

**Legislative Council Panel on Commerce & Industry**

**The Policy and Role of Trade Development Council**  
**in Organising Trade Fairs**

**Purpose**

This paper sets out –

- (a) the Trade Development Council's (TDC) policy and role in organising trade fairs and exhibitions;
- (b) whether TDC's activities amount to unfair competition with the private sector;
- (c) TDC's collaboration with the private sector and how it promotes the development of the exhibition and convention industry in Hong Kong; and
- (d) the Government's policy stance and its monitoring role over TDC.

**The Administration's views**

2. TDC has prepared the enclosed paper which covers items (a) to (c) above.

3. On item 1(d) above, Members may wish to note that TDC is a statutory body established under the Hong Kong Trade Development Council Ordinance (Cap. 1114) which provides that the functions of TDC are to -

- (a) promote, assist and develop Hong Kong's trade with places outside Hong Kong, with particular reference to exports; and
- (b) make such recommendations to the Government as it sees fit in relation to any measures which it considers would achieve an increase in Hong Kong's trade.

4. The Administration is of the view that organising trade fairs or exhibitions is one of the most effective means to promote Hong Kong exports, and that such activities are fully consistent with TDC's statutory functions. The Administration notes that Hong Kong enterprises in the manufacturing and services sectors support strongly the organisation of trade fairs by TDC and participate actively in these fairs. The Administration supports TDC's views and responses on items 1(a) to (c) above, as contained in the enclosed paper, and agrees with TDC's conclusion in paragraph 14 of the paper.

5. On the Administration's monitoring role over TDC, the budget and expenditure of TDC are subject to the Administration's scrutiny as stated in the Hong Kong Trade Development Council Ordinance. For instance, for each financial year, TDC has to forward a programme of its proposed activities and budget estimates to the Chief Executive for approval. TDC is required to set out in its estimates the source of all incomes and the distribution of all major expenditures. TDC also needs to submit to the Chief Executive an audited statement of income and expenditure, and a statement of assets and liabilities, every year.

6. Further, the Secretary for Commerce, Industry and Technology and the Director of Information Services are *ex officio* members of TDC. The Administration also keeps in close contact with the management of TDC on a regular basis. These arrangements enable the Administration to ensure that TDC's activities are consistent with its statutory functions.

### **Looking Forward**

7. The Administration will encourage TDC to step up its efforts to communicate with the business community on its role as a trade fair organiser and the value of these events to Hong Kong's manufacturers, exporters and service providers.

**Commerce, Industry and Technology Bureau  
December 2003**

## Enclosure

### **The Work and Role of the Trade Development Council in Promoting Hong Kong's Trade Through Organising Trade Fairs**

#### **Summary**

This paper explains the policy and role of the Trade Development Council (TDC) in organising trade fairs, responds to the concerns whether TDC's activities amount to unfair competition with the private sector, and outlines TDC's collaboration with the private sector and its role in promoting the exhibition industry in Hong Kong.

#### **(1) Objectives and characteristics of TDC's fairs**

##### **TDC's statutory functions**

2. According to the Hong Kong Trade Development Council Ordinance, the basic functions of TDC are to "to promote, assist and develop Hong Kong's trade with places outside Hong Kong, with particular reference to exports". Organising trade fairs is one of the most effective ways for TDC to help Hong Kong companies promote exports and to perform its statutory functions. Small and medium-sized enterprises (SMEs) can meet with overseas buyers without having to leave home, thus enhancing the effectiveness of their promotional activities.

3. Other trade promotion organisations in Asia also organise trade fairs on a regular basis. These include the China Council for the Promotion of International Trade (CCPIT), Korea Trade-Investment Promotion Agency (KOTRA), Japan External Trade Organisation (JETRO), Malaysia External Trade Development Corporation (MALTRADE), Foreign Trade Department of Thailand (EDP) and Taiwan's China External Trade Development Council (CETRA). These are Government departments, semi-Government organisations or Government subvented bodies.

4. TDC has a long history in organising trade fairs, which began in 1970 when the Hong Kong Garment Fair, the precursor of Hong Kong Fashion Week was held. Since then, TDC has launched specialised trade fairs for Hong Kong's major manufacturing and services sectors, including toys, jewellery, watch and clock, gifts and premium, houseware, electronics, optical products and information technology. These fairs

have the support of the leading chambers of commerce in Hong Kong. Industry associations act either as co-organisers or supporting organisations in holding these fairs with TDC. This laid the foundation for TDC to promote Hong Kong exports (see Appendix 1 for details of TDC's exhibitions in respect of Hong Kong's major industries).

5. TDC does not subsidise its exhibitions with public money since exhibitors can gain orders and sales from the events. The revenue generated by organising trade fairs is used entirely to fund TDC's non-revenue generating services in support of Hong Kong companies. These services include business matching, research, internet portal, business advisory services, business information centre and overseas trade promotions etc. Government subvention to TDC was cut sharply by 40% from over \$500 million in 1996 to \$300 million in recent years. However, TDC has managed to strengthen its services by increasing the number of trade promotion events to more than 300 a year. TDC's operating strategy in organising fairs takes much credit for this.

#### **Characteristics of TDC's fairs**

6. The objectives of holding TDC's exhibitions differ from those organised by the private sector in the following respects:

- (i) **Top priority for industry promotion**—Promoting Hong Kong's exports rather than making profit is the first and foremost consideration of TDC in organising exhibitions. For instance, the Hong Kong International Film & TV Market (FILMART) and Hong Kong Information Infrastructure Expo & Conference (II Expo) do not generate any profit. However, TDC continues to allocate resources to stage these events to help meet the industries' promotional needs.
- (ii) **Support of industry associations**—All TDC's exhibitions are supported by industry associations and the leading chambers of commerce (see Appendix 2). In organising a trade fair, TDC holds extensive consultations with the respective TDC Advisory Committees. For some fairs, the industry association plays the role of co-organiser, or representatives of the leading chambers of commerce serve as members of the organising committee. This practice ensures that TDC's fairs are tailor-made to meet the industries' needs.

- (iii) **Concern for SMEs**— As a statutory body promoting Hong Kong's external trade, TDC has been particularly supportive of SMEs. In end 1997, the Asian financial crisis damaged Hong Kong's economy. TDC responded by freezing its exhibition participation fees for three years. Since 2001, the fees have been further reduced by 3%-22% to help SMEs utilize the exhibitions to promote their products.

7. TDC's exhibitions offer the following high quality supporting services to exhibitors, without taking profits into consideration:

- (i) Thematic pavilions promoting Hong Kong brands and design with the aim to promote Hong Kong's overall competitiveness and the images of different industries.
- (ii) Seminars inviting overseas industry experts to speak on international product and market trends. The seminars are held free of charge.
- (iii) On-site surveys to report the latest market and product developments to the industries.
- (iv) An on-the-spot safeguard mechanism for international property rights (IPR) to enhance Hong Kong's international reputation for IPR protection.
- (v) Business matching services for buyers and exhibitors through TDC's global network.

## **(2) Collaboration with the private sector**

8. TDC plays the role of a promoter of Hong Kong exhibition industry. There is ample room for development of private exhibition companies. Among the large scale exhibitions held in Hong Kong every year, those organized by TDC only account for a small fraction. Among the 150 trade fairs held in the Hong Kong Convention and Exhibition Centre (HKCEC) in 2002, only 20 were organised by TDC, which accounted for only 13%. Owing to commercial reasons, the relevant figures on other exhibition venues are not available. If the latter figures are also taken into consideration, the number of exhibitions held by TDC will account for an even lower percentage of the exhibitions held in Hong Kong. Further, TDC only organised one of the 14 new fairs held in 2002, which is 7%.

9. In compliance with the industry practice, the private management of HKCEC staggers bookings for exhibitions of similar themes by reasonable intervals. TDC also recognises the importance of providing room for development of the private sector. TDC would therefore only organise exhibitions of new themes when there is a need from the individual industries and the private sector has no intention to organise such exhibitions.

