

HKTDC services for capturing Asian business opportunities

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Director Italy, Cyprus, Greece and Malta

Athens, 2 March 2023



Business opportunities



Growth markets

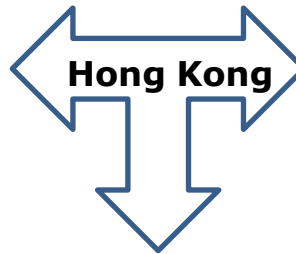
- Mainland China
- Guangdong-Hong Kong Macao Greater Bay Area (GBA)
- ASEAN

Growth sectors

- **Technology & innovation**
 - ❖ Healthcare
 - ❖ Fintech
 - ❖ Creativity/entertainment
 - ❖ etc
- **Sustainability**
 - ❖ Green finance
 - ❖ ESG
 - ❖ Impact investment
 - ❖ etc

GBA-Hong Kong-ASEAN tripartite partnership

- **Gateway to GBA**
- **Gateway to ASEAN**
- **Link between GBA & ASEAN**
- **Link between ASEAN/GBA and rest of the world**



Rest of the world

Greater Bay Area

Opportunities

- Huge consumption market
- Innovation & technology
- Sustainability
- Financial/investment services
- Infrastructure & logistics
- Professional services



Hong Kong can help in growth sectors



Technology & innovation



Healthcare



Fintech



Creative/entertainment



Sustainability

Hong Kong Trade Development Council

- A Hong Kong statutory body established in 1966
- Promotes Hong Kong products and services
- Assists businesses around the world to grow their business through Hong Kong's two-way trade and investment platform



Assists international companies to expand into Mainland China and RCEP bloc, including Greater Bay Area and ASEAN



Facilitates Mainland Chinese outbound investment in both mature and emerging markets



Connects businesses worldwide with Hong Kong partners, including product suppliers and services providers



Promote international cooperation in various sectors (eg technology, creativity, healthcare, sustainability, IP trade)

HKTDC Around the World

香港貿發局全球辦事處

50 global offices, including 13 in Mainland China

NORTH AMERICA 北美洲

- Chicago 芝加哥
- Los Angeles 洛杉磯
- **New York 紐約**
- Toronto 多倫多

LATIN AMERICA 拉丁美洲

- Mexico City 墨西哥城
- Santiago 聖地牙哥
- Sao Paulo 聖保羅

EUROPE 歐洲

- Barcelona 巴塞羅那
- Budapest 布達佩斯
- **Frankfurt 法蘭克福**
- Istanbul 伊斯坦布爾
- London 倫敦
- Milan 米蘭
- Moscow 莫斯科
- Paris 巴黎
- Prague 布拉格
- Stockholm 斯德哥爾摩
- Warsaw 華沙

ASIA 亞洲

- Almaty 阿拉木圖
- **Bangkok 曼谷**
- **Beijing 北京**
- Chengdu 成都
- Chongqing 重慶
- Dalian 大連
- **Delhi 德里**
- Fuzhou 福州
- Guangzhou 廣州
- Hangzhou 杭州
- Ho Chi Minh City 胡志明市
- Jakarta 雅加達
- Kuala Lumpur 吉隆坡
- **Manila 馬尼拉**
- **Mumbai 孟買**
- Nanjing 南京
- Osaka 大阪
- Qingdao 青島
- Seoul 首爾
- Shanghai 上海
- Shenzhen 深圳
- Singapore 新加坡
- Taipei 台北
- **Tokyo 東京**
- Wuhan 武漢
- Xian 西安

