Management (Cont'd)

As at 31 March 2012 and 2011, the Group's gearing ratio was as follows:

(HK\$'000)	(港幣千元)	2012	2011
Total borrowings	貸款總額	522,000	594,000
Total funds	資金總額	2,982,514	2,948,711
Total capital	資本總額	3,504,514	3,542,711
Gearing ratio	負債比率	14.9%	16.8%

### 3.3 Fair Value Estimation

Financial instruments that are measured in the balance sheet at fair value required disclosure of fair value measurements by level of the following fair value measurement hierarchy:

- Quoted prices (unadjusted) in active markets for identical assets or liabilities (level 1).
- Inputs other than quoted prices included within level 1 that are observable for the asset or liability, either directly (that is, as prices) or indirectly (that is, derived from prices) (level 2).
- Inputs for the asset or liability that are not based on observable market data (that is, unobservable inputs) (level 3).

## 3. 財務風險管理 (續)

### 3.2 資金管理 (續)

於2012年及2011年3月31日，本集團的負債比率如下：

### 3.3 公平價值估計

金融工具在資產負債表按公平價值計量，其規定按下列公平價值計量架構披露公平價值計量：

- 相同資產或負債在活躍市場的報價(未經調整)(第一級別)。
- 除了第一級別所包括的報價外，該資產和負債的可觀察的其他輸入，可為直接(即例如價格)或間接(即源自價格)(第二級別)。
- 資產和負債並非依據可觀察市場數據的輸入(即非可觀察輸入)(第三級別)。



# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 3. FINANCIAL RISK MANAGEMENT (Cont'd)

### 3.3 Fair Value Estimation (Cont'd)

The following table presents the Group's assets and liabilities that were measured at fair value as at 31 March 2012 and 2011:

(HK\$'000)	(港幣千元)	Level 1 第一級別	Level 2 第二級別	Total 總額
<b>31 March 2012</b>	<b>2012年3月31日</b>			
<b>Assets</b>	<b>資產</b>			
Fixed-income and Equity Securities	固定收益及股本證券	1,516,522	–	1,516,522
<b>Liabilities</b>	<b>負債</b>			
Derivative Financial Instruments	衍生金融工具	–	13,246	13,246
<b>31 March 2011</b>	<b>2011年3月31日</b>			
<b>Assets</b>	<b>資產</b>			
Fixed-income and Equity Securities	固定收益及股本證券	1,472,790	(9,073)	1,463,717
Derivative Financial Instruments	衍生金融工具	–	9,898	9,898
		1,472,790	825	1,473,615
<b>Liabilities</b>	<b>負債</b>			
Derivative Financial Instruments	衍生金融工具	–	7,057	7,057

The fair value of financial instruments traded in active markets is based on quoted market prices at the balance sheet date. A market is regarded as active if quoted prices are readily and regularly available from an exchange, dealer, broker, industry group, pricing service, or regulatory agency, and those prices represent actual and regularly occurring market transactions on an arm's length basis. The quoted market price used for financial assets held by the Group is the current bid price. These instruments are included in level 1. Instruments of the Group included in level 1 are fixed-income and equity securities.

The fair value of financial instruments that are not traded in an active market (for example, over-the-counter derivatives) is determined by using valuation techniques. These valuation techniques authorise the use of observable market data where it is available and rely as little as possible on entity specific estimates. If all significant inputs required to fair value an instrument are observable, the instrument is included in level 2.

## 3. 財務風險管理(續)

### 3.3 公平價值估計(續)

下表顯示本集團資產和負債按2012年及2011年3月31日計量的公平價值：

在活躍市場交易的金融工具的公平價值根據資產負債表日的市場報價列賬。若報價可即時和定期從交易市場、經銷商、經紀人、業內人士、報價服務機構或監管代理獲得，而該等報價代表按公平交易基準進行的真實和常規市場交易時，該市場被視為活躍。本集團持有的金融資產的市場報價為當時買方報價。此等工具屬於第一級別。在第一級別的工具主要為固定收益及股本證券。

沒有在活躍市場買賣的金融工具(例如場外衍生工具)的公平價值利用估值技術釐定。估值技術儘量利用可觀察市場數據(如有)，儘量少依賴主體的特定估計。如計算一金融工具的公平價值所需的所有重大輸入為可觀察數據，則該金融工具列入第二級別。

# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 3. FINANCIAL RISK MANAGEMENT (Cont'd)

### 3.3 Fair Value Estimation (Cont'd)

If one or more of the significant inputs is not based on observable market data, the instrument is included in level 3.

Specific valuation techniques used to value financial instruments include:

- Quoted market prices or dealer quotes for similar instruments.
- The fair value of interest rate swap contracts is calculated as the present value of the estimated future cash flows based on observable yield curves.
- The fair value of forward foreign exchange contracts is determined using forward exchange rates at the balance sheet date, with the resulting value discounted back to present value.
- Other techniques, such as discounted cash flow analysis, are used to determine fair value for the remaining financial instruments.

## 4. CRITICAL ACCOUNTING ESTIMATES AND JUDGEMENTS

The management makes estimates based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

### Impairment of HKCEC Atrium Link Extension

The impairment assessment of HKCEC Atrium Link Extension involves significant accounting estimates. HKTDC tests whether the carrying value of the HKCEC Atrium Link Extension has suffered any impairment in accordance with the accounting policy stated in note 2(i). The recoverable amount of the asset is determined based on discounted cash flow projections which have been developed based on projected growth rate, discount rate, etc as estimated and approved by management. As at 31 March 2012, if the projected growth rate and the discount rate applied had been 1% lower and higher respectively with all other variables held constant, the estimated recoverable amount would still be higher than the carrying value of HKCEC Atrium Link Extension.

## 3. 財務風險管理 (續)

### 3.3 公平價值估計 (續)

如一項或多項重大參數並非根據可觀察市場數據為基礎，則該金融工具列入第三級別。

用以估值金融工具的特定估值技術包括：

- 同類型工具的市場報價或交易商報價。
- 利率掉期合約的公平價值根據可觀察收益率曲線，按估計未來現金流量的現值計算。
- 遠期外匯合約的公平價值利用資產負債表日期的遠期匯率釐定，而所得價值折算至現值。
- 其他技術，例如折算現金流量分析，用以釐定其餘金融工具的公平價值。

## 4. 關鍵會計估算及判斷

管理層根據過往經驗和其他因素進行估算，包括在有關情況下相信對未來事件的合理預測。

### 香港會議展覽中心中庭擴建的減值

香港會議展覽中心中庭擴建的減值測試涉及重要會計估算。本局跟據附註2(i)所列的會計準則測試香港會議展覽中心中庭擴建的賬面值是否出現減值。資產的可回收金額根據管理層所估計及批核的預計增長率及折現率等，以折現現金流量分析法計算。於2012年3月31日，若預計的增長率下跌1%而折現率上升1%，所有其他因素維持不變，香港會議展覽中心中庭擴建的可回收金額仍會高於其賬面值。



## 5. GOVERNMENT SUBVENTION FROM TRADE DECLARATION CHARGE

In accordance with the funding arrangement agreed between HKTDC and the HKSAR Government for the financial years ended 31 March 2008 to 2012, Government subvention payable to HKTDC will be determined having regard to the HKSAR Government's financial position, HKTDC's funding requirements and by way of reference to a ceiling set at 60% of the total amount of trade declaration charge received in the preceding year but in any case will not be less than the subvention level for the year ended 31 March 2007.

In January 2011, HKTDC was advised by the HKSAR Government that the amount of Government subvention from the trade declaration charge payable to HKTDC for the year ended 31 March 2012 would be HK\$378.25 million (2011: HK\$374.51 million), and that there would be no subsequent reconciliation with the actual receipts from the trade declaration charge. Of the total appropriation of HK\$378.25 million, HK\$19.33 million (2011: HK\$19.60 million) was used to fund trade-related activities organized by The Hong Kong Shippers' Council, the Hong Kong/Japan Business Co-operation Committee and the Governmental Relations Service, and the balance of HK\$358.92 million (2011: HK\$354.91 million) was applied to fund the activities directly under the Group.

## 5. 從貿易報關費所得的政府撥款

按照本局與政府就2008年至2012年3月31日止之財政年度的經費來源協定，政府撥款予本局會就政府財政狀況、本局的經費所需及政府在上年度徵收報關費所得總收益的60%為最高限額一併作為基準。惟任何情況下不得少於截至2007年3月31日止之年度之撥款水平。

於2011年1月，政府知會本局，本年度本局從貿易報關費所得的政府撥款為港幣3億7,825萬元(2011年度：港幣3億7,451萬元)，但不會按照實際貿易報關費收入加以調整。其中，港幣1,933萬元(2011年度：港幣1,960萬元)用於津貼香港付貨人委員會、港日經濟合作委員會與貿易相關活動的經費，餘額港幣3億5,892萬元(2011年度：港幣3億5,491萬元)則用於本集團轄下的活動。

## Notes to the Consolidated Financial Statements 綜合財務報表附註

## 6. STAFF COSTS

The total amount of staff costs (including directors' pay and allowances) comprises:

(HK\$'000)	(港幣千元)	2012	2011
Staff salaries and discretionary performance pay	僱員薪金及酌情按表現發放的薪酬	444,986	416,342
Accommodation and other allowances, retirement benefit and staff-related expenses	住宿及其他津貼、退休福利及員工相關支出	124,726	113,136
		569,712	529,478

## 6. 僱員成本

本年度僱員成本總額(包含總裁級薪酬及津貼)如下:

## (a) Directors' Pay and Allowances

The directors are key management of the Group and include the Executive Director, Deputy Executive Directors and Assistant Executive Directors. Their total salaries and allowances for the year were as follows:

## (a) 總裁級薪酬及津貼

總裁級乃本集團主要管理人員，包括總裁、副總裁及助理總裁，其本年度薪金及津貼如下：

(HK\$'000)	(港幣千元)	Executive Director	2012 Other Directors	Total	2011
		總裁	其他總裁級	總額	總額
Salaries and discretionary performance pay	薪金及酌情按表現發放的薪酬	4,928	10,657	15,585	15,926
Accommodation and other allowances, retirement benefit and staff-related expenses	住宿及其他津貼、退休福利及員工相關支出	1,584	2,537	4,121	4,480
		6,512	13,194	19,706	20,406

The salaries and discretionary performance pay for all directors of the Group fell within the following ranges:

支付予總裁級職員的薪金及酌情按表現發放的薪酬組別如下：

Hong Kong Dollars	港幣	2012 No. of Directors	2011 No. of Directors
		總裁級人數	總裁級人數
1,000,000 or below	1,000,000 或以下	1	1
1,000,001 to 1,500,000	1,000,001 至 1,500,000	—	1
1,500,001 to 2,000,000	1,500,001 至 2,000,000	1	—
2,000,001 to 2,500,000	2,000,001 至 2,500,000	1	2
2,500,001 to 3,000,000	2,500,001 至 3,000,000	2	2
4,500,001 to 5,000,000	4,500,001 至 5,000,000	1	1
		6	7



# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 6. STAFF COSTS (Cont'd)

### (a) Directors' Pay and Allowances (Cont'd)

During the year, the Chairman and Council members of the Group did not receive any remuneration for their services rendered to the Group (2011: Nil).

### (b) Retirement Benefit Scheme – Defined Benefit Retirement Scheme

## 6. 僱員成本(續)

### (a) 總裁級薪酬及津貼(續)

於本年內，本集團主席及理事會成員均無就其向本集團提供服務而收取任何酬金(2011年度：無)。

### (b) 退休福利計劃－界定福利退休計劃

(HK\$'000)	(港幣千元)	2012	2011
(i) Retirement benefit expenses recognised in the Consolidated Income and Expenditure Account were as follows:	在綜合收支表確認為退休福利支出如下：		
Current service cost	當期服務成本	29,073	29,697
Interest cost	利息成本	17,195	17,792
Expected return on scheme assets	計劃資產的預計回報	(42,297)	(41,442)
		3,971	6,047
(ii) Net assets recognised in the Balance Sheets and represented by the Retirement Benefit Scheme Fund were as follows:	在資產負債表確認的淨資產及以退休福利計劃資金代表如下：		
Fair value of scheme assets as at the end of the year	計劃資產於年終結算日的公平值	677,382	707,146
Present value of benefit obligations as at the end of the year	福利責任於年終結算日的現值	(818,613)	(649,919)
(Deficit)/Surplus	(虧絀)/盈餘	(141,231)	57,227
Unrecognised net actuarial losses	未確認精算淨虧損	230,027	21,149
Net assets in the balance sheets	在資產負債表確認的淨資產	88,796	78,376
(iii) Movement in the fair value of scheme assets of the year was as follows:	計劃資產的公平值變動如下：		
At the beginning of the year	年初	707,146	691,444
Expected return on scheme assets	計劃資產的預期回報	42,297	41,442
Actual employer contributions	實際僱主供款	14,391	14,791
Actual employee contributions	實際僱員供款	7,995	8,217
Actual benefits paid	實際已付福利	(47,972)	(75,997)
Actuarial (losses)/gains on scheme assets	計劃資產的精算(虧損)/利得	(46,475)	27,249
At the end of the year	年終	677,382	707,146

## Notes to the Consolidated Financial Statements 綜合財務報表附註

## 6. STAFF COSTS (Cont'd)

## (b) Retirement Benefit Scheme – Defined Benefit Retirement Scheme (Cont'd)

## 6. 僱員成本(續)

## (b) 退休福利計劃－界定福利退休計劃(續)

(HK\$'000)	(港幣千元)	2012	2011
(iv) Movement in the present value of benefit obligations of the year was as follows:	福利責任的現值變動如下：		
At the beginning of the year	年初	649,919	647,418
Current service cost	當期服務成本	29,073	29,697
Interest cost	利息成本	17,195	17,792
Actual employee contributions	實際僱員供款	7,995	8,217
Actual benefits paid	實際已付福利	(47,972)	(75,997)
Actuarial losses on benefit obligations	福利責任的精算虧損	162,403	22,792
At the end of the year	年終	818,613	649,919

- (v) The actual return on scheme assets for the year was at a loss of HK\$4.18 million (2011: at a gain of HK\$68.69 million).

