

From the  
Executive Director  
總裁報告



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One of our main objectives during the 2008/09 fiscal year was to add further value to our efforts in bringing buyers and sellers together. These developments included completing our expansion of the Hong Kong Convention and Exhibition Centre (HKCEC), which created more space for exhibitors to take part in our trade fairs. On the technology side, we revamped our website, providing buyers and sellers around the world with a more efficient online marketplace to do business.

為買家及供應商建立更緊密的聯繫，是香港貿發局於2008/09年其中一項重要目標。今年，香港會議展覽中心擴建中庭的工程竣工，讓更多參展商可以參與本局的貿易展覽會。至於在科技方面，我們全面革新網站，為世界各地的買家及供應商提供更高效率的網上商貿平台。

We also responded to the economic downturn that has dragged the world into a recession. Here, we came up with short-term measures by way of an assistance package that directly benefits Hong Kong exhibitors, while delivering new buyers to their doorsteps.

### Expanding Hong Kong's Trade Platform

The exhibition business is one of the main pillars of the Hong Kong economy, contributing 6.4 per cent of its GDP and 6.5 per cent of its employment.

However, despite the heavy demand for exhibition space, Hong Kong has always suffered from an undersized downtown exhibition centre. The expansion of the former atrium walkway over the harbour to the iconic Phase II is, therefore, a most-welcome development. It adds nearly 20,000 square metres of space without further reclamation. The result is a 42 per cent increase in our overall exhibition area.

Apart from allowing more companies to join the much sought-after exhibitions, the expansion's first year of operation should bring Hong Kong an extra economic benefit of up to HK\$1.46 billion, while creating 3,600 new jobs.

The expansion has demanded equal doses of creative planning and innovative engineering. The 34-month project was completed in a way



面對全球經濟衰退，我們迅速採取了應對策略。貿發局透過實行短期措施，直接為香港參展商提供援助，同時邀請更多新買家來港，為參展商締造商機。

### 擴展香港貿易平台

展覽業務為香港經濟的支柱，佔香港本地生產總值6.4%及就業人口6.5%。

然而，儘管參展商對展覽場地需求殷切，香港市區的展覽設施依然嚴重不足，制約了香港展覽業的發展。因此，擴建連接香港會議展覽中心一期及二期中庭部份之計劃，廣受各界歡迎。擴建工程在毋需填海的情況下完成，增加近20,000平方米的空間，令會展中心的總展覽面積增加42%。

除了能讓更多公司參與貿發局的大型展覽外，我們預計在擴建完成後的首年，能為香港帶來高達14.6億港元的額外經濟收益，同時創造3,600個新職位。

此項擴建工程，背後需要無比創意的規劃以及精密的工程策劃。這個歷時34個月的項目，在不防礙會展中心正常運作的情況下完成。值得一提的是，其精確巧妙的設計盡量利用了會展中心的空間，達致最高效益。

HKTDC Executive Director Fred Lam inspects the craftsmanship of an item at the HKTDC Hong Kong Gifts & Premium Fair. On the left is the Hong Kong SAR Government Financial Secretary John Tsang; on the right is Tom Tang, Chairman of The Hong Kong Exporters' Association and an HKTDC Council member  
總裁林天福於香港禮品及贈品展中，與香港特區政府財政司司長曾俊華(左)及貿發局理事會成員兼香港出口商會會長唐慶年(右)一同鑑賞展品的精湛工藝

that allowed the HKCEC's exhibition-focused business to run virtually as normal. What's more, its precise design allows for maximum space efficiency for exhibitors.

Overall, our fairs performed well in a challenging climate. Our exhibitor levels in 2008/09 exceeded our target levels slightly, while an expected drop in buyers turned out to be relatively small. The decline in buyers from mature markets was largely compensated for by increased buyers from emerging markets and the Chinese mainland.

A trade show that we were particularly pleased with was our inaugural HKTDC Hong Kong International Wine Fair, held shortly after the government's abolition of wine duties. More than 8,750 buyers sampled products from 240 exhibitors across 25 countries. The fair helped establish Hong Kong's growing reputation as Asia's wine hub, ideally positioned to realise opportunities from rising consumption levels on the mainland and Asia.

