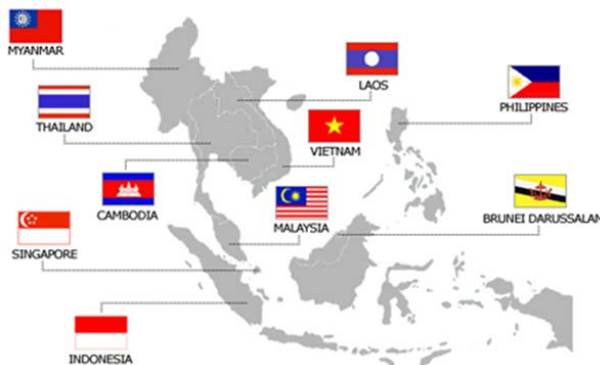


Unleashing Canada-Hong Kong-Asia Business Potentials

Andrew Yui
Director, Canada
Hong Kong Trade Development Council

Unleashing Canada-Hong Kong-Asia Business Potentials

Opportunities Risks



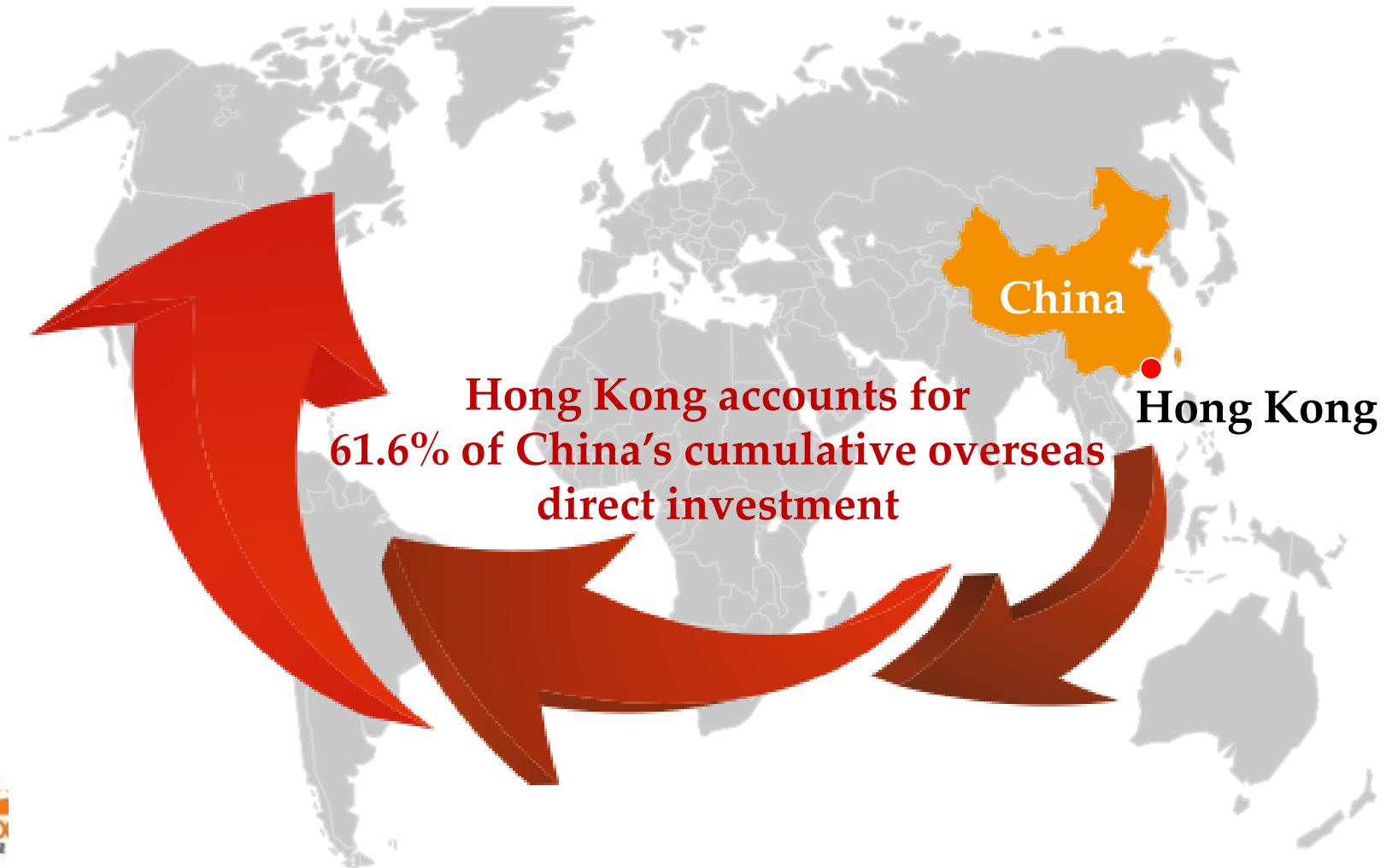
Hong Kong: An international city in Asia

