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Profile

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With 40 offices worldwide, including 11 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and 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 online.

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



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。

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