

**Information Paper for  
LegCo Panel on Commerce and Industry**

**Reports on the Work of the Overseas  
Hong Kong Economic and Trade Offices**

This paper informs Members of the work of the eleven overseas Economic and Trade Offices (ETO) since our last report in June 2010. The work reports of individual ETOs are set out in the following Appendices -

| <u>ETO</u>        | <u>Appendix</u> |
|-------------------|-----------------|
| Geneva ETO        | 1               |
| Washington ETO    | 2               |
| New York ETO      | 3               |
| San Francisco ETO | 4               |
| Brussels ETO      | 5               |
| London ETO        | 6               |
| Berlin ETO        | 7               |
| Tokyo ETO         | 8               |
| Sydney ETO        | 9               |
| Singapore ETO     | 10              |
| Toronto ETO       | 11              |

## **Report on the Work of the Geneva ETO**

The principal function of the Geneva ETO is to represent Hong Kong, China (HKC) as a Member of the World Trade Organization (WTO). It also represents HKC as a Member in the International Textiles and Clothing Bureau (ITCB)<sup>1</sup> and the Advisory Centre on WTO Law (ACWL)<sup>2</sup>, and as an observer to the Trade Committee of the Organization for Economic Cooperation and Development (OECD) in Paris.

### **Commercial Relations**

2. On the back of improvements in global economic conditions, international trade showed a marked rebound in 2010 from the trough in 2009, registering a record-breaking 14.5% surge in the volume of exports and returning to the pre-crisis peak level of 2008. However, persistent high unemployment rates, rising food and commodities prices, unrest in some oil-exporting countries, and the recent catastrophes in Japan have presented some uncertainties to the prospect of global trade. In the midst of this economic environment, there has been a new political impetus to the Doha Development Agenda (DDA) negotiations and intensified engagements by Members to conclude the Round by this year.

3. In September 2010, a new negotiating process was embarked on whereby small negotiating groups at the Ambassadorial level were formed to allow for candid discussions on the outstanding issues. The Geneva ETO participated actively in the process, with the Permanent Representative, Geneva (PRG) acting as the facilitator for the small group on Services. The negotiations helped enhance the level of trust among Members and bred some new ideas on how the remaining gaps could be bridged. Subsequently, at the G20 and Asia-Pacific Economic Cooperation Leaders' Summits held in November 2010, leaders reiterated their commitment to the DDA and recognised 2011 as the critically important window of opportunity to close out the Round. These political messages were later reinforced at the informal Ministerial Meeting held in the margins of the Annual Meeting of the World Economic Forum in Davos, Switzerland in January 2011. The Geneva ETO arranged the attendance of the Secretary for Commerce and Economic Development (SCED) at the meeting, where Ministers all agreed to instruct their negotiators to enter into serious

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<sup>1</sup> The ITCB was an international governmental organisation based in Geneva comprising some 19 developing exporting members of textiles and clothing products. In view of the changed circumstances in the global market for these products and hence the functions that could be performed by the ITCB, Members agreed to turn it into an informal group in December 2010 to continue discussing textiles and clothing matters on an *ad hoc* basis. As ITCB Chairman, PRG oversaw its winding-up arrangements.

<sup>2</sup> The ACWL is an international governmental organisation based in Geneva providing legal assistance and legal training concerning WTO laws to its developing and least-developed country members.

give-and-take in order to conclude the remaining stretch of the DDA negotiations.

4. The political resolve demonstrated by the political leaders injected a new sense of optimism to the negotiations, and was followed by intensified negotiations by Geneva-based negotiators. On the non-agricultural market access (NAMA) front, the Geneva ETO participated in meetings in variable formats and put forward several suggestions to help narrow the differences over proposals aimed at reducing non-tariff barriers. We also worked closely with other like-minded members to advance the negotiations over additional tariff cuts in designated product sectors (known as “sectorals”). In the Services negotiations, apart from facilitating the Ambassadorial Small Group discussion, we pursued HKC’s interests actively on both the market access and rules-making fronts, and submitted various textual proposals to help advance the negotiations.

5. In respect of trade facilitation, HKC was appointed as one of the facilitators to lead the negotiations based on the consolidated negotiating text. A number of rounds of negotiations were held, making satisfactory progress. Consensus was reached on various bracketed options, and Members were able to clean up the negotiating text, which would form the basis for the eventual Trade Facilitation agreement. On the anti-dumping front, we advanced HKC’s offensive trade interests by advocating the tightening of the relevant trade rules to prevent abuses. Meanwhile, we worked closely with other Members on several proposals to advance the negotiations on the notification and registration of geographical indications for wines and spirits, and on market access for environmental goods.

6. Despite progress being made on some technical issues, which were captured by the revised negotiating documents issued in April 2011, the substantial differences among some key WTO Members on the less-tractable market access issues, in particular the NAMA sectorals, remained unresolved. In view of this situation, the Geneva ETO collaborated with 12 other Members and circulated a joint letter signed by Ministers on 15 April to stress the value of concluding the Round and appeal to all Members to show further flexibility.

7. In parallel with our participation in the trade negotiations, the Geneva ETO also worked closely with the Trade and Industry Department and other relevant bureaux and departments on the sixth trade policy review of HKC, which was successfully concluded in December 2010. The transparency and openness of our trade and investment regime, as well as the constructive role HKC plays in the DDA negotiations, were highly regarded by other WTO Members. During the reporting period, we also took part in the trade policy reviews of seven other WTO Members, and closely monitored dispute settlement cases of interest to HKC. In his personal capacity, PRG continued to chair the Council for Trade-related Aspects of Intellectual Property Rights, and after stepping down from that post was elected to serve as the Chairman of the Working Group on Trade, Debt and Finance.

8. Outside the WTO, the Geneva ETO participated in the work of the Trade Committee of the OECD throughout the past year. We supported the attendance of the Acting SCED at the Trade Session of the OECD Ministerial Council Meeting in Paris in May 2011 and the informal Ministerial Meeting hosted in its margins by Australia. Separately, we participated in the work of the ACWL, with PRG serving as a member of its Management Board.

### **Looking Ahead**

9. Members have been reflecting on the next steps for the DDA negotiations in view of the current impasse over market access. In light of the outcome of the Ministerial Meetings in May, Members will further discuss how best to take forward the negotiations before the eighth WTO Ministerial Conference scheduled for mid-December 2011. The Geneva ETO will continue to advance and defend the trade interests of HKC in securing an outcome of the negotiations. In parallel, we will continue to contribute to the work of the OECD and ACWL.

Hong Kong Economic and Trade Office, Geneva  
June 2011

## **Report on the Work of the Washington ETO**

The main functions of the Washington ETO are to monitor political and economic developments of the United States of America (US), and to represent Hong Kong's economic and trade interests in the US capital. The Washington ETO keeps a close watch on legislative proposals, executive actions and general sentiments in the US capital that may affect the interests of Hong Kong. The Washington ETO also promotes Hong Kong's image as an international city with a vibrant and free economy, as well as a diverse and law-abiding community under the "One Country, Two Systems" principle.

### **US Political Landscape**

2. The mid-term elections in November 2010 have led to a major change in the 112<sup>th</sup> US Congress. While Democrats are still holding a majority in the Senate, albeit at a thinner margin, Republicans have captured control of the House. The challenge for the leadership from both parties now are to identify common grounds on core issues which would draw voters' support and move the US forward; and to persuade their respective party members, particularly the hardliners, to vote for compromised deals, if and when mapped out by the party leadership on contentious issues (e.g. ways for curbing the expanding federal deficit).

3. In April 2011, the two parties managed to narrowly avert a government shut-down by reaching a last-minute deal for the fiscal 2011 budget. However, it is likely that bigger battles are looming large – the Administration's call to raise the debt ceiling by 2 August to enable the US to borrow funds to meet its needs; and the fiscal 2012 budget.

4. Both Democrats and Republicans are already gearing up for the 2012 elections. So far President Obama has announced his re-election campaign and several Republicans have announced their bids to run for the presidency. While most polls generally show that President Obama at the moment has a slight edge over likely Republican presidential candidates, many analysts consider that his chance of re-election would very much depend on the economy and unemployment rate in the run-up to the 2012 November election. Persistence of the Middle East crisis is adding pressure on oil prices and would undermine the US economic recovery, thereby adversely affecting President Obama's re-election prospect. Some analysts also predict that Republicans should be able to hold on to its majority control in the House and might stand a chance in increasing their number of seats in the Senate, even to the extent of becoming the majority after the 2012 elections. Republicans however have lately lost some voters' support due to its proposals to cap public funding for the Medicare and Medicaid schemes in the fiscal 2012 budget plan.