Hong Kong: The Asian city that speaks your language



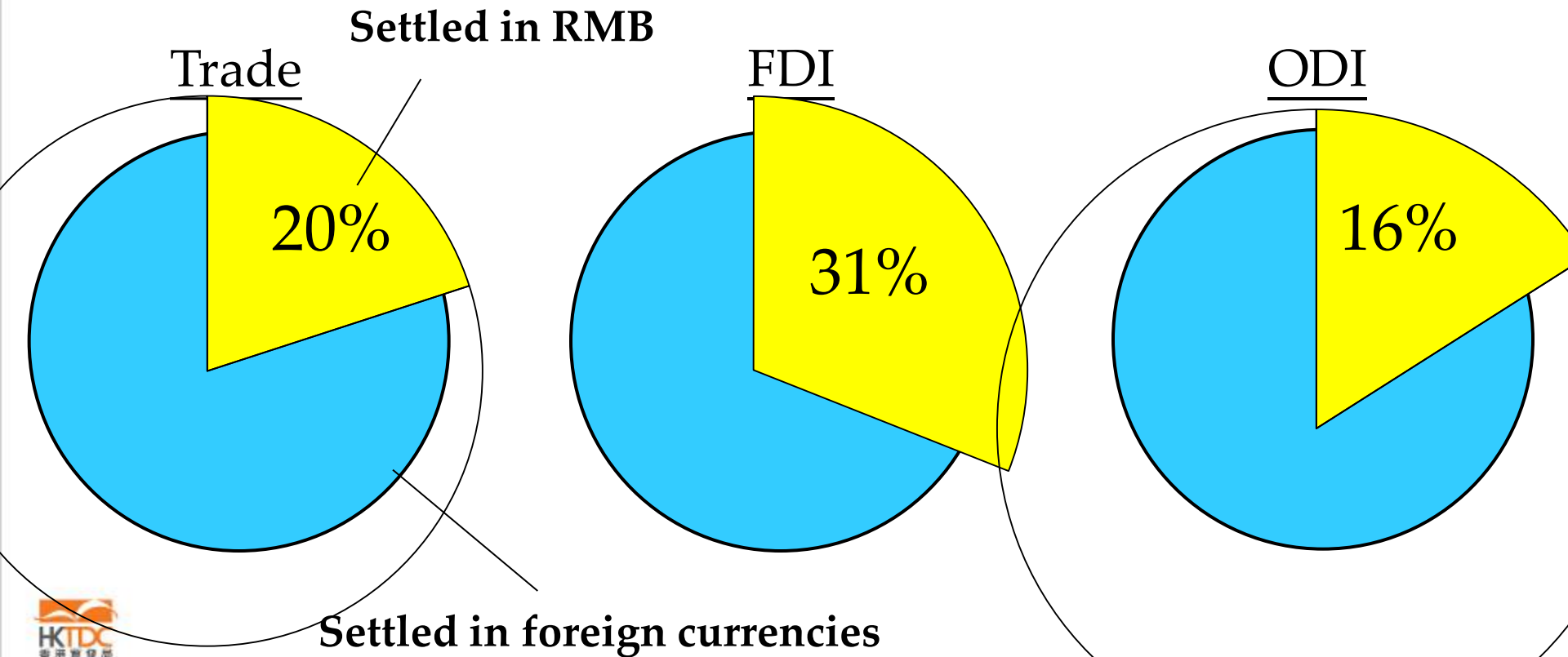
... the language of *international business*