本年度計劃資產的實際回報為虧損港幣418萬元(2011年度：增益港幣6,869萬元)。

(vi) The principal actuarial assumptions used as at 31 March were as follows:	於3月31日所採用主要精算假設如下：	2012	2011
Discount rate	折讓率	1.2%	2.7%
Expected rate of return on scheme assets	計劃資產的預期回報率	6.0%	6.0%
Expected rate of future salary increase	未來薪酬的預期增長率	4.0%	3.0%

(vii) The scheme assets were composed of:	計劃資產分佈如下：		
Equities	股本證券	53.5%	56.8%
Fixed-income securities	固定收益證券	46.2%	42.9%
Cash and other net assets	現金及其他淨資產	0.3%	0.3%
		100.0%	100.0%

- (viii) The expected return on scheme assets is based on market expectation of long term return of the investment portfolio as a whole, net of administration costs.

計劃資產的預期回報乃根據整體投資組合(扣除投資費用後)的市場預計長期回報。

- (ix) The expected Group's contributions to the defined benefit scheme for the year ending 31 March 2013 are HK\$14.03 million.

對於截至2013年3月31日止年度，就界定福利計劃的預期供款為港幣1,403萬元。



# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 6. STAFF COSTS (Cont'd)

### (c) Retirement Benefit Scheme – Defined Contribution Retirement Scheme

During the year, the Group's contributions to the Defined Contribution Retirement Schemes amounted to HK\$9.17 million (2011: HK\$6.74 million).

## 6. 僱員成本 (續)

### (c) 退休福利計劃—界定供款退休計劃

於本年內，本集團向界定供款退休計劃的供款為港幣917萬元(2011年度：港幣674萬元)。

## 7. PROPERTY, PLANT AND EQUIPMENT

### (a) The Group

## 7. 物業、設備及器材

### (a) 本集團

		HKCEC Atrium Link Extension	Land, Office Buildings and Staff Quarters	Furniture, Equipment, Fitting and Leasehold Improvements 傢俬 設備、裝置 及租賃樓宇 內部裝修	Motor Vehicles and Vessels	Operating Assets and Exhibition Stand Systems	Total
(HK\$'000)	(港幣千元)	香港會議 展覽中心 中庭擴建	土地、 辦事處樓宇 及職員宿舍		汽車 及船舶	經營資產 及展覽 攤位裝置	總額
<b>2011/12</b>							
<b>Cost</b>	<b>原值</b>						
At 1.4.2011	於2011年4月1日	1,479,154	763,884	407,152	4,742	130,592	2,785,524
Additions	增置	2,265	14,924	25,459	638	9,710	52,996
Disposals	出售	–	–	(8,942)	(300)	(3,332)	(12,574)
At 31.3.2012	於2012年3月31日	1,481,419	778,808	423,669	5,080	136,970	2,825,946
<b>Accumulated Depreciation</b>	<b>累積折舊</b>						
At 1.4.2011	於2011年4月1日	154,919	173,790	274,206	3,840	113,552	720,307
Depreciation of HKCEC Atrium Link Extension	香港會議展覽中心中庭擴建的折舊	77,734	–	–	–	–	77,734
Depreciation of Other Property, Plant and Equipment	其他物業、設備及器材的折舊	–	13,518	42,330	436	7,536	63,820
Depreciation written back on Disposals	出售時撥回	–	–	(8,932)	(300)	(3,274)	(12,506)
At 31.3.2012	於2012年3月31日	232,653	187,308	307,604	3,976	117,814	849,355
<b>Net Book Value</b>	<b>賬面淨值</b>						
At 31.3.2012	於2012年3月31日	1,248,766	591,500	116,065	1,104	19,156	1,976,591

## Notes to the Consolidated Financial Statements 綜合財務報表附註

## 7. PROPERTY, PLANT AND EQUIPMENT (Cont'd)

## (a) The Group (Cont'd)

## 7. 物業、設備及器材 (續)

## (a) 本集團 (續)

		HKCEC Atrium Link Extension	Land, Office Buildings and Staff Quarters	Furniture, Equipment, Fitting and Leasehold Improvements 傢私 設備、裝置 及租賃樓宇 內部裝修	Motor Vehicles and Vessels	Operating Assets and Exhibition Stand Systems	Total
(HK\$'000)	(港幣千元)	香港會議 展覽中心 中庭擴建	土地、 辦事處樓宇 及職員宿舍		汽車 及船舶	經營資產 及展覽 攤位裝置	總額
<b>2010/11</b>							
<b>Cost</b>	<b>原值</b>						
At 1.4.2010	於2010年4月1日	1,506,476	732,757	426,686	4,643	125,314	2,795,876
Additions	增置	11,665	31,127	25,855	597	7,191	76,435
Adjustment of Construction Cost	建築成本之調整	(38,987)	—	—	—	—	(38,987)
Disposals	出售	—	—	(45,389)	(498)	(1,913)	(47,800)
At 31.3.2011	於2011年3月31日	1,479,154	763,884	407,152	4,742	130,592	2,785,524
<b>Accumulated Depreciation</b>	<b>累積折舊</b>						
At 1.4.2010	於2010年4月1日	76,098	160,577	276,949	4,100	107,445	625,169
Depreciation of HKCEC Atrium Link Extension	香港會議展覽中心中庭擴建的折舊	78,821	—	—	—	—	78,821
Depreciation of Other Property, Plant and Equipment	其他物業、設備及器材的折舊	—	13,213	42,636	238	7,980	64,067
Depreciation written back on Disposals	出售時撥回	—	—	(45,379)	(498)	(1,873)	(47,750)
At 31.3.2011	於2011年3月31日	154,919	173,790	274,206	3,840	113,552	720,307
<b>Net Book Value</b>	<b>賬面淨值</b>						
At 31.3.2011	於2011年3月31日	1,324,235	590,094	132,946	902	17,040	2,065,217



# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 7. PROPERTY, PLANT AND EQUIPMENT (Cont'd)

### (b) HKTDC

## 7. 物業、設備及器材(續)

### (b) 本局

		HKCEC Atrium Link Extension  香港會議 展覽中心 中庭擴建	Land, Office Buildings and Staff Quarters  土地、 辦事處樓宇 及職員宿舍	Furniture, Equipment, Fitting and Leasehold Improvements 傢俬 設備、裝置 及租賃樓宇 內部裝修	Motor Vehicles and Vessels  汽車 及船舶	Operating Assets and Exhibition Stand Systems  經營資產 及展覽 攤位裝置	Total  總額
(HK\$'000)	(港幣千元)						
<b>2011/12</b>							
<b>Cost</b>	<b>原值</b>						
At 1.4.2011	於2011年4月1日	1,479,154	684,265	396,888	4,742	130,592	2,695,641
Additions	增置	2,265	14,924	25,359	638	9,710	52,896
Disposals	出售	-	-	(8,942)	(300)	(3,332)	(12,574)
At 31.3.2012	於2012年3月31日	1,481,419	699,189	413,305	5,080	136,970	2,735,963
<b>Accumulated Depreciation</b>							
At 1.4.2011	於2011年4月1日	154,919	167,263	264,462	3,840	113,552	704,036
Depreciation of HKCEC Atrium Link Extension	香港會議展覽中心中庭擴建的折舊	77,734	-	-	-	-	77,734
Depreciation of Other Property, Plant and Equipment	其他物業、設備及器材的折舊	-	13,125	42,053	436	7,536	63,150
Depreciation written back on Disposals	出售時撥回	-	-	(8,932)	(300)	(3,274)	(12,506)
At 31.3.2012	於2012年3月31日	232,653	180,388	297,583	3,976	117,814	832,414
<b>Net Book Value</b>							
At 31.3.2012	於2012年3月31日	1,248,766	518,801	115,722	1,104	19,156	1,903,549

## Notes to the Consolidated Financial Statements 綜合財務報表附註

## 7. PROPERTY, PLANT AND EQUIPMENT (Cont'd)

## (b) HKTDC (Cont'd)

## 7. 物業、設備及器材 (續)

## (b) 本局 (續)

		HKCEC Atrium Link Extension	Land, Office Buildings and Staff Quarters	Furniture, Equipment, Fitting and Leasehold Improvements 傢俬 設備、裝置 及租賃樓宇 內部裝修	Motor Vehicles and Vessels	Operating Assets and Exhibition Stand Systems	Total
(HK\$'000)	(港幣千元)	香港會議 展覽中心 中庭擴建	土地、 辦事處樓宇 及職員宿舍		汽車 及船舶	經營資產 及展覽 攤位裝置	總額
<b>2010/11</b>							
<b>Cost</b>	<b>原值</b>						
At 1.4.2010	於2010年4月1日	1,506,476	653,138	416,705	4,643	125,314	2,706,276
Additions	增置	11,665	31,127	25,572	597	7,191	76,152
Adjustment of Construction Cost	建築成本之調整	(38,987)	—	—	—	—	(38,987)
Disposals	出售	—	—	(45,389)	(498)	(1,913)	(47,800)
At 31.3.2011	於2011年3月31日	1,479,154	684,265	396,888	4,742	130,592	2,695,641
<b>Accumulated Depreciation</b>	<b>累積折舊</b>						
At 1.4.2010	於2010年4月1日	76,098	154,444	268,633	4,100	107,445	610,720
Depreciation of HKCEC Atrium Link Extension	香港會議展覽中心中庭擴建的折舊	78,821	—	—	—	—	78,821
Depreciation of Other Property, Plant and Equipment	其他物業、設備及器材的折舊	—	12,819	41,208	238	7,980	62,245
Depreciation written back on Disposals	出售時撥回	—	—	(45,379)	(498)	(1,873)	(47,750)
At 31.3.2011	於2011年3月31日	154,919	167,263	264,462	3,840	113,552	704,036
<b>Net Book Value</b>	<b>賬面淨值</b>						
At 31.3.2011	於2011年3月31日	1,324,235	517,002	132,426	902	17,040	1,991,605

# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 8. LAND USE RIGHTS

The Group's interests in land use rights in Hong Kong and outside of Hong Kong represent prepaid operating lease payments. Their net book values are analysed as follows:

(HK\$'000)	(港幣千元)	The Group/HKTDC 本集團／本局	
		2012	2011
On leases of between 30 to 61 years (2011: 30 to 61 years)	租約30至61年(2011年度：30至61年)	54,818	56,254
At beginning of the year	年初	56,254	57,690
Amortisation	攤銷	(1,436)	(1,436)
At end of the year	年終	54,818	56,254

## 8. 土地使用權

本集團於香港及以外地區的土地使用權的權益指預付經營租賃款項。其賬面淨價分析如下：

## 9. INVESTMENT IN AND BALANCES WITH SUBSIDIARIES

## 9. 附屬公司投資及結餘款項

(HK\$'000)	(港幣千元)	HKTDC 本局	
		2012	2011
Unlisted shares, at cost	非上市股份，按成本	22,800	22,800
Loan to a subsidiary	貸款予附屬公司	60,600	60,600
		83,400	83,400
Less: Impairment	扣除：減值	(15,165)	(15,165)
		68,235	68,235
Amount due from a subsidiary	應收附屬公司款項	678	—
Amounts due to the subsidiaries	應付附屬公司款項	(8,574)	(9,781)



# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 9. INVESTMENT IN AND BALANCES WITH SUBSIDIARIES (Cont'd)

### (a) HKTDC (Japan) Limited

HKTDC's wholly-owned subsidiary, HKTDC (Japan) Limited, was incorporated in Hong Kong and holds a property in Japan which is leased to HKTDC.

The authorised and paid-up share capital of HKTDC (Japan) Limited directly held by HKTDC as at 31 March 2012 and 2011 was HK\$22,800,000, divided into 22,800,000 shares of HK\$1 each.

The loan to HKTDC (Japan) Limited is unsecured, has no fixed terms of repayment, denominated in Hong Kong dollars, and, for the year ended 31 March 2012, interest was charged at a rate of 1.7% per annum (2011: 3.3% per annum) and the carrying amount at the year end approximates its fair value.

The amount due to HKTDC (Japan) Limited is unsecured, interest free and repayable on demand. The carrying amount at the year end is included in "Accounts Payable, Accruals and Receipts in Advance" in the balance sheet and the balance approximates its fair value, is denominated in Hong Kong dollars.

### (b) HKTDC Limited

HKTDC's wholly-owned subsidiary, HKTDC Limited, was incorporated in Hong Kong to carry out promotional activities and has established a branch and a Design Gallery shop outside Hong Kong.

The authorised share capital of HKTDC Limited as at 31 March 2012 was HK\$100,000,000, divided into 100,000,000 shares of HK\$1 each. The issued and paid-up capital of HKTDC Limited directly held by HKTDC as at 31 March 2012 was HK\$1 (2011: HK\$1).

The amount due from/(to) HKTDC Limited is unsecured, interest free and repayable on demand. The carrying amount at the year end is included in "Accounts Receivable, Deposits and Prepayments" and "Accounts Payable, Accruals and Receipts in Advance" respectively in the balance sheet and the balance approximates its fair value, is denominated in Hong Kong dollars.

## 9. 附屬公司投資及結餘款項(續)

### (a) HKTDC (Japan) Limited

本局的全資附屬公司HKTDC (Japan) Limited於香港註冊成立，在日本持有一項已租予本局的物業。

於2012年3月31日及2011年3月31日，HKTDC (Japan) Limited的法定及繳足股本為港幣2,280萬元，分為每股面值港幣1元的股份合共2,280萬股，由本局持有。

貸款予HKTDC (Japan) Limited為無抵押、無固定還款期，以港幣為單位，並於截至2012年3月31日止年度按年利率1.7厘計息(2011年度：3.3厘)。其賬面值與其公平值相若。

應付HKTDC (Japan) Limited款項為無抵押、免利息，及需求時還款。年終賬面值已列在資產負債表中的「應付賬款、應計項目及預收款項」內，結餘款額以港幣為單位，與其公平值相若。

### (b) 香港貿發局有限公司

本局的全資附屬公司香港貿發局有限公司在香港註冊成立，專責推廣香港對外貿易，並於香港以外設立了一間支行和一間設計廊。

於2012年3月31日，香港貿發局有限公司的法定股本為港幣1億元，分為每股面值港幣1元的股份合共1億股。發行及繳足股本為港幣1元(2011年度：港幣1元)，由本局持有。

應收/(付)香港貿發局有限公司賬項為無抵押、免利息，及需求時還款。年終賬面值已分別列在資產負債表中的「應收賬項、訂金及預付款項」及「應付賬款、應計項目及預收款項」內，結餘款額與其公平值相若並以港幣為單位。

# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 10. ACCOUNTS RECEIVABLE, DEPOSITS AND PREPAYMENTS

## 10. 應收賬項、訂金及預付款項

(HK\$'000)	(港幣千元)	The Group 本集團		HKTDC 本局	
		2012	2011	2012	2011
Accounts receivable	應收賬項	96,134	82,675	95,006	82,524
Deposits and prepayments	訂金及預付款項	137,934	129,733	135,738	127,894
Other receivables	其他應收賬項	36,512	39,321	36,636	38,553
		270,580	251,729	267,380	248,971

The ageing analysis of the accounts receivable was as follows:

應收賬項的賬齡分析如下：

(HK\$'000)	(港幣千元)	The Group 本集團		HKTDC 本局	
		2012	2011	2012	2011
Performing – within credit term	信貸期限以內	94,608	81,157	93,480	81,006
Balances past due but not impaired	逾期但不需減值的結餘				
– Up to three months	– 三個月及以下	1,520	1,420	1,520	1,420
– Three to six months	– 三至六個月	6	98	6	98
		96,134	82,675	95,006	82,524

The amounts which were past due but not impaired relate to a number of independent customers that have good track records and no history of default.