## **Commercial Relations**

5. Over the past year, the Washington ETO helped foster Hong Kong-US commercial relations through engaging federal agencies, Congressional Members and staffers, and other opinion-formers to discuss matters of common interests; facilitating bilateral trade; and monitoring developments that might affect Hong Kong's trade and economic interests.

6. The Washington ETO continued to keep a close eye on and report significant developments in the US which might potentially affect trade and economic relationship between the US and its key trading partners including Hong Kong. These issues included proposed legislation to enhance enforcement of US trade and customs laws; bilateral, regional and multilateral trade negotiations involving the US and its trading partners; major anti-dumping and countervailing cases against the Mainland China; export control issues; port security issues; food and product safety issues; climate change bills; key developments in the US market and the US economy; as well as major trade disputes involving the US. With the US and China being the world's two largest economies and also Hong Kong's two largest trading partners, the Washington ETO closely monitored the development of their economic and trade relations. Regarding trade issues which would have a direct impact on Hong Kong, the Washington ETO closely liaised with the US Administration, the Congress and the business community with a view to gaining a better understanding of the US's position and explaining Hong Kong's stance.

7. The Washington ETO has been monitoring a number of bills initiated by the US Congress to enhance international tax enforcement which may have an impact on Hong Kong. The Washington ETO maintained close contacts with key interlocutors in the US Administration, the Congress and think-tanks to share with them Hong Kong's commitment to tax transparency and new measures introduced by Hong Kong to meet the international standards of transparency and to facilitate exchange of tax information with overseas taxation authorities. Besides, the Washington ETO also kept a close watch over the proposed legislation by the US Congress and possible moves by the US Administration in relation to Renminbi, due to their possible impact on Hong Kong.

## **Public Relations**

8. The Washington ETO engaged its interlocutors on a regular basis to update them on various developments in Hong Kong. They were assured that Hong Kong continued to enjoy a high degree of autonomy under the "One Country, Two Systems" principle. In addition to liaising with interlocutors in Washington, D.C., the Commissioner for Economic and Trade Affairs, USA (C,USA) also made trips to various states and cities across the US to call on senior state and municipal officials, business leaders, academia, think-tanks; to conduct talks at chambers of commerce and universities; to attend media interviews to explain Hong Kong's latest developments and to present to them

the opportunities Hong Kong could offer for the US business community. C,USA also gave talks to Congressional staffers, business leaders, and at forums organized by universities and think-tanks (e.g. George Washington University and Brookings Institution) in Washington, D.C.

9. The Washington ETO organised a number of events to raise the profile of Hong Kong in Washington, D.C. In July to August 2010, the Washington ETO, in conjunction with the Smithsonian Institution's Freer Gallery of Art, presented the 15<sup>th</sup> Annual "Made in Hong Kong" Film Festival, and hosted a reception-cum-premiere for the film festival. In February 2011, the Washington ETO held its annual Spring Reception which attracted over 800 guests. In addition, briefings were held for various organisations (e.g. Congressional Legislative Staffers Association, Syracuse University, and House Chiefs of Staff Alumni Association) to convey the Hong Kong messages to the professional and international community in Washington, D.C.

10. In October 2010, the Financial Secretary (FS) visited Washington, D.C. to attend the annual meeting of the World Bank/International Monetary Fund. The Washington ETO arranged the FS to call on the Chairman of the Federal Reserve, the Chairman of the Council of Economic Advisers and the Director of the White House National Economic Council amongst others to update them on the latest economic developments in Hong Kong and to exchange views on issues of mutual interests regarding the global financial market.

11. In addition, the Washington ETO was tasked to organise a visit in December 2010 by the FS, accompanied by a Hong Kong business delegation, to Brasilia and Sao Paulo, Brazil; and Santiago, Chile to explore business opportunities for Hong Kong in these important emerging markets. During the visit, the FS met with senior Brazilian and Chilean officials in charge of finance and trade, and the Central Banks, and conducted a number of speaking engagements to promote Hong Kong as the premier international gateway to Mainland China and to foster closer connections between Hong Kong and these economies. The FS also visited BM&FBOVESPA (the Brazilian Securities, Commodities and Futures Exchange) and a number of Brazilian and Chilean companies in addition to taking part in a signing ceremony between Hong Kong and Chile for the Memorandum of Understanding on Co-operation in Wine-related Business.

### **Looking Ahead**

12. There have been more signs showing a gradual recovery of the US economy, for instance, the US Gross Domestic Product bounced from 2.6% contraction in 2009 to 2.9% growth in 2010. The unemployment rate has dropped from 10.1% to 9.1% in May 2011. However, facing huge debt and trade deficit and the pressure to create jobs, the US Administration is expected to pursue vigorously its trade enforcement measures and to boost American exports overseas. Special interest groups will also continue to lobby the US Administration and the Congress to introduce measures or bills to protect

domestic industries and jobs. Given the large trade deficit that the US has with China, the latter will remain a target of any protectionist measures in the US. Notwithstanding Hong Kong's healthy economic and trade relations with the US, the Washington ETO will remain vigilant against any uncertainties in US-China relations spilling over to Hong Kong. We will also closely monitor any new policy initiatives rolled out by the US Administration and the Congress which may affect Hong Kong.

Hong Kong Economic and Trade Office, Washington  
June 2011

## **Report on the Work of the New York ETO**

The New York ETO is responsible for promoting Hong Kong's economic and trade relations between Hong Kong and the 31 states east of the Mississippi River in the United States of America (US).

### **Commercial Relations**

2. Over the past 12 months, the New York ETO continued to reach out to the business community, political and government leaders, academic institutions, think-tanks and media in the US east to promote Hong Kong as an international financial, trading, logistics, convention and tourism hub, China's global financial hub, as well as a gateway to Asia, particularly the Mainland of China.

3. In tandem with the new developments in our financial services sector, special focus has been put on promoting Hong Kong's role as China's global financial centre with special emphasis on Renminbi business development and the advantages this could bring to US businesses. The message has generated much interest among interlocutors, especially those in the financial and trading sectors.

4. A key promotional conference titled "Hong Kong: China's Global Financial Center" was organised in New York by the Financial Services and Treasury Bureau and InvestHK with the assistance of the New York ETO in March 2011. Keynote speakers of the conference included the Under Secretary for Financial Services and the Treasury (USFST), Mr Martin Wheatley, the Chief Executive Officer of the Securities and Futures Commission, and Mr Eddie Yue, the Deputy Chief Executive of the Hong Kong Monetary Authority. Over 380 guests attended the conference, including business leaders, principals and leading asset managers of major US financial services companies, government officials, economists and professionals. Hong Kong's strengths as an international financial center were robustly promoted and discussed.

5. In addition, the New York ETO arranged meetings and visits for a delegation of Hong Kong directorate officers in September 2010 as part of their training and development programme and for USFST in October 2010 to promote Hong Kong's financial services and to reinforce ties between the two cities. During her stay, USFST met with a number of important financial institutions, including the Financial Industry Regulatory Authority and several major banks. She also spoke at various events organized for the financial sector, focusing on Hong Kong's role as an international financial center and an offshore Renminbi business center. The New York ETO also helped arrange the visits of 12 US official/trade delegations, six individual visitors and one sponsored visitor to Hong Kong. The visitors included New York city Mayor Michael Bloomberg, Chicago city Mayor Richard Daley, a senior delegation of

the Federal Reserve Bank of New York, and a delegation from the National Committee on US-China Relations. The New York ETO continued to maintain close ties with their offices and engage them in its major activities.

6. As part of our ongoing efforts to spread the Hong Kong message, the Commissioner for Economic and Trade Affairs, USA (C,USA) and the Director of the New York ETO (D(NY)), visited 15 key cities in nine states to call on senior state and local government officials including governors, cabinet secretaries and mayors; state legislature leaders; academia; think-tanks; and business leaders to foster and strengthen economic and trade ties, and to conduct speaking engagements and media interviews. The cities visited are Wilmington, Delaware; Miami, Florida; Atlanta and Savannah, Georgia; Chicago, Illinois; Boston, Massachusetts; Minneapolis and St Paul, Minnesota; Finger Lakes and New York City, New York; Charlotte, Durham and Raleigh, North Carolina; and Memphis and Nashville, Tennessee.