10. TDC would collaborate with the private sector or other industry associations to organise exhibitions where appropriate. For instance, TDC and the Hong Kong Exporters' Association jointly organises the Hong Kong Gifts and Premium Fair; the ElectronicAsia and Hong Kong Stationary Fair are jointly organised by TDC and the private sector. In the case of the Sourcing Show for Gifts, Houseware and Toys to be held in July 2004, TDC had offered to co-organise it with the complaining company, but the company did not consider it commercially viable. This is precisely where TDC and the private sector differ, i.e. assisting Hong Kong enterprises to promote businesses is the former's main consideration, whereas profit-making is the primary goal of the latter.

11. As the company mentioned in paragraph 10 had written to the Legislative Council objecting to TDC's holding an additional exhibition in July, TDC carried out in-depth studies (Appendix 3) and comprehensive surveys (Appendix 4), and concluded that:

- (i) there were untapped sales opportunities in July for Hong Kong enterprises;
- (ii) The July fair would provide an additional sales opportunity for the toys, gifts and houseware industries in the summer as well as help them save overseas marketing expenses. A clear majority (90%) of the exhibitors under survey indicated that they would participate, or participate where appropriate, in the fair;
- (iii) The July fair would fill a slot left vacant by private fair organisers, it therefore would not compete with any similar event. In fact, nearly 90% of the exhibitors, who responded that they would join the July fair, also indicated that they would participate in similar events scheduled for January, April and October.

Based on the above analysis and from the perspective of the overall

interest of Hong Kong, TDC considers that the July fair would not only create new sales opportunities for the toys, gifts and houseware industries, but would also attract large numbers of buyers to the Hong Kong benefiting other sectors of the economy as well. TDC sees a need to act quickly on the proposed fair so as not to lose the opportunities to other cities. This is a competition between Hong Kong and other Asian cities, but not one between TDC and other Hong Kong fair organisers.

### **(3) TDC's promotion in Hong Kong Exhibition Industry**

12. Over the past three decades, TDC has been the founder and promoter of the Hong Kong exhibition industry. HKCEC, constructed under TDC's efforts, laid a solid foundation for the industry. While performing its basic functions steadfastly, TDC also helps create enormous room for development of the industry.

13. TDC employs the following strategies in promoting Hong Kong exhibition industry:

- (i) **Providing the necessary facilities to the industry**—In 1988, Phase I of HKCEC was completed serving as a leading venue for promoting Hong Kong's many industries. The facility also laid the foundation of Hong Kong exhibition industry.

In 1997, the HKCEC Phase II came on stream offering additional facilities for further expansion of the industry. Two years after the completion of Phase II (1999), an additional 11 regular trade fairs were added to the annual schedule. This showed the rapid development of the industry.

Completion of the HKCEC Phases I and II gave a strong boost to Hong Kong convention and exhibition industry. Since 1997, the membership of the Hong Kong Exhibition & Convention Industry Association (HKECIA) has grown by over 40% -- from less than 30 members to over 50 in a number of five years. All of the above data show that there has been much room for development of the industry over the past five years.

- (ii) **Raising the industry's standard**—As a pioneer of Hong Kong exhibition industry, TDC has continuously introduced new elements and services into its fairs, which have been adopted by the industry. These include facilities and services such as the Dragon Lounge, computerized buyers registration system, virtual

exhibition, on-site business matching service, etc.

- (iii) **Research**—In order to collect data and ascertain the functions and needs of the industry, TDC subsidised a survey carried out by HKECIA in 2000. Its findings gave industry players a better understanding of the development of the industry and assisted them in their forward business planning.

The survey revealed that income generated by the Hong Kong exhibition industry soared by 41% to HK\$7.8 billion between 1996 and 1999. The figure reflected the prosperous development of the exhibition industry after the construction of the HKCEC Phase II.

- (iv) **Dissemination of information**— TDC has been publishing the *Businessmen's Calendar: Trade Exhibitions & Conferences in Hong Kong*. This went online in 2002. All event information is accessible from the online database through hyperlinks to the respective official event websites or organiser websites.

This service is provided free of charge and has been warmly welcomed by buyers.

During the outbreak of "SARS", TDC kept buyers informed of the changes made to fairs and conferences in a dedicated section of its trade portal. Organisers were able to disseminate important information such as postponement or cancellation of events through the TDC portal.

Following the recent signing of CEPA, TDC has started compiling a series of sector-specific research reports. The report on Hong Kong exhibition industry will be released soon to help industry players capitalise on the opportunities offered by CEPA.

- (v) **Publicity and Promotion**— TDC has been publishing online a newsletter in English called *Hong Kong Trader*. One of the key messages this publication sends out is that Hong Kong is Asia's trade fair capital. The same message is carried in all TDC's overseas publicity campaigns. The message is also one of the nine major themes of TDC's services promotions.



## **Conclusion**

14. Based on the analysis in paragraphs 1 to 13, TDC sees organising exhibitions as one of the most effective tools for carrying out its statutory function of assisting Hong Kong companies to promote their exports. Organising exhibitions by TDC does not amount to unhealthy competition with the private sector. TDC abides by the industry practice and reserves sufficient room for the private sector to develop. In considering whether to organise exhibitions, due regard will be given to the industries' needs and extensive researches will be conducted. TDC aims to help Hong Kong enterprises seize new business opportunities and to introduce new services which private organisers have yet to provide. Concurrently, TDC plays a proactive role in promoting Hong Kong's exhibition industry through the development of facilities, building of new venues, co-operation with industry players, research, publicity and promotion works.

Trade Development Council  
December 2003

**TDC Trade Fairs To Promote Hong Kong's  
Major Products and Services**

<b>TDC's Fairs</b>	<b>Found in</b>
<p><b>Hong Kong Fashion Week</b></p> <p>Supporting organisations: Hong Kong Fashion Designers Association, Hong Kong Garment Manufacturers Association Ltd, Hong Kong Knitwear Exporters &amp; Manufacturers Association Ltd, Hong Kong Woollen &amp; Synthetic Knitting Manufacturers' Association Ltd, Textile Council of Hong Kong Ltd, The Federation of Hong Kong Garment Manufacturers, The Woolmark Company, Greater China Region</p> <p>TDC staged a spring/summer version of the fair from 1994. In 2003, TDC added a "World Boutiques" to promote Hong Kong fashion brands at the event.</p>	1970
<p><b>Hong Kong Toys &amp; Games Fair</b></p> <p>Sponsors: Federation of Hong Kong Industries, Hong Kong General Chamber of Commerce, Hong Kong Productivity Council, Hong Kong Toys Council, The Chinese General Chamber of Commerce, The Chinese Manufacturers' Association of Hong Kong, The Hong Kong Exporters' Association, The Indian Chamber of Commerce Hong Kong, Trade and Industry Department, HKSAR Government</p>	1975
<p><b>Hong Kong Electronics Fair</b></p> <p>Sponsors: The Chinese General Chamber of Commerce, The Chinese Manufacturers' Association of Hong Kong, Federation of Hong Kong Industries, The Hong Kong Electronic Industries Association, The Hong Kong Exporters' Association, The Hong Kong General Chamber of Commerce, The Indian Chamber of Commerce Hong Kong, Trade and Industry Department, HKSAR Government</p> <p>In 1997, TDC began to co-operate with a private organisers to stage the electronicAsia, a fair on components and parts.</p>	1981
<p><b>Hong Kong Watch and Clock Fair</b></p> <p>Co-organisers: Hong Kong Watch Manufacturers Association Ltd., The Federation of Hong Kong Watch Trades and Industries Ltd.</p>	1982