HONG KONG 香港
Head Office 總辦事處

MIDDLE EAST 中東

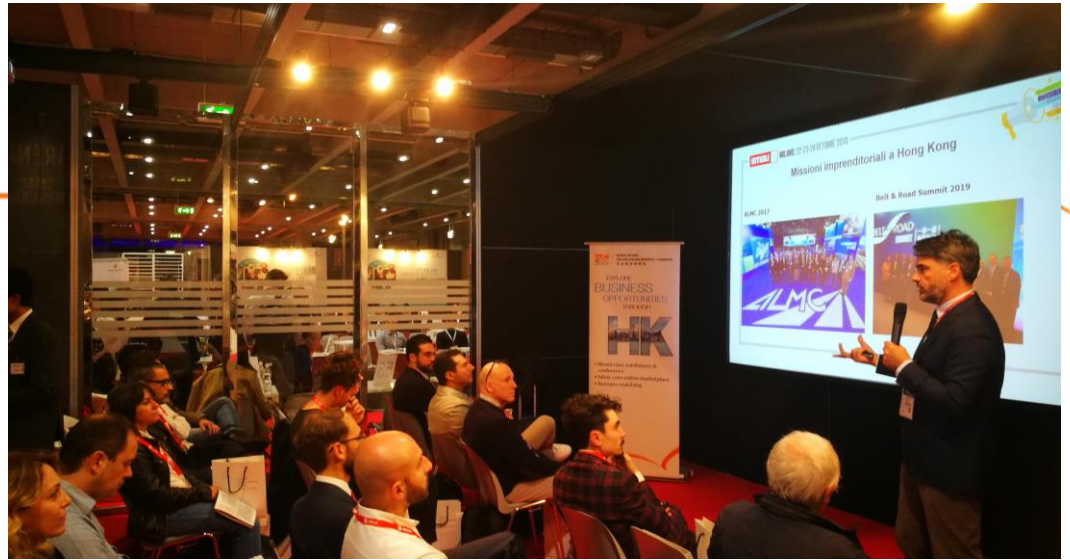
- Dubai 迪拜
- Riyadh 利雅得
- Tel Aviv 特拉維夫

AFRICA 非洲

- Nairobi 奈洛比
- Johannesburg 約翰內斯堡

AUSTRALASIA 澳大利西亞

- Sydney 悉尼

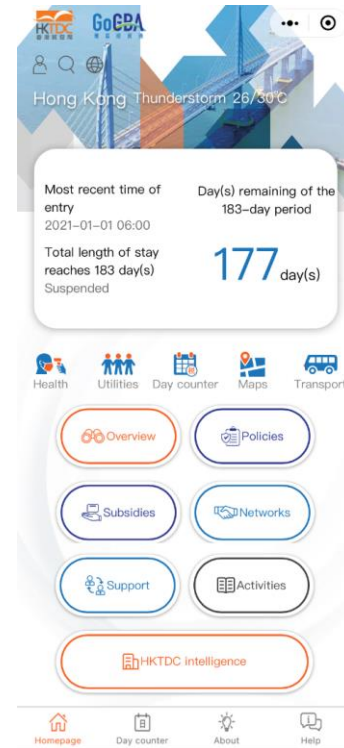


GoGBA one-stop platform

- Instant access to important business information, such as network & contacts, business resources, activities & training, transport, health, day counter for tax, etc.