China: Growing Outward Investment Trend



Expanding Use of RMB

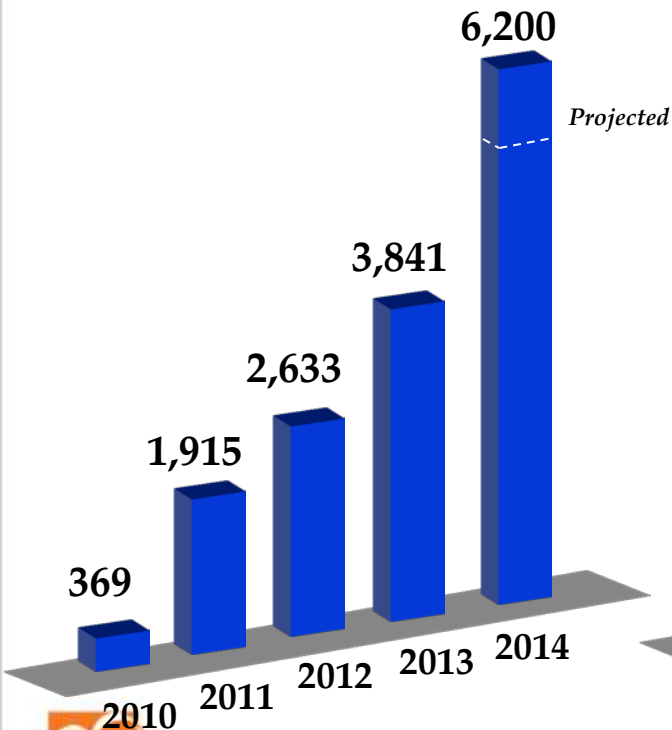
China's External Transaction in 2014:



Hong Kong Global Hub for Offshore RMB Business

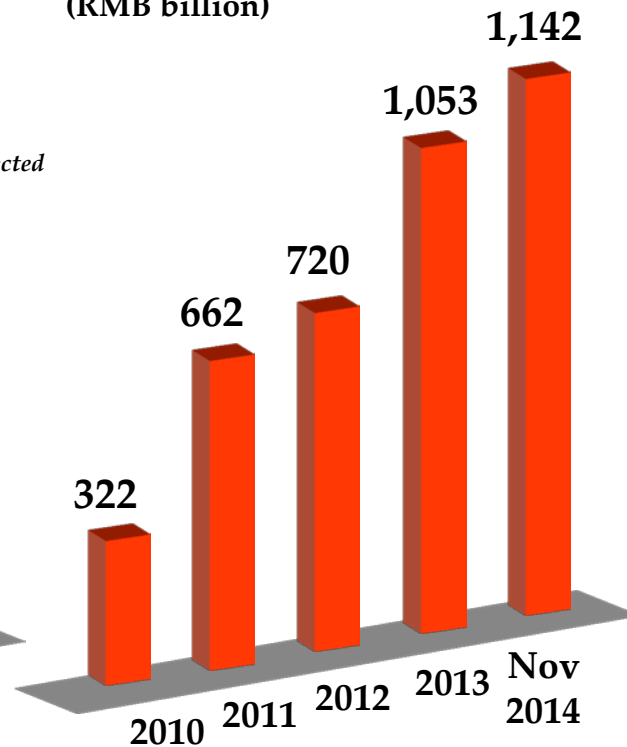
Most Active RMB Trade Settlement Hub

RMB trade settlement
(RMB billion)



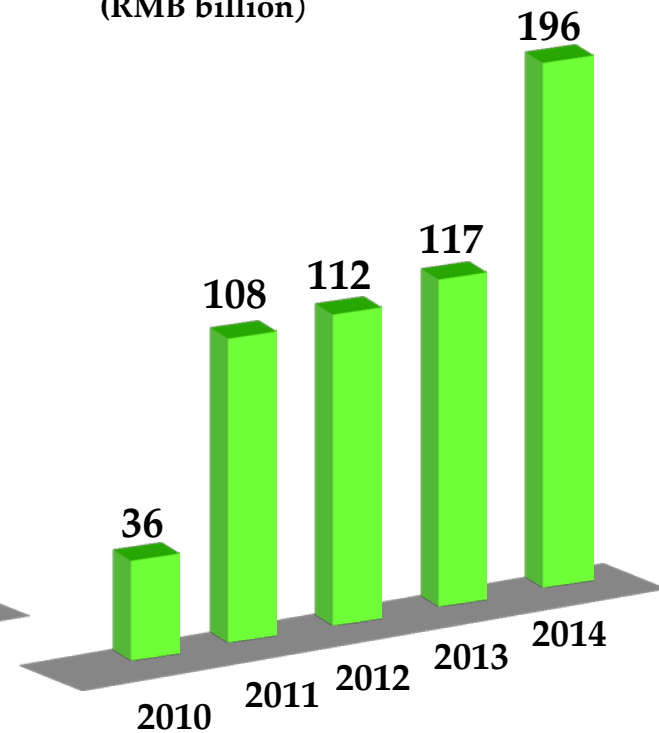
Largest Offshore RMB Liquidity Pool

RMB deposits
(RMB billion)



