THE YEAR AHEAD

As the coming year is the second in TDC's present three-year planning cycle, strategic objectives remain much the same as those pursued in 2005/06. However, we shall continue to anticipate and innovate in light of changing external opportunities and challenges.

We shall, in particular, help Hong Kong companies take full advantage of new opportunities with China's 11th Five-Year Programme, CEPA III, Guangdong's increasing emphasis on heavy industry and financial services, and the desire of mainland enterprises to "go out" to world markets. Below are other highlights of what lies in store.

- **Start of construction of the CEC expansion**
- **Six new trade fairs, for printing/packaging, auto parts, furniture, building materials/construction equipment, environmental industries (all at AsiaWorld-Expo) and medical/health care (at the CEC)**
- ***Style Hong Kong* promotions in key cities in the Yangtze River Delta and Central and Western China**
- **Hong Kong's largest product promotions yet in India and Hungary**
- **Business missions to markets of fresh interest in Southeast Asia and South America**
- **Marketing of Hong Kong as a technology trading hub and creative platform for developing Asian brands and designs**
- **Formal launch of our customised business matching service, *Premier Connect*, which precision-matches overseas and mainland companies with Hong Kong partners**

Last but not least is the 40th anniversary of TDC's establishment, in September 1966. It will be a celebration of the success of Hong Kong and its SMEs in global trade – as well as a valuable opportunity for TDC to reach out even more to stakeholders and customers.