

HONG KONG  
TRADE DEVELOPMENT COUNCIL  
ANNUAL REPORT

香港貿易發展局年報  
2015/16

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The HKTDC Around the World  
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## PROFILE 簡介

The Hong Kong Trade Development Council (HKTDC) was established in 1966. We are a statutory body dedicated to promoting Hong Kong's trade in goods and services.

Our mission is to explore potential markets for Hong Kong companies, especially small- and medium-sized enterprises (SMEs), and connect them with business partners all around the world. With the help of our global network of more than 40 offices, including 13 on the Chinese mainland, we create opportunities and promote Hong Kong as a platform for doing business with the mainland and throughout Asia.



香港貿易發展局(香港貿發局)成立於 1966 年，是致力推廣香港產品及服務貿易的法定機構。

我們的宗旨是為香港企業特別是中小企業創造商機，協助他們拓展環球業務。

我們在全球設有 40 多個辦事處，其中 13 個位於中國內地，為企業發掘商機，並致力推廣香港作為全球企業與內地及亞洲經商的平台。

## MISSION 使命

The HKTDC's mission is to create opportunities for Hong Kong companies. We focus on delivering value by promoting trade in goods and services, while connecting the world's small- and medium-sized enterprises (SMEs) through Hong Kong's business platform.

In striving to be the best trade promotion organisation in the world, the HKTDC is committed to:

developing and expanding  
new frontiers by exploring,  
learning and innovating

creating and delivering  
value to our customers

building on Hong Kong's  
economic success  
through global business

maintaining trust,  
respect and openness  
in all our relationships



香港貿發局的使命是為香港公司締造商機，促進產品和服務貿易，

並推動全球中小企業透過香港的商貿平台經商。

我們貫徹以下信念，致力成為全球最佳的貿易推廣機構：

不斷探索、持續學習、  
力求創新、開拓及擴展新的  
工作領域

為客戶不斷開發及  
提供增值服務

推動香港在全球  
商貿中更上一層樓

對內對外秉持誠信、  
尊重和開放的作風和態度



# THE COUNCIL

## 理事會

The HKTDC governing body is a 19-member Council of leaders from trade, industry, commerce and government in Hong Kong. HKTDC Executive Director Margaret Fong reports to the Council, which plans and supervises the HKTDC's global operations and services.

香港貿易發展局理事會，由來自貿易、工業和商業界別領袖，以及政府官員共 19 名成員組成，是本局最高決策層，負責策劃和監督本局在全球的運作和服務。總裁方舜文向理事會負責。



Vincent HS Lo 羅康瑞



Margaret Fong 方舜文



Shirley Chan 陳淑玲



Jeffrey Lam 林健鋒



Peter Lam 林建岳



Daniel M Cheng 鄭文聰



Eddy Li 李秀恒



Edith Law 羅可欣



Jonathan Choi 蔡冠深



Gregory So 蘇錦樑



Ayesha M Lau 劉麥嘉軒



Charles Yeung 楊釗



John Slosar 史樂山



Patrick Nip 聶德權



YK Pang 彭耀佳



Michael Hui 許華傑



Willy Lin 林宣武



May Tan 陳秀梅



Peter Lee 李家傑



Jason Chiu 趙子翹



Vincent HS Lo, GBS, JP  
羅康瑞 金紫荊星章、太平紳士



## FROM THE CHAIRMAN 主席的話

Working in close partnership with the government in Hong Kong and counterparts in the mainland and around the world, we identified prospects arising from major developments such as the Belt and Road Initiative, to pioneer new opportunities for businesses large and small.



我們與政府以及內地與環球各界緊密合作，鎖定全新發展機遇，  
例如「一帶一路」倡議，引領大小企業把握商機。



# FROM THE CHAIRMAN

## 主席的話



The past year was a challenging time for the business community in Hong Kong and around the world. Global economic recovery was hindered by a continuous decline in commodity prices, slowing growth in China and volatility in financial markets. These subdued economic prospects were further tested by the spread of geopolitical unrest and terrorism. At the same time, advances in technology and new business models have challenged traditional industries, leading to unprecedented changes in the economic and social landscape.

過去一年，全球和香港商界面對重重挑戰。商品價格持續下跌、中國增長放緩加上金融市場波動，均窒礙全球經濟復甦。地緣政治不穩以及恐怖主義威脅，令本已疲乏的經濟前景進一步受到考驗。同時，科技發展一日千里、新營商模式湧現，挑戰着傳統行業，並為經濟及社會帶來前所未有的轉變。



Speaking at the Asian Financial Forum, HKTDC Chairman Vincent HS Lo said: "We are faced with geopolitical unrest, volatile financial markets, declining commodity prices and a slowing China and Asia. Clearly it is still a challenge for the world to have a sustainable economic recovery – and policymakers and businesses have had to make tough decisions faster than ever."

香港貿發局主席羅康瑞在亞洲金融論壇表示：「地緣政治不穩、金融市場波動、商品價格下跌，中國與亞洲經濟增長放緩情況持續，要達致全球經濟可持續復甦顯然充滿挑戰，而政策制訂者及企業作決策須更快更果斷。」



As a result, demand for Hong Kong's exports and consumer and investor confidence were adversely affected, while our city faced increasing competition from the region in many aspects including finance, trade and logistics.

Against this backdrop, the HKTDC focused on Hong Kong's core strengths to help create opportunities for the business community, and to promote its services and products in developed and emerging markets. Working in close partnership with the government in Hong Kong and counterparts in the mainland and around the world, we identified prospects arising from major developments such as the Belt and Road Initiative, to pioneer new opportunities for businesses large and small.

#### Anchoring Hong Kong as Asia's Global Business Hub

We continued to adopt a multi-pronged strategy to reinforce the global relevance of Hong Kong. While deepening our penetration of mature markets in North America, Japan and Europe, we also made inroads into emerging markets in the ASEAN and South Asia regions. And as we expanded our global network with new offices in Delhi and Tel Aviv, we also drew record numbers of buyers and delegates to our 30-plus trade fairs and conferences in Hong Kong every year, firmly establishing our city as Asia's global hub.

Global and regional businesses continued to benefit from our core strength as an international financial and trading centre to access the Chinese mainland and the rest of Asia. Our reputation as Asia's

上述種種因素導致香港出口需求以及消費和投資信心受挫，而區內競爭加劇，令本港的金融、貿易及物流等行業面臨更嚴峻的考驗。

在此背景下，香港貿發局聚焦香港核心優勢，為港商創造機會，並在成熟及新興市場推廣香港服務及產品。我們亦與香港政府以及內地與環球各界緊密合作，鎖定全新發展機遇，例如「一帶一路」倡議，引領大小企業把握商機。

#### 香港：亞洲的環球營商樞紐

我們繼續多管齊下，宣傳香港在國際市場發揮的重要作用。除了深化拓展北美、日本和歐洲等成熟市場，我們亦成功進軍新興市場例如東盟及南亞地區。我們在印度德里和以色列特拉維夫開設新辦事處，以擴大全球網絡，而每年在港舉行的 30 多場貿易展覽及會議，買家和入場人士數字亦屢創新高，足證香港作為亞洲環球商業樞紐的地位。

The Chairman joined the United Kingdom's Secretary of State for Transport Patrick McLoughlin MP (left) and HKSAR Chief Executive CY Leung (centre) at October's Hong Kong Dinner in London, organised by the HKTDC

主席與英國運輸大臣麥樂賢(左)及香港特別行政區行政長官梁振英(中)一同出席香港貿發局在倫敦舉行的周年晚宴。



trade fair capital was reinforced with our events forming five leading marketplaces in the world by number of exhibitors last year. We also successfully anchored Hong Kong as the definitive Asian stop in the global circuit for core services sectors including finance, logistics and intellectual property, with signature events such as the Asian Financial Forum, the Asian Logistics and Maritime Conference, and our Business of Intellectual Property Asia Forum.

#### Strengthening our Role in the Mainland's Development

In spite of China's slowing growth, the country is still expected to be one of the most significant contributors to global growth as its economy continues to transform from a manufacturing base to a services and consumption-driven market.

China's 13<sup>th</sup> Five-Year Plan, the country's blueprint for economic and social development, reaffirmed Hong Kong's role as an international centre in finance, arbitration, and marketisation of technology and innovation. This is positive news for Hong Kong because our city continues to play an important role in the mainland's evolving interface with the world.

In this context, we continued to maximise Hong Kong's unique advantage as the mainland's international gateway and bridgehead for outbound investment. By riding on the mainland's developmental policies such as internationalisation of the renminbi, "going out"

全球及區內企業繼續受惠於香港作為國際金融及商貿中心的優勢，通過香港平台開拓內地及亞洲市場。以參展商數目計，我們去年有五項商貿展覽為全球最大的商貿平台，鞏固香港作為亞洲展覽之都的地位。香港亦成為推廣環球服務業（如金融、物流、知識產權）活動的亞洲首選地點，大型項目包括亞洲金融論壇、亞洲物流及航運會議以及亞洲知識產權營商論壇。

#### 強化香港協助內地發展的角色

中國內地經濟繼續轉型，從製造業基地邁向以服務及消費主導的市場，外界預期，雖然中國經濟增長放緩，但仍會是推動全球增長最重要的火車頭之一。

中國「十三・五」規劃是國家經濟及社會發展藍圖，明確支持香港作為國際金融中心、仲裁中心，並肩負科技創新市場化的重任。香港的地位獲得肯定，並將繼續在內地與世界接軌的過程中擔當重要角色。

在此背景下，香港作為內地走向國際的門戶，以及內地對外投資橋頭堡的獨特優勢更為明顯。貿發局積極配合內地的發展政策，例如人民幣國際化、國營及私營企業「走出去」、海外投資、資本市場改



The Chairman (right) and HKSAR Chief Secretary for Administration Carrie Lam (left) both spoke at the fifth edition of the Asian Logistics and Maritime Conference. Mrs Lam said China's Belt and Road Initiative was a key development strategy, which would deliver a wealth of opportunities for Hong Kong and its logistics and maritime industries

香港貿發局主席羅康瑞(右)及香港特別行政區政務司司長林鄭月娥(左)均是第五屆亞洲物流及航運會議的演講嘉賓。林鄭月娥於會上表示，「一帶一路」是中國重要發展策略，將會為香港及其物流及航運業界帶來無窮機遇。



Speaking at the main symposium of Think Asia, Think Hong Kong, the HKTDC's flagship mega-promotions overseas, the Chairman said Hong Kong's strategic position gave the city a natural advantage as a springboard for international companies to enter the Asian market.