<b>TDC's Fairs</b>	<b>Found in</b>
<p><b>Hong Kong Houseware Fair</b> (Previously known as Hong Kong Gift and Houseware Fair. The fair was split into two fairs and were staged consecutively in April)</p> <p>Sponsors: Federation of Hong Kong Industries, Trade and Industry Department, HKSAR Government, The Chinese General Chamber of Commerce, The Chinese Manufacturers' Association of Hong Kong, The Hong Kong Exporters' Association, The Hong Kong General Chamber of Commerce, The Indian Chamber of Commerce, Hong Kong.</p>	1986
<p><b>Hong Kong Gifts and Premium Fair</b> (Previously known as Hong Kong Gift and Houseware Fair. The fair was split into two fairs and were staged consecutively in April)</p> <p>In cooperation with The Hong Kong Exporters' Association</p>	1986
<p><b>Hong Kong International Jewellery Show</b></p> <p>In cooperation with Hong Kong Jewellers' &amp; Goldsmiths' Association, Hong Kong Jewellery &amp; Jade Manufacturers Association, Hong Kong Jewelry Manufacturers' Association, Diamond Federation of Hong Kong, China</p>	1987
<p><b>Hong Kong Book Fair</b></p> <p>Supported by: Anglo-Chinese Textbook Publishers Organization, Educational Booksellers Association, HK Arts Development Council, HK Book &amp; Magazine Trade Association, HK Book &amp; Stationery Industry Association, HK Educational Publishers Association, HK Publishers &amp; Distributors Association, HK Publishing Federation, HK Publishing Professional Society, Sino United Publishing (Holdings) Ltd, United Christian Publisher's Service (HK)</p>	1990
<p><b>Food Expo</b></p> <p>Sponsored by: Federation of Hong Kong Restaurant Owners Ltd, Hong Kong &amp; Kowloon Confectionery, Biscuit &amp; Preserved Fruit Wholesalers Association, Hong Kong &amp; Kowloon Sauce &amp; Preserved Fruit Amalgamated Employers Association, Hong Kong Hotels Association, Ng Fung Hong Ltd, Po Sau Tong Ginseng &amp; Antler Association HK Ltd, The Hong Kong &amp; Kowloon Provisions, Wine &amp; Spirit Dealers Association, The Hong Kong Food Council Ltd</p>	1990

<b>TDC's Fairs</b>	<b>Found in</b>
<p><b>Hong Kong Optical Fair</b></p> <p>In cooperation with Hong Kong Optical Manufacturers Association.</p> <p>Sponsored by: 20/20 Asia, China Optometric &amp; Optical Association, Fukui Optical Association, Korean Optometric Association, Malaysian Optical Wholesalers Association, Singapore Optical Trade Association, Taipei Optical Association, Thai Optometric Association, The Hong Kong Optometric Association</p>	1991
<p><b>Education and Careers Expo</b></p> <p>Co-organised with the Labour Department</p>	1990
<p><b>Hong Kong International Stationery Fair</b> (Previously known as Pen &amp; Paper)</p> <p>Co-organised with Messe Frankfurt (HK) Ltd</p>	1996
<p><b>Hong Kong International Hardware &amp; Home Improvement Fair</b></p> <p>Sponsors: Hong Kong Metal Merchants Association, The Hong Kong Metals Manufacturers Association, Hong Kong Diecasting Association, Hong Kong Marble &amp; Granite Merchants Association</p>	1997
<p><b>Hong Kong Film and TV Market</b></p> <p>Supporting organisations: Film Services Office, Television and Entertainment Licensing Authority (TELA), Hong Kong Special Administrative Region, Federation of Hong Kong Film Workers, Movie Producers and Distributors Association of Hong Kong Ltd (MPDA), Hong Kong, Kowloon &amp; New Territories Motion Picture Industry Association Ltd (MPIA), Hong Kong Productivity Council</p>	1997
<p><b>International ICT Expo</b> (Previously known as Hong Kong Information Infrastructure Expo)</p>	1998
<p><b>Hong Kong International Lighting Fair</b></p>	1999

# The Hong Kong Electronic Industries Association Ltd.

## 香港電子業商會

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Est. since 1980

2003-2005

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Hon. Kenneth TING Woo-shou, JP  
Chairman of the Panel on Commerce and Industry  
LEGCO  
1/F, 22 Kai Cheung Road  
Kowloon Bay  
Kowloon, Hong Kong

Dear Mr. Ting,

We understand that government officials of the Commerce, Industry and Technology Bureau and senior management from the Hong Kong Trade Development Council (TDC) have been invited to attend a meeting on December 8<sup>th</sup> at the Legislative Council Building with regard to the role of TDC in organizing trade fairs.

On behalf of the Hong Kong Electronic Industries Association, I write to share with you our views on the above subject, in particular with reference to the Hong Kong Electronics Fair which started in 1981. Under the organization of TDC, the fair continued to grow and develop to become the second largest electronics fair in the world, only after the Las Vegas Consumer Electronics Show (CES). In the global fair business, the only way to succeed is to dominate. In 2003, the fair had a record attendance of 1,950 exhibitors and 48,291 trade buyers from 143 countries and regions.

Trade fairs are pillars of Hong Kong as Asia's marketplace. The Electronics fair creates opportunities for international players to connect on Hong Kong's global platform. Thanks to the strong international network of the TDC, buyers from all over the world have been organized to visit the fair. I would say without doubt that in the past 23 years, the fair has helped many SMEs to expand their export markets and tap into business opportunities. It has also played an important role in raising the international profile of the Hong Kong electronics industry.

I trust that the Electronics fair will continue to grow in size, quality and scope, even through hard economic times which we have all experienced. I also believe that the TDC, being a non-profit making organization, will act in the interest of Hong Kong's electronics industry in meeting its needs which commercial organizations may find hard to do.

If you have any question to points that I made in this letter, I will be glad to meet and discuss with you further at your convenience.

Yours sincerely,

  
Dr K.B. Chan  
Chairman

c.c.: Ms Polly Yeung, clerk to the Panel on Commerce and Industry

Rm 1201, 12/F, Harbour Crystal Centre, 100 Granville Road, Tsimshatsui East, Kln., HONG KONG

香港九龍尖沙咀東部加連威老道100號港晶中心12樓1201室

Shenzhen Representative Office: Rm. 1906, 19/F, Dong Fang Plaza, 1072 Jianshe Rd., Lo Wu District, SHENZHEN.

深圳市代表處: 羅湖區建設路1072號東方廣場19樓1906室

Tel. No. 電話號碼: (852) 2778-8328

Tel. No. 電話號碼: (86 755) 8229-2389

E-mail 電子郵件: hkeia@hkeia.org

Fax No. 傳真號碼: (852) 2788-2200

E-mail 電子郵件: hkepsz@hkeia.org

Fax No. 傳真號碼: (86 755) 8229-2399

## The Hong Kong Electronic Industries Association Ltd.

## 香港電子業商會

To <i>Mr Benjamin Chan</i>	From <i>Dr Chan</i>
Co. <i>TDC</i>	Co. <i>SMT</i>
Phone #	Phone #
Fax #	Fax #
Date <b>28 NOV 2003</b>	# of pages <b>3</b>

貿發局與電子業合作  
籌辦香港電子展  
概要

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香港電子展獲業界支持

香港國際電子展獲香港多個商會，包括香港電子業商會支持。是同業一年一度在香港推廣的旗艦。貿發局通過本行業的諮詢委員會，與同業保持聯繫，了解業界需求，提升香港電子展的功能。

自從1981年創辦以來，經過22年來不斷發展，今年(2003年)有1,950參展商參展。買家人數為48,291人，其中海外買家為26,414人，買家人數打破歷屆紀錄。現已成為全亞洲最大的電子展，也是全世界最重要的電子展之一，對香港電子行業的發展，作出有益的貢獻。

香港電子展對同業的重要性

為業界爭取訂單與商機一多來，該展覽對香港電子業的發展起着重要的作用，令本港成為國際電子產品的採購中心，為業界提供採購/銷售的機會。業界參加香港國際電子展，可以減少到海外推廣的開支。

助中小企同業拓展業務一該展覽對缺乏國際網絡的中小企尤其重要，除為他們爭取訂單外，亦提供了物色新的客戶的機會。不少中小企透過多年的參與，累積的客戶數量，讓他們有機會發展、茁壯，很多現已成為香港的知名企業。

體察同業處境一即使在經濟低迷，展覽供過於求的情況下，本局在1998/99年度凍結收費，更在2001/02年度把收費調低。

促進電子行業發展 提升業界形像一貿發局主辦的香港電子展，非常重視展覽會代表本港電子行業的形象，注重攤位設計及各種配套服務，有助提升香港電子行業整體形象。

提升行業發展一香港電子業商會在香港國際電子展期間，通過舉辦產品評選，提升業界開發產品的積極性。

提供行業及市場信息一展覽期間，電子展邀請海外專家分析市場趨勢，讓香港業界更了解市場需求，幫助他們定立市場策略及開發產品

Rm 1201, 12/F, Harbour Crystal Centre, 100 Granville Road, Tsimshatsui East, Kln., HONG KONG

香港九龍尖沙咀東部加連威老道100號港晶中心12樓1201室

Shenzhen Representative Office: Rm. 1908, 18/F., Dong Fang Plaza, 1072 Jianshe Rd., Lo Wu District, SHENZHEN.