7. In addition, D(NY) spoke to local political and business leaders in Chicago, Illinois; New Orleans, Louisiana; Boston, Massachusetts; and New York City at breakfasts and luncheons organized by local business associations. In New York City for example, she spoke to about 100 guests from the business sector at a forum co-hosted with the Manhattan Chamber of Commerce in October 2010. To reach out to academics and university students, she gave speeches at the New York University and the Baruch College New York City, as well as the Brown University in Providence, Rhode Island. Such functions had helped to raise Hong Kong's profile as well as generate interest in Hong Kong among investors, businessmen, academics and students from renowned universities at the East Coast.

### **Public Relations**

8. As part of its ongoing effort to promote Hong Kong's creative industry, the New York ETO sponsored and presented 13 Hong Kong films in New York and Chicago at the New York Asian Film Festival (NYAFF) in June 2010, the Chicago International Film Festival (CIFF) in October 2010 and at the Gene Siskel Film Center, Chicago in February 2011.

9. The NYAFF, held at the prestigious Lincoln Center, screened ten Hong Kong films under the auspices of "Return to the Old School: Hong Kong's New Martial Arts Cinema" programme. The New York ETO hosted a reception to promote Hong Kong films as well as build up ties between the US and Hong Kong film production houses and practitioners. Director-cum-actor Sammo Hung and actor Simon Yam attended the NYAFF while Director Danny Cheng Wan-cheung participated in the CIFF.

10. The New York ETO also sponsored the annual Hong Kong Dragon Boat Festivals held in New York, Boston, Atlanta, and Miami held between the months of June and November 2010. In addition, the ETO held large scale Chinese New Year Spring Receptions at New York, Chicago, Atlanta, and

Boston. C,USA and D(NY) both spoke at these events to promote Hong Kong as an important business partner and its attractiveness as Asia's World City.

11. To promote Hong Kong as a regional wine hub, the New York ETO co-organised a wine reception with the Asia Society titled "Wine Boom in Hong Kong" in May 2011. Over 300 guests from the business and professional sectors attended, among which were wine producers, wine trading companies, auction houses, and senior representatives from major US wine journals. The event was widely reported in the press.

### **Investment Promotion**

12. The Investment Promotion Unit (IPU) of the New York ETO pursued an intensive investment promotion programme targeted at those sectors on the East Coast and Midwest with high outward investment potential. From June 2010 through May 2011, the IPU met with 278 companies and assisted 31 companies to establish business operations in Hong Kong. The strong performance was in part the result of the continuing high level of interest in Asian locations from the East Coast alternative investment sector, particularly hedge funds and prime brokers.

13. The IPU took advantage of visits by the Director General and Associate Director General of InvestHK to organize promotional events and focused on investment attraction through high-intensity networking and meetings with key executives of targeted companies.

### **Looking Ahead**

14. The New York ETO will maintain its drive to promote Hong Kong's strengths through out-of-state visits by C,USA and D(NY), discussion forums, publicity events, and newsletters.

Hong Kong Economic and Trade Office, New York  
June 2011

## **Report on the Work of the San Francisco ETO**

The San Francisco ETO is responsible for promoting the economic and trade interests of Hong Kong, and strengthening economic ties and network between Hong Kong and the 19 states west of the Mississippi River in the United States of America (US).

### **Commercial Relations**

2. Over the past 12 months, the San Francisco ETO continued to reach out to the business community, political and government leaders, academic institutions, think-tanks and media in the US west to promote Hong Kong as an international financial, trading, logistics, convention and tourism hub, China's global financial hub, as well as a gateway to Asia, particularly Mainland China.

3. As part of our ongoing efforts to spread the Hong Kong message, the Commissioner for Economic and Trade Affairs, USA (C, USA) and the Director of the San Francisco ETO (D(SF)) visited ten key cities in six states in US west to call on senior state and local government officials including governors, cabinet secretaries and mayors; state legislature leaders; academia; think-tanks; business communities to foster and strengthen economic and trade ties, and to conduct speaking engagements and media interviews. The cities visited included Sacramento, San Francisco and Los Angeles, California; Anchorage and Juneau, Alaska; Lincoln, Nebraska; Albuquerque and Santa Fe, New Mexico; Topeka, Kansas; as well as Las Vegas, Nevada.

4. D(SF) also separately spoke at different events to promote the business opportunities of Hong Kong, including the International Trading Partner Series Talk hosted by the World Trade Center of Northern California in Sacramento in September 2010; the outreach seminar "Hong Kong Managing Challenges and Opportunities of China" organized by the Hong Kong Trade Development Council in Santa Clara in September 2010; the 6<sup>th</sup> Annual Alaska-China Business Conference held in Anchorage, Alaska organized by the World Trade Center Alaska in December 2010; the business conference organized by the National U.S. Hong Kong Business Association in Las Vegas, Nevada in May 2011. D(SF) also gave guest lectures for students and faculty members of the City College and the University of San Francisco in April 2011.

5. In July 2010, the San Francisco ETO provided assistance for a 14-member delegation of the Hong Kong.China.Hawaii Chamber of Commerce to explore business opportunities in Hong Kong. In April 2011, the San Francisco ETO assisted a 20-member delegation of the Monte Jade Science and Technology Association Asian American Chapter to visit the Hong Kong Science Park.

## **Public Relations**

6. To promote Hong Kong as a wine trading, storage and distribution hub in Asia, D(SF) spoke at the luncheon hosted by the Hong Kong Trade Development Council in Napa, California, in July 2010. The luncheon was attended by representatives from over 100 wineries. In September 2010, D(SF) spoke at the “Hong Kong – Asia’s Wine & Gourmet Center” business luncheon hosted by InvestHK in Lodi, California. The San Francisco ETO also sponsored the 7<sup>th</sup> Annual San Diego Bay Wine and Food Festival’s Reserve and New Release Tasting Winery Reception in November 2010. More than 100 wine producers, many of them from Southern California, attended the reception. D(SF) briefed the participants on the wine business opportunities in Hong Kong following the elimination of wine duties in 2008.

7. Taking the opportunity of the signing of the two Memoranda of Understanding between Hong Kong and the US; as well as between Hong Kong and the Washington and Oregon States, an advertorial on wine was published in the September issue of Wine Enthusiast, one of the world’s most respected and quoted publications in the field of wine and spirits. The advertorial helped reach out to the wine businesses across the US, furnishing them with essential information about the burgeoning wine business opportunities of Hong Kong.

8. To continue providing updated information about wine business in Hong Kong, a wine webpage was created on the websites of the three US ETOs.

9. To promote Hong Kong’s film and creative industries, the San Francisco ETO sponsored the Seattle Film Festival in Seattle, Washington as well as the San Francisco International Film Festival in San Francisco, California in May 2011. A total of eight Hong Kong films were screened; and D(SF) spoke at both occasions.

10. To update interlocutors on the revitalized Brand Hong Kong, the San Francisco ETO hosted a “Meet the Many Faces of Hong Kong” reception in San Francisco in September 2010. The “Faces of Hong Kong” and “Hong Kong - Potential Unlimited” videos were shown at the reception. More than 200 distinguished guests, consuls general, senior government officials and business leaders attended the event.

11. The San Francisco ETO also hosted spring receptions to celebrate the Lunar New Year together with its interlocutors in Los Angeles, San Francisco, and Seattle; and sponsored the annual International Dragon Boat Festival held in September 2010 at Treasure Island of San Francisco. The San Francisco ETO also published its electronic newsletters, i.e. “e-Hong Kong”, to inform our interlocutors of the San Francisco ETO’s major activities and Hong Kong’s latest developments. A special newsletter, with a theme of “Faces of Hong Kong” was published.

## **Investment Promotion**

12. During the reporting period, the Investment Promotion Unit (IPU) of the San Francisco ETO visited around 230 companies and assisted 17 companies to establish business operations in Hong Kong. The IPU also organized two major business functions for investment promotion, namely a business luncheon for Government Chief Information Officer in November 2010 in Santa Clara, California, to promote information technology and data center investment and businesses in Hong Kong; and another business luncheon for the Director-General of Investment Promotion in March 2011 in Palo Alto, California, to promote Hong Kong as China's global financial center.

