

Hong Kong trade events offer rewarding opportunities for Romanian businesses



Bucharest, Sept 8, 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 Romanian companies whom are interested in entering into the Asian market or in consolidating their position in the region. Until March next year, Romanian companies will benefit from a 7.3 million euros (HK\$80 million) buyer sponsorship package offered by the Council, after more than 400 buyers from Romania visited HKTDC fairs last year.

Mr Raymond Yip, Assistant Executive Director of HKTDC, is on a special visit to Romania to highlight 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 Romania and Hong Kong.

“HKTDC is staging several major international trade fairs in October, two of which are the largest of their kind in Asia,” Mr Yip told a media gathering. “An emerging market, Romania ranked as the 54th trading partner of Hong Kong in 2008. Total trade value between Hong Kong and Romania reached US\$303 million (213 million euros) in 2008, a significant increase of 77% over 2007. To harness the potential of Romania, we will market our fairs intensively to encourage more trade with this market.”

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 Yip also highlighted that HKTDC Hong Kong International Wine & Spirits Fair will return at twice the scale of its first edition.

Stepping into burgeoning markets is a good way to explore more trade opportunities for enterprises. Romania lies between Eastern and Central Europe and is a gateway to Asia. According to World Investment Report, Romania’s outward foreign direct investment was US\$917 billion (643 billion euros) up to 2007, ranking 79th worldwide.

Addressing the media fraternity, Mr Yip also announced a HK\$80 million (7.3 million euros) buyer sponsorship package for Romania. This initiative offers various subsidised packages of air ticket and hotel stay for international buyers to trade fairs organised by HKTDC till March 2010. “Over 400 Romanian buyers visited HKTDC fairs in 2008, this programme will drive more buyers to our fairs.”

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. Mr Yip said, “Romania imports a large quantity of telecommunications equipment & parts year on year, with a twofold

increase in 2007 and a double increase in 2008. This fair is certainly worth visiting for Romanian buyers.” 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 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. Highlighted zone this year is Hall of Aurora, a new environment for branded products.

These two fairs are held at the city-centre venue, Hong Kong Convention & Exhibition Centre. In the same period, HKTDC will run three fairs in tandem at AsiaWorld-Expo. **Sports Source Asia** (28-30 October) showcases sports apparel, sports equipment and accessories from quality international exhibitors and manufacturers. **Eco Expo Asia** (28-31 October) receives support from government associations and leading international enterprises which further enhances its position as the premier arena for meeting environmental protection professionals and sourcing the latest eco products/technologies. New additions this year are the Electric Vehicle Zone and Service Industry Zone. **Hong Kong International Building and Decoration Materials & Hardware Fair** (28-31 October), a specialised trade fair for industry players, adds a new Furniture Zone this year, covering classic furniture, furniture for contract business, indoor furniture, office furniture and outdoor furniture.

In addition, **HKTDC Hong Kong International Wine and Spirits Fair** (4-6 November) is the ideal platform for international wineries to deepen their penetration of Asian markets. “Hong Kong has rapidly established itself as an international wine hub. With the highest consumption of wine per capita in Asia, and a long history as a global trading and distribution centre, Hong Kong cemented its position in 2008 by removing wine duty, making it the only major economy in the world to impose no duty, no VAT and no sales tax on wine,” said Mr Yip. The inaugural **HKTDC Hong Kong International Medical Devices and Supplies Fair** and the 17th **HKTDC Hong Kong Optical Fair** will also run concurrently with the Wine fair.

“Hong Kong, characterised by its free trade, world-class infrastructure and free flow of information, is an ideal trading platform,” said Mr. Yip. “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 Romania to source quality products and make alliances and business contacts for expansion and development on other markets.”

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