

## **Hong Kong trade events offer rewarding opportunities for Cambodian businesses**



*Phnom Penh, Oct 6, 2009:* Hong Kong Trade Development Council (HKTDC) will be holding a number of international trade fairs this October and November, all of which hold potential for Cambodian companies whom are interested in expanding their business or in consolidating their position in the region. Until March next year, Cambodian companies will benefit from a US\$10.3 million (HK\$80 million) buyer sponsorship package offered by the Council.

Mr Johnny Wan, Senior Exhibitions Manager of HKTDC is on a debut visit to Cambodia to highlight Hong Kong's advantages and the importance of HKTDC trade fairs. He will meet with government officials and corporate sector entities to discuss matters of business co-operation to maximise trade potential between Cambodia and Hong Kong.

"Hong Kong, characterised by free trade, world-class infrastructure and free flow of information, is an ideal trading platform," Mr Wan told at a media gathering. "As an emerging market, Cambodia is the 42nd trading partner of Hong Kong with total bilateral trade to the value of US\$617 million in 2008. To harness the potential of Cambodia, we will market our fairs intensively to encourage more trade with this market."

The proximity of Hong Kong to the Chinese mainland presents booming business opportunities for Cambodian companies. "The total external trade of China surged by 17.8% to US\$2,561 billion in 2008, our fairs are thus the perfect launching pad for Cambodian companies to establish and foster trade in the Chinese mainland."

UN World Investment Report also shows that Cambodia's outward foreign direct investment was US\$300 million up to 2008. Not only is Hong Kong a gateway to the Chinese mainland, Hong Kong's intrinsic geographical, economic, political and social competitiveness make it the best trade and investment destination for Cambodian companies.

"HKTDC is staging several major international trade fairs in October, two of which are the largest of their kind in Asia," Mr Wan said. The largest of the October events are HKTDC Hong Kong Electronics Fair (Autumn Edition) and HKTDC Hong Kong International Lighting Fair (Autumn Edition). Three other concurrent specialised trade fairs will be held at AsiaWorld-Expo end-October: Sports Source Asia, Eco Expo Asia and Hong Kong International Building and Decoration Materials & Hardware Fair. Mr Wan also highlighted that HKTDC Hong Kong International Wine & Spirits Fair will return at twice the scale of its first edition.

Addressing the media fraternity, Mr Wan also announced a HK\$80 million (US\$10.3 million) buyer sponsorship package for Cambodia. This initiative offers subsidised packages of air ticket and hotel stay for international buyers to trade fairs organised by HKTDC till March 2010. "There was an 18% increase in Cambodian buyers visiting

HKTDC fairs in 2008 compared to the previous year. This programme will drive more buyers to our fairs,” Mr Wan said.

Held in the city centre – Hong Kong Convention & exhibition Centre (HKCEC), the 29th edition of Asia’s largest **HKTDC Hong Kong Electronics Fair (Autumn Edition)** (13 – 16 October) is a global business platform for electronics industry players with a diverse range of electronics products on display. New product sectors this year are Computers & Peripherals, Digital Imaging, Electronic Gaming, and Healthcare Electronics. “The fair is held concurrently with **electronicAsia**, and both events will allow buyers to source quality products and parts in the electronics world. **electronicAsia 2009** features a new zone - World of Solar - Photovoltaic Energy to cater to the increasing demand for renewable energy.”

Another of Asia’s largest event in HKCEC is **HKTDC Hong Kong International Lighting Fair (Autumn Edition)**, which will be held from 27 to 30 October. This year, LED lighting zone and green lighting zone are under the spotlights, making the latest lighting products accessible to buyers. “Though Hong Kong’s electronics and lighting exports to Cambodia are rather small, Cambodian buyers can source more quality products and explore business opportunities by visiting these two fairs, both Asia’s largest of their kind.”

HKTDC organizes a comprehensive series of trade fairs in the Asia’s prime trading hub - Hong Kong, ranging from fashion, electronics, toys, gifts, houseware, jewelry and so on. To take advantage of the internationality and scale of our fairs, Cambodian buyers are encouraged to come for a visit.

“Our fairs are the best avenue for one-stop sourcing from parts to finished products, from traditional models to innovative designs. Fairs in Hong Kong present opportunities for companies in Cambodia to source quality products, get market intelligence, make alliances and business contacts for expansion and development into new markets,” Mr Wan concluded.

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