逾期但不需減值的應收賬項，是與有良好記錄及從沒有拖欠的獨立客戶有關。

The carrying amounts of accounts receivable, deposits and prepayments, which approximate their fair values, were denominated in the following currencies:

應收賬項、訂金及預付款項的賬面值與其公平值相若，以下列貨幣為單位：

(HK\$'000)	(港幣千元)	The Group 本集團		HKTDC 本局	
		2012	2011	2012	2011
Hong Kong dollars	港幣	247,826	222,743	245,666	221,233
Euro	歐元	8,874	10,198	8,874	10,198
United States dollars	美元	5,234	6,065	5,234	6,065
Other foreign currencies	其他外幣	8,646	12,723	7,606	11,475
		270,580	251,729	267,380	248,971

## Notes to the Consolidated Financial Statements 綜合財務報表附註

## 11. FIXED-INCOME AND EQUITY SECURITIES

## 11. 固定收益及股本證券

(HK\$'000)	(港幣千元)	The Group/HKTDC 本集團／本局	
		2012	2011
Fixed-income Securities	固定收益證券	1,140,130	1,069,317
Equity Securities	股本證券	376,409	403,473
Financial Derivatives	金融衍生生物	(17)	(9,073)
		1,516,522	1,463,717

The fixed-income and equity securities are designated and accounted for as financial assets at fair value through profit or loss, mainly denominated in Hong Kong dollars and United States dollars. Changes in fair value of fixed-income and equity securities are recorded in 'Investment Income' in the Consolidated Income and Expenditure Account.

固定收益及股本證券為按公平值透過損益記賬的金融資產。主要以港幣及美元為單位。其公平值的變動在綜合收支表列為「投資收益」。

## 12. DERIVATIVE FINANCIAL INSTRUMENTS

## 12. 衍生金融工具

(HK\$'000)	(港幣千元)	The Group/HKTDC 本集團／本局	
		2012	2011
<b>Current Assets as per Balance Sheets</b>	<b>資產負債表內之流動資產</b>		
Forward foreign exchange contracts – cash flow hedges	遠期外匯合約－現金流量對沖	–	9,898
<b>Non-Current Liabilities as per Balance Sheets</b>	<b>資產負債表內之非流動資產</b>		
Interest rate swap contracts – cash flow hedges	利率掉期合約－現金流量對沖	6,218	4,849
<b>Current Liabilities as per Balance Sheets</b>	<b>資產負債表內之流動負債</b>		
Interest rate swap contracts – cash flow hedges	利率掉期合約－現金流量對沖	5,035	2,208
Forward foreign exchange contracts – cash flow hedges	遠期外匯合約－現金流量對沖	1,993	–
<b>Total</b>	<b>總計</b>	<b>7,028</b>	<b>2,208</b>



# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 12. DERIVATIVE FINANCIAL INSTRUMENTS (Cont'd)

### (a) Forward Foreign Exchange Contracts

The notional principal amounts of the outstanding forward foreign exchange contracts at 31 March 2012 were US\$49.16 million (equivalent to HK\$383.45 million) (2011: US\$45.19 million (equivalent to HK\$352.51 million)) would be exchanged into mainly Renminbi and Euro of HK\$117.30 million and HK\$130.58 million respectively at pre-determined rates.

The hedged highly probable forecast transactions denominated in foreign currency are expected to occur at various dates during the next 12 months. Gains and losses relate to effective hedges recognised in the Hedging Reserve in equity (note 20) on forward foreign exchange contracts as of 31 March 2012 and 2011, are recognised in the Consolidated Income and Expenditure Account in the period or periods during which the hedged forecast transaction affects the Consolidated Income and Expenditure Account.

The ineffective portion recognised in the Consolidated Income and Expenditure Account that arises from cash flow hedges amounted to a loss of HK\$0.59 million (2011: HK\$2.45 million).

### (b) Interest Rate Swap Contracts

The notional principal amounts of the outstanding interest rate swap contracts as at 31 March 2012 were HK\$300 million (2011: HK\$300 million) with expiry date on 30 June 2014.

The fixed interest rates of interest rate swaps contracts for the year ended 31 March 2012 vary from 2.185% to 2.2175% (2011: 2.185% to 2.2175%). Gains or losses relate to effective hedges on interest rate swap contracts as of 31 March 2012 are recognised in the Consolidated Statement of Comprehensive Income and the Hedging Reserve in equity (note 20). Such gains or losses will be continuously released to the Consolidated Income and Expenditure Account at each loan installment until the full repayment of the bank borrowings (note 14).

There was no ineffective portion to be recognised in the Consolidated Income and Expenditure Account from interest rate swap cash flow hedges for the years ended 31 March 2012 and 2011.

## 12. 衍生金融工具(續)

### (a) 遠期外匯合約

於2012年3月31日，仍未結算遠期外匯合約的設定本金金額為4,916萬美元(相當於港幣3億8,345萬元)(2011年度：4,519萬美元(相當於港幣3億5,251萬元))，主要是以已決定的滙率對換作人民幣和歐元，分別為港幣1億1,730萬元和港幣1億3,058萬元。

被對沖的外幣極可能預測交易預期將於未來12個月內的多個日期產生。於2012年及2011年3月31日，就遠期外匯合同的有效部份在權益內的對沖儲備中確認的利得和損失(附註20)，會在對沖交易影響綜合收支表的一個或多個期間內確認。

在綜合收支表中確認來自現金流量對沖的無效部份金額為虧損港幣59萬元(2011年度：港幣245萬元)。

### (b) 利率掉期合約

於2012年3月31日，仍未結算利率掉期合約的設定本金金額為港幣3億元(2011年度：港幣3億元)。到期日為2014年6月30日。

於本年度，定息利率界乎2.185厘至2.2175厘(2011年度：2.185厘至2.2175厘)。就利率掉期合約有效部份在綜合全面收益表及權益內的對沖儲備中確認的收益和虧損(附註20)。該收益和虧損將會繼續轉回綜合收支表直至完全償還銀行借貸為止(附註14)。

於截至2012年及2011年3月31日止之年度，沒有利率掉期現金流量對沖的無效部份於綜合收支表中確認。

## Notes to the Consolidated Financial Statements 綜合財務報表附註

## 13. CASH AND BANK BALANCES

## 13. 現金及銀行結存

(HK\$'000)	(港幣千元)	The Group 本集團		HKTDC 本局	
		2012	2011	2012	2011
Time deposits held at banks	銀行定期存款	506,359	558,250	506,359	558,250
Deposits held by fund managers for investments	投資經理持有作投資用的現金存款	100,848	102,700	100,848	102,700
Imprest accounts for overseas promotional projects	海外推廣計劃定額 備用賬	13,387	10,576	13,387	10,576
Cash, saving and current accounts	庫存現金、儲蓄及 支票戶口結存	141,056	64,667	138,764	64,106
		761,650	736,193	759,358	735,632

As at 31 March 2012, the effective interest rate on short-term bank deposits was 1.6% per annum (2011: 0.7% per annum). These deposits have maturity periods ranging from 30 to 90 days (2011: ranging from 30 to 90 days).

短期銀行存款於2012年3月31日的實際年利率為1.6厘(2011年度: 0.7厘)，此等存款的平均到期日介乎30日至90日(2011年度: 30日至90日)。

The carrying amounts of the cash and bank balances were denominated in the following currencies:

現金及銀行結存的賬面值以下列貨幣為單位：

(HK\$'000)	(港幣千元)	The Group 本集團		HKTDC 本局	
		2012	2011	2012	2011
Hong Kong dollars	港幣	55,549	56,565	54,328	56,535
Euro	歐元	22,266	56,992	22,266	56,992
United States dollars	美元	649,606	586,300	649,606	586,300
Other foreign currencies	其他外幣	34,229	36,336	33,158	35,805
		761,650	736,193	759,358	735,632

# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 14. BANK BORROWINGS AND FINANCE COSTS

HKTDC has entered into an unsecured bank loan facility arrangement for HK\$720 million to partly finance the construction of the HKCEC Atrium Link Extension project. The bank loan is denominated in Hong Kong dollars and carries floating interest rate. The effective interest rate at balance sheet date was 1.5% (2011: 1.3%). The exposure of the bank loan to interest-rate changes and the contractual repricing dates at the end of the reporting period are as follows:

(HK\$'000)	(港幣千元)	The Group/HKTDC 本集團／本局	
		2012	2011
One Month	一個月	222,000	294,000
Three Months	三個月	300,000	300,000
		522,000	594,000

The bank loan is repayable in quarterly installments for a period of 10 years commencing from July 2009. The carrying amount at the year end approximates its fair value and repayable as follows:

(HK\$'000)	(港幣千元)	The Group/HKTDC 本集團／本局	
		2012	2011
Within one year	一年以下	72,000	72,000
Between one to two years	一至二年內	72,000	72,000
Between two to five years	二至五年內	216,000	216,000
After five years	五年以上	162,000	234,000
		522,000	594,000

As at 31 March 2012, HK\$300 million (2011: HK\$300 million) of HKTDC's total borrowings bore effectively a fixed rate under the interest rate swap contracts (note 12), and the remaining bore floating interest rates.

Interest expense recognised in the Consolidated Income and Expenditure Account for the year ended 31 March 2012 amounted to HK\$8.04 million (2011: HK\$8.20 million).

## 14. 銀行貸款及財務費用

本局為會展中心中庭擴建計劃部分融資，達成一項達港幣7億2,000萬元無抵押的銀行貸款融資協議。此銀行貸款以港幣為單位，帶浮動利率。於資產負債表日的實際年利率為1.5厘（2011年度：1.3厘）。貸款受利率變動影響，合約須於以下報告期結日重新定息。

貸款將於2009年7月起10年內按季度分期償還。年結日其賬面值與公平值相若，償還金額如下：

		The Group/HKTDC 本集團／本局	
		2012	2011
		72,000	72,000
		72,000	72,000
		216,000	216,000
		162,000	234,000
		522,000	594,000

於2012年3月31日，貸款總額其中港幣3億元（2011年度：港幣3億元）與利率掉期合約完全對沖並以定息計算（附註12）。餘額以浮動利息計算。

本年度於綜合收支表確認的利息費用為港幣804萬元（2011年度：港幣820萬元）。



## Notes to the Consolidated Financial Statements 綜合財務報表附註

## 15. ACCOUNTS PAYABLE, ACCRUALS AND RECEIPTS IN ADVANCE

## 15. 應付賬款、應計項目及預收款項

(HK\$'000)	(港幣千元)	The Group 本集團		HKTDC 本局	
		2012	2011	2012	2011
Accounts payable	應付賬款	21,655	4,018	21,655	4,018
Receipts in advance due within one year	一年以下預收款項	596,831	516,220	596,406	516,020
Accruals	應計項目	264,635	290,990	261,577	288,180
Other payables	其他應付賬款	122,660	120,076	130,049	129,012
		1,005,781	931,304	1,009,687	937,230

Receipts in advance comprised:

預收款項包括：

(HK\$'000)	(港幣千元)	The Group 本集團		HKTDC 本局	
		2012	2011	2012	2011
Within one year included in "Accounts Payable, Accruals and Receipt in Advance"	一年以下包括在「應付賬款、應計項目及預收款項」	596,831	516,220	596,406	516,020
After one year on balance sheets as "Non-current Liabilities"	一年以上於資產負債表列為「非流動負債」	145,416	180,312	145,416	180,312
		742,247	696,532	741,822	696,332

The carrying amounts of accounts payable and other payables, which approximate their fair values, were denominated in the following currencies:

應付賬款及其他應付賬款的賬面值與其公平值相若，以下列貨幣為單位：

(HK\$'000)	(港幣千元)	The Group 本集團		HKTDC 本局	
		2012	2011	2012	2011
Hong Kong dollars	港幣	78,479	71,832	86,495	81,412
Euro	歐元	911	637	911	637
United States dollars	美元	7,575	5,303	7,575	5,303
Other foreign currencies	其他外幣	57,350	46,322	56,723	45,678
		144,315	124,094	151,704	133,030

# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 16. GENERAL FUND

### (a) The Group

## 16. 普通資金

### (a) 本集團

		2012			2011
		HKCEC Atrium Link Extension 香港會議 展覽中心 中庭擴建	Others 其他	Total 總額	Total 總額
(HK\$'000)	(港幣千元)				
Balance brought forward	承前結餘	515,027	797,236	1,312,263	1,312,293
Transfer (to)/from Consolidated Income and Expenditure Account	撥(往)/自綜合收支表	–	(70,039)	(70,039)	43,671
Transfer from/(to) Reserve Fund (Note 17)	撥自/(往)儲備 資金(附註17)	29,162	41,241	70,403	(70,678)
Transfer from Exhibition Contracting Services Fund (Note 18)	撥自展覽服務 資金(附註18)	–	14,205	14,205	26,941
Transfer from Other Specific Funds (Note 20)	撥自其他特定 資金(附註20)	2,265	–	2,265	36
Balance carried forward	轉撥下年度結餘	546,454	782,643	1,329,097	1,312,263

## Notes to the Consolidated Financial Statements 綜合財務報表附註

## 16. GENERAL FUND (Cont'd)

## (b) HKTDC

## 16. 普通資金

## (b) 本局

		2012			2011
		HKCEC Atrium Link Extension 香港會議 展覽中心 中庭擴建	Others 其他	Total 總額	Total 總額
(HK\$'000)	(港幣千元)				
Balance brought forward	承前結餘	515,027	723,624	1,238,651	1,237,142
Transfer (to)/from Income and Expenditure Account	撥(往)/自收支表	—	(71,281)	(71,281)	42,243
Transfer from/(to) Reserve Fund (Note 17)	撥自/(往)儲備 資金(附註17)	29,162	43,053	72,215	(67,711)
Transfer from Exhibition Contracting Services Fund (Note 18)	撥自展覽服務 資金(附註18)	—	14,205	14,205	26,941
Transfer from Other Specific Funds (Note 20)	撥自其他特定 資金(附註20)	2,265	—	2,265	36
Balance carried forward	轉撥下年度結餘	546,454	709,601	1,256,055	1,238,651

The General Fund represents the Group's contribution to the HKCEC Atrium Link Extension, other property, plant and equipment, operating assets, exhibition stand systems and land use rights.