We now organise eight of Asia's largest trade shows. The HKTDC Hong Kong Gifts & Premium Fair and the HKTDC Hong Kong Watch & Clock Fair are the world's biggest of their kind, and several HKTDC fairs hold the potential to become the largest events in their industries.

### An Online Marketplace for Buyers and Sellers

While we added more trade-fair space, we also revamped our website to help bring together buyers and sellers in the virtual arena. We introduced our new online marketplace – hktcdc.com – in April. Customers responded by making more online enquiries than ever, 480,000, which was 66 per cent more than the previous year. The media was equally welcoming of our new website efforts, with hktcdc.com earning several international awards, including "Best Small Business Website" from the US-based Web Marketing Association.

Beyond the new look, the revamped website is also the cornerstone of our Integrated Marketplace, which for the first time truly presents the HKTDC as a one-stop solution for buyers and sellers. Now, our exhibitions, publications and online services provide added value when used together.

### Helping Our SMEs

While helping improve the way Hong Kong companies buy and sell, we also moved to assist local businesses affected by the poor economy. Soon after October's financial collapse in the United States, which severely disrupted trade flows to mature markets, we introduced a HK\$120 million assistance package for Hong Kong companies. The package provides subsidies in the form of cash coupons to help Hong Kong exhibitors strengthen their marketing efforts, as well as assisting first-time overseas buyers to come to our fairs.

整體而言，我們的展覽會於嚴峻的經濟氛圍下仍然表現理想。參展商數目稍微超過我們的目標水平，而買家數目的跌幅亦比預期中少。儘管來自成熟市場的買家數目減少，來自新興市場及內地買家的增長，抵銷了大部份跌幅。

我們對首辦香港國際美酒展的成績尤感滿意。該展覽會是在政府撤銷酒稅後，在短時間內籌辦的。超過8,750名買家參觀了美酒展，親嚙來自25個國家及地區共240家參展商的佳釀。是項展覽有助建立香港作為亞洲酒類貿易中心的地位，與此同時，亞洲及中國內地的飲用量日益增長，亦為香港帶來豐厚的商機。

現時，我們舉辦的八項貿易展覽會，是亞洲同類型展覽中規模最大的。香港貿發局香港禮品及贈品展及香港鐘表展，更位列全球第一。此外，我們有數個貿易展覽會都具有潛力成為世界第一。

### 網上採購平台

我們在擴大貿易展覽會場地的同時，亦全面革新我們的網站，將買家及供應商在虛擬平台上聯繫起來。我們於4月重新推廣網上採購平台—hktcdc.com。客戶的反應空前熱烈，提出逾480,000宗網上查詢，較去年增加66%。傳媒對我們革新網站同樣表示歡迎，令hktcdc.com贏取數項國際殊榮，包括在國際互聯網組織「萬維網推廣協會」2008年度WebAward中，獲取「最佳中小企業網站」獎。

革新後的網站，除了換上新面貌外，亦成為了我們綜合推廣平台的基石，為買家及供應商提供一站式解決方案。我們首次把展覽、刊物及網站整合起來，為用家提供增值服務。

### 支援中小企業

去年10月美國金融體系崩潰，嚴重影響成熟市場的貿易流量，我們明白到經濟衰退對本港企業造成打擊，所以立即推出了一系列支援措施，涉款1.2億港元，以協助香港公司在逆境中化危為機。支援計劃包括以現金券形式資助香港參展商加強推廣工作，並資助更多海外買家到訪我們的展覽會。

計劃不單令參展商受惠，同時讓參觀的買家親身了解香港的商貿平台。香港玩具展是2008/09年此

The initiative did more than benefit trade-fair exhibitors. It also enabled visitors to experience the Hong Kong business platform first-hand. The HKTDC Hong Kong Toys & Games Fair was the first of five shows covered in 2008/09 by the package, which has helped nearly 4,000 new buyers visit Hong Kong, 75 per cent of whom were from emerging markets. The initiative will continue through the year.

Complementing the assistance package, we leveraged our good relations with the Dongguan government in the mainland's Guangdong Province to explore ways in which it might assist Hong Kong-invested companies operating there. The result was an MOU signed in January that spells out how Dongguan will make available approximately HK\$1.13 billion to provide subsidies for its manufacturing companies, which includes about 8,700 Hong Kong SMEs registered there.

