

The Year Ahead

The coming year is the first of the TDC's new three-year plan, which will cover the period from 2008/09 to 2010/11.

The Council's strategic objectives for this timeframe will build on accomplishments from the previous plan. This will include further development of Hong Kong brands in the mainland market, and continued penetration by Hong Kong SMEs in overseas emerging markets.

In the meantime, the TDC shall continue to focus on key strengths, such as enhancing its role as Asia's leading sourcing centre and bringing more international companies to the Hong Kong business platform.

The following includes selected action areas for next year:

- attracting more mainland enterprises to use the Hong Kong platform
- helping Hong Kong develop its creative industries
- advancing the TDC's integrated marketing solutions for SMEs
- encouraging and assisting SMEs to move up the value chain
- promoting Hong Kong as Asia's international financial centre

The Council is now implementing the measures stated in its new three-year plan, while realigning its internal resources to best meet customer needs.