## **Looking Ahead**

13. The San Francisco ETO will provide support to the Hong Kong delegation in their participation in the Asia-Pacific Economic Cooperation meetings to be held in San Francisco, California in September 2011 and Honolulu, Hawaii in November 2011. The Office will also continue to organize duty visits and promotional activities to spread the Hong Kong messages in 2011/12.

Hong Kong Economic and Trade Office, San Francisco  
June 2011

## **Report on the Work of the Brussels ETO**

The Brussels ETO represents Hong Kong's economic and trade interests to the European Union (EU), the European Commission (EC) and the European Parliament (EP). It is also responsible for promoting Hong Kong's bilateral economic and trade relations with 15 European countries, namely Belgium, Bulgaria, Croatia, Cyprus, France, Greece, Ireland, Italy, Luxembourg, Malta, the Netherlands, Portugal, Romania, Spain and Turkey.

### **Commercial Relations**

2. The Brussels ETO maintains regular dialogue with the EC on various trade, customs and other trade-related subjects that are of interest to Hong Kong, as well as monitors new legislation and administrative rules originating in the EU which may have an impact on the commercial interests of Hong Kong and Hong Kong companies. In the past year, we closely monitored developments in the financial services regulatory reforms in the EU and the EC's legislative proposal for strengthening control on certain food contact materials, and we made representations to the EC on behalf of the Hong Kong Special Administrative Region (HKSAR) Government where necessary. We also monitored closely the sovereign debt crisis and food safety incidents that happened within the EU.

3. The fourth annual structured dialogue meeting between the EC and the HKSAR Government took place in Brussels in November 2010. The two sides had fruitful exchanges on a wide range of issues, including trade, financial services, competition policy, testing and certification, environmental protection, education, aviation as well as food and product safety. The two sides agreed to continue working towards strengthening aviation co-operation and explore new initiatives in education co-operation.

4. The Brussels ETO arranged visits of senior government officials to countries under its purview. In the past year, it organised visits by the Financial Secretary to Paris in October 2010, by the Secretary for Food and Health to The Hague in May 2010, the Secretary for Financial Services and the Treasury to Dublin in June 2010, the Secretary for Transport and Housing to Brussels in September 2010, the Secretary for Commerce and Economic Development to Barcelona in March 2011 and the Secretary for the Environment to Paris and Marseille in May 2011. We also assisted in the visits of the Permanent Secretary for Commerce and Economic Development to Burgundy in October 2010, the Under Secretary for Financial Services and the Treasury to Brussels in March 2011 and a delegation of the Education Bureau and the Hong Kong Examinations and Assessment Authority to Brussels and Paris in April 2011.

5. In addition, the Brussels ETO collaborated with the Hong Kong Trade Development Council (HKTDC), and other local business associations, to organise business luncheons or seminars in 11 cities in nine countries to promote Hong Kong and its role as a gateway to the Mainland and Asian markets. These included Barcelona, Bucharest, Dublin, Lisbon, Madrid, Milan, Namur, Paris, Rotterdam, Sofia and Verona.

### **Public Relations**

6. As in previous years, the Brussels ETO in collaboration with the HKTDC and other local business associations organised receptions in 12 cities (namely Ankara, Barcelona, Brussels, Bucharest, Dublin, The Hague, Lisbon, Luxembourg, Madrid, Milan, Paris and Sofia) to celebrate the Chinese New Year in February and March 2011. Over 1 800 guests from the diplomatic, political and business circles attended these events. We invited a renowned young Hong Kong cellist to perform at the receptions in The Hague and Brussels. At the reception in Paris, with the assistance of CreateHK and Hong Kong Arts Centre, we staged a mini-exhibition on Hong Kong's comic arts work, showcasing the talent of a group of well-known comic artists who had just participated in Europe's most important international comics festival in Angoulême in end January.

7. The Brussels ETO continued its efforts in promoting Hong Kong films in Europe. The Hong Kong Film Panorama 2010/2011 was held in eight cities (namely Amsterdam, Antwerp, Athens, Barcelona, Dublin, Florence, Lisbon and Madrid). It was the first time that the Film Panorama was brought to Dublin. Apart from showing recent Hong Kong films, a retrospective of action films was also screened in the Film Panorama.

8. In addition to organising the Hong Kong Film Panorama, the Brussels ETO also hosted receptions during a number of major film festivals. They included the Venice Biennale Film Festival where Hong Kong director John Woo was awarded the Golden Lion for Lifetime Achievement award; the Asian Film Festival in Rome which screened a selection of films produced by Hong Kong director Stanley Kwan; the Rotterdam Film Festival which examined the development of "wuxia" films in Hong Kong; and the Brussels Offscreen Film Festival which presented a retrospective of Shaw Brothers productions.

9. In March 2011, the Brussels ETO sponsored the Night of Exclusief in Ostend, Belgium, which chose Hong Kong as the theme of the event. To showcase Hong Kong's creative talents, we arranged a fashion show during the event by a renowned Hong Kong fashion designer. Over 2 000 guests attended the event which attracted wide media coverage in Belgium.

## **Investment Promotion**

10. The Investment Promotion Unit (IPU) of the Brussels ETO continued to develop market awareness and visibility of Hong Kong by partnering with major event organisers and local multipliers. Apart from speaking at business seminars co-organised by the Brussels ETO and the HKTDC, staff of the IPU also spoke at events organised by outside associations or multipliers regarding Hong Kong's strategic advantages.

11. During the reporting period, the IPU met and made about 221 presentations to companies which were interested in setting up an operation in Hong Kong. It has been following up actively on 43 projects, 12 of which have successfully set up new offices in Hong Kong.

## **Looking Ahead**

12. The Brussels ETO will continue to maintain close liaison with interlocutors in various EU institutions and strengthen bilateral ties with European countries covered by the ETO. We will also continue to monitor developments in the EU that are of interest to Hong Kong and organise various kinds of publicity events to further promote Hong Kong.

Hong Kong Economic and Trade Office, Brussels  
June 2011

## **Report on the Work of the London ETO**

The London ETO is responsible for promoting Hong Kong's bilateral economic and trade relations with nine European countries, namely Denmark, Estonia, Finland, Latvia, Lithuania, Norway, Russia, Sweden, and the United Kingdom (UK).

### **Commercial Relations**

2. The London ETO maintains close liaison with contacts in the governments, trade organisations, business, academic and media sectors and updates them on the latest developments in Hong Kong through regular exchanges, visits and seminars. In collaboration with the Hong Kong Trade Development Council (HKTDC), InvestHK and local trade associations, the London ETO organised and supported 15 business seminars in Birmingham, Bristol, Copenhagen, Gothenburg, Helsinki, Liverpool, London, Malmo, Manchester, Moscow, Oslo, St. Petersburg, Stockholm and Vilnius to promote Hong Kong's advantages and opportunities as a springboard to the region.

3. High-level official exchange helps strengthen bilateral ties and commercial relations. The London ETO organised 11 visits during the reporting period. The highlight was the Chief Executive (CE)'s visit to Russia in August/September 2010, while seven visits were made by five Principal Officials, including the Financial Secretary's UK visit in October, the Secretary for Commerce and Economic Development's visit to Denmark in August, the Secretary for Development's visit to Norway and the UK in September, the Secretary for Financial Services and the Treasury (SFST)'s visit to Russia and the UK in June and to the UK again in November, as well as the Secretary for Transport and Housing's UK visit in August/September. We also assisted in four visits to the UK by permanent secretaries and under secretaries, as well as a visit by the Legislative Council Public Accounts Committee delegation (joined by the Director of Audit) in March 2011.

### **Public Relations**

4. To promote Hong Kong talents and showcase Hong Kong as an arts and cultural hub, the London ETO continues to initiate, organise and support numerous cultural events. In May/June 2010, the London ETO initiated and funded a Hong Kong photo exhibition attended by over 13 000 visitors at the Arseniev State Museum in Vladivostok. We also sponsored a Hong Kong film event entitled "Hong Kong View" at the art cinema "35mm Cinema" in Moscow in September 2010, screening five selected Hong Kong films with a photo exhibition held in parallel.