Scan and open the mini-programme



Cross - border utilities

Useful business content and networks

HKTDC GBA Centre



Intelligence Corner :
Electronic / print
resources



World of GBA :
Seminars, workshops,
training, networking
activities



GBA Connect :
webinars, one-on-
on online advisory
etc

大灣區服務中心

GoGBA



GoGBA Business Support Centre

Shenzhen

Guangzhou

Zhuhai

Dongguan

Zhongshan

Belt and Road Portal



Find Hong Kong Partners

A database of service providers with expertise and project experience

Free Advisory Service

Free consultation with Hong Kong professional institutions and service providers

Search Investment Projects

A database of Belt and Road-related investment projects

Case References

Relevant business cases covering different Belt and Road markets and sectors

Business missions



Mainland China-HK joint investment and partnership missions



Infrastructure & real estate-related services/investment missions



Manufacturing relocation and investment missions



Virtual missions

Hong Kong: platform for Mainland Chinese outbound investment

About 60% of mainland's outward FDI goes to or via Hong Kong

China

Hong Kong

Hong Kong: Ideal channel for Mainland Chinese outbound infrastructure investment

International Conferences



Next HKTDC event | MarketingPulse



MARKETINGPULSE
15 March 2023 In-person | HKCEC

Next HKTDC event | Asian Summit on Global Health



ASIA SUMMIT ON
GLOBAL HEALTH
亞洲醫療健康高峰論壇

The Voice in Innovation and Investment
引領·創新·投資

17/5/2023 Hong Kong | In-person

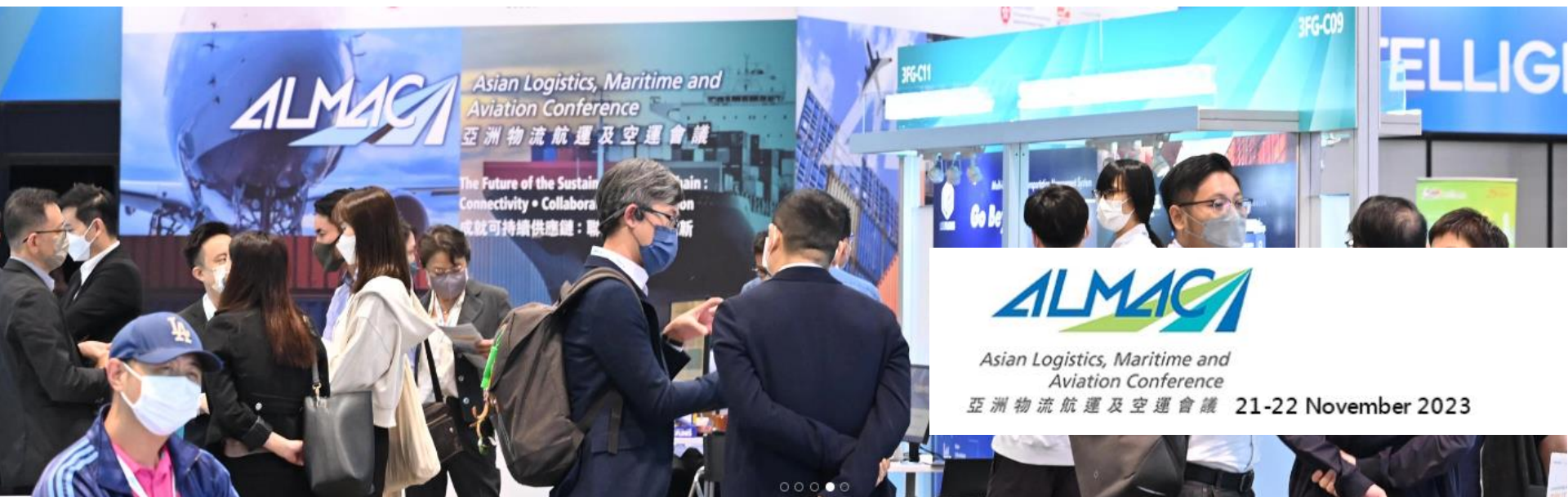
18/5/2023 Online Only

Next HKTDC event | Belt and Road Summit



BELT and ROAD
SUMMIT | 一帶一路
高峰論壇 | 13-14 / 9 / 2023
Hong Kong

Next HKTDC event | Asian Logistics, Maritime and Aviation Conference



Trade Fairs



Toys & Games Fair



Baby Products Fair



Jewellery Show



Diamond, Gem
and Pearl Show



Fashion Week



Lighting Fair



Electronics Fair



Houseware Fair



Gifts &
Premium Fair



Printing &
Packaging



Watch &
Clock
Fair



electronicAsia



Outdoor and
Tech Light Expo



Optical Fair



Eco Expo Asia



Medical Fair



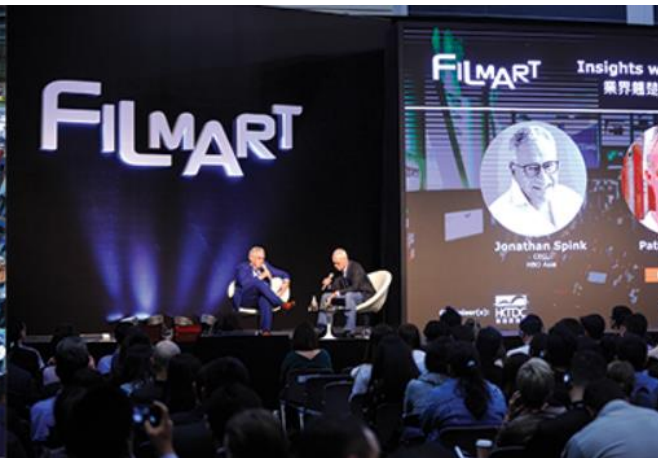
百港國際影視展 線上版



Licensing Show



Next HKTDC event | **Filmart**



Hong Kong International Film & TV Market (FILMART)