普通資金指本集團所資助的香港會議展覽中心中庭擴建、其他自置物業、設備、器材，經營資產，展覽攤位裝置及土地使用權。



# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 17. RESERVE FUND

## 17. 儲備資金

(HK\$'000)	(港幣千元)	The Group 本集團		HKTDC 本局	
		2012	2011	2012	2011
Balance brought forward	承前結餘	1,097,498	1,012,266	1,052,588	970,323
Transfer (to)/from General Fund (Note 16)	撥(往)/自普通 資金(附註16)	(70,403)	70,678	(72,215)	67,711
Transfer from SME Assistance Package Fund (Note 19)	撥自中小企支援 措施資金(附註19)	—	7,721	—	7,721
Transfer from Convention and Exhibition Centre Fund (Note 20)	撥自香港會議展覽 中心資金(附註20)	72,000	6,833	72,000	6,833
Balance carried forward	轉撥下年度結餘	1,099,095	1,097,498	1,052,373	1,052,588

Section 22(2) of Part VI on Financial Provisions and Reports of the Hong Kong Trade Development Council Ordinance requires disclosure of all unallocated balances and surpluses available for use during the year. The Reserve Fund represents all such surpluses.

根據香港貿易發展局條例第VI部分第22(2)條關於本局財務準備及報告的規定，本局須公佈每個財政年度內可以動用的未分配結餘及盈餘。儲備資金相等於此等盈餘的總額。

## 18. EXHIBITION CONTRACTING SERVICES FUND

## 18. 展覽服務資金

(HK\$'000)	(港幣千元)	The Group/HKTDC 本集團/本局	
		2012	2011
Balance brought forward	承前結餘	163,782	190,723
Transfer (to)/from General Fund (Note 16)	撥(往)/自普通資金(附註16)		
– Acquisition of operating assets	– 購置經營資產	(25,416)	(38,318)
– Depreciation/amortisation of operating assets	– 經營資產折舊/攤銷	11,153	11,337
– Written-down value of operating assets on disposal	– 出售經營資產的撇減值	58	40
		(14,205)	(26,941)
Balance carried forward	轉撥下年度結餘	149,577	163,782

The Exhibition Contracting Services Fund represents the accumulated net income generated from operating assets provided for support services to trade fairs and exhibitions organised by the Group. This Fund is set aside for future replacement and purchase of additional operating assets.

展覽服務資金指以經營資產提供支援服務予本集團所舉辦的貿易展覽會所得的累計淨收益。結存餘額則留作日後重置及增置所需的額外經營資產所用。

# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 19. SME ASSISTANCE PACKAGE FUND

## 19. 中小企支援措施資金

(HK\$'000)	(港幣千元)	The Group/HKTDC 本集團／本局	
		2012	2011
Balance brought forward	承前結餘	—	55,317
Transfer to Reserve Fund (Note 17)	撥往儲備資金(附註 17)	—	(7,721)
Transfer to Consolidated Income and Expenditure Account	撥往綜合收支表		
– Fund utilised for buyer incentive programmes	— 貿易買家資助計劃	—	(43,188)
– Fund utilised for exhibitor subsidies	— 本地參展商提供優惠	—	(4,408)
		—	(47,596)
Balance carried forward	轉撥下年度結餘	—	—

The SME Assistance Package Fund was set aside to help Hong Kong companies during the financial turmoil in 2008. The package includes incentive programmes to trade buyers and also subsidies to Hong Kong exhibitors for using HKTDC's services. During the year ended 31 March 2011, unutilised cash coupons amounting to HK\$7.72 million was transferred back to the Reserve Fund.

中小企支援措施資金乃專為受到2008年金融海嘯影響的香港公司而設。支援措施包括貿易買家資助計劃及為本地參展商提供優惠。於2011年度，已撥備但未發行之現金券為港幣772萬並已全數撥回儲備資金。

# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 20. OTHER SPECIFIC FUNDS

### (a) The Group

## 20. 其他特定資金

### (a) 本集團

		2012						2011
		Hedging Reserve	Retirement Benefit Scheme	Capital Assets	Exhibition Stand Systems	Convention And Exhibition Centre	Total	Total
		對沖儲備	退休福利計劃	資本性資產	展覽攤位裝置	會議展覽中心	總額	總額
(HK\$'000)	(港幣千元)							
Balance brought forward	承前結餘	2,841	78,376	73,617	51,481	168,853	375,168	260,884
Transfer to Reserve Fund (Note 17)	撥往儲備資金(附註17)	-	-	-	-	(72,000)	(72,000)	(6,833)
Transfer from/(to) Consolidated Income and Expenditure Account	撥自/(往)綜合收支表							
- Interest income	- 利息收入	-	-	-	-	2,933	2,933	119
- Gain from investment in fixed-income and equity securities	- 投資收益	-	-	2,784	1,947	-	4,731	6,427
- Ineffective portion of cash flow hedge	- 現金流量對沖的無效部份	593	-	-	-	-	593	2,447
- Cash contribution net of actuarial retirement benefit expenses	- 現金供款扣除精算退休福利支出淨值	-	10,420	-	-	-	10,420	8,744
- Fund utilized for HKCEC Phase III studies	- 香港會議展覽中心三期研究支出	-	-	-	-	(1,304)	(1,304)	(1,788)
- Surplus from HKCEC Operation	- 香港會議展覽中心營運盈餘	-	-	-	-	103,149	103,149	91,358
		593	10,420	2,784	1,947	104,778	120,522	107,307
Other Comprehensive Income	其他全面收益							
- Realisation of cash flow hedges	- 現金流量對沖變現	(1,845)	-	-	-	-	(1,845)	12,001
- Fair value (loss)/gain on forward foreign currency contracts at year end	- 一年終遠期外匯合約公平值(虧損)/收益	(3,582)	-	-	-	-	(3,582)	8,902
- Fair value loss on interest rate swap contracts at year end	- 一年終利率掉期合約公平值虧損	(11,253)	-	-	-	-	(11,253)	(7,057)
		(16,680)	-	-	-	-	(16,680)	13,846
Transfer to General Fund (Note 16)	撥往普通資金(附註16)							
- HKCEC Atrium Link Extension	- 香港會議展覽中心中庭擴建	-	-	-	-	(2,265)	(2,265)	(36)
Balance carried forward	轉撥下年度結餘	(13,246)	88,796	76,401	53,428	199,366	404,745	375,168



# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 20. OTHER SPECIFIC FUNDS (Cont'd)

### (b) HKTDC

## 20. 其他特定資金 (續)

### (b) 本局

		2012							2011
		Hedging Reserve	Retirement Benefit Scheme	Capital Assets	Exhibition Stand Systems	Investment In Subsidiary	Convention And Exhibition Centre	Total	Total
		對沖儲備	退休福利計劃	資本性資產	展覽攤位裝置	附屬公司投資	會議展覽中心	總額	總額
(HK\$'000)	(港幣千元)								
Balance brought forward	承前結餘	2,841	78,376	73,617	51,481	103,900	168,853	479,068	377,765
Transfer to Reserve Fund (Note 17)	撥往儲備資金(附註17)	-	-	-	-	-	(72,000)	(72,000)	(6,833)
Transfer from/(to) Income and Expenditure Account	撥自/(往)綜合收支表								
- Interest income	- 利息收入	-	-	-	-	-	2,933	2,933	119
- Gain from investment in fixed-income and equity securities	- 投資收益	-	-	2,784	1,947	1,659	-	6,390	8,611
- Ineffective portion of cash flow hedge	- 現金流量對沖的無效部份	593	-	-	-	-	-	593	2,447
- Cash contribution net of actuarial retirement benefit expenses	- 現金供款扣除精算退休福利支出淨值	-	10,420	-	-	-	-	10,420	8,744
- Impairment loss of investment in a subsidiary	- 附屬公司投資減值虧損	-	-	-	-	-	-	-	(15,165)
- Fund utilized for HKCEC Phase III studies	- 香港會議展覽中心三期研究支出	-	-	-	-	-	(1,304)	(1,304)	(1,788)
- Surplus from HKCEC Operation	- 香港會議展覽中心營運盈餘	-	-	-	-	-	103,149	103,149	91,358
		593	10,420	2,784	1,947	1,659	104,778	122,181	94,326
Other Comprehensive Income	其他全面收益								
- Realisation of cash flow hedges	- 現金流量對沖變現	(1,845)	-	-	-	-	-	(1,845)	12,001
- Fair value (loss)/gain on forward foreign currency contracts at year end	- 一年終遠期外匯合約公平值(虧損)/收益	(3,582)	-	-	-	-	-	(3,582)	8,902
- Fair value loss on interest rate swap contracts at year end	- 一年終利率掉期合約公平值虧損	(11,253)	-	-	-	-	-	(11,253)	(7,057)
		(16,680)	-	-	-	-	-	(16,680)	13,846
Transfer to General Fund (Note 16)	撥往普通資金(附註16)								
- HKCEC Atrium Link Extension	- 香港會議展覽中心中庭擴建	-	-	-	-	-	(2,265)	(2,265)	(36)
Balance carried forward	轉撥下年度結餘	(13,246)	88,796	76,401	53,428	105,559	199,366	510,304	479,068

# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 20. OTHER SPECIFIC FUNDS (Cont'd)

The Hedging Reserve represents the effective portion of fair value gains or losses arising from the cash flow hedges as explained in note 2(j) and is recycled to the Consolidated Income and Expenditure Account between one month and twelve months from the balance sheet date.

The Retirement Benefit Scheme Fund represents the Group's contribution to the scheme net of actuarial retirement benefit expenses charged to the Consolidated Income and Expenditure Account.

The Capital Assets Fund exists for the acquisition of the Group's properties and will be transferred to the General Fund upon the execution of asset purchases.

The Exhibition Stand Systems Fund was set up for the acquisition of unique, custom-designed exhibition stand systems to upgrade the presentation of the Group's overseas promotional projects. Charges for the use of the exhibition stand systems and the amortisation of costs over the expected useful lives of the assets are dealt with through the Consolidated Income and Expenditure Account.

The Investment in Subsidiary Fund was set up for the incorporation of subsidiary companies.

The Convention and Exhibition Centre Fund was set up to deal with the Group's contribution to the enhancement works of the HKCEC Phase II building, as well as further expansion projects.

## 20. 其他特定資金(續)

對沖儲備乃為現金流量對沖所產生的有效部份公平值盈虧而設，詳情見附註2(j)。並於結算日起計一至十二個月內轉撥入綜合收支表。

退休福利計劃資金乃指本集團的計劃供款扣除已計入綜合收支表的精算退休福利支出的淨值額。

資本性資產資金乃專為購置本集團的物業而設，並將於購入資產時轉撥普通資金賬。

展覽攤位裝置資金乃專為購買獨特、並為客戶而設計的展覽攤位裝置，藉此提高本集團海外貿易拓展活動的形象。使用展覽攤位裝置的收費及資產在預計可用年限內的攤銷成本均在綜合收支表內結算。

附屬公司投資資金乃專為成立附屬公司而設立。

會議展覽中心資金乃專為處理本集團資助香港會議展覽中心二期樓宇的改善工程及擴建工程而設。

## 21. COMMITMENTS

### (a) Capital Commitments

## 21. 承擔

### (a) 資本承擔

(HK\$'000)	(港幣千元)	The Group/HKTDC 本集團／本局	
		2012	2011
<b>Contracted But Not Provided For</b>	<b>已簽約但未撥備</b>		
Property, Plant and Equipment	物業、設備及器材	—	16,010

## Notes to the Consolidated Financial Statements 綜合財務報表附註

## 21. COMMITMENTS (Cont'd)

## (b) Operating Lease Commitments

Future aggregate minimum operating lease commitments in respect of the exhibition venue, office premises and staff quarters at 31 March were payable as follows:

(HK\$'000)	(港幣千元)	The Group 本集團	
		2012	2011
Not later than one year	一年以內	13,053	13,965
Later than one year and not later than five years	第二至第五年內	9,803	8,441
		22,856	22,406

## 22. RELATED PARTY DISCLOSURE

As HKTDC was incorporated under Hong Kong Trade Development Council Ordinance and seven Council members including the Council Chairman are nominated by the Chief Executive, the HKSAR Government has significant influence in making financial and operation policy decisions and is regarded as the Group's related party. In addition to the subvention payable to HKTDC disclosed elsewhere in these financial statements, the Group entered into related party transactions during the year with the HKSAR Government related entities in exhibitions, missions and other operational activities for trade promotion purposes.

