

Hong Kong trade events offer rewarding opportunities for Indonesian businesses



Jakarta, Nov 10, 2009: Hong Kong Trade Development Council (HKTDC) will be holding a number of international trade fairs in 2010, all of which hold potential for Indonesian companies whom are interested in expanding their business or in consolidating their position in the region. Until March next year, Indonesian companies will benefit from a US\$10.3 million (97 billion Indonesian rupiah) buyer sponsorship package offered by the Council.

Mr Raymond Yip, Assistant Executive Director of HKTDC is on an exclusive visit to Indonesia 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 Indonesia and Hong Kong.

"Hong Kong, characterised by free trade, world-class infrastructure and free flow of information, is an ideal trading platform," Mr Yip told the media gathering. "Indonesia is the 20th trading partner of Hong Kong with total bilateral trade valued at US\$4,479 million (42 trillion Indonesian rupiah) in 2008, 15% higher than in 2007. Total exports from Hong Kong to Indonesia increased by 20% to US\$2,177 million (20.6 trillion Indonesian rupiah), making Indonesia the 23rd largest export destination for Hong Kong and the 6th largest among ASEAN-10 countries. To harness the potential of Indonesia, 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 Indonesian companies. "China has the 3rd largest global economy, and its total external trade surged by 17.8% to US\$2,561 billion (24 quadrillion Indonesian rupiah) in 2008. The UN World Investment Report shows that Indonesia's outward foreign direct investment increased 26% to US\$5.9 billion (56 trillion Indonesian rupiah) 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 Indonesian companies.

"HKTDC is staging several major international trade fairs in the first half of 2010 at the Hong Kong Convention & Exhibition Centre. These fairs are of interest to Indonesian companies, some of which are the largest of their kind in Asia and even in the world," Mr Yip said.

Mr Yip also announced a US\$10.3 million (97 billion Indonesian rupiah) buyer sponsorship package for Indonesia. 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 3,300 Indonesian buyers visited HKTDC fairs in 2008. This programme will drive more buyers to our fairs," Mr Yip said.

Textiles and garments are a major export category for both Hong Kong and Indonesia and therefore Asia's largest **HKTDC Hong Kong Fashion Week for Fall/Winter** (18 – 21 January) is an ideal platform for Indonesian fashion companies. In 2008, Hong Kong exported a total of US\$284 million (2.7 trillion Indonesian rupiah) (13% of total exports) knitted or crocheted fabrics and cotton woven fabrics to Indonesia. This global business platform for fashion and garment industry players houses various fabrics, embroidery to ready-to-wear fashion and accessories. The 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. Both events offer the chance for exhibitors to promote their brands and designs and for buyers to source quality clothing, accessories and fabrics.

Another of the largest events of its kind in Asia is the **HKTDC Hong Kong Electronics Fair (Spring Edition)** which will be held from 13 to 16 April with **HKTDC International ICT Expo**. This event includes many categories that reflect the evolving trends in the electronics world, including the launch of Electronic Gaming and In-Vehicle Electronics and Navigation Systems zones since 2009. "Telecommunications equipment & parts constitute 37% of all Hong Kong's export to Indonesia in 2008, together with a high number of Indonesian buyers to this fair in the past, it is thus a must attend event for Indonesian visitors," said Mr Yip.

The **HKTDC Hong Kong International Jewellery Show** (5 to 9 March) and the world's largest **HKTDC Hong Kong Gifts & Premium Fair** (27 to 30 April) have also been well attended by Indonesian buyers over years. "In order to take advantage of the international nature and scale of our fairs, we encourage more Indonesian buyers to see for themselves the quality items on display," said Mr Yip.

To start off the 2010 exhibition season, Indonesian buyers are welcome to join the **HKTDC Hong Kong Toys & Games Fair**, the **Hong Kong International Stationery Fair** and the inaugural **HKTDC Hong Kong Baby Products Fair**, all of which run from 11 to 14 January.

"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 Indonesia to source quality products, get market intelligence, make alliances and business contacts for expansion and development into new markets," Mr Yip concluded.

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