主席於貿發局海外大型推廣活動「邁向全球 首選香港」主論壇上表示，香港地理位置優越，是環球企業開拓亞洲市場的最佳跳板。

policy for private and public enterprises, outbound investment, capital market reform and many others, we helped to connect international, mainland and Hong Kong business communities through our networking events and bilateral cooperation with provincial governments, unlocking business potential and creating tripartite benefits.

#### Uncovering New Opportunities in Developed Markets

Developed markets including the US, EU and Japan remain crucial to Hong Kong, not only because they accounted for 22.2 per cent of our total merchandise exports in 2015, but also because they help to drive our services sectors by using Hong Kong as a value-added intermediary in the two-way flow of trade and investment with the mainland and Asia.

Apart from sector-specific outreach missions, we partnered with members of the Hong Kong Inc. to hold our annual flagship promotion in developed markets Think Asia, Think Hong Kong (TATHK). In 2015, TATHK was held in Toronto and Chicago. The government and business connections made from this event are bearing fruit, as evidenced by the rising number of reciprocal government and business missions to Hong Kong.

#### Developing Intra-regional Opportunities

Last year also saw us making forays into ASEAN and India as part of our long-term strategy of developing intra-regional opportunities. In spite of headwinds in global trade, prospects for intra-regional growth among ASEAN and South Asia markets remain positive.

We actively leveraged our business networks in this region to promote the advantages of Hong Kong as the ideal springboard for Asian companies to access the vast mainland market or to go global. In doing so, we also helped Hong Kong businesses and multinationals uncover opportunities in investment, new market entry and relocation of supply chain processes.

革等等，與主要省級政府舉辦交流活動，聯繫國際、內地及香港商界，促進三方合作，互利共贏。

#### 探索成熟市場新機遇

美國、歐盟及日本等成熟市場對香港依然舉足輕重，2015年這些市場佔香港商品出口總額的22.2%，這些國家同時透過以香港作為增值中介平台，與內地及亞洲進行雙向貿易及投資，推動香港服務業發展。

除了為行業組織考察團外，我們亦夥拍香港各大機構及組織，在成熟市場舉辦年度旗艦活動「邁向全球 首選香港」。2015年，「邁向全球 首選香港」假多倫多和芝加哥舉行，活動有助促進兩地政、商界連繫。隨後從美加到訪香港的政商代表團逐步增加，足見活動成效。

#### 發掘區內機遇

去年，我們全力進軍東盟及印度市場，作為發展區內機遇的長遠策略之一。雖然貿易環境充滿挑戰，東盟及南亞市場的區內經濟增長前景仍然看好。

我們善用本局在區內的商業網絡，積極推廣香港作為亞洲企業進軍內地龐大市場，或拓展國際市場的跳板。此舉亦有助港商及跨國企業發掘投資機會、打入新市場及開發供應鏈轉移。

我們在區內舉辦不少推廣和商貿配對活動，其中之一是在東南亞人口最多的國家－印尼舉辦大型宣傳活動。在印度，我們為行政長官出訪新德里及孟買提供支援，籌辦焦點推廣活動，讓香港、內地及印度高層官員和商界領袖深入交流，並吸引媒體廣泛報道。



Among the many outreach and business matching activities in this region, we mounted a large-scale promotion in Indonesia, Southeast Asia's most populous nation. In India, we supported our Chief Executive's visit with signature outreach events in New Delhi and Mumbai, facilitating high-level networking opportunities between Hong Kong, mainland and Indian business communities, and generating widespread media coverage.

#### Propelling Hong Kong Forward in the Belt and Road Initiative

The Belt and Road Initiative, a groundbreaking strategy proposed by the Chinese government, aims to bring about economic and social development between Asia, the Middle East, Europe and beyond by fostering closer economic, trade and cultural links across these regions. Covering well over 63 per cent of the world's population across more than 60 countries, an undertaking of this scale not only requires international government and business cooperation, but

#### 「一帶一路」推動香港發展

「一帶一路」倡議是中國政府提出的嶄新策略，目的是帶動亞洲、中東、歐洲等地區的經濟社會發展，在沿線國家建立更緊密的經貿及文化連繫。整個計劃覆蓋超過 60 個國家和逾 63% 的全球人口。這項規模龐大的計劃既需要國際政商界的通力合作，亦需要一個和全球建立聯繫的穩定金融樞紐，以落實大型投資及基建項目。

去年國際金融機構如亞洲基礎設施投資銀行等相繼成立，並得到國際社會的踴躍支持。香港法制健全、金融體系穩健，資訊、資本及貨物自由流通，加上匯集世界各地精英，具備優勢成為「一帶一路」首選一站式營商平台。

長遠而言，「一帶一路」有助推動香港經濟增長。貿發局早已準備就緒，協助香港把握「一帶一路」



also a stable financial hub with global networks to commercialise large investment and infrastructural projects.

As global financial institutions such as the Asian Infrastructure Investment Bank (AIIB) were founded with international support last year, we recognised that Hong Kong's robust fundamentals such as our stable legal and financial system, free flow of information, capital and goods and our pool of world-class talent would make Hong Kong the ideal "one-stop-shop" for doing business on this Initiative.

The Chairman (centre) officiated at the launch ceremony of the Belt and Road Portal together with HKTDC Executive Director Margaret Fong (left) and HKSAR Secretary for Commerce and Economic Development Gregory So (right)

主席(中)聯同香港貿發局總裁方舜文(左)及香港特別行政區商務及經濟發展局局長蘇錦樑(右)一同主持「一帶一路」資訊網站啟動禮。

This could also help propel our city's economic growth in the long term. We therefore set about helping Hong Kong take advantage of opportunities arising from this Initiative by first providing information for businesses and governments to make informed decisions. The Belt and Road Portal ([www.beltandroad.hk](http://www.beltandroad.hk)) – a digital resource site featuring official information, news and business advisory service was launched in December 2015. We also formed strategic partnerships with renowned organisations and institutions to aggregate the prime networks, expertise, fund and project opportunities to further establish Hong Kong as the ideal business hub for the Belt and Road Initiative.

A high-level networking event was then held in May 2016. The inaugural Belt and Road Summit welcomed Central Government-level participation from the mainland and top officials and business leaders from the Belt and Road countries and beyond. Participants and speakers discussed salient issues and drew tangible benefit from business matching and networking opportunities. As the Initiative develops, we will continue identifying prospects to create more business opportunities.

#### Excellence in Service: Going the Extra Mile

With our strategic and operational priorities in place, we are committed to helping the business community in Hong Kong and around the world grow with new opportunities, markets and sectors.

All this would not have been possible without the people behind our organisation. I would like to extend my heartfelt appreciation for the many individuals and groups to whom we owe our success: our Council and advisory committee members for their guidance, our exhibitors, buyers, delegates and speakers from Hong Kong and around the world for their unfailing support for our activities, and to our staff in Hong Kong and our 46 offices worldwide who go the extra mile in everything they do.

Our people, expertise and global network form the firm foundation for the HKTDC's future progress and, through it, Hong Kong's economic development. As the HKTDC celebrates its 50<sup>th</sup> anniversary in 2016, I invite you to celebrate the entrepreneurial spirit, the essence of Hong Kong's success for the past five decades.

帶來的機遇，第一步是協助各地政府及企業在決策過程中掌握足夠資訊，作出明智決定。為此，我們於 2015 年 12 月推出「一帶一路」資訊網站 ([www.beltandroad.hk](http://www.beltandroad.hk))，提供官方資訊、新聞及諮詢服務。我們亦與知名機構和組織建立策略夥伴關係，編織龐大聯繫網絡、匯聚專家、資金及項目合作機遇，進一步建立香港作為「一帶一路」理想營商樞紐的地位。

另一重要項目為 2016 年 5 月舉行的首屆「一帶一路高峰論壇」，廣邀中央政府官員及「一帶一路」沿線國家以至其他地方主要官員及商界領袖出席，各與會者及講者深入探討重點議題，論壇亦設有商貿配對及交流環節，讓與會人士探討合作機會，從中受惠。隨着一帶一路的發展，貿發局會繼續探索前景亮麗的市場，為港商創新商機。

#### 優質服務 精益求精

我們制訂發展策略，並定立營運目標，致力協助香港以至環球企業拓展業務，探索新機遇、新市場和新行業。

我們能夠達成使命，成功推進各個項目，實在全賴各界人士和組織的大力支持。我衷心感謝理事會和諮詢委員會成員的循循善誘，以及來自香港及全球的參展商、買家、及講者對各項活動的鼎力支持，還有本局香港及全球 46 個辦事處全體員工付出的努力和貢獻。

我們的人才、專長及全球網絡，為香港貿發局的未來發展奠下穩健基石，從而推動香港經濟發展。貿發局將於 2016 年慶祝成立 50 周年，過去半世紀，香港的創業精神成就了我們的經濟奇蹟，我誠意邀請大家與我們分享傳奇，共賀金禧。



Margaret Fong  
方舜文



FROM THE  
EXECUTIVE DIRECTOR  
總裁報告

We doubled our efforts to promote Hong Kong as Asia's global business hub and lifestyle trendsetter through mega-promotions and outreach missions overseas, facilitating business opportunities and building networks.