## 23. OTHER MATTERS

The Group provides financial assistance to The Hong Kong Shippers' Council and subsidises the activities of Hong Kong/Japan Business Co-operation Committee. Expenditure for these purposes during the year, which has been dealt with in the Consolidated Income and Expenditure Account, was as follows:

(HK\$'000)	(港幣千元)	2012	2011
The Hong Kong Shippers' Council	香港付貨人委員會	5,873	5,835
Hong Kong/Japan Business Co-operation Committee	港日經濟合作委員會	656	—

## 21. 承擔(續)

## (b) 經營租約承擔

於3月31日，根據有關展覽會場、辦事處及職員宿舍的經營租約而須於未來支付的最低租賃付款總額如下：

## 22. 關聯人士披露

本局依據香港貿易發展局條例註冊成立。七名成員包括理事會主席由行政長官指名委任。因此，香港特別行政區政府對於本局的財政及行政決策深具影響，並介定為關聯人士。除本財務報告其他部份所披露從貿易報關費所得的政府撥款外，本局與政府控制實體之間的交易包括舉辦貿易展覽會，訪問團及其他貿易拓展活動。

## 23. 其他事項

本集團提供財政支援予香港付貨人委員會，並津貼港日經濟合作委員會的活動。本年度已在綜合收支表處理之此等費用如下：



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## Auditor and Principal Bankers 核數師及主要銀行

### AUDITOR

PricewaterhouseCoopers

### 核數師

羅兵咸永道會計師事務所

### PRINCIPAL BANKERS

Bank of China Group

Bank of East Asia Limited

Bank of Tokyo-Mitsubishi UFJ Limited

Citibank, N.A.

Dah Sing Bank Limited

Hongkong & Shanghai Banking Corporation Limited

Standard Chartered Bank

### 主要銀行

中銀集團

東亞銀行

三菱東京 UFJ 銀行

花旗銀行

大新銀行

香港上海滙豐銀行

渣打銀行

# The Year Ahead 未來計劃

The coming fiscal year will represent the second year in the HKTDC's current three-year plan, which covers the period from 2011/12 to 2013/14.

The objectives for the coming year are as follows:

- Help Hong Kong companies maximise opportunities created by the reshaping of the global economy
- Champion Hong Kong's role as Asia's central business district for the global economy
- Sharpen the HKTDC's capabilities to serve and nurture a new breed of SMEs

The HKTDC's priority in 2012/13 will be to identify new markets to help Hong Kong companies meet the challenges posed by a generally sluggish global economy.

The focus will be on the Chinese mainland and ASEAN, which hold promise for Hong Kong manufacturers and services providers.

The mainland's 12<sup>th</sup> Five-Year Plan and the HK\$1 billion fund announced in the Hong Kong SAR Government's 2011/12 Policy Address underline the importance of the mainland market. The 36 new measures announced by Vice Premier Li Keqiang in August 2011 will guide our mainland promotional priorities.

Looking overseas, the HKTDC will organise business missions to such promising emerging markets as Indonesia, Turkey and Mexico, which will be complemented here in Hong Kong by seminars and workshops on emerging markets and new industry trends.

香港貿發局的三年計劃，涵蓋2011/12至2013/14年度，來年是推行計劃的第二年。

我們來年的工作目標包括：

- 協助香港企業掌握環球經濟重整帶來的新商機
- 鞏固香港作為全球經濟的亞洲核心商業區
- 加強貿發局服務及培育新一代中小企的能力

2012/13年度，貿發局的首要工作是協助港商積極面對環球經濟疲弱所帶來的挑戰，迎難而上開拓新市場。

貿發局將聚焦中國內地及東盟各國，這些市場為香港製造商及服務業提供者帶來龐大的商機。

內地「十二五規劃」以及香港特區政府在2011/12施政報告中宣布增撥10億元協助港商北闖，都說明了內銷市場的重要性。國家副總理李克強於2011年8月訪港期間，公布36項支援香港的新措施，亦為我們的推廣工作定下綱領。

在海外市場方面，香港貿發局將會組織商界代表團訪問多個甚具發展潛力的新興市場，包括印尼、土耳其及墨西哥，並於香港舉辦研討會和工作坊，協助業界加深認識這些新興市場、掌握最新市場潮流。

# Selected Events 活動概覽

## PROMOTING HONG KONG AS ASIA'S CENTRAL BUSINESS DISTRICT 推廣香港為亞洲的核心商業區

Date 日期	Event 項目名稱	Format 形式
<b>2011</b>		
8 April 4月8日	Luncheon in Honour of Alessandro Teixeira, Vice Minister for Development, Industry and Foreign Trade, Brazil 巴西發展、工業與對外貿易部副部長特謝拉 (Alessandro Teixeira) 訪港午宴	Incoming Mission 訪港團
11-13 April 4月11至13日	Inner Mongolia-Hong Kong Week and Networking Luncheon, Hong Kong 內蒙古/香港週暨企業交流午宴，香港	Symposium 洽談會
13-16 April 4月13至16日	HKTDC Hong Kong Electronics Fair (Spring Edition), Hong Kong 香港貿發局香港春季電子產品展，香港	Trade Fair 貿易展覽
14 April 4月14日	Industry Exchange for ICT Sector at World Summit Award Grand Judging, Hong Kong 於World Summit Award 期間舉辦資訊及科技業交流活動，香港	Seminar 交流活動及研討會
20-23 April 4月20至23日	HKTDC Hong Kong Houseware Fair, Hong Kong 香港貿發局香港家庭用品展，香港	Trade Fair 貿易展覽
27-30 April 4月27至30日	HKTDC Hong Kong Gifts & Premium Fair, Hong Kong 香港貿發局香港禮品及贈品展，香港	Trade Fair 貿易展覽
26 May 5月26日	Hong Kong Business Luncheon in Paris, France, featuring Edward Yau, Secretary for the Environment, Hong Kong SAR Government 香港推介商貿午宴，法國巴黎 (香港特別行政區環境局局長邱騰華為主題演講嘉賓)	Networking Luncheon 交流午宴
7 July 7月7日	Business Fair for Guangdong/Hong Kong Economic, Technology and Trade Cooperation, Hong Kong 粵港經濟技術貿易合作交流會暨午宴，香港	Symposium 洽談會
13 July 7月13日	Roundtable Meeting with International Chambers on Greater PRD Opportunities, featuring Victor Fung, Chairman, Greater PRD Business Council 與駐港國際商會進行大珠三角商機圓桌會議 (大珠三角商務委員會主席馮國經博士為演講嘉賓)	Roundtable Meeting 圓桌會議
27-29 July 7月27至29日	Jiangsu/Hong Kong Week, Hong Kong 江蘇/香港週，香港	Symposium 洽談會
10 Aug 8月10日	The second Plenary Session of the Hong Kong-Taiwan Business Co-operation Committee, Hong Kong 第二屆香港 - 台灣商貿合作委員會聯席會議，香港	Bilateral Committee 雙邊委員會
2 Sept 9月2日	Hong Kong-Japan Economic Summit 2011 港日經濟高峰論壇2011	Conference 論壇
5 Sept 9月5日	Mission to Hong Kong led by Kim Junggwan, Vice Minister for Trade and Energy, Ministry of Knowledge Economy, Korea 韓國知識經濟部次官金正寬率領環保經貿代表團訪港暨 香港與韓國環保產業合作圓桌會議	Roundtable Meeting 圓桌會議
7-11 Sept 9月7至11日	HKTDC Hong Kong Watch & Clock Fair, Hong Kong 香港貿發局香港鐘表展，香港	Trade Fair 貿易展覽
12-16 Sept 9月12至16日	Hong Kong Film Week in London 香港電影周，英國倫敦	Cocktail Reception and Networking 酒會及交流活動



# Selected Events 活動概覽

## PROMOTING HONG KONG AS ASIA'S CENTRAL BUSINESS DISTRICT 推廣香港為亞洲的核心商業區

Date 日期	Event 項目名稱	Format 形式
12-16 Sept 9月12至16日	"Think Asia, Think Hong Kong," London, Leeds, Cambridge and Edinburgh, UK 「邁向亞洲 首選香港」，英國倫敦、列斯、劍橋及愛丁堡	Conference, Business Matching 會議及商貿配對
13 Sept 9月13日	Hong Kong Dinner, London, United Kingdom 貿發局周年晚宴，英國倫敦	Networking Dinner 交流晚宴
23 Sept 9月23日	Networking Luncheon in Honour of Pat Quinn, Governor of Illinois, US 美國伊利諾州州長Pat Quinn訪港午宴	Incoming Mission 訪港團
13 Oct 10月13日	Networking Luncheon in Honour of Ahmet Yakici, Undersecretary of the Ministry of Economy, Turkey 土耳其經濟部次長艾默德·阿克哲訪港交流午宴	Incoming Mission 訪港團
13-16 Oct 10月13至16日	HKTDC Hong Kong Electronics Fair (Autumn Edition), Hong Kong 香港貿發局香港秋季電子產品展，香港	Trade Fair 貿易展覽
18 Oct 10月18日	Networking Luncheon in Honour of Francisco J Sanchez, Under Secretary of Commerce for International Trade, US Department of Commerce, International Trade Administration, US 美國國際貿易局商務部副局長Francisco J Sanchez訪港午宴	Incoming Mission 訪港團
21 Oct 10月21日	The 23 <sup>rd</sup> Plenary Session of the Hong Kong-United States Business Council, Hong Kong 第二十三屆港美商務委員會全體大會，香港	Bilateral Committee 雙邊委員會
24-25 Oct 10月24至25日	Ningbo/Hong Kong Economic Cooperation Forum, Hong Kong 甬港經濟合作論壇，香港	Symposium 洽談會
27-30 Oct 10月27至30日	HKTDC Hong Kong International Lighting Fair (Autumn Edition), Hong Kong 香港貿發局香港國際秋季燈飾展，香港	Trade Fair 貿易展覽
28 Oct-3 Nov 10月28日至11月3日	North America Environmental Technology Mission to Hong Kong, Guangzhou, Nanjing and Wuxi 美加科技企業香港及中國內地訪問團，香港、廣州、南京及無錫	Incoming Mission 訪港團
3-5 Nov 11月3至5日	HKTDC Hong Kong International Wine & Spirits Fair, Hong Kong 香港貿發局香港國際美酒展，香港	Trade and Public Fair 貿易及公眾展覽
25 Nov 11月25日	Networking Luncheon in Honour of His Excellency Gurbanguly Berdimuhamedov, President of Turkmenistan 土庫曼斯坦總統別爾德穆哈梅多夫訪港交流午宴	Incoming Mission 訪港團
29-30 Nov 11月29至30日	The 12 <sup>th</sup> Hong Kong Forum, Federation of Hong Kong Business Associations Worldwide 環球香港商業協會聯盟周年活動之第十二屆香港論壇	Conference 研討會及商務交流活動
4-11 Dec 12月4至11日	Hong Kong Business Delegation to Johannesburg, Pretoria and Cape Town, South Africa, led by John Tsang, Financial Secretary, Hong Kong SAR Government 香港特別行政區財政司司長曾俊華率領經貿代表團訪問南非約翰內斯堡、比勒陀利亞及開普敦	Outgoing Mission 外訪團

# Selected Events 活動概覽

## PROMOTING HONG KONG AS ASIA'S CENTRAL BUSINESS DISTRICT 推廣香港為亞洲的核心商業區

Date 日期	Event 項目名稱	Format 形式
<b>2012</b>		
9-12 Jan 1月9至12日	HKTDC Hong Kong Toys & Games Fair, Hong Kong 香港貿發局香港玩具展，香港	Trade Fair 貿易展覽
16-19 Jan 1月16至19日	HKTDC Hong Kong Fashion Week for Fall/Winter, Hong Kong 香港貿發局香港時裝節秋冬系列，香港	Trade Fair 貿易展覽
27 Jan 1月27日	Hong Kong Business Luncheon in honour of Donald Tsang, Chief Executive, Hong Kong SAR Government, Zurich, Switzerland 香港推介商貿午宴，瑞士蘇黎世 (香港特別行政區行政長官曾蔭權為主題演講嘉賓)	Networking Luncheon 交流午宴
16-20 Feb 2月16至20日	HKTDC Hong Kong International Jewellery Show, Hong Kong 香港貿發局香港國際珠寶展，香港	Trade Fair 貿易展覽
Year-round 全年	Pacific Bridge Initiative, Hong Kong 太平洋商貿合作計劃	Promotion 全面性推廣平台
Year-round 全年	Nanotechnology Forum (Part I to Part VI), Hong Kong 納米技術論壇 (講座I至VI)，香港	Forum 論壇

# Selected Events 活動概覽

## MARKETING HONG KONG PRODUCTS AND SERVICES 推廣香港產品及服務

Date 日期	Event 項目名稱	Format 形式
<b>2011</b>		
8-10 April 4月8至10日	Guangzhou (China) International Toy and Hobby Fair, Guangzhou 中國廣州國際玩具及模型展覽會，廣州	Hong Kong Pavilion 香港館
3-6 May 5月3至6日	Hong Kong-Jiangsu Joint Technology Investment Mission to Los Angeles and Boston, US 港蘇赴美科技投資考察團，美國洛杉磯及波士頓	Outgoing Mission 外訪團
9-13 May 5月9至13日	Shandong/Hong Kong Week with Business Co-operation Roundtable, Hong Kong 山東/香港週及魯港經貿合作圓桌會議，香港	Symposium 洽談會
11-20 May 5月11至20日	Cannes Film Market, Cannes, France 康城影展，法國康城	Hong Kong Pavilion 香港館
12 May 5月12日	Guangdong CEO Alumni Annual Meeting, Guangzhou 廣東企業赴港培訓學員聯繫計劃年度活動，廣州	Mainland Enterprises Mission 內地企業家代表團
12-13 May 5月12至13日	SmartHK, Guangzhou 「升級轉型・香港博覽」，廣州	Exhibition, Business Matching 展覽及商貿配對
15-18 May 5月15至18日	The 12 <sup>th</sup> Plenary Session of the Hong Kong-European Union and European Union-Hong Kong Business Co-operation Committees, Milan, Italy 第十二屆香港/歐盟及歐盟/香港經濟合作委員會聯席會議，意大利米蘭	Bilateral Committee 雙邊委員會
17-19 May 5月17至19日	Jiangxi-Hong Kong Week, Hong Kong 江西/香港週，香港	Symposium 洽談會
18-20 May 5月18至20日	The 16 <sup>th</sup> China Beauty Expo, Shanghai 第十六屆中國美容博覽會，上海	Hong Kong Pavilion 香港館
23-26 May 5月23至26日	Hong Kong-Shanghai Joint Road Show on Financial Services to Jakarta, Indonesia, and Kuala Lumpur, Malaysia 香港-上海金融業聯合路演，印尼雅加達及馬來西亞吉隆坡	Road Show 路演
24-28 May 5月24至28日	Hong Kong Logistics Services Mission to Chongqing and Chengdu 香港物流業代表團出訪重慶及成都	Outgoing Mission 外訪團
25 May 5月25日	Hong Kong Business Seminar in Chicago, US 香港推介研討會，美國芝加哥	Outreach Seminar 研討會
25-28 May 5月25至28日	Mainland-Hong Kong Services Industry Symposium and Hong Kong Services Industry Delegation, Chengdu 中國(香港)國際服務貿易洽談會暨香港服務業代表團訪問成都	Outgoing Mission 外訪團及研討會
27-31 May 5月27至31日	Style Hong Kong Show in Chengdu 香港時尚購物展・成都	Exhibition 香港產品展
30 May 5月30日	HKCBA National Canada-Hong Kong Business Forum, Calgary, Alberta, Canada 港加商會全國加港商貿論壇，加拿大艾伯塔卡爾加利	Outreach Seminar 研討會
30 May-2 June 5月30日至6月2日	Hong Kong Port and Maritime Mission to Seoul and Pusan, Korea 香港港口及航運代表團出訪韓國首爾及釜山	Outgoing Mission 外訪團
5-9 June 6月5至9日	Hong Kong Business Mission to Hohhot, Ordos and Hulunbeier 香港經貿代表團訪問呼和浩特，鄂爾多斯及呼倫貝爾	Road Show 路演



