

Hong Kong trade events offer rewarding opportunities for Emirati businesses



Dubai, Nov 23, 2009: Hong Kong Trade Development Council (HKTDC) will be holding a number of international trade fairs in 2010, all of which hold potential for Emirati companies whom are interested in expanding their business or in consolidating their position in Asia. Until March next year, Emirati companies will benefit from a US\$10.3 million (38 million dirhams) buyer sponsorship package offered by the Council.

Ms Candy Kwan, Sales Manager of HKTDC is on an exclusive visit to the United Arab Emirates (UAE) to highlight Hong Kong's advantages and the importance of HKTDC trade fairs. She will meet with business sector entities to discuss matters of business co-operation to maximise trade potential between the UAE and Hong Kong.

"Hong Kong, characterised by free trade, world-class infrastructure and free flow of information, is an ideal trading platform," Ms Kwan told at the media gathering. "The UAE is the 21st trading partner of Hong Kong with total bilateral trade valued at US\$4,389 million (16 billion dirhams) in 2008, 7% higher than in 2007. Total exports from Hong Kong to the UAE increased by 5% to US\$2,711 million (1 billion dirhams) whilst import from the UAE to Hong Kong also grew to US\$1,677 million, up 12% over 2007. To harness the potential of the UAE, 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 Emirati companies. "China has the 3rd largest global economy, and its total external trade surged by 17.8% to US\$2,561 billion (9,407 billion dirhams) in 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 Emirati companies.

HKTDC organises over 30 specialised trade fairs a year, from building materials, electronics, lighting to watches and clocks etc. To tap into the burgeoning Chinese market, we encourage more Emirati companies to take part in our fairs.

Ms Kwan also announced a US\$10.3 million (38 million dirhams) buyer sponsorship package for the UAE. This initiative offers subsidised air ticket and hotel stay packages for international buyers to trade fairs organised by HKTDC to be held up to March 2010. "Over 2,100 Emirati buyers visited HKTDC fairs in 2008. This programme will drive more buyers to our fairs," Ms Kwan said.

"HKTDC is staging several major international trade fairs in the first quarter of 2010 at the Hong Kong Convention & Exhibition Centre. These fairs are of interest to Emirati companies, some of which are the largest of their kind in Asia," Ms Kwan said.

Running from 11 to 14 January, HKTDC Toys & Games Fair is the largest in Asia and the second largest in the world. Its scale and the international exhibitor profile attracted many visitors year on year. With a significant increase of 28%, over 110 Emirati buyers visited the toy fair in 2008. "Statistics show that toys & games are a major export from Hong Kong to the UAE. In 2008, Hong Kong exported a total of US\$74 million (272 million dirhams) toys, games and sporting goods to the UAE, up 2% over 2007, we thus encourage more Emirati buyers to see for themselves the quality items on display. In 2010, the toys fair will also be held concurrently with the **Hong Kong International Stationery Fair** and the inaugural **HKTDC Hong Kong Baby Products Fair**, these 3 fairs will give you multiple sourcing opportunities of toys, stationery, baby products and more in one place, at one time," said Ms Kwan.

Hong Kong is an important exporter of clothing and jewellery in the world and Emirati buyers are welcome to visit our trade fairs for sourcing. Asia's largest **HKTDC Hong Kong Fashion Week for Fall/Winter** (18-21 January) is the global business platform for fashion and garment industry players, which houses various fabrics, embroidery to ready-to-wear fashion and accessories. This fair will also be held concurrently with **HKTDC World Boutique, Hong Kong** showcasing a consortium of branded and well-designed apparel, accessories and lifestyle products. Besides, pearls, precious and semi-precious stones and jewellery constitute 28% of all Hong Kong's export to the UAE in 2008. The **HKTDC Hong Kong International Jewellery Show** (5 to 9 March) is thus a must-attend event for Emirati buyers.

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

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