

## Hong Kong trade events offer rewarding opportunities for Bangladeshi businesses



*Dhaka, Mar 9, 2010:* Hong Kong Trade Development Council (HKTDC) organises over 30 trade fairs a year in the international trading centre - Hong Kong, 8 of them are the largest of their kind in Asia in which 3 are the largest in the world. In 2010, the Council continues to hold trade fairs to facilitate global trade, some of which hold potential for Bangladeshi companies whom are interested in expanding their business or in consolidating their position in the region.

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

"Hong Kong's intrinsic geographical, economic, political and social competitiveness make it the best trade destination for Bangladeshi companies, in particular of its free trade policy, world-class infrastructure and free flow of information." Ms Kwan told at the media gathering. "Bangladesh is an emerging market with potential. The total trade value of Hong Kong and Bangladesh in 2009 reached US\$710 million. In the first month of 2010, the bilateral trade value recorded an increase of 1.4% over the same period last year. To harness the potential of Bangladesh, we will market our fairs intensively to encourage more trade with this market."

HKTDC is committed to explore new markets. The number of Bangladeshi exhibitors recorded a 5-fold increase in the three consecutive years since 2007. By exhibiting in HKTDC fairs, it enables Bangladeshi companies to promote their products, make business and reach to Asian markets and beyond. On the other hand, the number of Bangladeshi buyers also grew. In 2009, there were a total of 96 visiting buyers.

A majority of Bangladesh's export earnings come from the garment industry. "In terms of trade between Hong Kong and Bangladesh, fabric is an important trade item. We thus encourage Bangladeshi companies to come to the inaugural **HKTDC Hong Kong International Home Textiles Fair** and the coming **HKTDC Hong Kong Fashion Week for Spring/Summer**," said Ms Kwan.

The debut **HKTDC Hong Kong International Home Textiles Fair** (20 to 23 April) spins off and runs concurrently from the Asia's largest **HKTDC Hong Kong Houseware Fair** (20 to 23 April) to create synergy. This new fair is a specialised trade platform of bedroom textiles, bathroom textiles, kitchen textiles, carpets, floor coverings, wall coverings and many more. With the scale and internationality of the houseware fair, exhibitors can meet buyers from the home textiles and carpet industries as well as those of general homewares.

**HKTDC Hong Kong Fashion Week for Spring/Summer** (5 to 8 July) attracts increasing Bangladeshi exhibitors over the years. In 2007, there was 1 exhibitor from Bangladesh and this figure rose to 7 last year. As one of the major fashion sourcing events by international buyers, Bangladeshi exhibitors can make use of this platform to expand their export businesses.

Agriculture is also an important economic pillar of Bangladesh, particularly the tea farming. **Hong Kong International Tea Fair** (12 to 14 August) establishes itself as the tea trading hub in Asia to promote tea trade. “Bangladeshi tea planters can then take advantage of this fair to promote their tea and explore business opportunities,” said Ms. Kwan. Running in tandem is the **HKTDC Food Expo** (12 to 16 August). This annual event encompasses many international food and drink suppliers under one roof, and Bangladeshi companies are welcome to join and promote their agricultural products.

Besides, Bangladesh has a good number of printers and we suggest they come to the **Hong Kong International Printing and Packaging Fair** (27 to 30 April) for business opportunities.

**Eco Expo Asia** (3 to 6 November) responds to increasing global concern of environmental protection. This year, the fifth edition of Eco Expo Asia continues to receive support from the Environment Bureau of Hong Kong Special Administrative Region as co-organiser. Focusing on “Business Solutions to Climate Change”, fair highlights cover air quality, energy efficiency & energy, waste management & recycling and eco-friendly product, electric vehicles, green building and green technology.

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

Media Contact:

Chloe Kiosk

Hong Kong Trade Development Council

Tel.: (852) 2240 4356 Fax: (852) 3521 3189

Email: [chloe.kiosk@hktdc.org](mailto:chloe.kiosk@hktdc.org)