5. In order to garner greater support and enhance deeper understanding of the unique role played by Hong Kong among opinion shapers, the

Director-General of the London ETO gave a speech entitled “Why does Hong Kong Still Matter to the UK?” to the UK All Party Parliamentary China Group on 15 December 2010. The speech was circulated widely to thousands of our contacts in the UK.

6. Hong Kong was also featured in several high-profile events in London. On 27 June 2010, the London ETO supported the annual London Hong Kong Dragon Boat Festival, which attracted thousands of Londoners who enjoyed a full day of entertainment and racing involving 33 teams. On 13 November, we organised Hong Kong’s sixth entry in the City of London Lord Mayor’s Show. As part of our annual PR programme, the London ETO hosted 11 Chinese New Year (CNY) events which included seven business seminars from February to March 2010. We also sponsored the CNY celebration at Trafalgar Square and Shaftsbury Avenue, which carried the theme “Hong Kong in London Chinatown” featuring Hong Kong’s wishing tree.

7. During the reporting period, we sponsored 11 visitors including a group of six parliamentarians from the UK to see the various developments taking place in Hong Kong. Three sponsored journalists also visited Hong Kong to attend various festivals. The London ETO also maintained regular liaison with the media, and arranged interviews for visiting senior officials from Hong Kong and for the Director-General of the London ETO during her official visits.

### **Investment Promotion**

8. The Investment Promotion Unit (IPU) of the London ETO met 151 companies and successfully assisted 39 companies to set up in Hong Kong in 2010. The IPU continues to be active both in its participation of high-profile business seminars organised by this Office or outside organisations, and in organising meetings between senior officials of InvestHK and senior business executives of companies.

### **Heathrow Snowstorm in December 2010**

9. The London ETO provided assistance to Hong Kong students stranded in London Heathrow Airport because of the snowstorm that hit the UK before Christmas. Staff of the London ETO set up counters at the airport, offering the students food and water and providing them with resting areas at a nearby hotel. We also provided telephone hotlines to handle enquiries from stranded students and their families. Under the coordination of the Security Bureau in Hong Kong, we worked closely with Cathay Pacific, the Civil Aviation Authority and other relevant parties to arrange additional flights. With three extra flights on 21 to 23 December, over 600 stranded Hong Kong students were able to return to Hong Kong before Christmas.

## **Looking Ahead**

10. Hong Kong's bilateral relations with the countries under the London ETO's purview have been growing from strength to strength. The bilateral relations between Hong Kong and Russia reached new height with the CE's visit to Moscow in August/September 2010 and the Russian President's reciprocal visit to Hong Kong in April 2011. In June 2011, SFST and the Chief Executive of Hong Kong Monetary Authority will take part in the St Petersburg International Economic Forum to further strengthen our ties with Russia. In preparation for a high-level business delegation from Estonia, the London ETO will organise a business seminar in Tallinn in June 2011 to facilitate the business community to understand Hong Kong's advantages. To tie in with the HKTDC's Annual London Dinner, there will be high-profile Hong Kong promotion events around the UK in September. SFST will also continue to promote the link with the UK's financial services sector during his visit in June. We will continue promote Hong Kong through business promotion, PR and cultural events.

Hong Kong Economic and Trade Office, London  
June 2011

## **Report on the Work of the Berlin ETO**

The Berlin ETO is responsible for promoting Hong Kong's bilateral economic and trade relations with eight central European countries, namely Austria, the Czech Republic, Germany, Hungary, Poland, the Slovak Republic, Slovenia and Switzerland. During the reporting period, the Berlin ETO was officially opened by the Chief Secretary for Administration on 21 March 2011, and has further expanded its networking and promotional activities in the countries under its purview, covering in particular the six priority industries, on top of the four pillar industries.

### **Commercial Relations**

2. The Berlin ETO strengthened its contacts and activities in Switzerland and Poland during the past 12 months. In Switzerland, it organized a reception-cum-exhibition on Hong Kong in Bern on 1 July 2010 to mark the 13<sup>th</sup> anniversary of the establishment of the Hong Kong Special Administrative Region, which was attended by over 120 guests including Swiss government officials, the Chinese Ambassador to Switzerland, senior diplomats, and Swiss entrepreneurs. The Berlin ETO also sponsored a dragon boat race during the three-day Zurich Festival held every three years in July 2010. In September 2010, the Berlin ETO hosted a luncheon talk on Hong Kong's arbitration services in Geneva. On this occasion, Ms Teresa Cheng, SC, the Vice-chairperson of Hong Kong International Arbitration Centre, presented to the Swiss audience why and how commercial disputes should be resolved by the effective means of arbitration in Hong Kong. The audience included representatives of international organizations such as the World Trade Organization, representatives of various embassies and missions, Chamber of Commerce and Industry and a number of banking institutions in Switzerland.

3. In Poland, the Berlin ETO participated in the Life Style Expo 2010 organized by the Hong Kong Trade Development Council (HKTDC) in Warsaw in September 2010. On this occasion, bankers and small and medium enterprises based in Warsaw were also briefed on legal services and commercial dispute resolution in Hong Kong, highlighting one of the key assets of Hong Kong as a global trading and services centre. In April 2011, the Mayor of Gdansk and the President of the Pomeranian Special Economic Zone were briefed on Hong Kong's unique economic and trade opportunities, with a view to exploring future collaboration opportunities.

4. In February 2011, the Berlin ETO, in collaboration with the Hong Kong Film Development Council, sponsored a delegation of prominent and up-and-coming film makers and directors from Hong Kong to visit Berlin during the Berlin International Film Festival (Berlinale). In addition to participating in networking receptions and events organized by the Berlinale organizer and the Medienboard Berlin-Brandenburg (the regional film

development agency in the federal states of Berlin and Brandenburg in Germany), the delegation also attended two business matching and networking sessions hosted and sponsored by the Berlin ETO to meet with European film makers from four capital cities (Berlin, Paris, Rome and Madrid), where co-production opportunities were explored.

5. With the support of the Berlin ETO, the partnership agreement between Hong Kong and Germany was officially signed in August 2010 at the German Federal Ministry of Economics and Technology, confirming Germany as the partner country of the Business of Design Week (BODW) 2011 to be held in Hong Kong in late November/early December 2011. As part of the promotional campaign in the run-up to the BODW 2011, the Berlin ETO staged in its office an exhibition entitled “Hong Kong: Creative Ecologies” for a period of 9 months with the support of the Hong Kong Design Centre, displaying part of the design works that were originally exhibited in Shanghai Expo 2010.

6. In addition to creative industries, the Berlin ETO also broadened its promotion to cover education services and professional services. In October 2010, the Berlin ETO hosted a luncheon presentation for a delegation from the Research Grants Council of the University Grants Committee, to promote Hong Kong as an education hub and in particular, the Hong Kong PhD Fellowship Scheme. To introduce the new academic structure in Hong Kong to Germany, we also helped line up meetings for a delegation led by the Deputy Secretary for Education (Curriculum and Quality Assurance) and the Chairman of the Hong Kong Examinations and Assessment Authority with their German counterparts during their visit in Berlin in April 2011. In January and May 2011, the Berlin ETO hosted luncheon presentations for delegations from the Hong Kong Law Society and the Hong Kong International Arbitration Services Centre respectively, to further promote legal and arbitration services in Hong Kong.

7. As in the past, the Berlin ETO continued to facilitate visits made by senior officials from Hong Kong. The Secretary for the Environment visited Germany and Austria to attend the C40 workshop in Berlin and inspect waste management facilities in Vienna in June 2010 and May 2011 respectively. Apart from lining up meetings and visits, the Berlin ETO also organized receptions in Frankfurt, Berlin and Vienna during his visits. In March 2011, the Secretary for Commerce and Economic Development (SCED) visited Berlin together with a BODW 2011 delegation from Hong Kong. During her visit, the SCED attended a high level bilateral meeting at the German Federal Ministry of Economics and Technology, hosted a luncheon and visited various creative establishments in Berlin. The Under Secretary for Financial Services and the Treasury also visited Frankfurt in March 2011, to promote Hong Kong’s position as China’s Global Financial Centre. Together with the HKTDC, the Berlin ETO organized a lunch reception and arranged meetings for her with key financial and banking institutions based in Frankfurt.