東莞市代表處：深圳市羅湖區建設路1072號東方廣場19樓1908室

Tel. No. 電話號碼: (852) 2778-8328

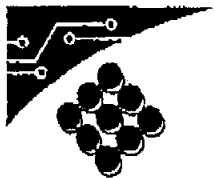
Tel. No. 電話號碼: (86 755) 8228-2389

E-mail 電子郵件: hketa@hkeia.org

Fax No. 傳真號碼: (852) 2788-2200

E-mail 電子郵件: hkcpesz@hkeia.org

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#### OFFICE BEARERS

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Group Sense (International) Ltd.  
HK Trade Development Council  
Intertek Testing Services Hong Kong Ltd.  
Mobicom Group Ltd.  
Philips Electronics HK Ltd. (Audio Video Entertainment)  
Quorum Cybernet Ltd.  
S.A.S. Oregon (Holdings) Ltd.  
Skyworth Multimedia International Ltd.  
Tuga International Holdings Ltd.  
Surface Mount Technology (Holdings) Ltd.  
Tanttronix International Ltd.  
Tech Holdings Ltd.  
Mitas-Array Electronics (Holdings) Ltd.

#### Honorary Chairmen:

Mr. Allen LEE, CBE., JP.

Mr. Raymond HUNG

Mr. Robert S.K. LI

Mr. M. W. LUI, JP.

#### Honorary Legal Advisors:

Galant Y.T. Ho & Co.

Mr. Simon Luk of Heller, Ehrman White & McAuliffe

## The Hong Kong Electronic Industries Association Ltd.

### 香港電子業商會

利用國際網絡，廣邀各國買家一覽發局利用它的國際環球網絡，尋找及邀請世界各地的買家來港與業界建立貿易聯繫，每次展覽，買發局均會透過全球四十多個辦事處，尋找合適的買家來香港與港商洽談，建立聯繫；亦透過商貿配對服務，了解買家需要，為他們介紹合適的供應商，亦就香港參展商的貨品，配對合適的買家。

#### 結論

由於買發局是非牟利的貿易推廣機構，盈利非首要考慮，展覽會以電子行業及香港整體利益為依歸，其功能及角色有助同業拓展業務。本會認為買發局有必要繼續通過展覽會推廣香港的電子行業。

有鑒於電子產品採購周期縮短，業界欣聞買發局會在明年增辦電子展的春季版本。

Rm 1201, 12/F, Harbour Crystal Centre, 100 Granville Road, Tsimshatsui East, Kln., HONG KONG

香港九龍尖沙咀東部加連威老道100號港晶中心12樓1201室

Tel. No. 電話號碼: (852) 2778-8328

E-mail 電子郵件: hkeia@hkeia.org

Fax No. 傳真號碼: (852) 2788-2200

Shenzhen Representative Office: Rm. 1906, 19/F, Dong Fang Plaza, 1072 Jianshe Rd., Lo Wu District, SHENZHEN.

E-mail 電子郵件: hkepsz@hkeia.org

深圳市代表處: 深圳市羅湖區建設路1072號東方廣場19樓1906室

Tel. No. 電話號碼: (86 755) 8229-2389

Fax No. 傳真號碼: (86 755) 8229-2399

## 香港珠石玉器金銀首飾業商會

中環皇后大道中 178 號香港珠寶大廈十三樓 電話：25439633, 25418995, 傳真：28507361

敬啟者：

首先，我謹代表香港珠石玉器金銀首飾業商會對立法會及閣下於多年來就工商界所作出之貢獻深表致意。

本會知悉立法會工商事務委員會將於十二月八日討論香港貿易發展局在本港展覽業所擔當之角色。就此，本會特專函表達我會之意見。

眾所周知，香港珠寶業是香港最重要出口工業之一。本年一至九月之總出口增長為百分之十五點五。本港珠寶業之驕人成績，除業界之努力外，一直以來，香港貿易發展局作為推廣香港外貿之法定機構所作出之貢獻實功不可沒。

每年三月之香港國際珠寶展是貿易發展局與香港四大珠寶商會(包括我會)共同合辦。自一九八七年創辦以來經過十七年不斷發展，現已成為全亞洲第二大的珠寶展，也是全世界最重要的珠寶展之一。該珠寶展對發展珠寶業實有非常重要之啟示，包括：

- 一、推動香港珠寶業之發展，為業界爭取訂單與商機，鼓勵業界發展原創設計及品牌。
- 二、貿易發展局利用它的國際網絡，透過全球四十多個辦事處，聯繫合適的買家。
- 三、合作期間不斷與業界保持聯繫，並接納業界之意見。
- 四、參展費用亦較九月份商營機構之展覽費低約三分之一，(商營機構之展覽費每平方米為四百零四美元，貿易發展局則為二百六十六元)

以商會立場是支持香港貿易發展局繼續舉辦珠寶展覽會，此對推動本港珠寶出口有很大幫助，並且貿易發展局已成為香港展覽會之領導者，為展覽業納入正軌，建立良好形象。

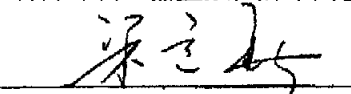
香港乃自由社會，相互競爭與進步，實為香港推動經濟的潛力，並相信在香港貿易發展局支持下，本港之珠寶業及各工商業將更蓬勃。

此 致

立法會工商事務委員會主席

丁午壽 議員

香港珠石玉器金銀首飾業商會

  
梁適華理事長謹啟

二零零三年十一月二十八日





## 香港表廠商會有限公司

香港威靈頓街六十四至六十六號裕榮大廈三座A座(秘書處)及十一字樓

**HONG KONG WATCH MANUFACTURERS ASSOCIATION LTD.**

3A/F (Secretariat) & 11/F., Yu Wing Building, 64-66 Wellington Street, Central, Hong Kong.

Tel: 2522-5238 (3 Lines)

E-mail: [hkwma@netvigator.com](mailto:hkwma@netvigator.com)

Fax: (852) 2810-6614

Web Site: <http://www.hkwma.org>

立法會工商事務委員會主席  
丁午壽議員, JP

郵寄及傳真 27961126

丁議員,  
您好。

首先,我謹代表香港表廠商會有限公司對閣下於立法會多年來就工商界事務所作出之貢獻深表謝意。

本會知悉立法局工商事務委員會將於十二月八日討論貿易發展局在本港展覽業所擔當之角色。有鑑本會一直以來與貿發局的良好合作關係,故本會特來函表達我方之意見。

香港鐘表業一直是香港最重要的出口工業之一,直至本年九月份為止,出口增長為百分之六點三。本港鐘表業的卓越成績,除了是業界不斷努力以外,香港貿易發展局作為推廣香港外貿之法定機構所作出之貢獻亦功不可沒。

香港鐘表展是貿發局與香港兩大鐘表商會(包括我會)共同主辦。過往二十二屆的鐘表展深受業界支持,並發展成為全亞洲最大之鐘表展。今年九月的鐘表展共有 710 參展商參展及來自 93 國家及地區共 15,137 的買家參觀。