Largest Offshore RMB Bond Market

RMB bond issuance
(RMB billion)



Your Business Plan

Market Intelligence

Business Partners

Going to the Market



Hong Kong Trade Development Council (HKTDC) – Global Network

Head Office: Hong Kong

Europe:
11 Offices

Americas:
7 Offices

Middle East & Africa:
2 Offices



Chinese Mainland:
13 Offices

Rest of Asia:
10 Offices

Australia:
1 Office

Hong Kong Trade Development Council (HKTDC)

Market Intelligence

Business Matching

Missions and Trade Fairs



HKTDC's 4-in-1 Integrated Marketplace: Connecting Buyers and Sellers – Online + Offline

World-class
Trade Fairs

*Fully integrated with
other platforms*



**Business
Matching**



**Trusted
Online Marketplaces**

**hktdc.com
SMALLORDER**

**Product
Magazines**
Covering various
Industries



**Premier
Buyer
Meetings**



Mobile Application
Anytime, Anywhere

HKTDC
Product
Magazines App
(with QR code
scanner)

Effective Sourcing & Marketing Platform

HKTDC Fairs



Unrivalled Scale



Winning Internationality



**Unparalleled
Multitude
of Brand Names**



**Lifestyle &
Marketing
Activities Galore**



**Publicity
Spotlight**



**World-class
Standards**



**Global Network
Beyond Compare**

37 Windows of Opportunity

Multiplier-Partners



Government of Canada
Consulate General of Canada

Gouvernement du Canada
Consulat général du Canada



Hong Kong Economic &
Trade Office (Canada)
Hong Kong Special Administrative
Region Government



37 Windows of Opportunity

Finance (Jan)

Education (Feb)

Film (March)

ICT (April)

Medical Devices (May)

Food (August)

Clean Tech (October)

Logistics (November)

Wine (November)

IP Trading (December)



37 Windows of Opportunity

Toys & Games (Jan) **Fashion** (Jan)

Diamond, Gem & Pearl; Jewellery (March)

Electronics; Houseware;

Gifts & Premium;

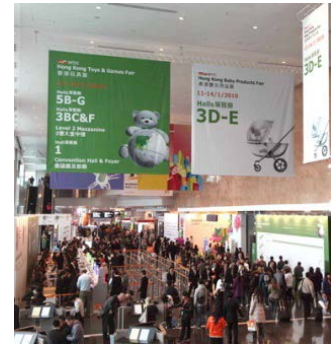
Printing & Packaging (April)

Food; Tea (August)

Watch & Clock (Sept)

Lighting; Building (Oct)

Wine; Optical (November)