## **Public Relations**

8. The Berlin ETO held its official opening ceremony cum gala dinner on 21 March 2011. The Chief Secretary for Administration officiated at the ceremony and unveiled a commemorative plaque via a video, while the State Secretary of the German Federal Foreign Office and the Permanent Secretary of the Berlin Government Senate Department for Economics, Technology and Women's Issues gave congratulatory remarks at the ceremony. In addition to the Chinese Ambassador to the Federal Republic of Germany, close to 400 guests including senior diplomats and government officials attended the event. Complementary publicity on Hong Kong as Asia's world city was mounted overseas through English and German speaking media under the auspices of the Information Services Department (ISD).

9. The Berlin ETO continued to engage the media in the region to promote the overall image of Hong Kong. Briefings for journalists in the region were organized from time to time to update them on the latest developments in Hong Kong. The Berlin ETO arranged the visit of over ten journalists to Hong Kong under ISD's Sponsored Journalists programme for the journalists to obtain first hand information on Hong Kong and continued to cultivate relations with these journalists.

10. We published at regular intervals Hong Kong Update for all of our contacts. Ad hoc electronic updates to cover contingent developments were also issued. Four special programmes on Hong Kong were produced and broadcast during the reporting period on a local TV channel *TV.Berlin*, covering a wide variety of topics.

11. In collaboration with the HKTDC and the local chambers of commerce in the eight countries under the purview of the Berlin ETO, we hosted 11 Chinese New Year (CNY) receptions between February and March 2011 to consolidate and establish new contacts.

## **Investment Promotion**

12. While the focus of the Investment Promotion Unit (IPU) of the Berlin ETO continued to be on three countries, namely Germany, Austria and Switzerland from which most of the investments originated, the IPU has commenced to venture into other countries under the Berlin ETO's purview through establishing contacts at networking events e.g. the CNY receptions.

13. The IPU has strengthened its links to other Hong Kong organizations in an attempt to create synergies and maximize its promotional effect. To this end, the IPU has shared the stage with the HKTDC and the Hong Kong Science and Technology Park at various events.

14. Adopting a variety of promotional methods, the IPU has organized mailing campaigns, taken stands at exhibitions, increased its multiplier contacts

as well as held presentations at numerous events. In October 2010, the IPU organized a half-day seminar in Munich which attracted over 100 participants. Speakers were recruited from specialists based in Hong Kong as well as existing investors who were able to share their practical experience on the benefits of using Hong Kong as the springboard to other Asian markets.

### **Looking Ahead**

15. In addition to continuing to establish and strengthen contacts in Germany, Switzerland, Austria and Poland, the Berlin ETO plans to enhance bilateral trade and economic ties with other emerging economies under its purview. The Berlin ETO will continue to allocate resources on the promotion of Hong Kong's industries and overall image. To dovetail with the BODW 2011 in Hong Kong, the Berlin ETO will continue to promote creative industries of Hong Kong in the latter half of 2011 through organizing seminars and cultural events.

Hong Kong Economic and Trade Office, Berlin  
June 2011

## **Report on the Work of the Tokyo ETO**

The Tokyo ETO is responsible for promoting Hong Kong's economic and trade interests in Japan and the Republic of Korea (Korea). In the immediate aftermath of the Great East Japan Earthquake in March 2011, the Tokyo ETO also helped in the emergency response actions that were required.

### **Commercial Relations**

2. The Tokyo ETO continued to foster Hong Kong's commercial relations with Japan and Korea through actively engaging politicians, government officials, business leaders, academics and opinion formers in the two countries, and keeping them informed of the political and economic situations in Hong Kong. In addition to activities in Tokyo, the Principal Hong Kong Economic and Trade Representative, Tokyo also conducted duty visits to other cities in Japan and Korea.

3. A number of business promotion seminars were organised by the Tokyo ETO to inform the audience of the latest developments and business environment in Hong Kong. These seminars (with an average audience size of about 120) were held at Gifu, Kagoshima, Saga and Sapporo in Japan, and Busan and Seoul in Korea, during the reporting period. Key messages conveyed included Hong Kong's unique advantages as an international financial and business centre, and the opportunities that it offered as a platform for businesses to gain greater access to the Mainland market. In addition to business seminars, the Tokyo ETO organized a "Hong Kong – the Green City" seminar in June 2010 with the Secretary for the Environment giving a presentation on the beauty of the natural landscape of Hong Kong's countryside, and an education seminar in July 2010 during which the Secretary for Education and senior representatives of tertiary institutions updated Japanese academic and community leaders on Hong Kong's efforts to enhance its position as a regional education hub. The Tokyo ETO also supported and participated in the 17<sup>th</sup> Hong Kong/Kagoshima Conference hosted by the Kagoshima prefectural government on 1 September 2010. Riding on the occasion of the Asia-Pacific Economic Cooperation (APEC) Tourism Ministerial Meeting, the Tokyo ETO, in conjunction with the Tourism Commission and the Hong Kong Tourism Board (HKTB), organized a reception in September 2010 to publicise the dynamism of Hong Kong's developing tourism infrastructure.

4. The Tokyo ETO continued to invite some of the most influential persons from Japan and Korea to visit Hong Kong under the Sponsored Visitors' Programme during the period under review. These included ten political, business and think-tank leaders and eight journalists from both countries. Separately, we assisted another seven individuals/groups in their visits to Hong Kong.

5. The Tokyo ETO also assisted in making arrangements for visits to Japan and Korea by Hong Kong delegations. As Japan was host to APEC 2010, and Korea, the G20 Summit, the Chief Executive, the Financial Secretary, the Secretary for Commerce and Economic Development, the Secretary for the Environment, and the Under Secretary for Commerce and Economic Development, as well as some Senior Officials, all made respective visits to the two countries last year. In addition, we helped organize the various visits by the Secretary for Education (July 2010), the Secretary for Home Affairs (September 2010), the Secretary for Development (October 2010 and March 2011) and the Director of Agricultural, Fisheries and Conservation (October 2010), as well as those by the Legislative Council's Panel on Home Affairs (August 2010), the Panel on Health Services and the Panel on Food Safety and Environmental Hygiene (September 2010).

### **Public Relations**

6. In September 2010, the Tokyo ETO and the HKTB jointly organised a promotional event entitled "Festive Hong Kong in Seoul" to raise the profile of Hong Kong in Korea. The programme included a variety of exhibitions, musical performances and cultural demonstrations, Hong Kong film shows and a uniforms show by Cathay Pacific Airways, which were well received.

7. For the fourth year running, the Tokyo ETO successfully organised the "Hong Kong Cup – All Japan University Students' English Speech Contest" using Hong Kong themes to encourage cultural exchange and promote better understanding of Hong Kong among the Japanese youth. The Tokyo ETO also continued to sponsor the annual "International Dragon Boat Race – Hong Kong Cup" in Yokohama in 2010 and the Tokyo concerts of the Hong Kong-based Asian Youth Orchestra in August 2010.

8. Other general liaison activities included, for example, the annual lunch reception for renowned Chinese professors in Japan, talks given to Japanese university students, and gatherings of Hong Kong and Chinese students studying in Japan.

### **Investment Promotion**

9. The Investment Promotion Unit (IPU) of the Tokyo ETO and West Japan Consultant of InvestHK conducted investment promotion visits to various prefectures in Japan to brief local chambers of commerce and relevant government offices on the latest investment environment in Hong Kong, and to meet potential investors. The IPU set up a booth display at Logis-Tech 2010 which targeted the logistics and transportation industry. It also participated at the Tokyo Hedge Funds Club Fifth Anniversary Event as a sponsor. Furthermore, a joint promotion seminar was held with the Hong Kong Science Park Corporation in Tokyo which focused on corporate clients in the fields of innovation and green technologies. In total, the units successfully supported

18 companies in either setting up a new company or expanding its existing business operations in Hong Kong.

### **Looking Ahead**

10. The Tokyo ETO will continue to publicise Hong Kong's strengths and foster closer bilateral relations with both Japan and Korea. We will do this taking into account the business sentiment and economic outlook of Japan in the aftermath of the Great East Japan Earthquake and in the light of the on-going nuclear power plant crisis in Fukushima. In addition to our normal activities in Tokyo, we will step up our liaison and promotional work in the less affected West Japan with a view to maximizing the opportunity to attract Japanese businesses and talent to Hong Kong. At the same time, the Tokyo ETO has stepped up its promotional work in Korea and will continue to do so in the months ahead.