每年一度之香港鐘表展對鐘表業之發展起了舉足輕重之作用。其主要效益可歸納以下幾方面:

### (一) 香港鐘表展——業界盛事

香港鐘表展是業界同儕聚首一堂、洽談業務及相互交流的良機。該展覽對中小企所扮演的角色更為重要,除為中小企提供爭取訂單的機會外,更可協助他們拓展國際網絡,吸納更多的客戶;不少多年參展的客戶正享受從展覽而來的成果,發展成為香港的大企業。

... / 續



## 香港表廠商會有限公司

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Web Site : <http://www.hkwma.org>

### (二) 鼓勵業界發展品牌

隨著業界的轉型，建立品牌成為香港鐘表業十分重要的一環。為配合業界的發展，香港鐘表展在2000年首度加設了「品牌廊」，為業界提供推廣原創品牌或代理品牌的平台。「品牌廊」自推出以來備受業界推崇，參展商的數目節節上升，今年共有36家參展商，代表42個品牌於「品牌廊」展出。

### (三) 支持業界原創設計，培育人才

貿發局一直致力推動原創產品，透過每年舉辦的「香港鐘表設計比賽」(設有學生組及公開組)，除可提升業界對原創設計的重視，更為業界發掘設計人才。

### (四) 讓業界洞悉先機，掌握市場脈搏

每年香港鐘表展期間會舉行「亞洲鐘表業研討會」，邀請海外專家分析市場趨勢，讓香港業界更了解市場需求，幫助他們定立市場策略及開發產品。

### (五) 利用國際網絡，廣邀各國買家

貿發局利用它的國際環球網絡，每次展覽，貿發局均會透過全球四十多個辦事處，尋找合適的買家來香港與港商洽談，建立聯繫；亦透過商貿配對服務，了解買家需要，為他們介紹合適的供應商，亦就香港參展商的貨品，配對合適的買家。

### (六) 了解業界需求，提升服務水平

貿發局透過諮詢委員會及展覽籌備委員會，不斷與業界保持聯繫，以了解業界需求，提升服務水平。



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### (七) 為業界爭取權益

在今年四月份沙士期間，香港參展商在參加瑞士巴塞爾展覽時受到當局不平等之對待，貿發局在整件事件中與業界緊密聯繫，並在斡旋工作中作出很大的努力，令事件得以完滿解決。

此外，由於貿發局是非牟利的貿易推廣機構，以行業及香港整體利益為決策的大前題。

本會與貿發局已建立了緊密之合作關係並相信在貿發局之支持下，本港鐘表業將繼續蓬勃發展。

香港表廠商會

A large, bold, handwritten signature in black ink, reading '劉健華'.

---

劉健華會長 謹啟

抄送：香港貿易發展局展覽事務周啟良總監



香港中華眼鏡製造廠商會有限公司

HONG KONG OPTICAL MANUFACTURERS ASSOCIATION LTD.

香港九龍旺角花園街十一號三樓

NO. 11, FA YUEN ST., 2/F., MONGKOK, KOWLOON, HONG KONG.

TEL: (852) 2332 6505 / 7721 0558 FAX: (852) 2770 5786

e-mail: hkoma@netvigator.com

Website: <http://www.hkopical.org.hk>

致： 立法會工商事務委員會主席  
丁午壽議員, JP

丁議員,

您好。

本會知悉立法局工商事務委員會將於十二月八日討論貿易發展局在本港展覽業所擔當之角色。有鑑於貿發局多年來對推動香港眼鏡業建樹良多，本會故特來函表達我會之意見。

毋庸置疑，香港眼鏡業在香港工業之地位舉足輕重，本年眼鏡業出口成績驕人，本年一至九月之總出口增長為百分之二十點一。

香港眼鏡展之成功除有賴業界之努力耕耘外，貿發局每年與我會共同主辦之香港眼鏡展對推動香港眼鏡業出口起了非常重要之作用。自從1991年創辦以來經過多年來不斷發展，今年共有427參展商及來自78個國家及地區共7,625買家參觀，現已成為全世界最重要的眼鏡展之一。

多年來，香港眼鏡展為缺乏國際網絡的中小企尤其重要，除為他們爭取訂單及銷售外，亦提供了物色新的客戶的機會。大部份之本會會員每年均參加此展覽會並均取得美滿成績。

同時貿發局非常重視展覽會的形象，無論攤位設計或各種配套都務求盡善盡美，讓國際買家對香港眼鏡業之形象都提升；亦透過舉眼鏡設計比賽鼓勵業界從事原創性。

此外，展覽期間，邀請海外專家分析市場趨勢，讓香港業界更了解市場需求，幫助他們定立市場策略及開發產品。今年更首次舉辦「第一屆香港視光學會議」，反應非常美滿，成績有目共睹。

/ 續



香港中華眼鏡製造廠商會有限公司  
HONG KONG OPTICAL MANUFACTURERS ASSOCIATION LTD.  
香港九龍旺角花園街十一號三樓  
NO. 11, FA YUEN ST., 2/F., MONGKOK, KOWLOON, HONG KONG.  
TEL: (852) 2332 6505 / 7721 0658 FAX: (852) 2770 5786  
e-mail: hkoma@netvigator.com  
Website: <http://www.hkopitcal.org.hk>

... / 續

貿發局每年亦均利用國際網絡，廣邀各國買家。貿發局利用它的國際環球網絡，尋找及邀請世界各地的買家來港與業界建立貿易聯繫，成績驕人。

由於貿發局是非牟利的貿易推廣機構，一切都以行業及香港整體利益為決策的大前題；每年均對本會會員在參展費上提供展費優惠，對業界之中小企業裨益良多。

香港中華眼鏡製造廠商會已和貿發局建立了非常緊密之合作關係並相信在貿發局之支持下，本港眼鏡業發展將更蒸蒸日上。

香港中華眼鏡製造廠商會



吳海英會長 謹啟

2003年11月28日



**THE HONG KONG EXPORTERS' ASSOCIATION**  
**香港出口商會**

(Established in 1955 • 一九五五年成立)

26 November 2003

Mr Kenneth Ting Woo-shou, JP  
 Chairman of the Panel on Commerce and Industry  
 Legislative Council, Government of HKSAR  
 Kader Industrial Company Limited  
 1/F., 22 Ksi Cheung Road  
 Kowloon Bay  
 Kowloon

Dear Kenneth,

I understand that a meeting has been scheduled with the Panel on Commerce and Industry of the LEGCO to discuss the role of the Hong Kong Trade Development Council (TDC) in the organizing of trade fairs in light of the complaint lodged over its unfair competition with the private sector.

As the Hong Kong Exporters' Association works in cooperation with the TDC in the organizing of the Hong Kong Gifts and Premium Fair, I would like to share with you our understanding and views on the above.

The Hong Kong Gifts and Premium Fair is originally a part of the Hong Kong Gifts and Houseware Fair which was launched in 1986 with less than 100 exhibitors. With TDC's international network and years of experience in organizing trade fairs, the HK Gifts and Houseware Fair continued to grow and in 2001 split into two separate mega events -- the Hong Kong Gifts and Premium Fair and the Hong Kong Houseware Fair.

Today, these two fairs gather over 5,000 international exhibitors and 83,000 buyers, (over half of whom are from overseas). They are both the largest fairs of their kind in Asia and third in the world. They are also endorsed by the prestigious Union des Foires Internationales (Union of International Trade Fairs) which is a clear indicator of their high quality and extensive scope.

Through these two fairs, the TDC provides the hardware for Hong Kong as Asia's physical marketplace. With a clear mandate of promoting HK's external trade and services, the TDC facilitates SMEs through business matching and market intelligence activities during the fairs. It is no accident that the two fairs have grown to become what they are. The growth figures of the exhibitors and buyers year after year speak for themselves. I would have no reservations to say that they have not only raised the international profile of their industries but the image of Hong Kong products as a whole, especially in the quality and design. Credit should be given to the TDC who has been so devoted in promoting brand building at these trade fairs.