我們加倍努力，於海外透過舉辦大型推廣活動及外訪考察，  
鞏固香港作為區內全球商業樞紐及潮流之都，  
協助企業擴展網絡、促成商機。



# FROM THE EXECUTIVE DIRECTOR

## 總裁報告



2015/16 was a year of challenges. Against strong economic and geopolitical headwinds, the global business community had to navigate the rough waters of declining trade and volatile financial markets. Hong Kong naturally felt the impact, as we saw a drop in the export of our goods and services that continued into early 2016.

2015/16 年我們走過艱辛的一載。經濟與地緣政治面對嚴峻衝擊，全球工商界在貿易萎縮及金融市場波動不穩下蹣跚前行，香港亦不能倖免，無論貨物或服務出口值均告下滑，跌勢並延續至 2016 年年初。

To tackle these challenges, we doubled our efforts to promote Hong Kong as Asia's global business hub and lifestyle trendsetter through mega-promotions and outreach missions overseas, facilitating business opportunities and building networks. As we deepened our reach and explored new niches in developed markets, we also identified prospects in new markets and expanded our global presence to better support businesses in Hong Kong and overseas.

In Hong Kong, we continued to draw a growing number of international and mainland visitors to our 30-plus world-class trade fairs and industry conferences, establishing Hong Kong as a focal point for these industries and sectors and contributing to the economic activity of our city.

Hong Kong's economic backbone – our SMEs – continued to be a core area of our work as we stepped up our events, market intelligence and capacity-building resources to help SMEs enhance

為應對這些挑戰，我們加倍努力，於海外透過舉辦大型推廣活動及外訪考察，鞏固香港作為區內全球商業樞紐及潮流之都，協助企業擴展網絡、促成商機。我們一方面深化在成熟市場的聯繫和發掘新行業商機，亦同時探討新興市場的新機遇，並擴展我們的全球網絡，為香港及海外企業提供更全面的支援。

在香港，我們超過 30 個世界級展覽會及行業會議繼續吸引海內外更多訪客前來參與，確保香港穩佔這些領域及行業的中心地位，同時為香港經濟帶來貢獻。

中小企向來是香港經濟的支柱，且一直是我們的核心服務對象。我們致力完善各項展覽及會議，加強市場資訊發放和裝備企業的資源，以協助中小企加強競爭力。我們亦更廣泛接觸未來的創業者，加強與年輕一代連繫的各種活動，擴闊他們的視野並助他們掌握所需技能，為未來做好準備。



HKTDC Executive Director Margaret Fong spoke at the eighth Hong Kong International Wine & Spirits Fair in November. She noted that 1,060 exhibitors from 32 countries and regions took part in the event, including first-time exhibitors from Ireland and Kazakhstan. The eighth Hong Kong International Wine & Spirits Fair featured 1,060 exhibitors from 32 countries and regions, including first-time exhibitors from Ireland and Kazakhstan. Margaret Fong, HKTDC Executive Director, gave a speech at the opening ceremony of the fair.



Accompanied by the Executive Director (right), HKSAR Chief Secretary for Administration Carrie Lam (centre) toured the Hong Kong Toys & Games Fair

在貿發局總裁方舜文(右)陪同下，香港特別行政區政務司司長林鄭月娥(中)參觀香港玩具展。



their competitiveness. We also reached out more widely to our future entrepreneurs, as we enhanced our youth activities to expand their horizons and equip them with the skills for the future.

#### Establishing Hong Kong as the Go-to Platform for Asia

Our annual anchor events promoting Hong Kong's services industries continued to reinforce Hong Kong's role as Asia's business and services hub. Our anchor industry events attracted a growing international audience who used Hong Kong as the ideal platform to explore industry trends, establish contacts and most importantly, to do business. These events included the Asian Financial Forum, Asian Logistics and Maritime Conference, Business of Intellectual Property Asia Forum, Hong Kong International Licensing Show, Hong Kong International Film & TV Market and InnoDesignTech Expo, all of which attracted record-breaking participation.

We also brought the Hong Kong Inc. message to the world as a delegation of more than 150 senior government officials and business leaders from Hong Kong and the Chinese mainland joined our successful mega-promotion Think Asia, Think Hong Kong (TATHK) to Toronto and Chicago in June 2015, to showcase Hong Kong's full range of world-class services to more than 3,300 North American business leaders.

#### Establishing Hong Kong as Asia's Lifestyle Trendsetter

While our internationally renowned fairs continue to be highly effective sourcing events, their transition into more prominent brand promotion platforms provides new and established brands with a way to capture fresh opportunities in Asia and the world.

#### 建立香港作為進軍亞洲的平台

我們多項推廣香港服務行業的年度重點展覽和會議，繼續鞏固香港作為亞洲商業及服務樞紐的地位。這些活動吸引更多國際企業代表來港，以香港作為探索行業趨勢、建立聯繫以及營商的理想平台。當中，亞洲金融論壇、亞洲物流及航運會議、亞洲知識產權營商論壇、香港國際授權展、香港國際影視展以及設計及創新科技博覽的與會人數均創新高。

2015年6月，貿發局組織香港與內地超過150名政府官員及商界領袖到訪美國及加拿大，並在多倫多及芝加哥舉行大型推廣活動「邁向亞洲 首選香港」，吸引逾3,300名北美商界領袖參與，有效推廣香港各類世界級的商貿服務。

#### 確立香港的亞洲潮流之都地位

我們國際知名的採購展覽保持顯著成效，這些貿易展會更演進為推廣品牌的平台，讓新晉及知名品牌捕捉亞洲及全球的新機遇。

## FROM THE EXECUTIVE DIRECTOR

### 總裁報告

Above: The Executive Director met Thailand's Vice Minister for Commerce Winichai Chaemchaeng during her visit to Bangkok in November

上：貿發局總裁方舜文去年 11 月到訪曼谷期間，會見泰國商務部副部長 Winichai Chaemchaeng。

Below: The Executive Director led a toast during the Hong Kong Book Fair, attended by Legislative Council President Jasper Tsang (second from right) and Author of the Year Leo Ou-fan Lee (second from left)

下：總裁在香港書展招待酒會上，向主禮嘉賓立法會主席曾鈺成（右二）及年度作家李歐梵（左二）祝酒。



Our lifestyle fairs saw solid growth during the year, with the Hong Kong International Jewellery Show and Hong Kong International Diamond, Gem & Pearl Show as well as the Hong Kong Watch & Clock Fair registering significant increases in buyer numbers. As more Brand Name Galleries became part of our events, our fairs continued to raise the bar for the industry, bringing together the best and the most international group of exhibitors and buyers to do business. Among our portfolio of trade fairs, they form 11 leading marketplaces of their kind in Asia and five are world-leading.

We also spared no effort in promoting our home-grown brands through different platforms such as our Design Gallery (DG) shops and online store. New DG stores were launched in Dalian, Guangzhou, Suzhou and Ningbo on the mainland, increasing our retail network to 24 outlets on the mainland and Hong Kong.

Elsewhere, our product expo at In Style • Hong Kong in Indonesia, Lifestyle Expo in Dubai and our Style Hong Kong shows on the mainland brought the best of Hong Kong lifestyle brands to consumers around the world who looked for quality, well-designed and trendy products.

#### New Markets • New Opportunities

To establish more locations to help companies go global, we set up two new Consultant Offices: one in Delhi, India in April 2015, and the other in Tel Aviv, Israel six months later. This increased our global footprint to 46 offices around the world. We also upgraded our office in Singapore, further buttressing our ASEAN focus.

過去一年，時尚生活展覽穩步增長。香港國際珠寶展、香港國際鑽石、寶石及珍珠展與香港鐘表展的買家數目均大幅上升。我們的展覽會設立更多「品牌廊」，以助業界提升水平，讓最優秀及國際化的參展商及買家匯聚一堂，共創商機。在我們的貿易展覽中，11 項為亞洲領先的採購平台，更有 5 項在全球佔領導地位。

我們通過「香港 • 設計廊」商店及網上店等多個平台，全力推廣本地品牌。年內，「香港 • 設計廊」於大連、廣州、蘇州和寧波等內地城市設點。現時，「香港 • 設計廊」在內地及香港合共設有 24 個銷售點。

此外，我們在印尼舉行「時尚潮流 • 魅力香港」產品博覽，還有迪拜的「時尚生活匯展」及內地的「香港時尚購物展」，向全球追求優質、精心設計及時尚產品的消費者，展示香港最頂尖的生活時尚品牌。

During the year, I visited five of the 10 ASEAN countries, each of which presented different opportunities as new markets for our brands, potential destinations for investment, business partnership or manufacturing relocation.

Our ASEAN events in 2015/16 were spearheaded by the inaugural In Style • Hong Kong promotion held in Jakarta, Indonesia in September. The integrated format of a business services symposium, product exhibition and business matching services and a citywide image promotion in a single campaign set a new benchmark for our market-penetrating activities.

