



Business Opportunities with Hong Kong HKTDC Offers 3-in-1 Integrated Solution

Bangkok, 21 Sept 2010 – Mr Benjamin Chau, Deputy Executive Director of the Hong Kong Trade Development Council (HKTDC), is visiting Bangkok to meet with top business associations to intensify the economic partnership between companies from Thailand and Hong Kong.

Thailand is the 2nd largest economy in the 10-nation ASEAN. It is Hong Kong's 13th largest export market and 8th largest import source. In the first seven months of 2010, Hong Kong's exports to Thailand surged by 38% to USD2.3 billion (THB72.73 billion), whereas imports from Thailand showed an even more significant increase of 42% to USD5.5 billion (THB168.9 billion).

Business Opportunities with Hong Kong – the World's Freest Economy

For the 16th consecutive year, Hong Kong ranks as the world's freest economy in the 2010 Index of Economic Freedom. As a well-established international trade hub, Hong Kong's competitive tax regime, respect for property rights, flexible labour market, and efficient financial regulatory framework are only some of its business-friendly features. Adding further to these advantages is Hong Kong's enviable geographical location at the heart of Asia and gateway to the Chinese mainland. Within a five hour flying radius of Hong Kong International Airport, half of the world's population can be reached.

With such business-friendly characteristics, Hong Kong is also the 2nd largest source of FDI in Asia. As a FDI recipient, it is the 2nd largest in Asia, and the 4th largest in the world.

HKTDC – An International Marketing Arm Helping Traders

The HKTDC, with over 40 global offices, including 11 on the Chinese mainland, connects millions of international buyers and sellers efficiently through its integrated trade promotion solution. The powerful 3-in-1 package it offers includes international trade shows, online marketplace and product magazines, all working together in different aspects to help companies expand their business network.

1) Trusted Online Platform

HKTDC Online Marketplace (www.hktdc.com) is a powerful and trusted online marketplace featuring more than 120,000 quality suppliers from Hong Kong and overseas, whose information and certificates are verified by third-party authentication companies. The HKTDC also pioneered to launch a new Buyer Reference Service in 2010, which enables suppliers to check the backgrounds of online buyers, thereby assisting them in identifying high-potential leads as well as boosting their confidence. Aiming to connect buyers and suppliers in the fast-moving world, the HKTDC has launched the first iPhone application for business-to-business (B2B) sourcing and access to trade fair information.

hktdc.com attracts over one million worldwide buyers, including those visiting buyers of the HKTDC trade fairs. Through the online marketplace, Thai companies can showcase their products

or services, receive buying leads, enjoy priority referral to visiting buyers of related HKTDC trade fairs, and receive relevant buyers lists.

2) International Trade Fairs

Striving to connect companies with buyers from around the world, the HKTDC organises over 30 trade fairs a year in Hong Kong, 10 of which are the largest of their kind in Asia, and 3 of which are the largest in the world.

As a member of ASEAN, Thailand benefits from the setup of the China-ASEAN Free Trade Area (CAFTA). Over 90% of products traded between Thailand and China are now tariff-free. To reach quality buyers, international trade fairs organised by the HKTDC are excellent platforms that should not be missed. In 2009/10, the HKTDC trade fairs drew more than 608,000 buyers from all around the world, an increase of 8% over the previous year. This included nearly 124,000 from the Chinese mainland, up more than 27% over the previous year.

During 2007-09, a total of more than 1,270 Thai companies exhibited at the HKTDC's international trade fairs to expand their business network, whereas close to 16,600 Thai buyers sourced at the fairs.

Asia's largest spring jewellery show, the **HKTDC Hong Kong International Jewellery Show**, will take place during 4-8 March 2011. At its last edition, more than 240 Thai jewellery companies took advantage of the show to connect with over 32,000 buyers from 123 countries and regions by setting up a Thailand Pavilion. The event featured more than 2,600 exhibitors from 44 countries and regions – more than a 12% increase from 2009.

Besides jewellery, household goods represents an important group of trade items between Thailand and Hong Kong. The **HKTDC Hong Kong Houseware Fair**, the largest of its kind in Asia, will return during 20-23 April 2011. At its last edition, close to 80 Thai companies recognized Hong Kong's competitive edge and participated in the fair to connect with buyers. The fair had a special zone called ASEAN Select to showcase the handicrafts and home decoration items of more than 100 exhibitors from Thailand, Indonesia, Malaysia, the Philippines and Vietnam. Another highlight zone is the World of Pet Supplies, which covers a wide range of pet-related products and services and features mini-pet parades, giving buyers an up-close view of the latest pet clothing and accessories.

Taking place concurrently with Houseware Fair in April 2011 is the 2nd edition of the **HKTDC Hong Kong International Home Textiles Fair**, which showcases home textiles products such as bedroom, kitchen, interior, and bathroom textiles. When the fair debuted in 2010, both exhibitors and buyers welcomed this dedicated trading platform of home textiles products, as it facilitates efficient matching between buyers and suppliers of such goods.

Celebrating its 26th edition in 2011, the **HKTDC Hong Kong Gifts & Premium Fair**, the world's largest event of its kind, will also take place in April, during 27-30 April. The last edition was the biggest to date, with 4,000-plus exhibitors from 36 countries and regions. Coming through the doors, eager to source from these top-quality suppliers, were 48,945 buyers from 141 countries and regions. The fair will have different themed zones for suppliers to present their products to the best possible effect, ensuing they connect with the best buyers possible. Some of the new zones are Green Gifts, Personal & Well-being Gifts and Tech Gifts.

Garment-related goods such as textiles, clothing, clothing accessories, and footwear are another group of important trade items between Hong Kong and Thailand. In the first seven months of 2010, exports of garment-related goods from Hong Kong to Thailand amounted to an enormous USD186

million (THB5.7 billion), while imports of such items from Thailand to Hong Kong totalled USD93 million (THB2.9 billion).

In the coming January, the HKTDC will stage Asia's largest fashion event – the **HKTDC Hong Kong Fashion Week for Fall/Winter** (17-21 Jan 2011). Exhibitors will be categorised into different product zones including Fabrics & Yarn, Sewing Supplies, and Garment Mart. For footwear companies, the World of Fashion Accessories zone will be their perfect showcase venue. The concurrent event, the **HKTDC World Boutique, Hong Kong** (17-21 Jan 2011), which features branded collections in garments, accessories, and lifestyle products, will bring an extra source of buyers to the fair.

3) Peerless Product Magazines

The HKTDC also publishes 15 specialised **product magazines** and dozens of supplements which reach five million global buyers in more than 200 countries and regions annually. Packed with quality suppliers and exhibitors, the HKTDC's product publications are also the official magazines of the world-renowned HKTDC trade fairs, featuring essential event highlights, exhibitor list and the floor plan. Besides wide distribution at trade fairs in Hong Kong and overseas, HKTDC also mails the magazines direct to key decision makers in its database. All the HKTDC product magazines are available in electronic format, which will be emailed to buyers for faster access and timely update. Thai companies can reach serious buyers from around the world including quality trade fair visitors by advertising in both print and online magazines.

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