I am confident that the two fairs, under the guidance of its organizing committee represented by industry leaders, will continue to grow.



**THE HONG KONG EXPORTERS' ASSOCIATION**

**香 港 出 口 商 會**

(Established in 1955 • 一九五五年成立)

I hope you will find my points made useful in better understanding the role of TDC in the organizing of trade fairs. Should you have any queries, I would be more than pleased to discuss with you.

Yours sincerely,

Cliff K. Sum, JP  
Chairman  
The Hong Kong Exporters' Association

cc: Miss Polly Yeung, Clerk to Panel on Commerce and Industry, LEGCO  
Mr Benjamin Chau, Director of Exhibitions, HKTDC



Hong Kong General Chamber of Commerce  
香港總商會 1861

香港總商會  
香港總商會 1861  
Hong Kong General Chamber of Commerce  
22/F United Centre,  
95 Queen'sway, Hong Kong  
Tel (852) 2529 9229  
Fax (852) 2527 9893  
Email chamber@chamber.org.hk  
www.chamber.org.hk

*Helping business since 1861*

28 November 2003

The Hon Kenneth Ting, JP  
Chairman  
Panel on Commerce and Industry  
Legislative Council  
1/F, 22 Kai Cheung Road  
Kowloon Bay  
Kowloon

*By fax: (27961126)*

Dear Kenneth,

The HKGCC has been invited to comment on the Hong Kong Trade Development Council's role as a promoter of trade for local businesses.

We believe that the TDC's work in organizing trade fairs is consistent with its brief of promoting trade and conforms to the practices of other organizations such as CCPIT (China), KOTRA (South Korea), JETRO (Japan) and MATRADE (Malaysia) that are also engaged in the organization of local trade fairs.

The TDC has had a long tradition of matching buyers with sellers from around the World while facilitating the exchange of ideas and information through the organization of seminars and conventions. Many of these events are held in high regard internationally and have grown from strength to strength. Through its established international network, the TDC is in a strong position to recruit overseas buyers as prospective partners for local businesses.

The TDC has also played an instrumental part to promote homegrown designs and brands, which has in turn helped to lift the overall image of Hong Kong products. In this regard, it has contributed tremendously to Hong Kong's reputation as Asia's leading trading platform and sourcing hub.

The practice of inviting representatives from local chambers and trade associations to sit on its fair organizing committees have allowed the TDC to take into account the diverse interests and views of those from differing industry backgrounds and to respond accordingly.



- 2 -

This ability to provide timely response can be best illustrated by the TDC's decision on exhibition fees, which have remained unchanged since 1998. To provide further relief for exhibitors, fee reductions were also made for a number of trade fairs between 2001 and 2002.

As a statutory organization tasked to promote trade abroad and given its accumulated experience, the TDC should in our view continue to assist Hong Kong companies to expand their markets overseas through the medium of trade fairs.

Yours sincerely,



Anthony Nightingale  
Chairman

cc: Miss Polly Yeung, Clerk to Panel on Commerce and Industry (Fax: 25371851)  
Mr Benjamin Chau, Director, Exhibitions, TDC (Fax: 21699443)

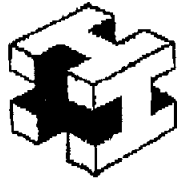
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# 香港工業總會 Federation of Hong Kong Industries

The Hon Kenneth Ting Woo-shou, JP  
Chairman of the Panel on Commerce and Industry  
LEGCO  
1/F., 22 Kai Cheung Road  
Kowloon Bay  
Kowloon

28 November 2003

Dear *Kenneth*,

The Federation of Hong Kong Industries is very pleased with the excellent performance of the Hong Kong Trade Development Council (HKTDC). We compliment it on very successfully fulfilling its mandate to promote Hong Kong trade overseas. Since its inception in the 1960s, it has worked tirelessly and been extremely successful in building Hong Kong's brand name in the global marketplace and establishing itself as a platform for international trade.

To fulfil its statutory mission, HKTDC organises trade exhibitions and fairs, many of which are now world-renowned and attract thousands of overseas exhibitors and buyers. The Federation believes it is vital that Hong Kong has an organisation like HKTDC to organise such events. You see its focus is not on what will make the most profit but on serving industry. HKTDC organises a wide range of events, from those that are highly profitable and popular to others that serve smaller, more niche gatherings that would never be organised if profit were the key motivator.

Moreover, HKTDC charges companies on a cost recovery basis. This allows them to keep participation costs to a minimum and, in turn, companies with smaller promotional budgets like SMEs are able to participate in exhibitions and shows they organise.

HKTDC has built an enviable portfolio of international exhibitions and shows, many of which are the largest of their kind anywhere in the world: Fashion Week, Toys and Games Fair, Gifts and Houseware Fair, Watches and Clocks Fair, Electronics Fair, the Food Expo etc. In building these events it has successfully transformed Hong Kong into an international sourcing centre.

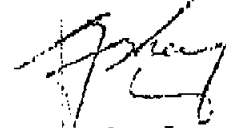
The Federation has a congenial and close working relationship with HKTDC. This relationship stretches right back to when HKTDC emerged as an independent organisation from the auspices of the Federation in the 1960s. Our members also give strong support to HKTDC exhibitions and found that through them they have been able to build up their overseas networks and find new business opportunities.

香港九龍尖沙咀彌敦道五十五號彌敦中心四樓 電話：二七三二 三一八八 圖文傳真：二七二一 三四九四  
 萬維網址：http://www.fhki.org.hk 電子郵件地址：fhki@fhki.org.hk  
 查詢處：旺角 電話：二二九六 三五八一 尖沙咀 電話：二五〇二 一六二一 中環 電話：二八四五 四九六六  
 Hankow Centre, 4/F., 5-15 Hankow Road, Tsimshatsui, Kowloon, Hong Kong. Tel: 2732 3188 Fax: 2721 3494  
 Web site: http://www.fhki.org.hk E-mail: fhki@fhki.org.hk  
 CO Offices: Mongkok Tel: 2396 3318 Tsimshatsui Tel: 2302 1621 Central Tel: 2845 4868

Our view is that HKTDC is merely fulfilling its statutory mission to promote trade and as such, its events are different from other profit-driven trade fair organisers.

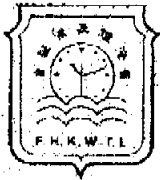
The Federation of Hong Kong Industries will continue to support HKTDC in whatever way it can, and applauds the excellent work it does for Hong Kong industry.

Yours sincerely,



Andrew Leung  
Chairman

cc: Miss Polly Yeung, Clerk to Panel on Commerce and Industry  
Mr Benjamin Chau, director, Exhibition, Hong Kong Trade Development Council



# 香港鐘表業總會

THE FEDERATION OF HONG KONG WATCH TRADES & INDUSTRIES LTD.

周字第 03361 號公函

香港特別行政區政府  
立法會工商事務委員會主席  
丁午壽議員太平紳士 大鑒

便利貼 MD-7671

Date	1/12	# of Pages	2
To	周敏良先生	From	Grace Leung
Co./Dept.	HKTDC	Co.	F.H.K.W.T.I.
Phone#		Phone#	25233232
Fax#	for yr record	Fax#	2868 4485

丁議員:

您好! 首先, 我謹代表香港鐘表業總會有限公司對閣下於立法會多年來就工商界事務所作出的貢獻深表謝意。

本會知悉立法局工商事務委員會將於十二月八日討論貿易發展局在本港展覽業所擔當之角色。有鑑於本會一直以來與貿發局的良好合作關係, 故特來函表達我方之意見。

香港鐘表業一直是香港最重要的出口工業之一, 截至本年九月份為止, 出口增長為百分之六點三。此外, 由貿發局與本會及香港表廠商會共同主辦之「香港鐘表展」在過往的二十二屆亦深受業界支持, 並發展成為全亞洲最大之鐘表專業展覽會。上述的卓越成績, 除了是業界不斷努力以外, 香港貿易發展局作為推廣香港外貿之法定機構, 他們所作出的貢獻亦功不可沒。

每年一度之「香港鐘表展」對鐘表業之發展舉足輕重。其主要效益可歸納以下幾方面:

## (一) 香港鐘表展——業界盛事

香港鐘表展是業界同儕聚首一堂、洽談業務及相互交流的良機。該展覽對中小企所扮演的角色更為重要, 除為中小企提供爭取訂單的機會外, 更可協助他們拓展國際網絡, 吸納更多的客戶; 不少多年參展的客戶正享受從展覽而來的成果, 發展成為香港的大企業。

## (二) 鼓勵業界發展品牌

隨著業界的轉型, 建立品牌成為香港鐘表業十分重要的一環。為配合業界的發展, 香港鐘表展在 2000 年首度加設了「品牌廊」, 為業界提供推廣原創品牌或代理品牌的平台。「品牌廊」自推出以來備受業界推崇, 今年共有 36 家參展商, 代表 42 個品牌於「品牌廊」展出。

續



# 香港鐘表業總會

THE FEDERATION OF HONG KONG WATCH TRADES & INDUSTRIES LTD.

