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Promoting
Hong Kong
推廣香港

Promoting Hong Kong

Promoting Hong Kong's products, services and advantages is central to the mission of the HKTDC. This past year, we continued to bring local companies to buyers and potential partners, particularly on the Chinese mainland and emerging markets. We also promoted Hong Kong as Asia's business hub through such signature events as the Asian Financial Forum and World SME Expo.

香港貿發局致力推廣香港產品、服務以及香港的優勢。在過去的一年，我們努力不懈為本地企業尋找買家和有潛力的合作夥伴，尤其是中國內地和其他新興市場。我們舉辦各項大型活動，如亞洲金融論壇及中小企國際推廣博覽，打造香港成為亞洲商貿中心。

推廣香港



Mainland Consumer Promotions

The HKTDC's consumer efforts on the mainland ranged from developing new markets to showcasing Hong Kong-branded products and services at major events. The second edition of the Style Hong Kong Expo in Hangzhou, in November 2008, featured 150 exhibitors, up 40 per cent over 2007. Other major HKTDC events on the mainland included the first Hong Kong Consumer Products Expo, Guangzhou, which drew more than 140,000 visitors in March, and the June 2008 Design for Living Expo in Hangzhou.

Marketing Hong Kong and the Mainland

A number of joint Hong Kong-mainland promotions took place this year. They reflect the deepening integration between Hong Kong and the Pearl River Delta region. The most ambitious was September 2008's Lifestyle Expo in Budapest, the first Hong Kong-mainland joint trade exhibition overseas. The following month, 10 Hong Kong companies and eight Guangdong sub-contractors cooperated in an infrastructure and real estate services mission to the Middle East, meeting with 150 key developers and construction companies. In March, the HKTDC, in collaboration with the mainland's Jiangmen Municipal Government, organised an outreach programme in the United Kingdom. The mission promoted Hong Kong as a services platform and Jiangmen as a manufacturing base for British companies looking to tap the mainland market.

Appealing to Mainland Enterprises

The HKTDC regularly promotes Hong Kong's strengths as a business platform for mainland enterprises (MEs) wanting to connect with international markets. In the past year, we targeted top-500 enterprises with a variety of missions, programmes and seminars. In all, nearly 70 ME outreach events were organised and some 35 ME missions brought to Hong Kong.

開拓內銷市場

貿發局在內地的推廣工作涉及多個領域，例如我們舉辦大型展覽活動，向內地消費者展示香港品牌產品及服務。於2008年11月舉行的第二屆香港時尚購物展·杭州，參展商數目達150家，較2007年增加40%。貿發局在內地的其他大型展覽活動包括於3月舉行的首屆香港潮流商品（廣州）展覽會及於2008年6月舉行的「生活·設計」匯展·杭州，前者吸引超過14萬人次到場參觀。

香港內地攜手推廣

去年，我們與內地有關部門攜手合作，舉辦了多個香港內地聯合推廣活動，這反映了香港及珠三角地區的深化融合。當中最矚目的是2008年9月舉行的時尚生活匯展·布達佩斯，該展覽是香港與內地首次在海外合辦的貿易展覽會。2008年10月，貿發局率領十家香港公司及八家來自廣東的承建商，組成基建及地產服務考察團前往中東，與當地150名主要發展商及建築公司代表會面。3月份，貿發局與江門市政府合作，訪問英國，考察團向英國公司推廣香港及江門分別為服務平台及生產基地的優勢，可望抓緊內地市場機遇。

引領內地企業「走出去」

一直以來，貿發局積極向有意與國際市場接軌的內地企業推廣香港作為商貿平台的優勢。去年，我們為500強民營企業舉辦一系列考察團、活動及座談會，合共舉行了接近70項針對民營企業的研討會，以及組織了35個民企考察團來港。