In India, we facilitated business ties between 40 high-level delegates from Hong Kong who networked with more than 200 counterparts from the Indian business community at our events, which were part of the Chief Executive's visit to the country in February.

We continued to position Hong Kong as a value-adding gateway between the mainland and the world – highlighting the tripartite benefits for mainland companies going out, for international companies wishing to access the mainland and Asia, and for Hong Kong intermediaries who can facilitate business deals.

#### 新市場 • 新機遇

貿發局增設了兩個新顧問辦事處，分別是 2015 年 4 月投入服務的印度德里辦事處，以及半年後在以色列特拉維夫開設的辦事處，以協助企業拓展新市場。我們亦把新加坡辦事處升格，進一步支援貿發局開拓東盟市場的工作。至今，我們在全球合共有 46 個辦事處。

年內，我出訪了東盟十國的其中五個國家，每國蘊藏不同商機，具備潛力成為香港品牌的新市場，以及港商進行投資、建立商業夥伴關係或設立生產線的地點。

2015/16 年度，我們在東盟市場的重頭項目，是 9 月在印尼雅加達舉行的首屆「時尚潮流 • 魅力香港」。是次活動結合商業服務論壇、產品展覽、商業配對服務，以及全城形象推廣，為我們進軍新興市場訂下新基準。

(From left) Consul General of Israel in Hong Kong and Macau Sagi Karni, Deputy Minister of Finance of Israel Yitzhak Cohen, HKSAR Chief Executive CY Leung, Ambassador of the People's Republic of China to the State of Israel Zhan Yongxin, HKTDC Executive Director Margaret Fong, and HKTDC Tel Aviv Consultant Roni Wolf attended the opening reception for the HKTDC's Consultant Office in Tel Aviv, Israel

(左起) 以色列駐香港及澳門總領事 Sagi Karni、以色列財政部副部長 Yitzhak Cohen、香港特別行政區行政長官梁振英、中華人民共和國駐以色列大使詹永新、香港貿發局總裁方舜文，以及該局特拉維夫顧問 Roni Wolf 出席香港貿發局特拉維夫顧問辦事處開幕酒會。







We also brought missions to Eastern Europe, Latin America and the Middle East to help businesses expand their networks and find opportunities for trade and investment.

#### Exploring the Belt And Road

One such opportunity comes from the Belt and Road Initiative, a game-changing development concept that links Asia to Europe and beyond through economic and social integration. As Asia's trade, financial and logistics hub, Hong Kong can play a role in integrating and commercialising business opportunities from the Initiative while reaping the benefits of the economic activity this could bring. To promote this, we launched a digital information portal [www.beltandroad.hk](http://www.beltandroad.hk) last year, in the lead-up to the inaugural Belt and Road Summit that brought top policymakers and business leaders together in May 2016.

We also placed the Belt and Road as a core theme of many of our major events by introducing value-adding elements to our fairs and conferences.

#### Promoting Entrepreneurship and Reaching Out to our Young Generation

To support Hong Kong's growing reputation as a start-up hub, and to encourage entrepreneurship among young people, new elements were introduced to our events. The inaugural ICT Start-Up Zone at Entrepreneur Day, which also featured a Start-up Runway, gave entrepreneurs the chance to pitch their ideas to potential investors and mentors. The Hong Kong International Franchising Show was made a standalone event for the first time in December 2015, providing entrepreneurs with new business opportunities and helping them find potential partners.

We stepped up our engagement with the younger generation last year by infusing more youth elements into our promotions and enhancing our Trade Ambassador Programme, a popular skills-training

During Entrepreneur Day, the Executive Director toured the fairground and visited the inaugural ICT Start-Up Zone with businessman Kenneth Fok (third from left)

總裁與商界嘉賓霍啟剛(左三)參觀創業日首次設立的「資訊科技初創企業」展區。

行政長官於2016年2月訪問印度，期間，我們舉辦交流活動，讓隨行的40名香港高層訪問團成員，與逾200名印度商界代表建立聯繫。

我們把香港定位為聯繫內地與全球的增值橋樑，強調三方合作，讓致力走向國際的內地公司、有意開拓中國及亞洲市場的海外公司，以及促進貿易合作的香港中介公司均能獲益。

此外，我們帶領多個考察團走遍東歐、拉丁美洲和中東，協助企業擴大商業網絡及尋找新的貿易及投資機遇。

#### 探索一帶一路

「一帶一路」倡議帶來全新機遇，透過經濟及社會融合，連繫亞洲至歐洲及其他地區，對未來經濟發展影響深遠。香港是亞洲商貿、金融及物流樞紐，能扮演整合及商業化的角色，並從「一帶一路」倡議衍生的經濟活動中獲益。為推廣「一帶一路」，我們去年底成立了「一帶一路」資訊網站([www.beltandroad.hk](http://www.beltandroad.hk))，並於今年5月舉行首屆「一帶一路高峰論壇」，匯聚制訂政策的官員和商界領袖，探索未來商機。

我們亦在多個大型展會及會議加入增值元素，並舉辦多項以「一帶一路」為主題的活動。

#### 宣揚創業精神 接觸年輕一代

香港作為初創企業樞紐的聲譽日隆，為推動此優勢及向年輕一代宣揚創業精神，我們在創業日首設「資訊科技初創企業」展區，並舉辦「創業導航論壇」，讓創業者有機會向潛在投資者及導師推銷其理念。2015年12月，香港國際特許經營展首次以獨立展會形式登場，為創業者帶來新商機，協助他們尋找潛在夥伴。

and exploratory programme for tertiary-level students. We also deepened our partnership with youth organisations in Hong Kong to expand their horizons by inviting them to experience our activities.

### Moving with the Times

As the march of online and mobile capabilities continues apace, we offer digital platforms to support SMEs in e-commerce and e-sourcing, such as our award-winning small-quantity e-sourcing transactional platform hktcdc.com Small Orders. Together with our mobile applications for trade fairs, research and market intelligence, our one-stop business service platform can now be accessed anytime, anywhere. And, if you are viewing the Annual Report by digital means, do share it with your colleagues and explore our interactive features.

### Looking Ahead

In spite of continuing uncertainty in the global economic outlook, Asia looks set to continue driving economic growth amid a changing trading landscape. We at the HKTDC will continue forging ahead to explore opportunities and use our global network to connect Hong Kong companies to partners around the world. With the Belt and Road Initiative as an overall framework, we can play an even more significant role in crystallising concepts into commercial opportunity for businesses.

2016 is also our 50<sup>th</sup> anniversary. As part of Hong Kong's economic fabric for half a century, we look forward to celebrating our city's enterprising spirit with you and our community. As we look back at all that we have achieved together, we also look forward to a new and exciting future.

去年，我們於推廣活動中加入更多迎合年輕人的元素，並優化商貿大使計劃，以促進與新生代的交流。這項計劃專為培訓專上學生而設，旨在提升他們的技能及助他們探索就業路向，深受學生歡迎。我們亦深化與青年組織的合作，邀請他們的成員參與貿發局各種活動作體驗，擴闊年輕人視野。

### 與時並進

隨着網絡及流動裝備日益盛行，我們提供數碼平台支援中小企拓展電子商務及電子採購，例如屢獲殊榮的小批量採購交易平台「貿發網小批量採購」，以及結合貿發局展覽會、研究及市場資訊的流動應用程式，讓用戶隨時隨地使用我們的一站式商貿服務平台。如果你正以數碼方式閱讀本年報，歡迎與你的同事分享内容，一同探索電子版的互動功能。

### 展望

儘管全球經濟前景尚未明朗，貿易環境變化不斷，亞洲仍是全球經濟增長動力。香港貿發局全人將繼續昂首闊步，為企業探索機遇，並通過我們的全球網絡，協助香港公司聯繫世界各地的夥伴。在「一帶一路」倡議的整體框架下，我們將擔當更重要的角色，把發展概念轉化為商機。

2016 年是香港貿發局金禧之年。半世紀以來，貿發局在香港經濟發展中發揮重要作用，我們期待與您及社會各界一起表揚香港企業的堅毅拼搏精神。在回顧昔日與企業並肩打拼、努力獲取成果的日子之餘，我們更加期望與業界結伴同行未來的旅程。



Staff members gathered for a group photo after the Executive Director set out her strategies and objectives during the annual Staff Briefing  
總裁在員工簡報會上簡介來年推廣策略及工作目標，並於會後拍攝大合照。



PROMOTING HONG KONG'S SERVICES  
推廣香港服務業

With services accounting for more than 90 per cent of Hong Kong's GDP, the HKTDC is focused on promoting the city's advantages as a services hub in Asia through the Council's major events in Hong Kong as well as our many activities on the mainland and around the world.



服務業佔香港 GDP 超過百分之九十，貿發局在香港、  
內地及全球各地舉辦多項主要活動，  
聚焦推廣香港作為亞洲商貿服務之都的優勢。



# PROMOTING HONG KONG'S SERVICES

## 推廣香港服務業



HKTDC anchor events showcase Hong Kong's services industries that make the city a trendsetting business and lifestyle hub in Asia.

貿發局舉辦多項核心活動，推廣本地服務業，塑造香港成為亞洲領導潮流的商業和時尚樞紐。



The fifth Asian Logistics and Maritime Conference in November welcomed 99 speakers and drew more than 2,000 participants from 27 countries and regions

第5屆亞洲物流及航運會議於2015年11月舉行，邀請99位業界領袖擔任講者，與會人數多達2,000人，分別來自27個國家及地區。



## SUPPORTING HONG KONG'S SERVICES ECONOMY

With Hong Kong being a highly services-oriented economy, the HKTDC constantly enhances its events tailored to related industries by adding new elements and inviting prominent global players to take part. This year, dovetailing with national development strategies, we also incorporated more activities to promote opportunities arising from the Belt and Road Initiative.

