

Helping SMEs 支援中小企



Helping SMEs

HKTDC seminars and workshops, business and research publications and advisory services helped SMEs tap new opportunities on the Chinese mainland and beyond. In addition, we provided assistance to help Hong Kong SMEs affected by the economic downturn.

香港貿發局舉辦研討會、工作坊、出版商貿及研究刊物，並提供顧問服務，目的是協助中小企尋找新商機，開拓中國內地和其他市場。除此之外，我們亦協助香港中小企面對是次金融海嘯。

支援中小企



Responding to the Call

The HKTDC responded to the global economic challenges by launching, in November 2008, a HK\$120 million SME Assistance Package to help small and medium-sized businesses. More than 4,000 overseas buyers, mostly from emerging markets, attended HKTDC trade fairs in 2008/09 through the programme, while more than 6,000 exhibitors received subsidies, in the form of cash coupons, to help with their marketing efforts at the fairs.

Research Publications

The HKTDC's Research Department published about 150 reports, newsletters and publications over the past year, including *HKTDC Trade Quarterly (TQ)*, the Council's flagship publication, which highlights market trends and business strategies. Amid the global financial turmoil, the focus has been on diversifying markets. *TQ* introduced a new market section to identify niche opportunities, and another new section that delivers market intelligence from fairs around the world. Over the past year, our Research Department offered detailed insights into potential new markets, from Chile, Mexico, Egypt, Israel, Turkey and India, to Kazakhstan and the Nordic region.

With the Chinese mainland offering the best potential amid the economic downturn, a number of timely reports were compiled to help SME marketing efforts, including a practical guidebook for conducting sales on the mainland. A report on opportunities from the mainland's Rmb4 trillion stimulus package for Hong Kong's services industry was also published.

SME Seminars

Providing timely, relevant market information for SMEs is a key priority for the HKTDC. We organised 82 seminars this year, including the "Powering SMEs Development Programme," launched with Standard Chartered Bank. The seminar series focused on providing solutions and exploring business opportunities, particularly on the mainland and other emerging markets.

A comprehensive brand-building training programme was also organised with the Asian Centre for Brand Management of the Hong Kong Polytechnic University. This helped SMEs sharpen their knowledge and skills in brand-building.

回應訴求

貿發局因應是次全球經濟危機，於2008年11月推出1.2億元中小企支援計劃。至現時為止，已有超過4,000名海外買家透過該計劃出席該局舉辦的貿易展覽會，大都來自新興市場；此外，超過6,000家參展商獲得現金券資助他們加強推廣。

研究刊物

我們的研究部去年出版了150份報告、通訊及刊物，包括旗艦刊物—*香港貿發局貿易季刊*，重點介紹最新市場趨勢和發展策略。面對全球金融危機，分散市場是有效的對策。貿易季刊增闢了新章節，介紹具潛力的商機和各地展覽會。去年，該季刊對新興市場如智利、墨西哥、埃及、以色列、土耳其、印度、哈薩克斯坦、北歐地區等均進行了詳細的研究。中國內地是最有發展潛力的市場，我們編製了*中國內銷指南*，以及剖析四萬億人民幣刺激經濟方案為香港服務業帶來商機的報告。

中小企研討會

提供適時及相關的市場資訊，乃貿發局工作的重要一環，幫助中小企運籌帷幄。本年度，我們籌辦了82個研討會，包括中小企「商」贏發展計劃。該計劃與渣打銀行合辦，透過一系列研討會，為中小企提供解決方案及探索新興市場商機。除此之外，貿發局與香港理工大學亞洲品牌管理中心合辦全面的品牌建立培訓課程。1月份，我們舉辦了關於美國產品安全條例最新情況的研討會；3月，舉辦了有關奧巴馬執政後美國對華政策的研討會。去年我們舉辦了兩次CEO論壇，其中一次於9月與廣東省經濟貿易委員會在廣州合辦，吸引了360名人士出席，強化了香港作為區內服務平台的地位。

In January, we organised a seminar on the latest United States product safety regulations, and another in March, to help SMEs stay abreast of possible changes to US-China policy under the new Obama administration.

Two CEO Forums were held last year, including one organised with the Guangdong Economic and Trade Commission in September. It drew 360 participants in Guangzhou, reinforcing Hong Kong as the region's leading services platform.