# Selected Events 活動概覽

## MARKETING HONG KONG PRODUCTS AND SERVICES 推廣香港產品及服務

Date 日期	Event 項目名稱	Format 形式
8 June 6月8日	Dongguan Roundtable Meeting, Hong Kong 在莞港企升級轉型聯席會議，香港	Meeting 會議
20 June 6月20日	SME Day, Qingdao 中小企業日，青島	Seminar 研討會
27-30 June 6月27至30日	BIO 2011 International Convention, Washington DC, US 生物科技國際博覽會，美國華盛頓	Hong Kong Pavilion 香港館
July-Sept 7月 至9月	Workshops 10 to 12: "Creativity in Business" Seminar Series to Promote Hong Kong's Design and Branding Services, Changan Town, Dongguan, Wenzhou and Fuzhou 「香港・創意・品牌」研討會系列(十)至(十二)，東莞長安、溫州及福州	Seminar 研討會
5-6 July 7月5至6日	CEO Training Programme for Huaian Municipal People's Government officials, Hong Kong 淮安市政府官員赴港發展高級培訓班，香港	Mainland Enterprises Mission 內地企業家代表團
11-14 July 7月11至14日	CEO Training Programme for Jiangsu Provincial People's Government officials, Hong Kong 江蘇省政府官員赴港發展高級培訓班，香港	Mainland Enterprises Mission 內地企業家代表團
11-19 July 7月11至19日	Hong Kong Business Mission to Cape Town and Johannesburg, South Africa 香港商貿團訪問南非開普敦及約翰內斯堡	Outgoing Mission 外訪團
12-19 July 7月12至19日	Hong Kong Wine and Gourmet Business Mission to Sicily, Italy 香港餐酒及高級食品商貿團訪問意大利西西里	Outgoing Mission 外訪團
13-14 July 7月13至14日	Symposium on Mainland-Hong Kong-Macau Cooperation in Financial Services under the CEPA Framework, Foshan, Wenzhou and Fuzhou 內地與港澳利用CEPA加強金融合作交流會，佛山、溫州及福州	Outgoing Mission 外訪團
13-15 July 7月13至15日	Hong Kong ICT Mission to Ho Chi Minh City, Vietnam 香港資訊科技業越南胡志明市考察團	Outgoing Mission 外訪團
23-27 July 7月23至27日	Hong Kong High-level Business Delegation to Tokyo and Osaka, Japan 香港高層商貿代表團訪問日本東京及大阪	Outgoing Mission 外訪團
26-29 July 7月26至29日	CEO Training Programme for Guangdong Private Enterprises, Hong Kong 廣東民營企業赴港發展高級培訓班，香港	Mainland Enterprises Mission 內地企業家代表團
1-4 Aug 8月1至4日	CEO Training Programme for Jiangsu Private Enterprises, Hong Kong 江蘇民營企業赴港發展高級培訓班，香港	Mainland Enterprises Mission 內地企業家代表團
8-12 Aug 8月8至12日	CEO Training Programme for Quanzhou Private Enterprises, Hong Kong 泉州民營企業赴港發展高級培訓班，香港	Mainland Enterprises Mission 內地企業家代表團
11-14 Aug 8月11至14日	Hong Kong Business Mission to Changchun 香港經貿代表團訪問長春	Road Show 路演
12 Aug 8月12日	Launch Event of the "Wan Chai à La Carte" map, with the Wan Chai District Council 《灣仔飲食文化地圖2011 — 食通灣仔》飲食地圖推介會	Public Event 公眾活動
22 Aug-2 Sept 8月22日至9月2日	Hong Kong Business Mission to Mexico City, Mexico, Sao Paulo, Brazil, and Santiago, Chile 香港商貿團訪問墨西哥墨西哥城、巴西聖保羅及智利聖地牙哥	Outgoing Mission 外訪團

# Selected Events 活動概覽

## MARKETING HONG KONG PRODUCTS AND SERVICES 推廣香港產品及服務

Date 日期	Event 項目名稱	Format 形式
24-27 Aug 8月24至27日	Hong Kong Business Mission to Harbin 香港經貿代表團訪問哈爾濱	Road Show 路演
26-30 Aug 8月26至30日	Style Hong Kong Show in Harbin 香港時尚購物展·哈爾濱	Exhibition 香港產品展
30 Aug-2 Sept 8月30日至9月2日	Hong Kong Business Mission to Urumqi 香港經貿代表團訪問烏魯木齊	Road Show 路演
1-5 Sept 9月1至5日	Hong Kong Pavilion at China-Eurasia Expo, Urumqi 中國/亞歐博覽會·烏魯木齊	Hong Kong Pavilion 香港館
2-7 Sept 9月2至7日	IFA, Berlin, Germany 國際消費電子產品展·德國柏林	Hong Kong Pavilion 香港館
6-9 Sept 9月6至9日	Tokyo International Gift Show (Autumn Edition), Tokyo, Japan 東京國際禮品展覽會(秋季), 日本東京	Hong Kong Pavilion 香港館
6-11 Sept 9月6至11日	Style Hong Kong Pavilion at Northeast Asia Expo, Changchun 香港時尚館·長春(東北亞投資博覽會)	Hong Kong Pavilion 香港館
6-11 Sept 9月6至11日	Hong Kong Pavilion at China Jilin Northeast Asia Investment and Trade Expo, Changchun 東北亞投資貿易博覽會·長春	Hong Kong Pavilion 香港館
7-9 Sept 9月7至9日	Hong Kong Business Mission to Xiamen 香港經貿代表團訪問廈門	Road Show 路演
7-11 Sept 9月7至11日	Hong Kong Pavilion at China International Fair for Investment and Trade, Xiamen 中國投資貿易洽談會·廈門	Hong Kong Pavilion 香港館
11-17 Sept 9月11至17日	Hong Kong Technology Business Mission to Europe 香港科技商貿團訪問歐洲	Outgoing Mission 外訪團
16 Sept 9月16日	Networking Luncheon, Hong Kong SAR Government Secretary for the Environment Edward Yau's visit to Malmö, Sweden 香港特別行政區環境局局長邱騰華訪問瑞典馬爾默之交流午餐	Luncheon 午餐
19-21 Sept 9月19至21日	The 35 <sup>th</sup> Guangzhou International Beauty and Cosmetic Import-Export Expo, Guangzhou 第35屆廣州國際美容美髮化妝用品進出口博覽會·廣州	Hong Kong Pavilion 香港館
20 Sept 9月20日	Networking Dinner, Hong Kong SAR Government Secretary for the Environment Edward Yau's visit to Copenhagen, Denmark 香港特別行政區環境局局長邱騰華訪問丹麥哥本哈根之交流晚宴	Dinner 晚宴
20-24 Sept 9月20至24日	Hong Kong Pavilion at Pan-Pearl River Delta Regional Cooperation Forum, Nanchang 泛珠三角區域合作與發展論壇·南昌	Hong Kong Pavilion 香港館
21 Sept 9月21日	Seminar: "Hong Kong: Your Highway to Success in China," Kuala Lumpur, Malaysia 「香港：助您開拓中國商機」研討會·馬來西亞吉隆坡	Outreach Seminar 研討會
21-23 Sept 9月21至23日	Lifestyle Expo in Warsaw, Poland 時尚生活匯展·華沙(波蘭)	Exhibition 香港產品展

# Selected Events 活動概覽

## MARKETING HONG KONG PRODUCTS AND SERVICES 推廣香港產品及服務

Date 日期	Event 項目名稱	Format 形式
24-27 Sept 9月24至27日	Hong Kong Business Mission to Budapest, Hungary 香港商貿團訪問匈牙利布達佩斯	Outgoing Mission 外訪團
26-28 Sept 9月26至28日	Hong Kong Pet Supplies Business Mission to Shanghai 香港寵物用品業商貿拓展團訪問上海	Outgoing Mission 外訪團
26-28 Sept 9月26至28日	Hong Kong Pavilion at Expo Central China, Taiyuan 中國中部投資貿易博覽會，太原	Hong Kong Pavilion 香港館
26 Sept-1 Oct 9月26日至10月1日	Hong Kong Garment & Footwear Business Mission to Moscow, Russia, and Kiev, Ukraine 香港成衣及鞋履業代表團訪問俄羅斯莫斯科及烏克蘭基輔	Outgoing Mission 外訪團
27-29 Sept 9月27至29日	Seminar: Advantages of Hong Kong's Services Platform for Taiwan's Business Expansion on the Chinese Mainland, Taipei and Kaohsiung, Taiwan 「台商如何利用香港服務業優勢，拓展大陸內需市場」座談會，台北及高雄	Seminar 研討會
3-7 Oct 10月3至7日	Style Hong Kong Show in Beijing 時尚香港@北京大集	Exhibition 香港產品展
4 Oct 10月4日	Seminar: Promoting Legal Services, Paris, France 香港法律服務研討會，法國巴黎	Seminar 研討會
4 Oct 10月4日	Hong Kong Diecasting and Foundry Association Mission to Detroit, US 香港壓鑄及鑄造業總會代表團訪問美國底特律 - 交流午餐及商貿配對會議	Business Matching 商貿配對會議
8-13 Oct 10月8至13日	Hong Kong Fur Mission to Turkey 香港皮革業訪問團，土耳其	Outgoing Mission 外訪團
9-13 Oct 10月9至13日	GITEX – Gulf Information Technology Exhibition, Dubai, United Arab Emirates 中東國際資訊科技及通訊產品展覽會，阿聯酋迪拜	Hong Kong Pavilion 香港館
9-14 Oct 10月9至14日	Hong Kong Garment & Footwear Business Mission to Bangladesh 香港成衣及鞋履業訪問團，孟加拉	Outgoing Mission 外訪團
12-14 Oct 10月12至14日	China Toy Expo, Shanghai 中國玩具展，上海	Hong Kong Pavilion 香港館
12-15 Oct 10月12至15日	Interior Lifestyle China, Shanghai 中國(上海)國際時尚家居用品展覽會，上海	Hong Kong Pavilion 香港館
12-16 Oct 10月12至16日	Frankfurt Book Fair, Frankfurt, Germany 法蘭克福書展，德國法蘭克福	Hong Kong Pavilion 香港館
16-19 Oct 10月16至19日	Hong Kong Houseware Business Mission to Shanghai and Nanjing 香港家庭用品業商貿拓展團訪問上海及南京	Outgoing Mission 外訪團
17 Oct 10月17日	Hong Kong Business Luncheon in Stockholm, Sweden, in Honour of Carrie Lam, Secretary for Development, Hong Kong SAR Government 香港推介商貿午餐，瑞典斯德哥爾摩 (香港特別行政區發展局局長林鄭月娥為主題演講嘉賓)	Business Luncheon 商務交流午餐
18-19 Oct 10月18至19日	Alternative Dispute Resolution Road Show, Jakarta, Indonesia, and Kuala Lumpur, Malaysia 另類解決爭議方法路演，印尼雅加達及馬來西亞吉隆坡	Road Show 路演
18-22 Oct 10月18至22日	Hong Kong Pavilion at Western China International Economy & Trade Fair, Chengdu 中國西部國際博覽會，成都	Hong Kong Pavilion 香港館



# Selected Events 活動概覽

## MARKETING HONG KONG PRODUCTS AND SERVICES 推廣香港產品及服務

Date 日期	Event 項目名稱	Format 形式
19 Oct 10月19日	Networking Reception in Helsinki, Finland, in Honour of Carrie Lam, Secretary for Development, Hong Kong SAR Government 香港商貿酒會，芬蘭赫爾辛基 (香港特別行政區發展局局長林鄭月娥為主禮嘉賓)	Cocktail Reception 酒會
20-21 Oct 10月20至21日	Beijing/Hong Kong Economic Cooperation Symposium and Entrepreneurs Roundtable Meeting, Beijing 京港經濟合作研討洽談會暨京港兩地企業家交流圓桌會議，北京	Symposium 洽談會
21 Oct 10月21日	Hong Kong Accounting Mission to Qianhai 香港會計服務業出訪前海	Outgoing Mission 外訪團
21-26 Oct 10月21至26日	Hong Kong Pavilion at China-ASEAN Expo, Nanning 中國東盟博覽會，南寧	Hong Kong Pavilion 香港館
22-30 Oct 10月22至30日	Tokyo International Film Festival and TIFFCOM, Tokyo, Japan 東京國際電影節及東京國際電影展，日本東京	Promotional Stand 展台，研討會及交流活動
24-26 Oct 10月24至26日	Hong Kong Manufacturing Mission to Taiwan 香港製造業代表團訪問台灣	Outgoing Mission 外訪團
25-28 Oct 10月25至28日	Hong Kong-Japan Equity Partnership Seminar, Tokyo, Japan 日本在港上市及融資研討會，日本東京	Seminar 研討會
28 Oct 10月28日	Licensing Seminar at Sports Source Asia, Hong Kong 於亞洲運動用品展期間舉辦授權業研討會，香港	Seminar 研討會
1 Nov 11月1日	NAMI Showcase 2011 納米技術展示會 2011	Showcase 展示會
1-3 Nov 11月1至3日	AAPEX, Las Vegas, US 美國拉斯維加斯汽配展	Hong Kong Pavilion 香港館
2-3 Nov 11月2至3日	The fifth Mainland-Hong Kong Services Industry Symposium, Hong Kong 第五屆中國（香港）國際服務貿易洽談會，香港	Seminar 研討會
2-9 Nov 11月2至9日	American Film Market, Los Angeles, US 美國國際電影展，美國洛杉磯	Promotional Stand 展台，交流活動及研討會
4 Nov 11月4日	Licensing Seminar at HKTDC Hong Kong Optical Fair, Hong Kong 於香港貿發局香港眼鏡展期間舉辦授權業研討會，香港	Seminar 研討會
6-13 Nov 11月6至13日	Hong Kong Business Mission to Kiev, Ukraine, and Bucharest, Romania 香港商貿團訪問烏克蘭基輔及羅馬尼亞布加勒斯特	Outgoing Mission 外訪團
7-9 Nov 11月7至9日	Hong Kong Digital Entertainment Mission to Taipei, Taiwan 香港數碼娛樂業台灣台北考察團	Outgoing Mission 外訪團
14-18 Nov 11月14至18日	Hong Kong Manufacturing Technology Mission to Tokyo and Osaka, Japan 香港製造業科技代表團訪問日本東京及大阪	Outgoing Mission 外訪團
15-18 Nov 11月15至18日	CEO Training Programme for Guangdong Private Enterprises, Hong Kong 廣東民營企業赴港發展高級培訓班，香港	Mainland Enterprises Mission 內地企業家代表團
16-19 Nov 11月16至19日	Medica, Dusseldorf, Germany 德國醫療器材展，德國杜塞道夫	Hong Kong Pavilion 香港館