38th Window of Opportunity: Bringing Hong Kong and Asia to Canada

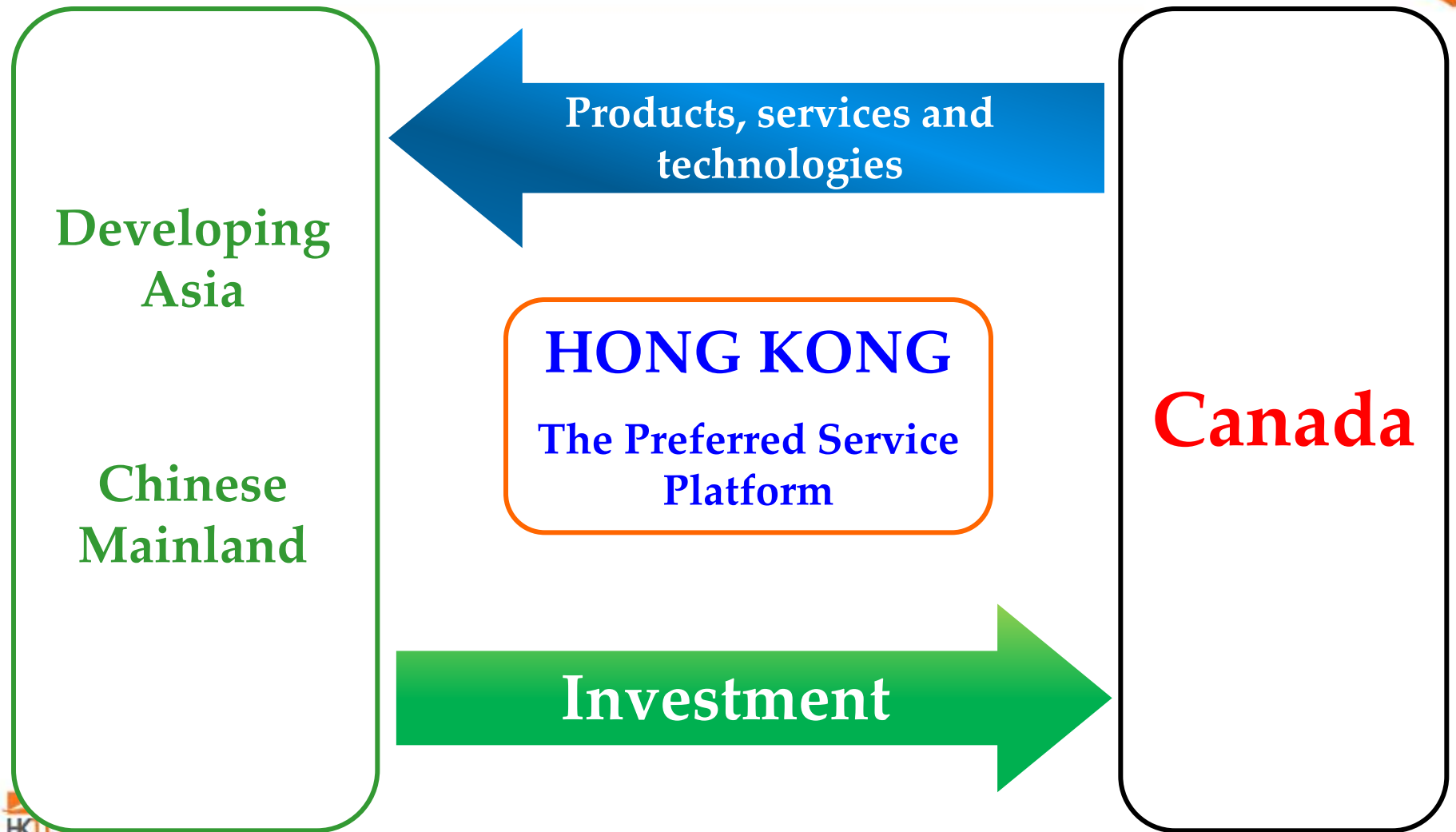
June 8, 2015, Toronto

think
ASIA
think
**HONG
KONG**

A graphic consisting of three overlapping circles: a solid pink circle at the top, a blue ring-shaped circle to the right, and a smaller blue ring-shaped circle below the pink one.