探索新興市場

去年，在布達佩斯舉行的時尚生活匯展·布達佩斯及在迪拜舉行的香港時尚匯展是貿發局主要的新

Emerging Market Promotions

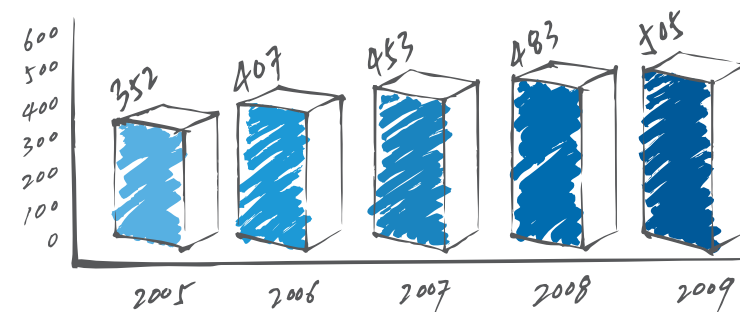
While Lifestyle Expo in Budapest and Style Hong Kong Expo in Dubai were the HKTDC's major emerging-market ventures this past year, the Council was active worldwide. Highlights included a business delegation to Iran, missions to Indonesia, Vietnam and Cambodia, roadshows to Morocco and Egypt, and sector-specific missions to Russia, Ukraine and Poland.

Services Promotions

The HKTDC has been actively promoting Hong Kong services industries since 1996, with an increasing emphasis in recent years on the creative industries, from architecture and design to fashion, music, digital entertainment, and film and television. The annual HKTDC Hong Kong International Film & TV Market (FILMART) is recognised as one of the world's most important film and TV markets. And the second Asian Financial Forum, under the theme "The Changing Face of Asia," attracted more than 1,000 delegates from around the world in January.

Number of Exhibitors at FILMART

香港國際影視展 (FILMART) 的參展商數目



Buyers at FILMART also increased this year, with a notable jump from the mainland. Besides the number of exhibitors increasing annually, the number of buyers at FILMART also increased this year, with a notable jump from the mainland. The number of buyers at FILMART also increased this year, with a notable jump from the mainland.

興市場推廣活動。貿發局積極開拓世界各地市場的商機，活動包括組織商貿代表團訪問伊朗、印尼、越南、柬埔寨，在摩洛哥和埃及舉行巡迴路演，以及帶領行業代表團訪問俄羅斯、烏克蘭及波蘭。

推廣服務業

自1996年以來，貿發局一直積極推廣香港的服務業，近年更把重點放在創意工業，包括建築、設計、時裝、音樂、數碼娛樂、電影及電視。貿發局每年舉辦的香港國際影視展(FILMART)已被業界視為全球最重要影視展之一。而在1月舉行的第二屆亞洲金融論壇以「轉變中的亞洲面貌」為主題，吸引了超過1,000名來自世界各地的人士出席。

Fast Facts

- About 126,600 companies from around the world visited Hong Kong through HKTDC efforts
- About 24,700 Hong Kong companies participated in mainland and overseas market promotions
- Nearly 1,400 companies took part in brand-name events and promotions in Hong Kong and on the mainland
- More than 4,400 companies from Hong Kong's creative industries used the HKTDC to promote their services to mainland and overseas markets

資料概覽

- 貿發局於年度內促成來自全球約有126,600家公司訪港
- 約有24,700家香港公司參加了我們的內地及海外市場的推廣活動
- 近1,400家公司參加了我們在香港及內地的品牌推廣活動
- 超過4,400家香港創意工業公司使用貿發局平台向內地及海外市場推廣他們的服務

Helping Build a Financial Services Hub: how we brought the business world to Hong Kong

鞏固金融中心地位：吸引國際企業來港



HKTDC Executive Director Fred Lam (left) and Hong Kong SAR Government Secretary for Financial Services and the Treasury Professor KC Chan agree to organise a second Asian Financial Forum (AFF), in January, following the success of the inaugural AFF, in September 2007
總裁林天福(左)與香港特區政府財經事務及庫務局局長陳家強教授達成協議，敲定於2009年1月合辦第二屆亞洲金融論壇，該論壇於2007年9月首辦，反應熱烈