Hong Kong Economic and Trade Office, Tokyo  
June 2011

## **Report on the Work of the Sydney ETO**

The Sydney ETO is responsible for promoting Hong Kong's bilateral economic and trade relations with Australia and New Zealand.

### **Commercial Relations**

2. The Sydney ETO continued to promote Hong Kong as both the international financial centre in China and the best gateway to China. The unique advantages of Hong Kong were promoted in various networking activities and seminars organized in collaboration with various chapters of the Hong Kong Australia Business Association, the Hong Kong New Zealand Business Association, InvestHK, the Hong Kong Trade Development Council (HKTDC), business and community groups. Building on the signing of the Hong Kong-New Zealand Closer Economic Partnership Agreement in March 2010, we further promoted trade and investment opportunities among business and community groups across New Zealand, including by extending our network beyond the major cities to Hamilton, Tauranga, Rotorua, Queenstown, Cromwell, Dunedin, etc. The Hong Kong-New Zealand relations were further strengthened following the visit by the Financial Secretary in November/December 2010 during which a Comprehensive Agreement for the Avoidance of Double Taxation was signed.

3. The Sydney ETO continued to proactively reach out to political leaders, government officials and business leaders to promote Hong Kong. In November 2010, the Sydney ETO organized a dinner in Canberra to re-launch the Hong Kong Parliamentary Friendship Group which included Senators and Members of Parliament from both the government and the opposition. To mark the 15<sup>th</sup> anniversary of the opening of Hong Kong House, the Sydney ETO in conjunction with the HKTDC, the Tourism Board and InvestHK, hosted an Open House Reception with invitations to government, business and community leaders.

4. Arrangements were made for visiting officials including the Financial Secretary, the Chief Justice, the Chief Executive of the Hong Kong Monetary Authority and the Secretary for Transport and Housing to brief the local business executives, government officials and politicians as well as the media on the latest developments in Hong Kong.

### **Public Relations**

5. On cultural promotion, in September 2010, the Sydney ETO co-organized the inaugural "Hong Kong Week in Sydney" with the Hong Kong-Australia Business Association (New South Wales Chapter), TVB (Australia), Way In Network and the HKTDC, featuring a movie night, a painting and photography exhibition, a food and wine dinner, a business

seminar, a carnival as well as a finale ball to raise funds for charity. The Sydney ETO participated in major film festivals in Australia (Sydney, Brisbane and Adelaide) and New Zealand (Wellington and Auckland) presenting a selection of Hong Kong films. The Sydney ETO also participated in the OzAsia Festival in Adelaide and the Lantern Festival in Auckland, both very popular large-scale cultural events, to promote Hong Kong.

6. To keep our interlocutors abreast about the development in Hong Kong, the Sydney ETO implemented a number of initiatives, including sending out “news flashes” to our interlocutors to provide timely updates on news and promotional activities related to Hong Kong. In November 2010, we sponsored one of the most popular daily newspapers in Australia, *the Australian*, to publish a 12-page special supplement on latest economic, political and cultural developments in Hong Kong. In February 2011, the Sydney ETO set up a Facebook site of “Hong Kong in Australia and New Zealand” to use the social media to provide Australians and New Zealanders with information about Hong Kong. The site also serves as a virtual hub for Hong Kong related organizations to share their events and experiences in Australia and New Zealand. In April 2011, the Sydney ETO revamped its website to provide more updated information about Hong Kong.

7. To provide more collaboration opportunities with local business, community and academic organizations with a view to promoting Hong Kong, the Sydney ETO renovated the 5/F of our office, the Hong Kong House, to a multipurpose function room and opened it for use by non-profit making organizations for business seminars, networking events, academic workshops, etc. To promote our physical presence, the Sydney ETO will install a heritage plaque at the entrance of the Hong Kong House on the history and present occupants of the building, two vertical Brand Hong Kong banners and a Hong Kong Special Administrative Region (HKSAR) Government flag on the roof of the Hong Kong House.

### **Investment Promotion**

8. The Investment Promotion Unit of the Sydney ETO continued to identify and assist potential Australian and New Zealand companies to establish and/or expand their business presence in Hong Kong. Between June 2010 and April 2011, 39 new projects have been generated and 13 projects completed.

### **Looking Ahead**

9. The Sydney ETO will continue to reach out to political leaders, government officials, the business community and academics to promote Hong Kong as a base for the Australian and New Zealand businesses to tap into the markets in China and the Asia Pacific region. It is expected that the visit by the Chief Executive to Melbourne, Perth, Canberra and Sydney in June 2011 will strengthen the relationship between the HKSAR Government and the Australian Government as well as the economic relationship between the two

economies. The Sydney ETO will continue to explore the use of social networking media to promote Hong Kong.

Hong Kong Economic and Trade Office, Sydney  
June 2011

## **Report on the Work of the Singapore ETO**

The Singapore ETO is responsible for promoting the bilateral economic and trade relations between Hong Kong and the ten member countries of the Association of South East Asian Nations (ASEAN)<sup>1</sup>. It also serves as a point of liaison with the Secretariats of the Asia-Pacific Economic Cooperation and the Pacific Economic Cooperation Council located in Singapore.

2. The ASEAN region, taken as a bloc, surpassed the European Union and became Hong Kong's second largest trading partner in 2010<sup>2</sup>. In their own right, six of the ASEAN economies<sup>3</sup> were among our top 20 trading partners in the same year.

3. The Singapore ETO organises business, cultural and public relations events across Southeast Asia, promoting Hong Kong as Asia's premier business hub, financial centre and tourist destination. Frequent exchanges between Hong Kong and the region continued over the past year. From June 2010 to May 2011, the Office received 12 official delegations/visitors from Hong Kong, including nine delegations led by Principal Officials (POs)<sup>4</sup>. Going beyond the ASEAN region, the Office was also tasked to organize the visit of the Chief Executive (CE) to New Delhi and Mumbai, India in October 2010.

### **Commercial Relations**

4. In an effort to promote Hong Kong's education services, one of the six industries in which Hong Kong has clear advantage, to Southeast Asian educators and students, the Secretary for Education (SED) led two higher education delegations to the region during the past year. SED and colleagues of his Bureau, together with the senior management of five Hong Kong universities, visited Kuala Lumpur, Malaysia and Jakarta, Indonesia in May 2010. He and his colleagues made another visit to Hanoi, Vietnam and Bandar Seri Begawan, Brunei in April 2011, accompanied by the senior management of eight Hong Kong higher education institutions. On both trips, SED and members of his delegations met with senior government officials of the education ministries, visited schools and universities, and spoke to educators of the countries. The visits helped to raise interest in our quality education services as well as the scholarship and fellowship schemes Hong Kong offers to

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<sup>1</sup> The ten ASEAN member countries are Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam.

<sup>2</sup> This ranking is based on counting the European Union and the ASEAN each as a bloc. Total trade between Hong Kong and the ASEAN region reached HK\$663 billion (US\$85.2 billion) in 2010.

<sup>3</sup> The six countries are Singapore (5<sup>th</sup>), Thailand (9<sup>th</sup>), Malaysia (10<sup>th</sup>), the Philippines (16<sup>th</sup>), Vietnam (18<sup>th</sup>) and Indonesia (19<sup>th</sup>).

<sup>4</sup> The POs are the Secretary for Education (May 2010 and April 2011), the Secretary for Transport and Housing (June 2010), the Secretary for Development (June 2010), the Secretary for Security (July 2010), the Secretary for Food and Health (October 2010), the Secretary for Justice (November 2010), the Chief Secretary for Administration (February 2011) and the Secretary for Financial Services and the Treasury (May 2011).

overseas students. They also provided educators on both sides with opportunities to explore cooperation in research, student and faculty exchange.

