



Fred Lam, JP
Executive Director

The year 2007/08 was a year of firsts for the TDC. During this time, we put together our first consumer-focused exhibition in the mainland, organised the first large-scale promotion in Russia and co-organised Hong Kong's inaugural Asian Financial Forum. We achieved these milestones amid efforts to further link our service offerings into a collective, value-adding package for SMEs.

From the Executive Director



Executive Director Fred Lam accepts the award for "Director of the Year" by the Hong Kong Institute of Directors under the category of statutory and non-profit-distributing organisations. Mr Lam dedicated the award to all TDC staff

Our progress in integrating our overall services package was an important step in enhancing our ability to serve the new breed of companies that have scaled, or are rapidly scaling, the value chain. I am referring to small, nimble logistics companies, energetic new tech startups and creative industry SMEs short on business suits but long on ideas, drive and innovative spirit.

These aggressive new companies are already demanding more sophisticated services from us. Not only is this expected, it is desired, as it reflects our own goal to help Hong Kong companies produce higher-value goods and services, ultimately spawning new brands. Our preparation for this did not begin yesterday – it has been a process we have nurtured for years – but over the last 12 months we

have noted some important gains in the ability of local companies to compete, and in our own ability to add value.

I was particularly encouraged by the following results from 2007/08:

- we boosted the number of advertisers on our virtual business platform to approximately 16,800, an all-time high, which helps build critical mass on our portal
- we created demand for Hong Kong goods and services in the Chinese mainland by bringing more companies than ever – approximately 14,800 – to TDC-organised events there



Above: The Executive Director addresses a press conference in St Petersburg, ahead of a business seminar in the northern Russian city. On the same trip, in late September 2007, the TDC brought about 220 Hong Kong companies to Moscow for the first-ever Style Hong Kong exhibition there

Right: At the controls of a marine department simulated vessel, the Executive Director tours the Education and Careers Expo in February 2008. The public fair attracted more than 500 exhibitors from 14 countries and regions



- we also attracted more Hong Kong companies, nearly 3,900, to take part in our events targeting priority emerging markets than at any other time in our history
- we brought in approximately 136,800 companies to do business in Hong Kong, our best-ever result in this area
- we also brought in nearly 300,000 overseas trade buyers to source goods and services at our fairs and experience the Hong Kong business platform

With more people now wanting more sophisticated services, we continued to groom our integrated

services package offering, as is highlighted in this report's "Enabling Trade" section. In this area, we created stronger and easier connections among our three core integrated offerings, namely exhibitions, our product magazines and our growing online marketplace.

For example, in 2007/08 we completed the migration of all exhibitors at major TDC trade fairs to the online platform, along with full company information and display photos. Doing this helps buyers locate the right suppliers more quickly and precisely. It also extends the matching period of trade fairs before and after the actual event.



Above: At a recent briefing, the Executive Director tells 300 employees about the TDC's upcoming goals and direction, while offering staff an early preview of the organisation's new branding

Left: Addressing 200 students at the University of Hong Kong in April 2007, Mr Lam talks about the value of trade to the local economy

Opposite: Under the guidance of the Executive Director, the TDC made strides to enhance its corporate brand and modernise its logo. The enhancements help differentiate the TDC's services in the market and provide clearer information to customers. Here, TDC staff gathers around Fred Lam and the management team, anchored by the updated corporate logo that was first officially unveiled on 31 March 2008



Speaking of trade fairs, we launched another new event this past October. Sports Source Asia drew about 6,500 visitors and nearly 300 exhibitors to its debut show.

We can also report that the HKCEC expansion project is moving along on time and on budget. We look forward to using its new downtown space in the spring of 2009.

Our "Promoting Hong Kong" section reviews how we made new gains in the mainland and emerging markets, while enhancing important promotions here on our own turf.

In September 2007, we helped reinforce Hong Kong's role as an international financial centre by organising the inaugural AFF. This mega-event attracted some of the world's leading financial speakers and more than 800 delegates, including senior government and business leaders from overseas, the Chinese mainland and Hong Kong.

We followed this up just days later by organising the first Style Hong Kong in Moscow exhibition. There, we led some 220 local companies adept in creating vibrant lifestyle-oriented brands to a promising and fast-emerging Russian market.

We organised our first consumer-focused show in Hangzhou last November. Our initiative, which increased the exposure of Hong Kong brands in this key Chinese mainland market, was enthusiastically received. Style Hong Kong Hangzhou drew some 65,000 visitors.

Enabling and promoting the strengths of Hong Kong companies aside, we continued to stand out in the area of "Informing Business". Here, we provided a well-researched flow of information to business people across the world, keeping them abreast of new opportunities in the fast-moving landscape of Asia and, in particular, the mainland.

We also used our intelligence-gathering capabilities to help Hong Kong businesses operating in the PRD region. In particular, we helped them better

understand the implications of the mainland's new measures in outward processing. We hosted information forums, and produced a report, "Implications of Mainland Processing Trade Policy on Hong Kong," which provided recommendations for the Hong Kong, Guangdong and Central governments. We also stood by our toy industry, providing information and organising educational seminars with leading officials from the United States, who received the message that toy safety is a shared responsibility among all concerned parties.

Ahead of the abolition of wine duty in Hong Kong, we conducted a study, "Hong Kong as a Wine Trading and Distribution Centre." The report outlined how Hong Kong may evolve into Asia's leading wine trading hub, and the advantages that this would entail for the local economy.

We summarise our community work and staff-development progress in the final part of our business overview. Called "Acting Responsibly," this section recaps our efforts over the past year to engage and enrich some of our most important stakeholders. I am

speaking of our neighbouring Wan Chai community and our staff, which is spread throughout Hong Kong and across the world in more than 40 offices.

As always, the TDC looks forward to carrying out its timeless mission to create opportunities for Hong Kong companies. It is an interesting observation that the more we assist our companies to move up the value chain, the more important it becomes that we raise our own game accordingly. Part of that pledge has been reflected in the progress we made this past year in enhancing our logo as part of a rebranding programme to better synchronise the look and feel of our customer services.

Finally, we believe that through our own hard work and ingenuity, we will continue to add the value that is expected of us. Times change, our look may evolve, but our promise to serve remains a fixed commitment to Hong Kong and all our stakeholders, both local and worldwide.