We also helped Hong Kong's SMEs challenged by the economic downturn by providing solutions to small companies at our flagship event, HKTDC World SME Expo. This December 2008 fair drew more than 50 business missions from around the world, and helped SMEs explore opportunities on the mainland and in emerging markets. The fair also provided an excellent opportunity for local and overseas companies to network with mainland entrepreneurs using the Hong Kong platform to launch their businesses in the global arena.

To keep SMEs better informed of business developments, we revamped our e-newsletters to provide present and future customers with updated information that small businesses should know. Now a weekly, *Hong Kong Trader* is becoming a must-read for those interested in using the Hong Kong business platform, and keeping track of HKTDC events worldwide.



計劃涵蓋的五項展覽中之首項。計劃成功吸引近4,000名新買家訪港，其中75%來自新興市場。計劃將於年內繼續。

我們並與廣東省東莞市政府通力合作，研究援助當地港資企業的方案。1月份，我們簽訂了諒解備忘錄，東莞市政府動用約11.3億港元援助當地的生產企業，當中包括約8,700家在當地註冊的香港中小企業。

我們亦通過旗艦活動—12月舉行的香港貿發局中小企國際推廣博覽為香港中小企業提供全方位的服務，抵抗金融海嘯的衝擊。博覽吸引超過50個來自世界各地的訪問團前來，幫助中小企業發掘內地及新興市場的商機。博覽更為本港及海外企業提供與內地企業建立業務網絡的良機，利用香港作為平台拓展環球業務。

為了使中小企業獲得更快更新的市場情報，我們革新了原有的電子通訊，推出《香港貿發局周訊》，讓有興趣以香港作為業務平台及關注貿發局活動的人士，時刻掌握第一手資訊。

The Executive Director outlines the Council's annual plans during an internal staff briefing in March. Mr Lam is flanked by Alan Wong, Deputy Executive Director, Operations (left) and Eric Tai, Deputy Executive Director, Marketing

今年3月，總裁在一個員工內部簡報會上，向同事講解來年的工作計劃，坐在總裁右方為副總裁黃錦輝，左方為副總裁戴勇牧

### Improving Our Organisation

Regardless of the economic climate, our goal is to utilise our resources to provide the best-possible service to SMEs, always striving to find newer and more efficient ways to achieve maximum results. Doing more with less is our mantra, and today's economic climate means that this is a challenge that must be met.

Our rebranding work continued with the rollout of our revamped corporate look. Now, our products and services are aligned under the HKTDC master brand. The new corporate brand is not a change so much as a progression, striving for an identity that is simple, direct and customer friendly. This means we can more easily communicate the full-service nature and benefits of our HKTDC Integrated Advantage to our customers.

The year 2008/09 was a tough period for many, but I am confident in the Council's ability to help Hong Kong companies get back on track. We will continue to develop the mainland market for Hong Kong brands, while also bringing Hong Kong products and services to new and emerging markets. History has shown repeatedly that when Hong Kong is pressed, it comes back stronger than ever. We will do our utmost to help ensure this happens again.



### 繼續向前

不論經濟氣候如何，我們的目標始終不變，就是善用資源為中小企業提供最佳的服務，並不斷尋求更新更有效率的方法，以取得最佳成績。以有限的資源達到更多目標，正是在現今經濟氣候下我們必須克服的挑戰。

今年，我們繼續重整香港貿發局品牌的工作，除了展示新的企業形象之外，我們亦統一了所有產品及服務於香港貿發局的主品牌之下。這舉措並不是一項全新的改變，我們視之為一個演進過程，以建立一個更簡單、更直接及更貼近客戶需要的形象，讓我們更容易向客戶介紹貿發局全面的服務，體現待客之道。

2008/09年度對很多人而言皆為困難時期，但我很有信心，貿發局能幫助香港企業度過難關。我們將繼續協助香港品牌開拓內地市場，同時在其他新興市場推介香港產品及服務。歷史證明，香港每遇困境，總能重新站起並且變得更強大。我們將竭盡所能，令香港再創高峯。

The Executive Director (right) and Hong Kong SAR Government Secretary for Development Carrie Lam (second from right) visit a group of New Zealand-based wine producers at the HKTDC Hong Kong International Wine Fair in August 2008

總裁與香港特區政府發展局局長林鄭月娥（右二）2008年8月參觀香港國際美酒展中一家紐西蘭釀酒商的展位