## (三) 支持業界原創設計，培育人才

配合鐘表展舉辦的「香港鐘表設計比賽」(設有學生組及公開組)，除可提升業界對原創設計的重視，更為業界發掘設計人才。

## (四) 讓業界洞悉先機，掌握市場脈搏

每年香港鐘表展期間會舉行「亞洲鐘表業研討會」，邀請海外專家分析市場趨勢，讓香港業界更了解市場需求，幫助他們定立市場策略及開發產品。

## (五) 利用國際網絡，廣邀各國買家

每次展覽貿發局均利用它的國際環球網絡，透過全球四十多個辦事處，尋找合適的買家蒞港與工商界洽談，建立聯繫；亦透過商貿配對服務，了解買家需要，為他們介紹合適的供應商，亦就香港參展商的貨品，配對合適的買家。

## (六) 了解業界需求，提升服務水平

貿發局透過諮詢委員會及展覽籌備委員會，不斷與業界保持聯繫，以了解業界需求，提升服務水平。

## (七) 為業界爭取權益

在今年四月份沙士期間，香港參展商在參加瑞士巴塞爾展覽時受到當局不平等的對待，貿發局在整件事件中與業界緊密聯繫，並在斡旋工作中作出很大的努力，令事件得以完滿解決。

最後，由於貿發局是非牟利的貿易推廣機構，本會相信他們未來將堅持一貫宗旨，以香港工商界整體利益為決策的大前題，繼續籌辦高質素及低成本的展覽會，積極為我們開拓國際市場及商機，以切合本行業的需求。

香港鐘表業總會有限公司

周建榮主席 謹啟  
二零零三年十二月一日

副本抄送：立法會工商事務委員會秘書楊少紅小姐

香港中環皇后大道中 58-62 號匯邦大廈 604 室  
Room 604 Peter Building, 58-62 Queen's Road, Central, Hong Kong  
網址 Website: [www.hkwatch.org](http://www.hkwatch.org)

電話: 2523 3232 傳真: 2868 4485  
Tel: 2523 3232 Fax: 2868 4485  
電郵 E-mail: [hkwatch@hkwatch.org](mailto:hkwatch@hkwatch.org)

**Key points extracted from local chambers and  
industry associations' letters in support of TDC's role in  
organising trade fairs**

Trade fairs are pillars of Hong Kong as Asia's marketplace. The electronics fair creates opportunities for international players to connect on Hong Kong's global platform. Thanks to the strong international network of TDC, buyers from all over the world have been organised to visit the fair.

**The Hong Kong Electronic Industries Association Ltd.**

合作期間不斷與業界保持聯繫，並接納業界之意見。參展費用亦較九月份商營機構之展覽低約三分之一。

香港珠石玉器金銀首飾業商會

I would have no reservations to say that they (TDC's trade fairs) have not only raised the international profile of their industries but the image of Hong Kong products as a whole, especially in the quality and design.

**The Hong Kong Exporters' Association**

展覽期間，邀請海外專家分析市場趨勢，讓香港業界更了解市場需求，幫助他們定立市場策略及開發產品.....由於貿發局是非牟利的貿易推廣機構，一切都以行業及香港整體利益為決策的大前題；每年均對本會會員在參展費上提供展費優惠，對業界之中小企業裨益良多。

香港中華眼鏡製造商會有限公司

Through its established international network, the TDC is in a strong position to recruit overseas buyers as prospective partners for local businesses. The TDC has also played an instrumental part to promote homegrown designs and brands, which has in turn helped to lift the overall image of Hong Kong products. In this regard, it has contributed tremendously to Hong Kong's reputation as Asia's leading trading platform and sourcing hub.....As a statutory organization tasked to promote trade abroad and given its accumulated experience, the TDC should in our view continue to assist Hong Kong companies to expand their markets overseas through the medium of trade fairs.

**Hong Kong General Chamber of Commerce**

在今年四月份沙士期間，香港參展商在參加瑞士巴塞爾展覽時受到當局不公平之對待，貿發局在整件事件中與業界緊密聯繫，並在斡旋工作中作出很大努力，令事件得到圓滿解決.....此外，由於貿發局是非牟利的貿易推廣機構，一切都以行業及香港整體利益為決策的大前題。

#### 香港表廠商會有限公司

由貿發局與本會及香港表廠商會共同主辦之香港鐘表展在過往二十二屆亦深受業界支持，並發展為全亞洲最大之鐘表專業展覽會。上述的卓越成績，除了是業界不斷努力以外，香港貿易發展局作為推廣香港外貿之法定機構，他們所作出的貢獻亦功不可沒。

#### 香港鐘表業總會

Its focus is not on what will make the most profit but on serving industry. HKTDC organises a wide range of events, from those that are highly profitable and popular to others that serve smaller, more niche gatherings that would never be organised if profit were the key motivator.....Our view is that HKTDC is merely fulfilling its statutory mission to promote trade and as such, its events are different from other profit-driven trade fair organisers.

#### Federation of Hong Kong Industries



# 香港中華總商會

The Chinese General Chamber of Commerce

於香港註冊成立的擔保有限公司

Incorporated in Hong Kong and limited by guarantee

香港干諾道中 24-25 號 4 字樓

4/F, 24-25 Connaught Road, Central, Hong Kong

Tel: 2525 6385 Fax: 2845 2610

E-mail: cgcc@cgcc.org.hk Web Site: http://www.cgcc.org.hk

編號：(E) 2003-12-7

立法會

工商事務委員會主席

丁午壽議員 鈞啓

丁午壽議員鈞鑒：

本會近日由香港貿易發展局（下稱“貿發局”）方面獲悉，該局近遭私營展覽會營辦商投訴該局經常舉辦展覽會，有與民爭利之嫌，本會對此深表關注。

根據政府訂立之「香港貿易發展局附例」，貿發局的基本職能是「促進、協助和發展香港與香港以外地方的貿易，尤其是出口」。本會認為，貿發局在發揮其法定職能時，為了協助香港廠商推廣出口，舉辦展覽會是最具效益的途徑之一。該局過去舉辦之各類展覽會為香港各行業提供了有效的平台，促進香港外貿發展，鞏固香港作為世界採購中心的地位，不但為港商帶來業務機會，亦為香港商務旅遊收益作出貢獻。

貿發局作為非牟利機構，舉辦展覽會之主要目的是促進香港貿易，特別是推廣港產品出口，在國際市場上樹立香港的設計和品牌。近年，香港中小企均面對經濟轉型的挑戰，貿發局為協助他們在逆境中尋找商機，在舉辦展覽會時，因應情況將有關收費凍結甚至下調。本會長期支持貿發局之各項活動，自 1975 年開始已為貿發局的各類型展覽會擔任支持機構，合力推動香港各行業之發展。

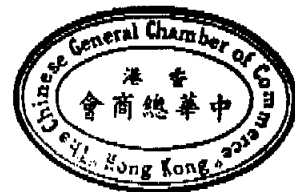
隨著全球經濟一體化，國際商品市場競爭更趨激烈，私營機構近年亦因應需求積極舉辦各類型的展覽會，本會亦注意到，貿發局安排舉辦展覽會時，已有注意避免與其他同類型展覽於較相近之時間舉行，產生不良競爭。

為了保持香港的競爭力，本會支持貿發局繼續堅守並積極發揮其法定職能，透過展覽會協助港商把握商機，推廣香港貿易，為繁榮香港經濟而努力。

以上意見，謹供 閣下及 貴委員會參考。此

順頌

鈞安



香港中華總商會  
2003 年 12 月 2 日

抄送：立法會工商事務委員會秘書處楊少紅小姐  
香港貿易發展局展覽事務總監周啓良先生



## **Why TDC decided to stage a trade fair in July**

### **The July fair turned the SARS crisis into opportunities**

Because of SARS, TDC organised a supplementary fair for gifts, premium and houseware in July after proceeding with a smaller and combined show in April.