邁向**亞洲**
首選**香港**

Think Asia, Think Hong Kong, June 8, 2015, Toronto



“Think Asia, Think HK” series



Sept 2011



May 2012



Jun 2013



Oct 2014



+



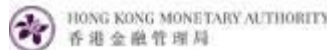
June 2015

TATHK 2015

Hong Kong Partners



Hong Kong Economic & Trade Office
New York



TATHK 2015

Canadian Partners



Foreign Affairs, Trade and
Development Canada

Affaires étrangères, Commerce
et Développement Canada



TFSA | TORONTO FINANCIAL
SERVICES ALLIANCE



Markham
Board of Trade
MARKHAM'S PREMIER BUSINESS ASSOCIATION



calgary economic developme
be part of the energy



TATHK 2015, Toronto, Programme

June 8, 2015 (Monday) – Fairmont Royal York Hotel

8:45 am – 12:30 pm: Main Symposium

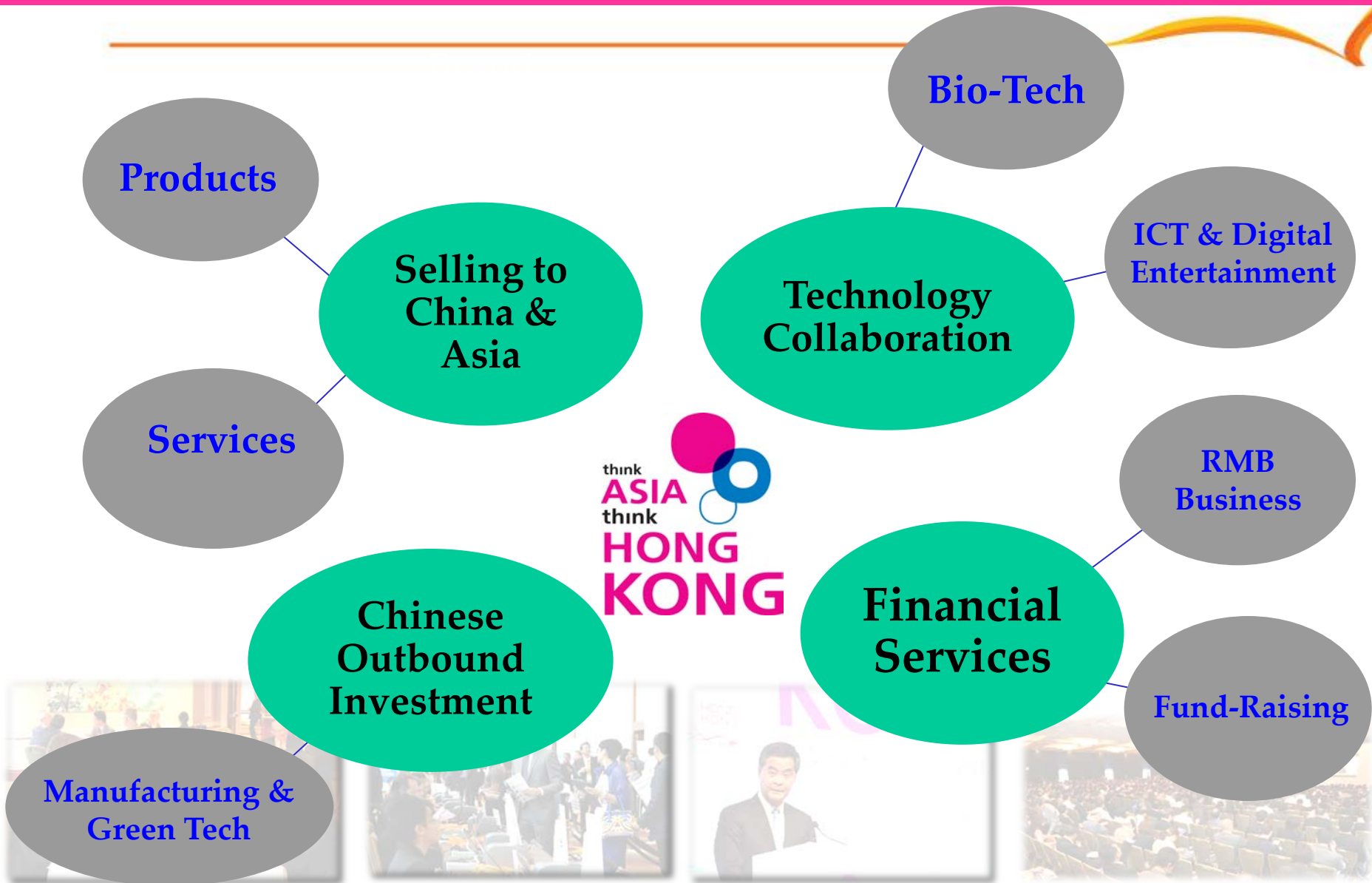
12:30 – 2 pm: Networking Lunch

**2 – 5:30 pm: Concurrent Thematic Sessions and
Business Matching Meetings**



THE *Fairmont*
ROYAL YORK

Concurrent Breakout Sessions



TATHK 2015 Programmes

- Main symposium & Breakout sessions
- Free consultations by Hong Kong services providers
- Pre-arranged one-on-one business matching meetings
- Business missions to Toronto



Business Missions to Toronto

Chinese Outbound Investment

Automation and clean manufacturing technologies

With Guangdong

Food & Wine

Wine and gourmet products

ICT & DE / Technology

ICT / Digital Entertainment (DE) cooperation

TATHK 2015 – Business Support Zone

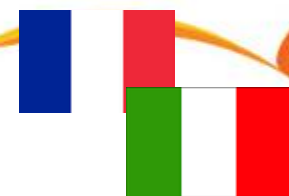


Free consultations on practical tips of doing business in Asia and the Chinese mainland

- Accounting services
- Legal services
- Marketing & Branding
- Financial services



“Think Asia, Think HK” series



No. of **attendees** at
symposium

930+

2,500+

2,300+

1,900+

No. of **Hong Kong
& mainland
delegates**

108

131

201

174

No. of **journalists**
attending the events

43

90+

80+

90+

No. of **Business
matching meetings**

560+

480+

900+

1,500+

Updated Information and Registration

Dedicated website:

www.thinkasiathinkhk.com/2015

HKTDC Toronto Office:

Julie Au

juliana.yb.au@hktdc.org

416-366-3594

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think
ASIA
think
HONG
KONG

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