### Charting New Waters

The logistics and maritime industries have long been a foundation of Hong Kong's economic development, and the Asian Logistics and Maritime Conference (ALMC) has become one of the HKTDC's anchor events, reinforcing Hong Kong's role as Asia's international logistics hub and maritime centre. The fifth ALMC, held in November 2015, welcomed 99 speakers and drew more than 2,000 participants from 27 countries and regions, representing an increase of 24.6 per cent compared with the previous year. The ALMC Exhibition welcomed 100 exhibitors including first-timers from Australia, Cambodia, Vietnam, South Korea, Canada and Germany as well as Wuhan, Shaanxi, Lianyungang and Zhuhai on the Chinese mainland.

With logistics and maritime services seen as early movers in the Belt and Road Initiative, ALMC 2015 adopted Belt and Road as one of its key themes, including that of its opening plenary session, which featured noted speakers George Yeo of Kerry Logistics, Zhao Huxiang of Sinotrans & CSC Holdings Co Ltd, and Eric Ip of Hutchison Port Holdings Ltd. Other industry trends explored during the conference included Big Data analytics, e-commerce, air freight and supply-chain management.

### Financial Flair

In January 2016, the ninth Asian Financial Forum (AFF) continued to be the leading



The HKTDC joined forces with the Hong Kong Venture Capital and Private Equity Association to organise the AFF Deal Flow Matchmaking Session. More than 570 meetings were successfully arranged for over 370 investment project owners, private equity firms, corporate investors, high net-worth individuals, and professionals from intermediaries and professional services providers.

由香港貿易發展局聯同香港創業及私募投資協會合辦的「AFF Deal Flow 環球投資項目對接會」，成功為 370 多名投資項目策劃人、私募投資公司、企業投資者、高資產人士、中介機構及專業服務機構的專業人員，安排逾 570 場對接會。

### 支援香港服務業

香港是服務業主導的經濟體，因此，貿發局不斷提升專為服務業而設的活動，為項目注入新元素，並邀來全球重要的業界代表參與。今年我們配合國家發展，策劃了多項活動推廣「一帶一路」倡議所帶來的機遇。

### 開拓新領域

物流及航運一直是香港經濟發展的基石，香港貿易發展局的重點會議展覽項目－亞洲物流及航運會議 (ALMC)－協助鞏固香港作為亞洲國際物流樞紐及航運中心的地位。第 5 屆亞洲物流及航運會議於 2015 年 11 月舉行，99 位講者與來自 27 個國家及地區超過 2,000 名與會者聚首一堂，出席人數較上一年度增加 24.6%。同場舉行的小型展覽匯聚 100 家參展商，包括多家首次參展的企業，他們分別來自澳洲、柬埔寨、越南、韓國、加拿大、德國，以及中國內地的武漢、陝西、連雲港和珠海。

由於「一帶一路」倡議將率先帶動物流及航運業發展，「一帶一路」遂成為今屆會議的重點主題之一。多位重量級講者包括嘉里物流聯網主席楊榮文、中國外運長航集團有限公司董事長趙滬湘及和記港口集團有限公司集團董事總經理葉承智於首日主題論壇討論「一帶一路」商機。會議亦探討了大數據分析、電子商貿、空運及供應鏈管理等行業趨勢。



268

- Number of Chinese mainland companies that took part in business matching meetings arranged by the HKTDC for "going out"
- 參與貿發局有關「走出去」的商貿配對活動的內地企業數目



479

- Number of participants enrolled in HKTDC CEO training programmes
- 貿發局「CEO 培訓課程」的參與人數



14,400

- Number of companies participating in service promotion activities
- 參與貿發局服務業拓展活動的企業數目



1,500

- Number of business matching meetings organised at Think Asia, Think Hong Kong
- 「邁向全球 首選香港」期間舉行的商貿配對會議數目



The ninth Asian Financial Forum featured more than 90 distinguished speakers, including keynote luncheon speaker Dr Ben S Bernanke. More than 2,800 global financial and business leaders took part in AFF 2016

第9屆亞洲金融論壇邀請到超過90位重量級嘉賓，包括擔任專題午餐會演講嘉賓的伯南克博士。亞洲金融論壇2016吸引來自38個國家及地區，超過2,800名金融業和商界領袖參與。

financial services industry event in the region, featuring more than 90 distinguished speakers, including keynote luncheon speaker Dr Ben S Bernanke, Chairman of the US Federal Reserve System (2006-2014); Arkady Dvorkovich, Deputy Prime Minister of the Russian Federation; and Wang Jianlin, Chairman, Dalian Wanda Group. More than 2,800 global financial and business leaders took part in the AFF, which covered a plethora of topical issues under the theme of "Asia: Shaping the New Paradigm for Growth."

Apart from high-level panel discussions and keynote addresses that focused on global and regional growth prospects, a series of thematic workshops were organised to discuss trending topics in finance and business, such as global financial governance, renminbi internationalisation and corporate treasury, private investment and wealth management, as well as shifting supply chains in Asia. The emergence of Fintech was also under the microscope during a Panel Discussion on Business Innovation and Disruption: Big Data, Fintech and E-commerce, where participants discussed the impact of Fintech in transforming the existing financial system. Elsewhere, the Financial Services Development Council organised a breakfast panel session on Hong Kong's role as a super-connector to the Belt and Road Initiative.

#### 匯聚金融卓見

亞洲區金融服務業盛事－第9屆亞洲金融論壇(AFF)於2016年1月召開，邀請了超過90位享負盛名的講者，當中包括2006-2014年出任美國聯邦儲備局主席的伯南克博士作為專題午餐會演講嘉賓；俄羅斯副總理德沃爾科維奇(Arkady Dvorkovich)和大連萬達集團董事長王健林。全球超過2,800名金融翹楚及商界領袖出席了是次論壇，並在「亞洲：塑造增長新典範」的主題下，深入探討各熱門話題。

論壇除了舉辦高層討論及主題演講，探討全球及地區增長前景外，亦設有多個專題工作坊，討論金融及商界的熱門議題，例如全球金融治理、人民幣國際化與企業財資管理、私人投資與財富管理，以及亞洲供應鏈轉移等。另外，金融科技冒起，成為熱門話題，多位講者在「商業創新：大數據、金融科技與電子商貿」討論環節中，分析金融科技對現有金融體系帶來的衝擊。由香港金融發展局籌劃的專題早餐會，暢論香港如何擔當「一帶一路」的超級聯繫人角色。

For the first time, the AFF introduced the Global Investment Summit to examine the latest investment trends, opportunities and challenges around the world, with particular focus on Belt and Road-related implications, as well as increasing investment outflows from the mainland. The Global Investment Zone, meanwhile, showcased the investment environment of different economies with participation from investment promotion agencies from Australia, Brunei, Canada, Hungary, Indonesia, Ireland, Laos, Russia, Spain, Thailand, the United Arab Emirates and the US. The AFF Deal Flow Matchmaking Session continued to facilitate business connections and investment partnerships, with more than 570 meetings successfully arranged for over 370 investment project owners, private equity firms, corporate investors, high net-worth individuals, and professionals from intermediaries and professional services providers.

#### Innovating Growth

Innovation is the hallmark of Hong Kong's modern development, and the city's strengths as a cradle for new ideas was again spotlighted at the fifth edition of the Business of Intellectual Property Asia (BIP Asia) Forum. Among the more than 2,400 participants at BIP Asia, overseas participants were up 33 per cent compared to the previous year.

Three Plenary Sessions were organised during BIP Asia in December, including a new panel on IP Opportunities under the Belt and Road Initiative, which drew more than 500 participants. A roundtable meeting discussing IP opportunities under the Belt and Road Initiative attracted over 60 key IP industry players, including from Australia, Canada, Israel, Indonesia, Malaysia, Russia, the UAE, Vietnam, the Chinese mainland and Hong Kong.

本年度的亞洲金融論壇首設環球投資峰會，分析環球投資新形勢，以及刻下機遇及挑戰。峰會特別聚焦討論「一帶一路」的延伸效應，以及內地企業增加海外投資的現狀。論壇另設「全球投資機遇專區」，來自澳洲、汶萊、加拿大、匈牙利、印尼、愛爾蘭、老撾、俄羅斯、西班牙、泰國、阿聯酋及美國的投資推廣機構代表，向與會者介紹各地投資環境及機會，協助他們尋找合適的投資項目。而「AFF 環球投資項目對接會」為超過 370 名投資項目策劃人、私募投資公司、企業投資者、高資產人士、中介機構及專業服務機構的專業人員，安排了 570 多場會議，促成商貿聯繫及投資合作。

#### 推動創新

創新是香港向前發展的「關鍵詞」，第五屆亞洲知識產權營商論壇，聚焦香港作為創新構思搖籃的優勢。論壇於 2015 年 12 月舉行，合共有 2,400 多名與會者，當中海外人士大增 33%。

論壇設有三場主題演講，其中新增有關「一帶一路」機遇的主題演講，吸引逾 500 人參與。另外，60 多位分別來自澳洲、加拿大、以色列、印尼、馬來西亞、俄羅斯、阿聯酋、越南、中國內地及香港的重要行業領袖出席圓桌會議，一同探討「一帶一路」為知識產權行業帶來的新商機。

分組專題討論環節剖析多個知識產權行業新議題，包括大數據、3D 打印、先進材料、科技商品化及亞太區知識產權市場透視。



More than 2,400 participants from 37 countries and regions took part in the BIP Asia Forum to discuss the latest developments in Asia's IP market

第五屆亞洲知識產權營商論壇於 2015 年 12 月舉行，吸引逾 2,400 名來自 37 個國家及地區的業界代表參與。





New industry topics examined in breakout sessions covered IP issues in Big Data, 3D printing, advanced materials, technology commercialisation and IP market insights in the Asia-Pacific.