2. The July fair was welcomed by buyers and exhibitors. A total of 62,365 buyers attended the fair, breaking the record of attendance at any one fair organised by TDC.

### **Comprehensive study to ascertain demand**

3. The July supplementary fair has turned the SARS crisis into opportunities of promotion for Hong Kong. Recognising the potential of promotion in the summer season, TDC decided to investigate thoroughly whether the success of the July fair was a one-off phenomenon (please refer to Appendix 4 for the results of the surveys).

4. The surveys all pointed to the same conclusion: there is, indeed, a summer season of untapped selling opportunities and that the majority of responding exhibitors under survey would like to join the July fair next year.

5. For Hong Kong SMEs of toys, gifts and household products to promote in summer, they have no choice but to participate in overseas fairs at present. TDC's planned July fair will provide a more effective channel for promoting their products.

6. The success of the July supplementary fair this year has already inspired other cities in the region of an untapped opportunity for promotion in summer. TDC considers that if it does not move fast, the opportunity for Hong Kong companies to promote their products will be lost to those cities.

7. Although TDC's decision will help Hong Kong enterprises promote, a private fair organiser challenged TDC's decision. On the one hand, the company said there was no demand for the July fair. On the other, it said the July fair would have impacts on its October fair. The company therefore placed advertisements in newspapers and wrote to the

Legislative Council to express its concerns.

**The July fair has no impact on private exhibition companies**

8. TDC considers that the planned July fair had no impact on the above company's October fair for the following reasons:

- (i) Sufficient time gap - TDC sticks to the theme protection period practice of the exhibition industry. Its planned July fair is three months earlier than another fair of similar themes. This is in line with international practice. Hong Kong has three jewellery fairs every year which are staged in March, June and September respectively; four large scale clothing/garment shows which are staged in January, April, July and October. TDC's July fair has sufficient time gap from the other fairs which are staged in January, April and October.
- (ii) October fair broke record - although response of TDC's July supplementary fair was overwhelming, it had no impact on a similar fair in October organised by the above company. According to a news report on the October fair, the fair attracted over 3,000 exhibitors, and the number of booths surged to over 4,600, which was 300 more than last year. The fair also attracted approximately 60,000 buyers, which was more than last year's 58,000. These are solid evidence that TDC's July fair had no impacts on the October fair.
- (iii) Long waiting list – In fact, most of Hong Kong mega trade fairs have a long waiting list of exhibitors. TDC's April gift fair has over 1,000 exhibitors on its waiting list. Other similar fairs also have a long waiting list. TDC considers that the July fair would not compete with other fairs of similar themes. .
- (iv) Questionnaire survey - According to TDC's questionnaire survey conducted from September 12 to 26, among the 1,514 respondents who indicated that they would join TDC's July fair, nearly 90% of them would also wish to participate in fairs of similar themes held in the same year.

**Results of the Comprehensive Study by TDC  
on the Summer Sourcing Fair**

In order to assess the demand of the toys, gifts and houseware industries for the July fair and its impact on other fairs of similar themes, TDC conducted comprehensive surveys. The results of the 5 surveys are as follows:

**1. Questionnaire survey of existing and potential Hong Kong exhibitors (September 12 to 26, 2003)**

(TDC sent questionnaires to 7,146 companies, who are existing exhibitors or potential exhibitors on the waiting lists of TDC's fairs. 1,610 companies replied and the success rate is 22.5%)

- More than 90% (94%, i.e. 1,514) of the respondents indicated that they would participate in TDC's proposed July fair in 2004.
- TDC's July fair will have minimal impact on similar fairs in Hong Kong. Most respondents (nearly 90% of 1,514) under survey said that if they participated in the July fair, they would continue to join fairs of similar themes, including the October fair organised by a private exhibition company.

**2. Questionnaire survey of overseas buyers of toys and games buyers (July 2003)**

(12,422 questionnaires were sent to overseas buyers of toys and games. 998 responded with a response rate of 8%)

- Nearly half of the responding overseas buyers (47%) would like TDC to organise an additional Toys & Games Fair in Hong Kong each year.
- 22% of the responding overseas buyers selected July as their most preferred month for an additional fair.

**3. ACNielsen buyers' survey (July 23 to 26, 2003)**

(Face to face interviews with 1,041 overseas buyers at the fairground in July)

Nearly 30% (26%) of the responding overseas buyers said that they visit Hong Kong three times or more per year to source gifts and houseware items. 62% believe that placing orders in Hong Kong in July can still catch the Christmas season.

#### **4. Focus group discussion (from July to September 2003)**

(TDC conducted four rounds of in-depth focus group discussions involving 26 Hong Kong companies who exhibited at the July Fair to deepen its understanding of the views and demand of the industry.)

Participants said that if TDC organised a trade fair in July, they could make better use of their promotion resources as otherwise they had to join trade fairs overseas.

#### **5. Support from External Trade Organisations to organize the July fair**

The Thai Gifts & Premium Association, the Taiwan Gift & Houseware Exporters Association and the Taiwan Toys Manufacturers Association have written to support TDC's proposal for the July fair. They said that it would help secure more Christmas orders.

### **Analysis**

#### **Change of international sourcing pattern**

The surveys show that owing to increasing competition brought by globalization, product life cycles shorten and buyers tend to avoid keeping stocks to minimise their business risk. They tend to place orders in smaller amount more frequently, and request for shorter delivery time. Overseas buyers have been increasing their sourcing trips to Hong Kong. If they place orders at TDC's July fair, suppliers can still manage to ship their products for Christmas.

#### **Demand for summer sourcing and promotion in Asia**

Up till now, only US and Europe have trade fairs for toys, gifts and household products in summer. There is yet a fair of the kind in Asia. The success of the July supplementary fair this year indicates that an untapped season exists for Hong Kong suppliers to sell during the summer.

### **Minimal impact on other fairs of similar themes**

TDC's July fair has minimal impact on other fairs of similar themes held in Hong Kong. In order to assess whether the July fair will affect the participation rate of exhibitors in other fairs, TDC sent questionnaires to more than 7,000 existing exhibitors and potential exhibitors on the waiting list. The result shows that among the 1,514 exhibitors who responded that they would join the July fair, nearly 90% of them also indicated that they would participate in the Hong Kong Toys & Games Fair in January, the Hong Kong Gifts & Premium Fair in April and the Hong Kong International Toys & Gifts Show and Asian Gifts, Premium & Household Products Show in October.

### **Conclusion**

All surveys pointed to the same conclusion, i.e. an untapped demand exists for Hong Kong suppliers to promote their products during the summer. Over 90% of the Hong Kong exhibitors under survey (94%, i.e. 1,514 companies) indicated that they would join the July fair next year.

For Hong Kong SMEs of toys, gifts and household products to promote in summer, they have no choice but to participate in overseas fairs at present. TDC's planned July fair will provide a more effective channel for promoting their products.

The success of the July supplementary fair this year has already inspired other cities in the region of an untapped opportunity for promotion in summer. If TDC does not move fast, the opportunity will be lost to them.