# Selected Events 活動概覽

## MARKETING HONG KONG PRODUCTS AND SERVICES 推廣香港產品及服務

Date 日期	Event 項目名稱	Format 形式
16-21 Nov 11月16至21日	China Hi-tech Fair, Shenzhen 中國國際高新技術成果交易會，深圳	Hong Kong Pavilion 香港館
20-27 Nov 11月20至27日	Hong Kong Business Mission to Mumbai and New Delhi, India 香港商貿團訪問印度孟買及新德里	Outgoing Mission 外訪團
21-24 Nov 11月21至24日	Hong Kong Business Mission to Kuala Lumpur, Malaysia 香港商貿團訪問馬來西亞吉隆坡	Outgoing Mission 外訪團
22-24 Nov 11月22至24日	Auto Guangzhou 2011, Guangzhou 廣州汽車展，廣州	Hong Kong Pavilion 香港館
25 Nov 11月25日	Asian Logistics and Maritime Conference, Hong Kong 亞洲物流及航運會議，香港	Seminar 研討會
29 Nov-2 Dec 11月29日至12月2日	Marintec China, Shanghai 中國國際海事會展，上海	Hong Kong Pavilion 香港館
30 Nov-2 Dec 11月30日至12月2日	CEO Training Programme for Fujian Private Enterprises, Hong Kong 福建工業設計中小企業赴港發展高級培訓班，香港	Mainland Enterprises Mission 內地企業家代表團
1-3 Dec 12月1至3日	HKTDC Inno Design Tech Expo, Hong Kong 設計及創新科技博覽，香港	Exhibition 展覽會
2 Dec 12月2日	Hong Kong Business Seminar in New York, US 香港推介研討會，美國紐約	Outreach Seminar 研討會
2 Dec 12月2日	Business of Intellectual Property Asia Forum, Hong Kong 亞洲知識產權營商論壇，香港	Forum 論壇
5-6 Dec 12月5至6日	CEO Training Programme for Huaian Municipal People's Government and Private Enterprises, Hong Kong 淮安市政府官員及民營企業赴港發展高級培訓班，香港	Mainland Enterprises Mission 內地企業家代表團
6-8 Dec 12月6至8日	Hong Kong ICT Mission to Jakarta, Indonesia 香港資訊科技業印尼雅加達考察團	Outgoing Mission 外訪團
12 Dec 12月12日	CEO Training Programme for Shaoguan Private Enterprises, Hong Kong 韶關企業赴港發展高級培訓班，香港	Mainland Enterprises Mission 內地企業家代表團
12 Dec 12月12日	Hong Kong Print Awards, Hong Kong 香港印製大獎，香港	Award 頒獎典禮
12-16 Dec 12月12至16日	Hong Kong Food & Catering Mission to Kyushu, Japan 香港食品及餐飲服務商貿團訪問日本九州	Outgoing Mission 外訪團
13-15 Dec 12月13至15日	International Autumn Trade Fair, Dubai, UAE 迪拜秋季國際商品貿易會，阿聯酋	Hong Kong Pavilion 香港館
16-19 Dec 12月16至19日	Hong Kong Business Mission to Jeddah, Saudi Arabia 香港商貿團訪問沙特阿拉伯吉達	Outgoing Mission 外訪團
20 Dec 12月20日	CEO Training Programme for Zhuhai Private Enterprises, Hong Kong 珠海企業赴港發展高級培訓班，香港	Mainland Enterprises Mission 內地企業家代表團

# Selected Events 活動概覽

## MARKETING HONG KONG PRODUCTS AND SERVICES 推廣香港產品及服務

Date 日期	Event 項目名稱	Format 形式
29 Dec 12月29日	CEO Training Programme for Zhejiang Private Enterprises, Hong Kong 浙江企業赴港發展高級培訓班，香港	Mainland Enterprises Mission 內地企業家代表團
<b>2012</b>		
6-10 Jan 1月6至10日	Style Hong Kong Show in Guangzhou 時尚香港@廣州	Exhibition 香港產品展
9-11 Jan 1月9至11日	HKTDC Hong Kong International Licensing Show, Hong Kong 香港國際授權展，香港	Trade Fair 貿易展覽
9-11 Jan 1月9至11日	Asian Licensing Conference, Hong Kong 亞洲授權業研討會，香港	Seminar 研討會
10-13 Jan 1月10至13日	International Consumer Electronics Show, Las Vegas, US 國際電子消費品展覽會，美國拉斯維加斯	Hong Kong Pavilion 香港館
16-17 Jan 1月16至17日	Asian Financial Forum, Hong Kong 亞洲金融論壇，香港	Forum 論壇
16-18 Jan 1月16至18日	Financial Services Missions to Guangzhou with Asian Financial Forum 亞洲金融論壇金融服務業代表團出訪廣州	Outgoing Mission 外訪團
17 Jan 1月17日	The seventh Plenary Session of the Hong Kong-France Business Partnership, Hong Kong 第七屆香港/法國貿易夥伴委員會全體大會，香港	Bilateral Committee 雙邊委員會
23-26 Jan 1月23至26日	Arab Health 2012, Dubai, UAE 阿拉伯國際醫療器械展覽會，阿聯酋迪拜	Hong Kong Pavilion 香港館
27-31 Jan 1月27至31日	Paperworld and Christmasworld, Frankfurt, Germany 法蘭克福國際紙製品世界、辦公用品世界、聖誕禮品世界，德國法蘭克福	Hong Kong Pavilion 香港館
1-6 Feb 2月1至6日	Spielwarenmesse, International Toy Fair, Nuremberg, Germany 紐倫堡國際玩具展覽會，德國紐倫堡	Hong Kong Pavilion 香港館
7-14 Feb 2月7至14日	Hong Kong Business Mission to Izmir and Istanbul, Turkey 香港商貿團訪問土耳其伊茲密爾及伊斯坦布爾	Outgoing Mission 外訪團
8-10 Feb 2月8至10日	Tokyo International Gift Show (Spring Edition), Tokyo, Japan 東京國際禮品展覽會(春季)，日本東京	Hong Kong Pavilion 香港館
9-12 Feb 2月9至12日	Hong Kong Environmental Industry Mission to Kawasaki, Japan 香港環保業代表團訪問日本川崎	Outgoing Mission 外訪團
10-14 Feb 2月10至14日	Ambiente, Frankfurt, Germany 法蘭克福春季國際禮品及家庭用品展覽會，德國法蘭克福	Hong Kong Pavilion 香港館
14 Feb 2月14日	Fujian/Hong Kong High-level Annual Meeting, Fuzhou 閩港經貿合作高層會談，福州	Meeting 會議
15 Feb 2月15日	Fujian CEO Alumni Annual Meeting, Quanzhou 福建企業赴港培訓學員聯繫計劃年度活動，泉州	Mainland Enterprises Mission 內地企業家代表團
16-20 Feb 2月16至20日	Hong Kong Garment Business Mission to Mexico City, Mexico 香港成衣業訪問團，墨西哥墨西哥城	Outgoing Mission 外訪團



# Selected Events 活動概覽

## MARKETING HONG KONG PRODUCTS AND SERVICES 推廣香港產品及服務

Date 日期	Event 項目名稱	Format 形式
29 Feb-2 March 2月29日至3月2日	Hong Kong Business Mission to Guangdong (Dongguan, Huadu, Qingyuan and Zhaoqing) 香港經貿代表團訪問廣東東莞、花都、清遠、肇慶	Outgoing Mission 外訪團
4-7 March 3月4至7日	International Hardware Fair, Cologne, Germany 國際五金製品展覽會，德國科隆	Hong Kong Pavilion 香港館
6-10 March 3月6至10日	CEBIT - Hanover, Germany 漢諾威訊息及通訊技術展覽會，德國漢諾威	Hong Kong Pavilion 香港館
8-15 March 3月8至15日	BaselWorld 2012, Basel, Switzerland 巴塞爾世界鐘表珠寶展覽會，瑞士巴塞爾	Hong Kong Pavilion 香港館
10-13 March 3月10至13日	International Home and Houseware Show, Chicago, US 美國家庭用品展覽會，美國芝加哥	Hong Kong Pavilion 香港館
12-19 March 3月12至19日	Chinese Mainland Department Stores and Hong Kong Business Mission to Europe 中國內地百貨業及香港商貿團訪問歐洲	Outgoing Mission 外訪團
13-15 March 3月13至15日	Seminars: "Hong Kong: Turning China into Opportunity," Paris and Lyon, France 「香港：助你開拓中國商機」研討會，法國巴黎及里昂	Outreach Seminar 研討會
15-17 March 3月15至17日	Lifestyle Expo in Jakarta, Indonesia 時尚生活匯展，印尼雅加達	Exhibition 香港產品展
19-22 March 3月19至22日	HKTDC Hong Kong International Film & TV Market (FILMART), Hong Kong 香港國際影視展，香港	Trade Fair 貿易展覽
19 March-17 April 3月19日至4月17日	Entertainment Expo, Hong Kong 2012 香港影視娛樂博覽2012	Networking Event 交流活動
20-22 March 3月20至22日	Seminars: "Hong Kong: Your Best Partner in Entering the China Market," Stuttgart and Cologne, Germany 「香港：助你開拓中國市場的最佳夥伴」研討會，德國斯圖加特及科隆	Outreach Seminar 研討會
26-29 March 3月26至29日	Style Hong Kong Pavilion at China International Clothing & Accessories Fair, Beijing 2012 中國國際服裝服飾博覽會 - 「香港時尚館」，北京2012	Hong Kong Pavilion 香港館
27-31 March 3月27至31日	Hong Kong Business Mission to Colombo, Sri Lanka 香港商貿團訪問斯里蘭卡可倫坡	Outgoing Mission 外訪團
28-30 March 3月28至30日	Infrastructure Development & Real Estate-related Services Mission to Indonesia 香港基建及房地產服務業代表團出訪印尼	Outgoing Mission 外訪團
30 March-2 April 3月30日至4月2日	Hong Kong Garment and Footwear Business Mission to Dalian 香港服裝及鞋履業商貿團訪問大連	Outgoing Mission 外訪團
Year-round 全年	Hong Kong Design Gallery in Beijing 「香港・設計廊」北京店	Store Promotion 店內推廣
Year-round 全年	Hong Kong Design Gallery – Online Shop 「香港・設計廊」網上店	Online Promotion 網上推廣

# Selected Events 活動概覽

## HELPING HONG KONG SMEs 支援中小企

Date 日期	Event 項目名稱	Format 形式
<b>2011</b>		
13 April 4月13日	Business Seminar: Hong Kong Professional Services for Inner Mongolia Autonomous Region Government officials, Hong Kong 內蒙古自治區政府官員代表團出席「透過香港 走向國際」推介會，香港	Mainland Enterprises Mission 內地企業家代表團
18 April 4月18日	Business Seminar: Hong Kong Professional Services for Shanghai Fudan University Mission, Hong Kong 上海復旦大學代表團出席「透過香港 走向國際」推介會，香港	Mainland Enterprises Mission 內地企業家代表團
5 May 5月5日	China Investment Policy Seminar, Hong Kong 中國投資政策研討會，香港	Seminar 研討會
20-21 May 5月20至21日	HKTDC Entrepreneur Day, Hong Kong 香港貿發局創業日，香港	Public Fair 公眾展覽及研討會
23 June 6月23日	Guangdong/Hong Kong Intellectual Property and SME Development Seminar, Zhaoqing 粵港知識產權與中小企業發展研討會，紹興	Seminar 研討會
4 July 7月4日	PeaceBird Group's Services Familiarization Mission to Hong Kong 太平鳥集團服務業發展訪港團	Mainland Enterprises Mission 內地企業家代表團
7 July 7月7日	Guangdong Land Policy Seminar, Hong Kong 廣東土地法規政策介紹會，香港	Seminar 研討會
25 July 7月25日	Business Seminar: Hong Kong Professional Services for Jiangsu Federation of Industry and Commerce, Hong Kong 江蘇省工商業聯會代表團出席「透過香港 走向國際」推介會，香港	Mainland Enterprises Mission 內地企業家代表團
10 Aug 8月10日	Business Seminar: Hong Kong Professional Services for Shandong Rizhao Private Enterprises Mission, Hong Kong 山東日照民營企業代表團出席「透過香港 走向國際」推介會，香港	Mainland Enterprises Mission 內地企業家代表團
18 Aug 8月18日	Forum: New Business Opportunities under China's 12 <sup>th</sup> Five-Year Plan 國家「十二・五」規劃商機研討會	Seminar 研討會
16 Sept 9月16日	Seminar: the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) Model Cities, Hong Kong 「內地與香港關於建立更緊密經貿關係安排」示範城市香港推介會，香港	Seminar 研討會
23 Sept 9月23日	Practical Workshop: "Doing Business in China: Chinese Culture and Etiquette" 中國文化和禮儀工作坊 — 增強中小企對中國文化及禮儀的認識	Workshop 工作坊
28 Sept 9月28日	Theme day on "Environmental Protection Opportunities" 中小企環保商機主題日	Seminar 研討會
26 Oct 10月26日	Business Seminar: Hong Kong Professional Services for Ningbo Young Entrepreneurs Mission, Hong Kong 寧波青年企業家代表團出席「透過香港 走向國際」推介會，香港	Mainland Enterprises Mission 內地企業家代表團
26 Oct 10月26日	Business Seminar: Hong Kong Professional Services for Changchun Municipal People's Government officials, Hong Kong 長春市政府官員代表團出席「透過香港 走向國際」推介會，香港	Mainland Enterprises Mission 內地企業家代表團