The AFF Steering Committee, headed by Hongkong and Shanghai Banking Corporation Executive Director Peter Wong (centre), serves as AFF advisor
論壇的策劃委員會主席由香港上海滙豐銀行有限公司執行董事王冬勝(中)擔任，委員會為論壇的主辦單位提供寶貴意見及指引



Using its worldwide network of offices, and working closely with the Hong Kong Government, the HKTDC helps organise more than 30 high-profile Forum speakers
香港貿發局動員了海外辦事處的網絡，並與香港特區政府緊密合作，成功邀請了30多名商界重量級人物及政府領袖擔任講者

April 2008



The President of Mongolia, Nambaryn Enkhbayar, addresses the Hong Kong-Mongolia Investor Forum in Hong Kong. The President led a delegation of 35 government officials and 28 business delegates to Hong Kong in April, in recognition of Hong Kong's importance as a fundraising platform and regional business centre. The event, which the HKTDC helped organise, drew more than 250 participants
蒙古時任總統恩赫巴亞爾於4月在香港舉行的香港蒙古投資者研討會(Hong Kong-Mongolia Investor Forum)上致辭。恩赫巴亞爾總統率領由35名政府官員及28名商界代表組成的代表團訪問香港，肯定了香港作為集資平台及區內商業中心的重要性。該活動由貿發局協辦，吸引逾250人出席



The Hong Kong Garment and Footwear Partnership Mission to Vietnam and Cambodia includes 29 delegates from the garment industry and 14 from the footwear industry. The mission was organised to help Hong Kong garment and shoe manufacturers explore the feasibility of Vietnam and Cambodia as production bases
我們舉辦香港成衣業及鞋履業聯合訪問越南及柬埔寨的活動，帶領29名成衣業代表及14名鞋履業代表參加。訪問團的目的是為了協助香港業界探索以越南及柬埔寨作為生產基地的前景

May 2008

May 2008



Li Ru Cheng (right), Chairman of the mainland's Youngor Group Co Ltd, one of the world's top garment manufacturers, meets with HKTDC Chairman Jack So in Hong Kong. Mr Li was exploring how the Hong Kong platform could help his brand expand internationally
內地的雅戈爾集團股份有限公司是全球首屈一指的成衣製造商之一，其董事長李如成(右)與貿發局主席蘇澤光會面。李先生冀望藉著香港的平台向全世界推廣其品牌



Executive Director Fred Lam (left) and Consul-General of Japan in Hong Kong Shigekazu Sato (right) find a moment with the respective Chairmen of the Japan-Hong Kong and Hong Kong-Japan Business Co-operation Committees, Kunio Suzuki (second from left) and Dr Victor Fung. About 40 senior Japanese business people and academics took part in the 30th Plenary Session of the Hong Kong-Japan and Japan-Hong Kong Business Co-operation Committees in Hong Kong. The annual plenary focuses on strengthening business cooperation between the two economies
圖為總裁林天福(左一)、日本駐香港總領事佐藤重和(右一)、日港經濟合作委員會主席鈴木邦雄(左二)及港日經濟合作委員會主席馮國經博士(右二)合照。約40名日本商界高層代表及學者參加了在香港舉行的第30屆港日/日港經濟合作委員會聯席會議，會上雙方集中討論加強雙邊經濟的合作關係

June 2008

July 2008

September 2008



It's stylish fun at the Hong Kong Convention and Exhibition Centre's newly renovated HKTDC Design Gallery, which reopens with some of Hong Kong's top designers on hand. A second Design Gallery graces the Hong Kong International Airport's departure hall. Design Gallery retail outlets help local designers promote their products and supports Hong Kong's creative industry
位於香港會議展覽中心的香港貿發局「香港•設計廊」完成翻新後重開，陳列多位香港頂尖設計師的產品。第二家設計廊座落香港國際機場離境大堂。設計廊目的是協助本地設計師推廣設計產品，支持香港創意工業