The 20<sup>th</sup> edition of the Hong Kong International Film & TV Market (FILMART) welcomed more than 7,300 buyers to the March event. FILMART participation has increased more than 10-fold, from 75 exhibitors in its first edition to 800 exhibitors from 37 countries and regions in 2016. The event has grown to become the world's foremost film and TV marketplace that promotes cross-media and cross-sector collaboration and facilitates film financing, distribution, production and post-production.

More than 70 events, including seminars, press conferences and networking activities were held during the four-day event. Among the highlights was TV World, which marked its 10<sup>th</sup> anniversary with the theme of "Belt and Road Business Opportunities for the Global TV Industry".

Featuring Barcelona as Partner City, the InnoDesignTech Expo (IDTE) welcomed a record 432 exhibitors from Hong Kong and 18 countries and regions. The December 2015 expo offered enriched tech solutions for companies looking to source design and business technology services. They included new inventions, 3D printing

第20屆香港國際影視展於今年3月舉行，接待超過7,300名買家。香港國際影視展的參展商數目由首屆的75家，增長逾10倍至今屆的800家，遍及37個國家和地區。影視展已發展成世界前列的影視產權交易平台，促進跨媒體及跨界別合作，並提供電影融資、發行、製作及後期製作的門路。

為期四日的影視展舉辦了70多項活動，包括研討會、新聞發布會及交流活動。創辦10年的「電視世界論壇」成為本屆影視展的焦點之一，主題定為「一帶一路共享經濟，影視文化如何乘勢？」。

於2015年12月舉行的設計及創新科技博覽，巴塞羅那定為夥伴城市，並迎來香港及18個國家和地區共432家參展商，破歷年紀錄。博覽為有意物色設計及商業科技服務的公司，提供種類更豐富的科技解決方案，包括創新發明、3D打印服務、流動應用程式及物聯網、虛擬實境及機械人應用、數碼市場推廣及大數據分析。

博覽擴大「創意與科技初創企業專區」，介紹100間香港及來自捷克、以色列、馬來西亞、墨西哥及阿聯酋初創企業的創新解決方案。「環球發明專區」則展示健康護理、智能家居及綠色生活等創新意念。



4



5

services, mobile apps and Internet of Things (IoT), robotics, virtual reality applications, digital marketing and Big Data analytics.

An expanded Creative and Tech Start-Ups Zone featured innovative solutions from 100 local and international start-ups, including from the Czech Republic, Israel, Malaysia, Mexico and the UAE. The Global Invention Zone showcased innovative concepts covering healthcare, smart home and eco living.

The region's creative industry players continued to tap the Hong Kong International Licensing Show as their gateway to new markets. Held in January 2016, Asia's largest show of its kind showcased more than 860 brands and properties, including Ali-The-Fox, Chelsea FC, 20<sup>th</sup> Century Fox and Hearst Magazines, and attracted more than 20,800 trade visitors from more than 100 countries and regions.

The concurrent Asian Licensing Conference, focusing on Asian opportunities, saw 32 top-notch speakers from nine countries and regions representing such renowned brands as BBC Worldwide, Michelin Lifestyle and Sesame Workshop. The Conference attracted an audience of more than 1,400, representing an annual growth of 17 per cent.

1. The 20<sup>th</sup> edition of the Hong Kong International Film & TV Market welcomed more than 7,300 buyers. One exhibitor caught the attention of visitors with its state-of-the-art artificial snow producing technology

第20屆香港國際影視展接待超過7,300名買家。參觀者對其中一家展商的先進人造雪特效技術大感興趣。

2. (Front row, from left) China's State Administration of Radio, Film and Television, Head of TV Drama Department, Li Jingsheng; HKTDC Executive Director Margaret Fong; HKSAR Financial Secretary John Tsang; Hong Kong Entertainment Ambassador Leon Lai; and HKTDC Entertainment Industry Advisory Committee Chairman Terry Lai joined the opening ceremony of Entertainment Expo Hong Kong

(前排左起)：國家新聞出版廣電總局電視劇司長李京盛、香港貿易發展局總裁方舜文、香港特別行政區財政司司長曾俊華、香港影視娛樂大使黎明，以及香港貿易發展局影視娛樂諮詢委員會主席黎筱筠主持香港影視娛樂博覽的啟動儀式。

3. The Creative and Tech Start-Ups Zone at InnoDesignTech Expo was expanded to feature innovative solutions from around the world  
設計及創新科技博覽的「創意與科技初創企業專區」擴大範圍，介紹全球各地多種創新解決方案。

4. Featuring Barcelona as Partner City, the December 2015 InnoDesignTech Expo welcomed a record 432 exhibitors  
巴塞羅那是2015年12月設計及創新科技博覽的夥伴城市。本屆博覽參展商數目達432家，破歷年紀錄。

5. The Hong Kong International Licensing Show, Asia's largest of its kind, showcased more than 860 leading global brands and properties  
亞洲最大的香港國際授權展，展出超過860個全球知名品牌及授權項目。

2016年1月舉行的香港國際授權展，是亞洲最大型的同類展覽，亦是區內創意產業界開拓新市場的平台。授權展展出超過860個品牌及授權項目，包括阿狸、車路士球會、20世紀霍士及Hearst Magazines，吸引來自超過100個國家及地區逾20,800名貿易訪客。

與授權展同期舉行的亞洲授權業會議，邀請來自9個國家及地區合共32位頂尖主講嘉賓，包括BBC Worldwide、米芝蓮生活時尚用品及芝麻街工作室等知名品牌的代表，重點探討亞洲機遇，會議吸引逾1,400名企業代表出席，較去年增長17%。



## PROMOTING THE HONG KONG BRAND

### Global Gateway to Asia

With North America and especially the United States regarded as a bright spot amid the stuttering recovery of mature markets, the HKTDC staged its flagship international promotion, Think Asia, Think Hong Kong (TATHK) in Toronto and Chicago, in June 2015. The campaign, supported by 16 Hong Kong partners and 92 local organisations, spotlighted Hong Kong's services expertise in both cities during high-profile symposiums, seminars and networking events that attracted more than 3,300 participants. The HKSAR Chief Executive and over 150 senior government officials and Hong Kong business leaders joined the events.

During TATHK, Canadian and US businesses heard how Hong Kong's competitive advantages can help them do business in Asia, and especially in the Chinese mainland through discussions on topics including selling to China and Asia, technology collaboration, renminbi business and mainland outbound investment.

Meanwhile, 15 Hong Kong services providers and trade organisations provided free on-site business consultations at the Business Support Zone at the symposium. Four concurrent outbound missions on food, technology, ICT and mainland outbound investment were also organised to explore partnership opportunities with North American companies. Over 1,500 business matching meetings were arranged.

## 推廣本港品牌

### 全球進軍亞洲門戶

成熟市場經濟復甦之路仍然顛簸不平，只有北美洲（特別是美國）的表現較為耀眼，有見及此，香港貿易發展局旗艦國際推廣活動「邁向亞洲 首選香港」選定於2015年6月在多倫多和芝加哥登場。在16個香港夥伴機構及92個當地組織鼎力支持下，各場高峰論壇、研討會及交流活動，均聚焦香港服務專業，與會人數逾3,300人。香港特別行政區行政長官連同150多名政府高層官員及本港商界領袖亦有參與活動。

美加的商界代表在「邁向亞洲 首選香港」各場專題研討會上，了解如何利用香港的營商優勢開拓亞洲尤其是中國內地市場。會議討論多項議題，包括中國及亞洲銷售市場、科技合作、人民幣業務及中國企業投資海外市場等。

此外，15個香港服務供應商及商會組織在論壇的「商貿支援專區」，提供即場諮詢服務。同期，我們組織了四個有關食品、科技、資訊科技業及內地對外投資的考察團到訪北美，並安排了超過1,500場商貿配對會議，探索與當地企業合作的機會。

Hong Kong Monetary Authority Chief Executive Norman Chan (centre) was among the speakers at the Think Asia, Think Hong Kong symposium. Mr Chan highlighted Hong Kong's advantage as an offshore renminbi trading centre  
香港金融管理局總裁陳德霖(中)是「邁向亞洲 首選香港」高峰論壇講者之一，重點講解香港擔當離岸人民幣交易中心的優勢所在。





More than 2,000 Indonesian business people attended the In Style • Hong Kong business services symposium organised by the HKTDC at the Jakarta Convention Center. From left: HKTDC Executive Director Margaret Fong, Republic of Indonesia Minister of Tourism Arief Yahya, HKTDC Chairman Vincent HS Lo and Republic of Indonesia, Ministry of Cooperatives and SMEs Secretary Agus Muharram

2,000 多名印尼商界代表出席了在雅加達會議中心舉行的「時尚潮流•魅力香港」高峰論壇，了解香港服業優勢。(左起)：香港貿發局總裁方舜文、印尼旅遊部部長 Arief Yahya、香港貿發局主席羅康瑞及印尼合作企業及中小企業部秘書 Agus Muharram。



Miss Hong Kong 2014 Veronica Shiu unveiled a "Batik Crossover" collection designed by renowned Hong Kong fashion designers at the In Style • Hong Kong Gala Dinner

2014 年度香港小姐冠軍邵珮詩於「時尚潮流 • 魅力香港」的「香港晚宴」上，展示由知名香港設計師創作的「蠟染 crossover」作品。

### Asia's Trendsetting City

To raise Hong Kong's profile as Asia's lifestyle hub, In Style • Hong Kong was staged, for the first time, in Jakarta, Indonesia. The September 2015 promotion included a business services symposium, product expo, gala dinner and citywide promotion in the Indonesian capital to introduce Hong Kong's branding expertise and design excellence as well as the city's strengths in financial and legal services to Indonesian companies and consumers, highlighting how Hong Kong can facilitate their business expansion.