# Selected Events 活動概覽

## HELPING HONG KONG SMEs 支援中小企

Date 日期	Event 項目名稱	Format 形式
27 Oct 10月27日	Business Seminar: Hong Kong Professional Services for Foshan Lighting Private Enterprises Mission, Hong Kong 佛山燈飾民營企業代表團出席「透過香港 走向國際」推介會，香港	Mainland Enterprises Mission 內地企業家代表團
15 Nov 11月15日	China Overseas Investment Summit, Hong Kong 中國海外投資年會，香港	Seminar 研討會
1-2 Dec 12月1至2日	Business Seminar: Hong Kong Professional Services for Jilin Provincial People's Government officials, Hong Kong 吉林省政府官員代表團出席「透過香港 走向國際」推介會，香港	Mainland Enterprises Mission 內地企業家代表團
1-3 Dec 12月1至3日	HKTDC World SME Expo, Hong Kong 國際中小企博覽，香港	Exhibition 展覽會
7 Dec 12月7日	Seminar: Guangdong New Policies of Accelerating Guangdong-based Enterprises to Upgrade and Transform, Hong Kong 廣東省外經貿轉型升級政策宣講會，香港	Seminar 研討會
<b>2012</b>		
16 Feb 2月16日	Business Seminar: Hong Kong Professional Services for Mainland Jewellery Private Enterprises Mission, Hong Kong 內地珠寶民營企業代表團出席「透過香港 走向國際」推介會，香港	Mainland Enterprises Mission 內地企業家代表團
21 Feb 2月21日	APEC SME Summit 2012 中小企業高峰會2012	Seminar 研討會
21 Feb 2月21日	Business Seminar: Hong Kong Professional Services for Shandong Weifang Young Entrepreneurs Association Mission, Hong Kong 山東濰坊青年企業協會代表團出席「透過香港 走向國際」推介會，香港	Mainland Enterprises Mission 內地企業家代表團
21-24 Feb 2月21至24日	2012 ABAC Meeting, Hong Kong 2012亞太經合組織商貿諮詢理事會會議，香港	Meeting 商務會議
22 March 3月22日	Forum: Into a New World: Business Opportunities in Emerging Markets 新興市場商機研討會 — 針對討論拉丁美洲、中東和俄羅斯市場的新動向及商機	Seminar 研討會
Year-round 全年	Customer Networking Luncheon in Hong Kong and China (Kwun Tong, Tsuen Wan, Fo Tan, Tsim Sha Tsui, Cheung Sha Wan, Kowloon Bay, Dongguan and Shenzhen) 於中國內地及香港不同城市及地區舉辦客戶交流午餐 (觀塘, 荃灣, 火炭, 尖沙咀, 長沙灣, 九龍灣, 東莞及深圳)	Customer Networking Event 客戶交流活動
Year-round 全年	Entrepreneur Workshops 中小企創業工作坊 — 提供實用資訊予有意創業者	Workshop 工作坊
Year-round 全年	SME Management Workshops 中小企管理工作坊 — 協助中小企提升管理技能	Workshop 工作坊
Year-round 全年	China Business Workshops 中國商貿工作坊 — 協助中小企打開國內市場	Workshop 工作坊



# Selected Events 活動概覽

## DEVELOPING OUR ORGANISATION 持續發展

Date 日期	Event 項目名稱	Format 形式
<b>2011</b>		
Year-round 全年	HKTDC Reach Out Campaigns at HKTDC Hong Kong Gifts & Premium Fair, HKTDC Hong Kong Toys & Games Fair, and HKTDC Hong Kong Baby Products Fair 於香港貿發局香港禮品及贈品展、香港貿發局香港玩具展及香港貿發局香港嬰兒用品展舉行 香港貿發局延展關懷行動，將參展商捐贈的物品分發給慈善團體	Charity Event 慈善活動
Year-round 全年	HKTDC Trade Ambassador Programme 與本港九間大學合作推出香港貿發局商貿大使計劃	Public Event 公眾活動
Year-round 全年	HKTDC Guided Tours 於香港貿發局貿易展覽會舉辦導賞團	Public Event 公眾活動
Year-round 全年	Overseas Student Visits 海外學生交流團	Public Event 公眾活動
Year-round 全年	HKTDC Road Shows 於港鐵站舉辦香港貿發局路演	Public Event 公眾活動

# Council Members 理事會成員

as of 31 March 2012

截至2012年3月31日

## CHAIRMAN

Jack So, *GBS, OBE, JP*

## EX-OFFICIO MEMBERS

Dr Jonathan Choi, *BBS, JP*

Chairman

The Chinese General Chamber of Commerce

Dr Roy Chung, *BBS, JP*

Chairman

Federation of Hong Kong Industries

Anita Fung

Chairman

The Hong Kong Association of Banks

The Honourable Gregory So, *JP*

Secretary for Commerce & Economic Development

Hong Kong SAR Government

Irons Sze, *JP*

President

The Chinese Manufacturers' Association of Hong Kong

James Tien, *GBS, JP*

Chairman

Hong Kong Tourism Board

Michael Wong, *JP*

Director of Information Services

Hong Kong SAR Government

Anthony Wu, *GBS, JP*

Chairman

Hong Kong General Chamber of Commerce

## 主席

蘇澤光先生 (金紫荊星章、*OBE*、*太平紳士*)

## 當然成員

蔡冠深博士 (銅紫荊星章、*太平紳士*)

香港中華總商會會長

鍾志平博士 (銅紫荊星章、*太平紳士*)

香港工業總會主席

馮婉眉女士

香港銀行公會主席

蘇錦樑先生 (*太平紳士*)

商務及經濟發展局局長

香港特別行政區政府

施榮懷先生 (*太平紳士*)

香港中華廠商聯合會會長

田北俊先生 (金紫荊星章、*太平紳士*)

香港旅遊發展局主席

黃偉綸先生 (*太平紳士*)

新聞處處長

香港特別行政區政府

胡定旭先生 (金紫荊星章、*太平紳士*)

香港總商會主席

**NOMINATED MEMBERS**

The Honourable Jeffrey Lam, *GBS, SBS, JP*  
Managing Director  
Forward Winsome Industries Ltd

Stanley Lau, *BBS, MH, JP*  
Managing Director  
Renley Watch Manufacturing Company Ltd

Dr David YK Wong, *JP*  
Chief Executive Officer  
United Oversea Enterprises Ltd

Dr the Honourable Philip Y Wong, *GBS*  
Chairman and Chief Executive  
Winco Paper Products Company Ltd

**MEMBERS APPOINTED BY THE CHIEF EXECUTIVE**

Philip Chen, *SBS, JP*  
Managing Director  
Hang Lung Properties Ltd

Ayesha M Lau  
Partner in Charge, Tax – HKSAR  
KPMG

The Honourable Andrew Leung, *GBS, JP*  
Chairman  
Sun Hing Knitting Factory Ltd

Tom Tang, *JP*  
Managing Director  
TTM Technologies Enterprises (HK) Ltd

Jennifer Woo  
Chairman & CEO  
The Lane Crawford Joyce Group

Dr Royce Yuen, *JP*  
Deputy CEO & Head of Artist Business and Events  
Pacific Global Management Asia Ltd

**提名成員**

林健鋒議員 (金紫荊星章、銀紫荊星章、太平紳士)  
永和實業有限公司董事長

劉展灝先生 (銅紫荊星章、榮譽勳章、太平紳士)  
連年錶業有限公司董事總經理

黃友嘉博士 (太平紳士)  
聯僑企業有限公司總裁

黃宜弘博士 (金紫荊星章)  
永固紙業有限公司主席兼行政總裁

**由行政長官委任的成員**

陳南祿先生 (銀紫荊星章、太平紳士)  
恒隆地產有限公司董事總經理

劉麥嘉軒女士  
畢馬威會計師事務所  
香港特別行政區稅務主管合夥人

梁君彥議員 (金紫荊星章、太平紳士)  
新興織造廠有限公司主席

唐慶年先生 (太平紳士)  
迅達科技企業(香港)有限公司董事總經理

吳宗恩小姐  
Chairman & CEO  
The Lane Crawford Joyce Group

袁文俊博士 (太平紳士)  
太平洋環球管理亞洲有限公司副行政總裁



# Membership of Committees 委員會成員

as of 31 March 2012

截至2012年3月31日

## STAFF & FINANCE COMMITTEE

The Honourable Andrew Leung, *GBS, JP (Chairman)*  
Dr Jonathan Choi, *BBS, JP*  
The Honourable Jeffrey Lam, *GBS, SBS, JP*  
Stanley Lau, *BBS, MH, JP*  
The Honourable Gregory So, *JP*  
Irons Sze, *JP*  
Tom Tang, *JP*  
Dr David YK Wong, *JP*  
Dr the Honourable Philip Y Wong, *GBS*  
Dr Royce Yuen, *JP*  
Fred Lam, *JP*

## AUDIT COMMITTEE

The Honourable Andrew Leung, *GBS, JP (Chairman)*  
Dr David YK Wong, *JP*  
Dr the Honourable Philip Y Wong, *GBS*

## PRODUCT PROMOTION PROGRAMME COMMITTEE

Dr the Honourable Philip Y Wong, *GBS (Chairman)*  
Professor KB Chan, *MH*  
Charles Chan, *BBS, JP*  
Bob Chong, *BBS*  
Anthony Keung  
Stanley Lau, *BBS, MH, JP*  
The Honourable Andrew Leung, *GBS, JP*  
The Honourable Gregory So, *JP*  
Cliff K Sun, *BBS, JP*  
Tom Tang, *JP*  
Michael Wong, *JP*  
CK Yeung  
Fred Lam, *JP*

## SERVICE PROMOTION PROGRAMME COMMITTEE

Dr David YK Wong, *JP (Chairman)*  
Nicholas Brooke, *BBS, JP*  
The Honourable Paul Chan, *MH, JP*  
Viveca Chan  
Professor the Honourable Patrick Lau, *SBS, JP*  
Ayesha M Lau  
The Honourable Gregory So, *JP*  
James E Thompson, *GBS*  
Michael Wong, *JP*  
Dr the Honourable Philip Y Wong, *GBS*  
Dr Royce Yuen, *JP*  
Fred Lam, *JP*

## 職員及財務委員會

梁君彥議員 金紫荊星章、太平紳士 (主席)  
蔡冠深博士 銅紫荊星章、太平紳士  
林健鋒議員 金紫荊星章、銀紫荊星章、太平紳士  
劉展灝先生 銅紫荊星章、榮譽勳章、太平紳士  
蘇錦樑先生 太平紳士  
施榮懷先生 太平紳士  
唐慶年先生 太平紳士  
黃友嘉博士 太平紳士  
黃宜弘博士 金紫荊星章  
袁文俊博士 太平紳士  
林天福先生 太平紳士

## 審核委員會

梁君彥議員 金紫荊星章、太平紳士 (主席)  
黃友嘉博士 太平紳士  
黃宜弘博士 金紫荊星章

## 製造業拓展計劃委員會

黃宜弘博士 金紫荊星章 (主席)  
陳其鏞教授 榮譽勳章  
陳聖澤先生 銅紫荊星章、太平紳士  
莊學海先生 銅紫荊星章  
姜炳蘇先生  
劉展灝先生 銅紫荊星章、榮譽勳章、太平紳士  
梁君彥議員 金紫荊星章、太平紳士  
蘇錦樑先生 太平紳士  
孫啟烈先生 銅紫荊星章、太平紳士  
唐慶年先生 太平紳士  
黃偉綸先生 太平紳士  
楊子江先生  
林天福先生 太平紳士

## 服務業拓展計劃委員會

黃友嘉博士 太平紳士 (主席)  
蒲祿祺先生 銅紫荊星章、太平紳士  
陳茂波議員 榮譽勳章、太平紳士  
陳一枏女士  
劉秀成教授 銀紫荊星章、太平紳士  
劉麥嘉軒女士  
蘇錦樑先生 太平紳士  
詹康信先生 金紫荊星章  
黃偉綸先生 太平紳士  
黃宜弘博士 金紫荊星章  
袁文俊博士 太平紳士  
林天福先生 太平紳士

# Directorate and Senior Staff 總裁級及高級職員

as of 31 March 2012

截至2012年3月31日

## EXECUTIVE DIRECTOR

Fred Lam, JP

## 總裁

林天福先生 (太平紳士)

## DIRECTORATE

Benjamin Chau

Deputy Executive Director

## 總裁級職員

周啟良先生

副總裁

Margaret Fong

Deputy Executive Director

方舜文女士

副總裁

Raymond Yip

Assistant Executive Director

葉澤恩先生

助理總裁

Clare Wong

Assistant Executive Director

黃思慧女士

助理總裁

## SENIOR STAFF

### Head Office

Ralph Chow

Lawrence Yipp

William Chui

Sophia Chong

Jenny Koo

## 高級職員

### 總辦事處

周瑞麒先生

葉永朝先生

徐耀霖先生

張淑芬女士

古靜敏女士

### Regional Offices

Lore Buscher

Stephen Wong

Brian Ng

Louis Ho

Shigemi Furuta

Loretta Wan

## 區域辦事處

鮑雪兒

黃志強

吳子衡

何利昌

古田茂美

尹淑貞

# The HKTDC Around the World

## 貿發局全球辦事處



● HKTDC Branch Offices 駐當地辦事處

● Consultant Offices 顧問辦事處

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