Hong Kong SAR Government Chief Executive Donald Tsang (left) meets with Zhang Wen-yue, Secretary of the Liaoning Committee, CPC, during a high-level business mission to northeastern China. Mr Tsang led the HKTDC mission, which included Hong Kong leaders in manufacturing, financial services, infrastructure, real estate, logistics, information technology and professional services
香港特區政府行政長官曾蔭權(左)率領代表團外訪東北，代表團成員包括香港製造業、金融服務、基建、房地產、物流、資訊科技及專業服務的業界領袖。圖為特首與遼寧省委書記張文岳會晤

September 2008



Lifestyle Expo in Budapest, showcasing the products of more than 170 Hong Kong and Guangdong companies, opens in the Hungarian capital. The Expo marked the HKTDC's first partnership with the Department of Foreign Trade and Economic Cooperation of Guangdong Province in a major overseas trade promotion. At the opening ceremony, Chairman Jack So (third from left) greets Hungary's State Secretary for International Economic Relations Dr Abel Garamhegyi
為期三天的時尚生活匯展·布達佩斯在匈牙利首都布達佩斯揭幕，展出超過170家香港及廣東公司的精緻產品。是次匯展為香港貿發局首度與廣東省對外貿易經濟合作廳合作舉行的海外貿易展覽會。開幕典禮上，貿發局主席蘇澤光(左三)熱烈歡迎匈牙利經濟及運輸部長Dr Abel Garamhegyi

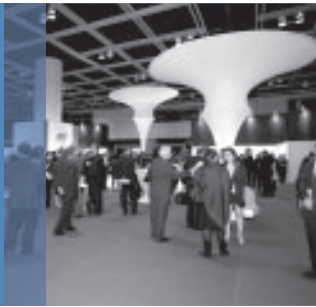


Executive Director Fred Lam (left) visits Hu Chun Hua, Governor of Hebei Province, as part of a relations-building trip to the mainland
總裁林天福(左)與河北省省長胡春華會面，與內地省市建立友好關係

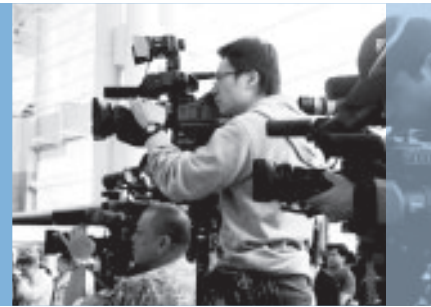
September 2008



The two-day event attracts more than 1,000 participants from 28 countries and regions, including nearly 300 from the Chinese mainland
為期兩天的亞洲金融論壇吸引來自28個國家及地區合共1,000名人士出席，其中接近300位來自中國內地



High-level international networking is a major attraction. The networking began before the Forum opened, via an online business-matching service on the HKTDC's event website
為與會者提供廣結聯繫的機會是論壇的亮點之一。早在論壇開始之前，他們已經透過論壇的網站進行商貿配對



The AFF attracts nearly 300 print, broadcast and Internet journalists from 14 countries and regions
亞洲金融論壇獲媒體廣泛報導，來自14個國家及地區接近300位平面、電子及網上的媒體代表前來採訪

Looking Ahead:
plans are already underway for AFF 2010, 20-21 January
來年展望：我們已開始籌備將於2010年1月20至21日舉行的亞洲金融論壇

October 2008



The ninth Hong Kong Forum, the annual flagship event of the Federation of Hong Kong Business Associations Worldwide, welcomes more than 360 associates from 19 countries. Hosted by the HKTDC, the Forum gives Federation members the latest insights into doing business in Hong Kong and the Chinese mainland. Speakers included CY Leung (above), Convenor of the Non-Official Members of the HKSAR's Executive Council
第九屆香港論壇是環球香港商業協會聯盟的年度盛會，吸引了來自19個國家超過360名商界人士參加。該論壇由貿發局主辦，向聯盟成員提供在香港及中國內地營商的最新資訊。演講嘉賓包括香港特別行政區行政會議非官守議員召集人梁振英(上圖)