Relaunching Hong Kong Trader

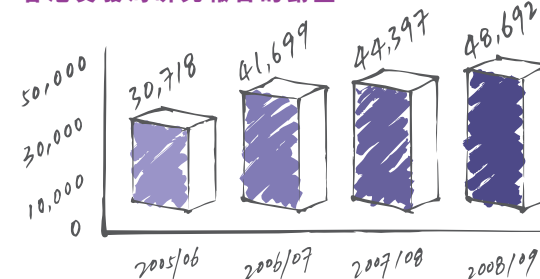
To provide timely news for SMEs, the HKTDC in January revamped *Hong Kong Trader* as a weekly online newsletter. Published in English-language and Chinese-language editions, the customised e-newsletter also promotes Hong Kong as an ideal base to do business.

China Business Advisory Service

As the global economic downturn shifted the focus to finding opportunities in the mainland market, the HKTDC's China Business Advisory Service provided about 800 one-on-one sessions last year. The service offers professional and practical information related to doing business on the mainland, including marketing strategies, government regulations, customs, intellectual property rights and taxation. This year, an advisor from the Fujian Department of Foreign Trade and Economic Cooperation joined our group of mainland experts, who provide professional advice on doing business on the mainland.

Sales of HKTDC Research Reports

香港貿發局研究報告的銷量



Sales of research reports have increased 58 per cent over the last four years
香港貿發局研究報告的銷量在過去四年間上升了57%

《香港工商》改版

為向中小企提供最新資訊，貿發局於1月將網上英文通訊《香港工商》重新包裝為每周通訊。同時，亦把原有的中文《CEO專訊》改為《香港貿發局周訊》，分為繁體及簡體字出版，為香港及內地企業提供最新市場訊息。

中國商務顧問服務

我們的中國商務顧問服務於去年提供約800次面對面的諮詢服務，提供內地營商的實用資訊，包括市場策略、政府規例、海關、知識產權及稅項等。今年，福建省對外貿易經濟合作廳的顧問更加入了我們的顧問團隊。

Fast Facts

- Trade officials from Beijing, Shanghai, Guangdong and Fujian serve as consultants for the China Business Advisory Service
- The HKTDC Business InfoCentre received more than 100,000 visitors from all over the world
- HKTDC Research compiled guidebooks on doing business with the US, the EU and the Chinese mainland
- About 2,000 companies attended the "Powering SMEs Development Programme," held year-round

資料概覽

- 來自北京、上海、廣東省及福建省的貿易官員，為中國商貿顧問服務團隊的重要成員，協助中小企在內地營商
- 香港貿發局商貿資訊中心去年接待超過10萬名訪客
- 研究部出版多份營商指南，涵蓋美國、歐盟及中國內地
- 約2,000家公司於年內參加了中小企「商」贏發展計劃

**Informing our Customers:
how we deliver market
intelligence to SMEs**
服務客戶：為中小企提供第一手
市場資訊



Economists from our Research Department identify potential leads for study; in this case, the emerging Central Asian market of Kazakhstan
研究部的經濟師先訂下報告的研究範圍，圖中他們選定位於中亞地區的新興市場-哈薩克斯坦為研究題目



The next stage involves desk-top research, lining up factories and businesses to visit and interviews to be conducted before setting off for the on-site investigation
下一步是案頭研究，並在出發往實地考察前聯繫當地工廠和企業，安排參觀和訪問



In Kazakhstan's capital, Astana, researchers conduct face-to-face interviews to determine consumer preferences and business practices
哈薩克斯坦首都阿斯塔納是研究人員與企業及消費者進行面談的重要地點，透過訪問收集當地消費者的喜好及業務模式

April 2008



HKTDC's Richard Tam, Director, Chicago, and Louis Ho, Director, New York, update Hong Kong SMEs on new developments in the US market
貿發局芝加哥代表譚小康(左)及紐約代表何利昌(中)於研討會上向香港中小企講解美國最新市場狀況

June 2008



Participants attend one of eight brand-building training programmes, organised with the Hong Kong Polytechnic University, to help SMEs build their brands for the mainland market
我們與香港理工大學攜手合辦八個品牌建立培訓課程，該課程旨在協助中小企於內地市場建立他們的品牌