Attended by more than 2,000 participants, the symposium comprised thematic sessions on such topics as renminbi internationalisation, creativity and design in business, digital marketing and e-commerce, arbitration for international trade, as well as the public key infrastructure standards for online transactions. The expo attracted close to 13,000 trade visitors, generating more than 1,900 business matching meetings.

The B2C citywide promotion, staged in the Grand Indonesia Shopping Town, presented more than 55 Hong Kong brands and drew 56,000 visits. Hong Kong dining and lifestyle outlets were engaged across Jakarta to highlight Hong Kong gourmet and fashion. The gala dinner showcased Hong Kong fashion designers' collections and their crossover creations using the traditional Indonesian textile Batik.

### 亞洲生活時尚之都

為了推廣香港作為亞洲時尚生活之都，貿發局於 2015 年 9 月首次在印尼首都雅加達舉辦「時尚潮流 • 魅力香港」博覽，通過服務業論壇、品牌博覽、晚宴及全城推廣活動，向印尼企業及消費者推介香港品牌及優質設計，以及在金融及法律服務方面的優勢，重點展示香港如何協助他們拓展業務。

高峰論壇吸引逾 2,000 人出席，當中的分論壇涵蓋多個專題，包括人民幣國際化、創意設計及營商、數碼市場營銷及電子商貿、國際貿易仲裁，以及有關網上交易的公鑰基礎設施等。品牌博覽吸引近 13,000 名貿易訪客，共進行逾 1,900 場商貿配對會議。

面向消費者的聯動全城推廣活動在大印尼購物城舉行，展出超過 55 個香港品牌，吸引 56,000 名到訪人次。多家雅加達的港式餐廳及時尚生活專門店亦有參與宣傳活動，重點推介香港美食和時尚潮流。晚宴環節展示香港時裝設計師的最新作品，以及他們以傳統印尼布藝蠟染 (Batik) 創作的時裝系列。

## PROMOTING HONG KONG'S SERVICES

推廣香港服務業



Models took to the runway for the finale of Fashion Hong Kong at New York Fashion Week. The presentation of the three Hong Kong fashion designers attracted a full-house attendance of more than 500 fashion industry players

在紐約時裝周的 Fashion Hong Kong 時裝匯展上，模特兒作壓軸演出。是次匯展發表三位香港設計師的創作，吸引逾 500 位時裝界代表入場，座無虛席。

### Fashion Statement

The HKTDC also took Hong Kong fashion design to new audiences by leading prominent designers to take part in major international fashion week events. Under the Fashion Hong Kong promotional campaign, five local designers, namely Chailie Ho, Kathy Lam, KOYO William, Lulu Cheung and Polly Ho, took part in Tokyo Fashion Week in October 2015, while Doris Kath Chan, Lulu Cheung and Kenax Leung presented their latest collections at the Copenhagen Fashion Week in early February 2016. The fiscal year ended with a successful showcase at New York Fashion Week in February 2016, featuring the collections of Harrison Wong, Hidy Ng and Polly Ho. To further raise the profile of Hong Kong's design expertise at these events, the HKTDC organised fashion runway shows, pop-up showrooms and business matching meetings, which attracted much attention from buyers, fashionistas and the media.

## FORGING MAINLAND PARTNERSHIPS

### Smart Partnerships

To tap rising demand for creative, technology and business support services among mainland companies, SmartHK Jinan was staged in the capital of Shandong province in May 2015. The event featured nearly 200 Hong Kong companies and attracted about 10,000 visits from Shandong enterprises as well as those from neighbouring municipalities and provinces including Tianjin, Beijing, Liaoning, Jiangsu and Zhejiang.

### 展現時尚風采

貿發局帶領一眾出色設計師參與各大國際時裝周，讓更多人認識香港時裝設計力量。透過「Fashion Hong Kong」時裝匯演，五名本地設計師，包括何裕釵、林泳伶、張國威、張路路及何善恒參與 2015 年 10 月舉行的東京時裝周。另外，陳綽盈、張路路及梁嘉健亦參與了 2016 年 2 月初舉行的哥本哈根時裝周，展出他們的最新時裝系列。本港時裝設計師黃梓維、伍均琪及何善恒帶同新作出席 2016 年 2 月舉行的紐約時裝周，為本財政年度畫上完滿句號。在這些國際時裝周上，貿發局舉辦了時裝匯演、設置期間限定陳列室，並促成商務配對會議，吸引更多買家、時裝愛好者及媒體關注香港設計師、了解香港設計特色。

### 深化內地合作

#### 智慧夥伴助轉型

隨着內地公司對創意、科技及商貿配套服務的需求日趨殷切，香港貿發局於 2015 年 5 月在山東省濟南市舉辦「轉型升級・香港博覽」，有近 200 家香港公司參與，吸引山東以及天津、北京、遼寧、江蘇及浙江等鄰近省市的企業代表蒞臨參觀。總計約 10,000 人次進場。



The event focused on how Hong Kong's comprehensive package of business solutions can support the mainland's development and included topics related to industrial transformation and upgrading. More than 800 business matching appointments were arranged for Shandong enterprises to explore business opportunities with Hong Kong services companies.

To promote Hong Kong's capabilities in the IRES (Infrastructure Development and Real Estate-related Services) sector, we identified opportunities on the mainland by mounting a new Building For The Future promotion in Nanjing and Changzhou. Hong Kong delegates representing 15 companies took part in the promotion, which included a symposium and business matching with project owners from the public and private sectors.

#### Outbound Investment Missions

Hong Kong's world-class financial and professional services sectors remained the preferred platform for mainland enterprises to manage their outbound investment activities.

Two outbound investment and partnership missions were organised to explore collaboration opportunities on manufacturing and environmental technologies. One mission, organised with Guangdong Province, travelled to Toronto, Chicago, San Francisco and Tokyo, while the second mission, organised with the Ministry of Commerce and engaging the municipal cities of Ningbo and Qingdao, targeted the European hubs of Milan, Düsseldorf, Munich and Stockholm. Thirty-six mainland investors and 24 Hong Kong services professionals took part in the two missions, which featured investment briefings, company visits and networking opportunities, as well as more than 350 business matching meetings with overseas project owners.

展會主題聚焦香港全方位商業解決方案，如何有效支援內地企業發展，並討論工業轉型升級等議題。展會期間，貿發局為山東省企業安排超過 800 場商貿配對活動，與香港服務業公司共拓商機。

為推廣香港基建及房地產專業服務，以及探索內地商機，我們在南京及常州舉辦「未來建設•建設未來」新項目，15 家香港企業隨團參與各項推廣活動，包括大型論壇及商貿配對會，與公私營項目持有者洽談合作機遇。

#### 海外投資合作考察團

香港的金融及專業服務業傲視全球，成為內地企業尋求海外投資合作的首選平台。

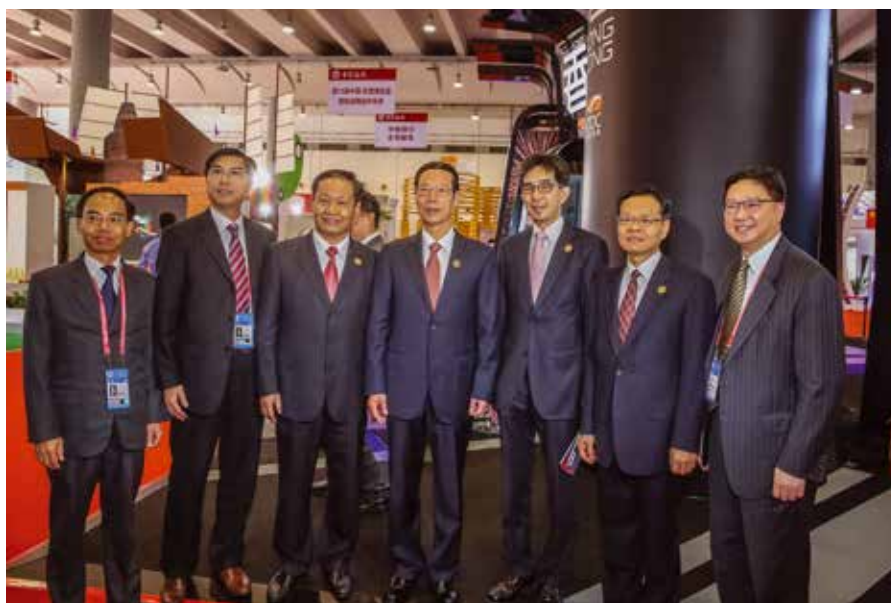
年內，貿發局先後兩次組織海外投資合作考察團，探索有關製造業及環保科技業的合作機遇。與廣東省政府合辦的外訪團前往多倫多、芝加哥、三藩市及東京，而另一與商務部合辦、邀請寧波和青島兩市企業參與的外訪團則出訪米蘭、杜塞爾多夫、慕尼黑及斯德哥爾摩。兩個考察團合共有 36 名內地投資者及 24 名香港服務業專才參與，行程包括投資簡介會、公司造訪及交流環節，貿發局亦安排了超過 350 場商貿配對會議，讓考察團成員與海外項目負責人面談商機。

此外，香港貿發局於 2015 年 11 月首辦香港跨境投資服務業代表團出訪內地，加強推廣香港作為內地企業投資海外的橋頭堡，期間為 34 名隨團的香港金融、法律及會計服務專才，安排約 300 場商貿配對會議，讓他們與重慶和成都的投資者直接洽談。



Jointly organised by the HKTD and the Guangdong government, an investment mission to North America and Japan promoted tripartite cooperation among mainland, Hong Kong and overseas companies

香港貿發局與廣東省政府聯合主辦投資考察團，前往北美和日本，推動內地、香港與海外公司三方合作。



The first-ever Hong Kong Cross-Border Investment Services Mission was also organised in November 2015 on the mainland to further promote Hong Kong as the bridgehead for mainland enterprises' outward investment ventures. Some 300 business matching meetings with Chongqing and Chengdu investors were arranged for the 34 Hong Kong financial, legal and accounting services professionals who took part.

