



Press Release

Hong Kong trade events offer rewarding opportunities for Lebanese businesses

LBP 15 billion buyer sponsorship package offered to Lebanese companies

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Hong Kong Trade Development Council (HKTDC) has announced that it will be holding a number of international trade fairs in 2010, all of which hold immense potential for Lebanese companies interested in expanding their business or in consolidating their position in the region. Moreover, until March next year, Lebanese companies will benefit from a US\$10.3 million (LBP 15 billion) buyer sponsorship package offered by the Council.

In line with this, Ms. Peggie Liu, Exhibitions Manager of HKTDC and Mr. Ali Fakha, Deputy Director – Middle East of HKTDC are on an exclusive visit to Lebanon to highlight Hong Kong's distinct advantages and the importance of HKTDC's upcoming trade fairs. During their stay in Lebanon they are scheduled to meet important government officials and corporate sector entities to discuss matters of business co-operation to maximise trade potential between Lebanon and Hong Kong.

“Hong Kong, characterised by free trade, world-class infrastructure and free flow of information, is an ideal trading platform,” said Ms. Liu during a media gathering. “Lebanon is an emerging market with tremendous potential. In 2008, the total trade value of Hong Kong and Lebanon reached US\$65 million (LBP 98 billion), 33 per cent higher than in 2007. In the first 10 months of 2009, the bilateral trade value increased by another 12 per cent to US\$57 million (LBP 86 billion). Driven by a rise of export from Hong Kong to Lebanon, the export value between the two countries jumped 34 per cent in 2008 and then a further 15 per cent till October 2009. To harness the potential of Lebanon, 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 Lebanese companies. China has the 3rd largest global economy, and its total external trade surged by 17.8 per cent to US\$2,561 billion (LBP 3,853 trillion) in 2008. Not only is Hong Kong a gateway to the Chinese mainland, Hong Kong's intrinsic geographical, economic, political and social competitiveness makes it the best trade and investment destination for Lebanese companies.

“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 Lebanese companies, some of which are the largest of their kind in Asia,” Ms Liu said.

Providing details of the US\$10.3 million (LBP 15 billion) buyer sponsorship package for the Lebanon, Ms. Liu said that the 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. “More than 300 Lebanese buyers visited HKTDC fairs in two consecutive years from 2008 and we are certain that this programme will drive more buyers to our fairs,” she said.

To start off the 2010 exhibition season, Lebanese buyers are welcome to join Asia's largest **HKTDC Hong Kong Toys & Games Fair** (11 - 14 January). Toys, games and sporting goods are a major export category from Hong Kong to Lebanon and it exhibits double-digit growth in 2008 (15 per cent) and in the first 10 months of 2009 (11 per cent). Concurrently held with the toys fair are the **Hong Kong International Stationery Fair** and the inaugural **HKTDC Hong Kong Baby Products Fair**

Running together with **HKTDC World Boutique, Hong Kong**, Asia's largest **HKTDC Hong Kong Fashion Week for Fall/Winter** (18 – 21 January) is an ideal sourcing platform for Lebanese buyers. Over the years, Lebanon has imported a large quantity of textile fabrics from Hong Kong and the fair has attracted a high number of Lebanese buyers. “To take advantage of the international nature and scale of our fairs, we encourage more Lebanese buyers to see for themselves the quality items on display,” said Ms. Liu.

Hong Kong exported jewellery worth of US\$4 million (LBP 6 billion) to Lebanon in 2008 with a significant increase of 204 per cent from 2007. Held from 5 to 9 March, **HKTDC Hong Kong International Jewellery Show** houses a consortium of jewellery, precious stones and jewellery tools and much more for Lebanese buyers.

“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 Lebanon to source quality products, get market intelligence, and make alliances and build business contacts for expansion and development into new markets,” Ms Liu concluded.

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