November 2008

December 2008



A business mission of 13 Hong Kong companies visits Iran to meet with senior business and governmental leaders. Activities included a seminar, "Hong Kong: Your Gateway to China," attended by more than 200 local business people in Tehran
由13家香港公司組成的商貿代表團訪問伊朗，與當地的商界領袖及政府官員會面。是次活動包括「香港：進入中國的通道」研討會，超過200名德黑蘭商界代表出席

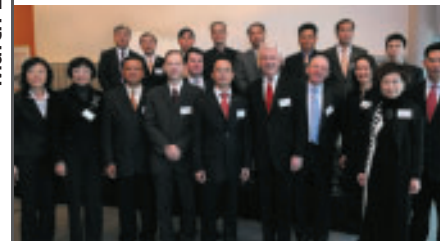
December 2008



At the opening ceremony of the fifth Style Hong Kong Expo in Dubai, Paul Yin, HKTDC Council member (left), officiates with Sheikh Hasher Maktoum Juma Al Maktoum, Director General of Dubai's Department of Information. On the right is the HKTDC's Assistant Executive Director Benjamin Chau. The annual expo is the largest showing of Hong Kong products in the Middle East
在迪拜舉行的第五屆香港時尚匯展上，貿發局理事會成員尹德勝(左)與迪拜資訊部部長Sheikh Hasher Maktoum Juma Al Maktoum一同剪綵，右為貿發局助理總裁周啟良。該展覽是香港產品一年一度在中東的最大型展銷活動

January 2009

March 2009



HKTDC Assistant Executive Director Christopher Jackson (fifth from right) leads a joint Hong Kong-Jiangmen roadshow to the United Kingdom in March. Business experts discussed the mainland's continuing economic potential and Hong Kong's strengths as a gateway to the booming mainland city of Jiangmen
貿發局助理總裁畢信賢(右五)於3月率領香港江門聯合路演前赴英國。商界代表藉此討論內地的經濟發展潛力，以及香港作為進入江門這發展蓬勃的內地城市的通道所擁有的優勢



The HKTDC co-organised the Asian Financial Forum, which helps position Hong Kong as Asia's financial services hub. While the Forum took place during the global economic crisis, participants exuded optimism. "Hong Kong's resilience can't be underestimated," proclaimed one senior panelist
由貿發局與政府合辦的亞洲金融論壇，進一步推廣香港作為亞洲的金融服務中心的地位。論壇舉行的日子正值全球金融風暴，但與會者對未來抱有信心。一位講者表示：「絕對不能低估香港的復原能力。」

March 2009



Officiating at the opening ceremony for the fifth Entertainment Expo Hong Kong are (left to right): Hong Kong Entertainment Ambassador Tony Leung, Hong Kong SAR Government Financial Secretary John Tsang and Chairman Jack So. The Expo featured nine multimedia events, including the HKTDC's Hong Kong International Film & TV Market (FILMART) and the Hong Kong Music Fair. The 13th edition of FILMART welcomed 505 exhibitors from 28 countries and regions, a new exhibitor record
(由左至右)香港影視娛樂大使梁朝偉、財政司司長曾俊華及貿發局主席蘇澤光主持第五屆「香港影視娛樂博覽」開幕禮。博覽包含九項多媒體活動，包括貿發局主辦的香港國際影視展(FILMART)及香港音樂匯展。第13屆FILMART吸引了來自28個國家及地區的505家參展商，為歷屆之最

March 2009



The HKTDC's first Hong Kong Consumer Products Expo, Guangzhou, opens with a splash. The expo featured about 250 Hong Kong brands and drew more than 140,000 mainland visitors
貿發局舉辦的首屆香港潮流商品(廣州)展覽會空前成功。展覽會約有250個香港品牌參與，吸引了逾140,000名內地消費者入場



Celebrating the 25th anniversary of the Hong Kong Dinner in London are (left to right): Attorney General Baroness Scotland; Hong Kong SAR Government Chief Executive Donald Tsang; and Chairman Jack So
貿發局在倫敦舉行第25屆周年晚宴，該晚宴的主禮嘉賓包括(由左至右)：英國總檢察長蘇格蘭女勳爵、行政長官曾蔭權和貿發局主席蘇澤光