July 2008



Launching the "Powering SMEs Development Programme," which focuses on exploring business opportunities, are (left to right): Owen Belman, Head, Consumer Banking, Standard Chartered Bank (Hong Kong); Eric Tai, HKTDC Deputy Executive Director; and Betty Ku, General Manager, SME Banking, Standard Chartered Bank
(由左至右)渣打香港個人銀行業務主管包毅宏、貿發局副總裁戴勇牧及渣打香港中小企業理財總監顧顯輝為中小企「商」贏發展計劃主持開幕典禮

September 2008



A product demonstration at a Hong Kong forum on nanotechnology and advanced materials provides end-users, business people and academics with an opportunity to share their innovations
國際納米技術暨先進材料論壇上，大會安排了產品示範環節。該論壇為消費者、商家及學者提供一個分享創新技術的平台

December 2008



Responding to the crisis: the December issue of the HKTDC Trade Quarterly focuses on helping SMEs cope with the global economic downturn
回應危機：研究部出版的香港貿發局貿易季刊12月號重點介紹中小企如何應付全球經濟衰退

January 2009



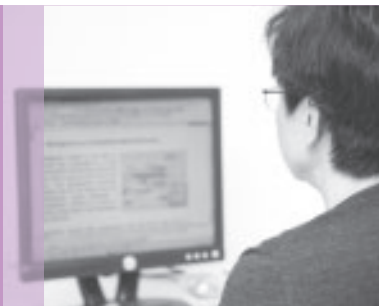
More than 1,000 toy buyers at the HKTDC Hong Kong Toys & Games Fair are among the first to benefit from the HKTDC's HK\$120 million subsidy scheme
逾千名買家是首批透過貿發局1.2億港元中小企支援計劃來港參加香港玩具展



Panelists at one of two CEO Forums held during the year exchange views and insights on the opportunities and challenges ahead for mainland enterprises, and on how using the Hong Kong business platform can help
去年，貿發局舉行了兩次CEO論壇，圖為主講嘉賓於論壇上就內地企業的未來機會與挑戰，以及香港商貿平台如何發揮作用交換意見



Gathering market intelligence involves taking a close look at the types and quality of products available on the market
研究員在收集市場資訊時需要仔細觀察市場上產品的質素及種類



Our economists then consolidate the information gathered from the field into a detailed report
我們的經濟師實地考察後，把收集所得的資料整理為詳細報告



The report provides an objective view of Kazakhstan, outlining the opportunities and potential challenges for Hong Kong companies considering doing business there
該報告提供哈薩克斯坦市場的客觀分析，對有意前往當地經營的香港公司極具參考價值

Looking Ahead:
new market reports are planned for Egypt, Chongqing and Poland
來年展望：我們正準備出版有關埃及、重慶及波蘭的市場報告

January 2009



Richard O'Brien, an official from the US Consumer Product Safety Commission, explains the latest safety directives at the Hong Kong Toys Industry Conference
美國消費品安全委員會的官員Richard O'Brien於香港玩具業會議上解釋最新玩具安全指引

January 2009

January 2009



Hong Kong Trader relaunches as a weekly, providing the latest news and insights relevant to SMEs in Hong Kong and around the world
《香港工商》改版為網上周訊，向中小企提供最新市場消息及資訊

February 2009

March 2009



A packed room of SME representatives takes in the expert advice at a Business InfoCentre seminar on setting up domestic sales channels on the mainland
於商貿資訊中心舉行的研討會，邀請專家向中小企代表提供設立內銷渠道的意見，現場座無虛席

March 2009



Dongguan Economic and Trade Bureau Chief Huang Guanqiu (left) and HKTDC Southern China Regional Director Ronald Ho seal a deal to provide more than HK\$1 billion in SME subsidies to firms based in Dongguan
東莞市外經貿局局長黃冠球(左)與貿發局華南地區首席代表何建榮達成協議，為駐東莞企業提供超過10億港元資助



HKTDC China Business Advisor Terence Tam unveils the latest Guide to Selling in China, published by the Research Department
貿發局中國商務顧問譚思洛展示最新出版的中國內銷指南



US legal expert Alexander Koff leads a seminar on US trade policy towards China under the new Obama administration
美國法律專家Alexander Koff主講有關奧巴馬執政後美國對華貿易政策的研討會