5. Besides education services, the Singapore ETO was involved in organizing promotional tours during the past year to promote Hong Kong's logistics, legal and financial services in the ASEAN region. The Secretary for Transport and Housing led a delegation of shipping industry players to Putrajaya and Kuala Lumpur, Malaysia in June 2010. Through meetings, visits and business seminar, the delegation shared with key players in the Malaysian logistics sector the strengths of Hong Kong's maritime industry. In November 2010, the Secretary for Justice visited Malaysia and Singapore to meet his counterparts and members of the legal profession in both countries. He also spoke at a business luncheon in Kuala Lumpur to promote Hong Kong as an international dispute resolution centre. More recently in May 2011, the Secretary for Financial Services and the Treasury led a Hong Kong delegation on an ASEAN roadshow jointly organized with the Shanghai Municipal Government Financial Service Office. In addition to meeting government officials, central bankers and capital market regulators, the Hong Kong delegation presented the strengths of Hong Kong as China's Global Financial Centre at two business events held in Jakarta, Indonesia and Kuala Lumpur, Malaysia respectively.

6. Leading a 30-strong business delegation, the CE made his first official visit to India in October 2010. During his four days in New Delhi and Mumbai, the CE called on principal Indian government officials and addressed Indian business leaders from major economic sectors including the banking and financial services sector, the information technology and telecommunications sector and the infrastructure and energy sector. The CE also spoke at high profile events organised by InvestHK, the Hong Kong Trade Development Council and the Hong Kong Tourism Board to promote investment, trade and tourism respectively. The visit was fruitful and attracted considerable coverage by the Indian print and online media, which highlighted that CE's discussion with the Indian Finance Minister on possible trade facilitation measures such as a comprehensive avoidance of double taxation agreement and increasing direct flights between the two sides.

### **Public Relations**

7. The Singapore ETO hosted a gala dinner in June 2010 to celebrate the 15<sup>th</sup> anniversary of its establishment. The opportunity was taken to launch the revitalized Brand Hong Kong in the ASEAN region and to showcase young musical talents from Hong Kong. The Office also organized the third Hong Kong Film Festival in Kuala Lumpur, Malaysia in March 2011, reviewing six Hong Kong blockbusters produced in the 1980s to 2000s and promoting another five new Hong Kong movies that had never been shown in Malaysian cinema before.

8. As in past years, the Singapore ETO co-hosted with the HKTB receptions in Bangkok, Kuala Lumpur, Singapore, Manila and Jakarta in February 2011 to celebrate the Chinese New Year with their contacts in the region.

### **Investment Promotion**

9. The consultant engaged by InvestHK continued to spearhead inward investment promotion activities in the region to promote Hong Kong as a favourable investment destination. In 2010, the team reached out to 100 companies and assisted ten companies to set up or expand in Hong Kong.

### **Looking Ahead**

10. In the coming year, the Singapore ETO will continue to work closely with the HKTB and the HKTDC to promote Hong Kong in the ASEAN region, highlighting Hong Kong's importance as China's Global Financial Centre as well as new trade and investment opportunities arising from the Mainland and Hong Kong Closer Economic Partnership Arrangement and the development of the six priority industries.

Hong Kong Economic and Trade Office, Singapore  
June 2011

## **Report on the Work of the Toronto ETO**

The Toronto ETO promotes Hong Kong's bilateral economic and trade interests in Canada through close partnership with major business bodies and think-tanks, and raises the profile of Hong Kong through various public relations efforts.

### **Commercial Relations**

2. During the reporting period, the Toronto ETO organized/supported many business events and speaking engagements to promote Hong Kong as a major financial and trading centre and the gateway to Mainland China and the rest of Asia. Visits and presentations were also made to university students across Canada to attract young talents to Hong Kong.

3. In June 2010, the Permanent Secretary for Financial Services and the Treasury visited Toronto and spoke to an audience of business leaders on the developments of the financial sector in Hong Kong. In October, the Toronto ETO arranged for the Dean of the Faculty of Law of the Chinese University to address over 100 business leaders and legal professionals in Toronto on the Basic Law, the latest economic and legal developments, and Hong Kong's role as an arbitration centre in the region. In November, we organized a seminar on Hong Kong in the Parliament Building in Ottawa for parliamentarians and business leaders in the capital. In February 2011, we invited the new Chinese Ambassador to Canada to deliver a keynote luncheon speech to over 350 business leaders in Toronto on Hong Kong's strategic role in China's economic development. Taking advantage of the visit by the Vice Chancellor of the University of Hong Kong to Toronto in May 2011, the Toronto ETO promoted Hong Kong as an education hub. The Secretary for Food and Health also visited Toronto in the same month and spoke to interlocutors on health and related initiatives.

4. The Toronto ETO supported many seminars and events related to Hong Kong, such as sponsoring the Best Asia Pacific Business Award to showcase Canadian business successfully using Hong Kong as a platform for entering the burgeoning Asia market, supporting a full day national forum on doing business in Hong Kong in Calgary in May 2011, etc. The activities were organized through close collaboration with local business and public organizations, including business groups like chamber of commerce and the Hong Kong Canada Business Associations, think-tank like the Asia Pacific Foundation, local government offices like Economic Development Offices of various cities and provinces, and Hong Kong community groups like the Association of Chinese Canadian Entrepreneurs and various Hong Kong universities' alumni associations. The Toronto ETO also partnered regularly with the Hong Kong Trade Development Council and the Hong Kong Tourism Board in Canada to

promote Hong Kong as Asia's financial/trade/tourism/wine hub and events capital.

5. During the reporting period, the Toronto ETO also promoted the creative industry in Hong Kong. Through supporting and collaboration with the international film festivals in Toronto, Montreal and Vancouver, many Hong Kong's latest productions were featured and received good media coverage.

6. To update our interlocutors on Hong Kong's latest developments, the Director of the Toronto ETO visited major cities in Canada, including Vancouver and Victoria in British Columbia, Calgary and Edmonton in Alberta, Montreal in Quebec, and Ottawa, Kitchener, Cambridge and Waterloo in Ontario to speak at seminars and events as well as call on officials, politicians, business and community leaders, media, academia and think-tanks.

7. To help attract talents to Hong Kong, the Toronto ETO held exhibitions and participated in career seminars/career fairs at major universities. The Toronto ETO presented the latest economic situation in Hong Kong and answered questions on career opportunities and further studies in Hong Kong.

8. To promote the Basic Law, the Toronto ETO collaborated with student associations in Canada and six Hong Kong universities' alumni associations and organized a debate and a slogan contest with themes relating to the Basic Law for students from Hong Kong and other parts of China. In collaboration with the Asian Institute and the Canada-Hong Kong Library of the University of Toronto, a symposium entitled "20 Years After the Promulgation of the Basic Law – The Road Ahead for Hong Kong" was also organized in January. The Convener of the Working Group on Overseas Community of the Basic Law Promotion Steering Committee attended as the keynote speaker as well as the officiating guest for the launching of the Library's "Hong Kong Handover" online resource centre. Another talk was also organized in Vancouver for the Convener in May 2011 to speak on the Basic Law and Hong Kong's role in the 12<sup>th</sup> Five Year Plan.

### **Public Relations**

9. Taking advantage of the dragon boat festivals, the Chinese New Year celebrations, street festivals and other community events held in Toronto, Ottawa, Calgary and Montreal, the Toronto ETO put up special displays and photo exhibitions to promote Hong Kong and the Hong Kong Pavilion at the World Expo.

10. To cultivate close working relations with the media, the Toronto ETO organized year-end briefing sessions to the management, editorial staff and front line reporters of all major media in Toronto and Vancouver to brief them on the latest development of Hong Kong's economy. We issued e-newsletters and e-bulletins on Hong Kong business news and stories to Canadian contacts across the country. In addition, we worked with the Globe & Mail and National Post,

both national dailies in Canada, Business Journal – a business weekly in Ottawa, Les Affaires – a leading French paper in Montreal, Canadian Business – the largest business magazine in Canada, as well as Ming Pao and Sing Tao in Canada, producing special stories/features as well as supplements on Hong Kong's advantage and how companies successfully use Hong Kong as a platform for the markets in Asia.

### **Investment Promotion**

11. The Investment Promotion Unit (IPU) of the Toronto ETO reached out and provided service to over 190 Canadian companies in the targeted sectors of information technology, communications, business and financial services industries. During the period, eight Canadian firms established operations in Hong Kong with the support services of IPU.

### **Looking Ahead**

12. The Toronto ETO will continue to promote the business opportunities in Hong Kong. We will also continue to strengthen linkages between Hong Kong and Canada in the cultural and educational aspects to increase the profile of Hong Kong in Canada.

Hong Kong Economic and Trade Office, Toronto  
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