香港國際影視展

13-16 MAR 2023



Next HKTDC event | InnoEx



香港國際創科展

12-15 APR 2023
12-22 APR 2023

Hong Kong Convention and Exhibition Centre
Click2Match

Hong Kong: regional trading hub

● Distribution centre for fine wine & food



**HKTDC Hong Kong Int'l
Wine & Spirits Fair**
3-5 November 2023



HKTDC Food Expo
17-21 August 2023

Hybrid Trade Fairs

Italian Pavilion at the Jewellery Show

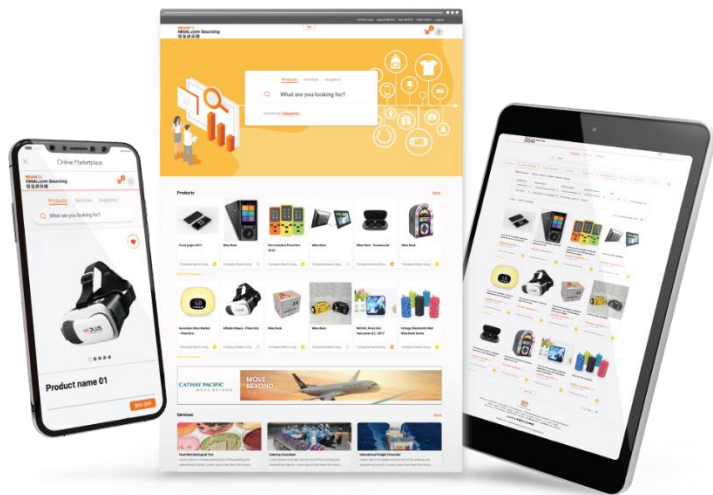


Hong Kong Int. Jewellery Show 1 March 2023



hktdc.com Sourcing

Complements TDC's trade fairs to complete buyers' sourcing journey



- Launched since **2000**
- **Buyer-driven business matching expertise** and professional customer support
- **Trusted online marketplace** to expand your business with Mainland China, Asia and the world



2,000,000+
Registered buyers



130,000+
Quality suppliers



570,000+
Number of products



24,000,000+
Business connections
(annual)

Business Matching

CLICK MATCH
商對易

Smart Business Matching



Matching Referrals by AI Tech



Meeting Planner



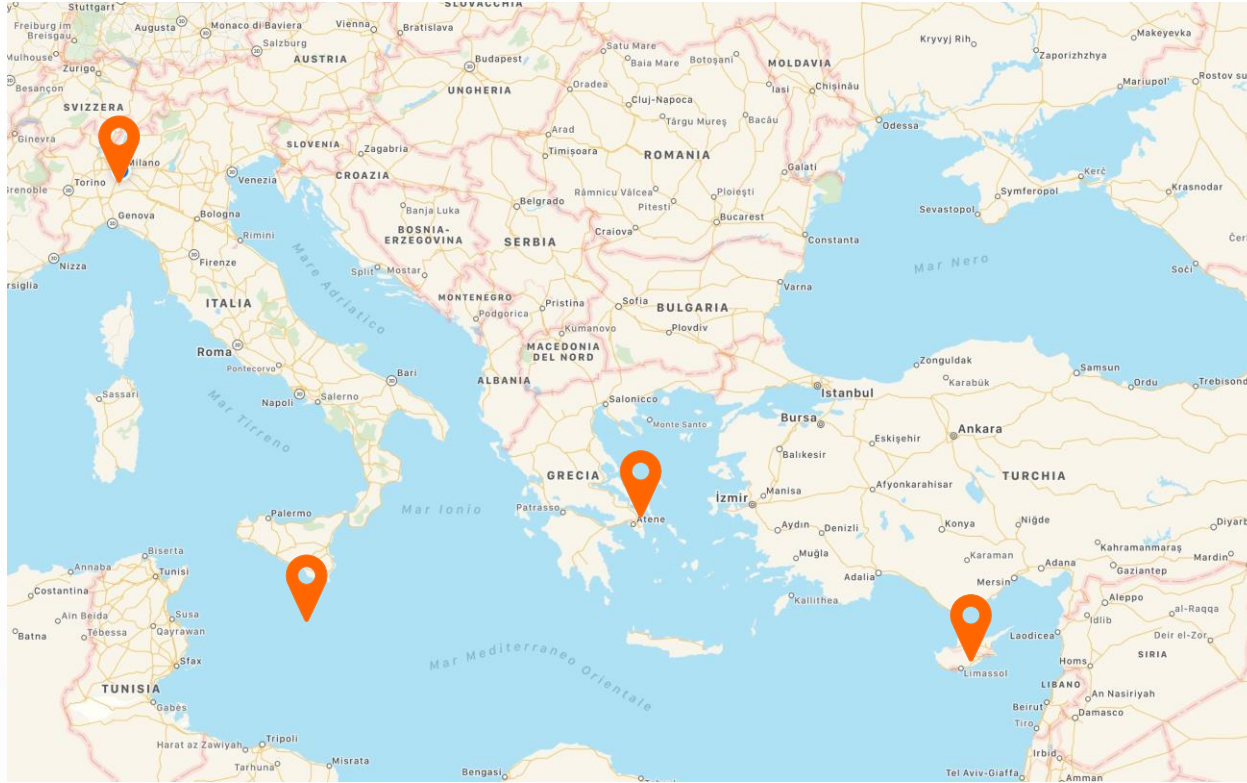
Video Meeting



Live Chat



Contact Exchange



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Kung Hei Fat Choi
Thank you

Your business
Our mission