#### Cultivating Partnerships

Hong Kong's close relations with the mainland are key to the city's reputation as the premier international gateway to and from the mainland. During the financial year, the HKTDC hosted 24 national and provincial leaders at the vice-minister level or above.

The Council also welcomed eight vice-governors and organised a series of networking activities to coincide with the visits. Keynote luncheons and thematic roundtables helped Hong Kong companies cement business ties with visiting high-level mainland officials.

To further cultivate bilateral provincial partnerships, the Council organised a roundtable meeting in Hong Kong in September 2015 with Shandong Vice Governor Xia Geng, following the May 2015 Shandong-Hong Kong Co-operation Joint Meeting held in Jinan. Both meetings have effectively fortified the relationship with Shandong for ongoing collaboration across a range of sectors and solidified their support of HKTDC promotions and the Hong Kong services platform. Similarly, the third Jiangsu-Hong Kong Co-operation Joint Meeting was held in October 2015 in Hong Kong, again solidifying Jiangsu's support for the HKTDC's promotional activities.

The HKTDC staged Hong Kong Pavilions at major events to promote the city's strengths as a business hub for the Belt and Road Initiative. Vice Premier Zhang Gaoli (centre) and Secretary of the Guangxi Zhuang Autonomous Region Committee Peng Qinghua (third from left) visited the Hong Kong Pavilion at the China-ASEAN Expo in Nanning

香港貿發局在多個大型展覽設香港館，重點推廣「一帶一路」倡議下，香港擔當商貿中心的優勢。圖為國家副總理張高麗（中）和廣西壯族自治區黨委書記彭清華（左三）於南寧市舉行的「中國—東盟博覽會」上，參觀「香港館」。

#### 締結夥伴合作

香港與內地關係密切，因而成為外企與中國通商的首選國際門戶。本財政年度，貿發局先後接待 24 名副部長級或以上的中央和省領導人來訪。

本局亦接待了 8 名內地副省長，並於他們訪港期間安排一系列交流活動，例如舉辦多個主題午餐會及專題圓桌會議，協助香港企業與到訪的內地高級官員加強聯繫，商談合作機遇。

為加強與內地各省的雙邊合作，本局於 2015 年 5 月在濟南市舉行魯港合作聯席會議，之後於 2015 年 9 月山東省副省長夏耕訪港期間舉行圓桌會議。兩項會議有效強化香港與山東省的關係，為兩地未來在多方面合作鋪路，並鞏固了該省對貿發局推廣活動以及香港服務平台的支持。江蘇省一直以來對貿發局推廣活動均給予大力支持，第三屆蘇港合作聯席會議於 2015 年 10 月在香港舉行，進一步促進兩地合作。

With the establishment of Free Trade Zones (FTZs) in Guangdong, Fujian, Shanghai and Tianjin, the Council organised briefing seminars to update Hong Kong SMEs on the FTZs' policy frameworks. Study missions to Nansha, Tianjin and Fujian were organised in May, July and October 2015 respectively. More than 100 business delegates, comprising homegrown SMEs and members of Hong Kong-based foreign chambers, joined the three missions to explore business opportunities in the special trade zones. In addition, a business seminar focusing on the Beijing-Tianjin-Hebei metropolis development was also organised in November 2015 during the Beijing-Hong Kong Economic Co-operation Symposium, attended by 250 participants.

The Council co-organised the 12<sup>th</sup> China-ASEAN Expo, held in Guangxi Province in September 2015. Under the theme "Building the 21<sup>st</sup> Century Maritime Silk Road: Creating a New Blueprint for Maritime Cooperation," the four-day event presented a comprehensive range of collaboration opportunities between China and ASEAN arising from the Belt and Road Initiative. A Hong Kong Pavilion was set up to promote Hong Kong's advantages as Asia's hub for business and innovation and introduce quality Hong Kong products and services to Guangxi and ASEAN markets.

隨着廣東、福建、上海及天津相繼成立自由貿易區，本局為香港中小企舉辦多場簡報會，提供有關自貿區政策框架的最新資訊。本局又於2015年5月、7月及10月組織考察團分別前往南沙、天津及福建，三個考察團共有超過100名商界代表參與，包括本港中小企及外國駐港商會代表，共同拓展自貿區的新機遇。此外，貿發局於2015年11月舉行「北京•香港經濟合作研討洽談會」，其中一場重點探討京津冀協同發展的研討會，共有250人出席。

本局為第12屆中國－東盟博覽會協辦單位之一，為期四天的博覽會於2015年9月在廣西省舉行，主題是「21世紀海上絲綢之路—共創海洋合作美好藍圖」，綜合介紹了中國和東盟在「一帶一路」下於各領域的合作機遇。博覽會設有「香港館」，推廣香港作為亞洲「營商之都」及「創意之都」的優勢，並把香港的優質產品和服務推薦給廣西和東盟市場。



The HKTDC organised a study mission to Nansha, Tianjin and Fujian, briefing Hong Kong delegates on the mainland's Free Trade Zones policy framework. 香港貿發局組織考察團前往南沙、天津及福建，為香港商界代表簡介內地自由貿易區的政策框架。



The HKTDC's major services industry events have seen a steady rise in the number of participants in recent years, a trend that continued in 2015/16 at the Asian Financial Forum, Asian Licensing Conference, Asian Logistics and Maritime Conference and BIP Asia Forum.

近年，香港貿發局推廣服務業的旗艦活動，參與人數穩定增長。2015/16 年度舉行的亞洲金融論壇、亞洲授權業會議、亞洲物流及航運會議以及亞洲知識產權營商論壇也不例外。

## Number of participants and annual growth at the HKTDC's flagship services events 貿發局旗艦服務業推廣活動參與人數及年增長



Asian Financial  
Forum  
亞洲金融論壇

2,800



BIP Asia  
Forum  
亞洲知識產權營商論壇

2,400





Asian Logistics and  
Maritime Conference  
亞洲物流及航運會議

2,000



Asian Licensing  
Conference  
亞洲授權業會議

1,400





EXPLORING AND CONNECTING  
探索與聯繫

Constantly scouting opportunities for Hong Kong companies, the HKTDC makes full use of its resources in Hong Kong and extensive global network to explore new markets and connect local enterprises with potential partners from near and far.



貿發局不斷為港商物色商機，充分運用其資源及全球網絡，探索新市場，並協助香港公司連繫潛在夥伴，不論遠近。

# EXPLORING AND CONNECTING

## 探索與聯繫



To expand new frontiers for business, the HKTDC explores new markets to connect businesses with partners from all corners of the globe. World-leading trade fairs staged in Hong Kong continue to reinforce Hong Kong's position as Asia's premier marketing platform.

為拓展業務新領域，貿發局探索新市場，協助企業聯繫各地合作夥伴。在香港舉辦多項世界級展覽，持續鞏固香港作為亞洲首選營銷平台的地位。



HKSAR Chief Executive CY Leung led a delegation to India to promote Hong Kong's finance and professional services, logistics and maritime services, as well as infrastructure development services

香港特別行政區行政長官梁振英率代表團前往印度推廣香港金融及專業服務、物流航運服務，以及基建發展服務。



## OUTREACH TO MATURE AND NEW MARKETS

Capitalising on the recovery of mature markets, the HKTDC led Hong Kong companies to join trade events in Europe and the US to promote merchandise exports. In addition, business delegations putting Hong Kong in direct contact with promising new markets around the world were organised throughout the year. Destinations included stops in Central and Eastern Europe, Latin America, the Middle East and ASEAN countries, as well as South Asia and the Chinese mainland.

### Promoting Hong Kong Products in Mature Markets

In mature markets, we helped Hong Kong showcase its wide array of products across sectors by mounting Hong Kong Pavilions at world-renowned overseas trade events. This included recruiting Hong Kong smart-tech and biotech players to join Hong Kong Pavilions at technology events like CES in Las Vegas, IFA in Berlin, and Medica in Düsseldorf. The HKTDC also took the popular small orders concept to key trade fairs by setting up hktcdc.com Small Orders displays at these events. These activities helped to reinforce the presence of Hong Kong companies in mature markets, highlighting the strengths of Hong Kong brands and merchandise products.

## 探索成熟及新興市場

成熟市場復甦，貿發局把握機會帶領港商參與歐美貿易活動，推動香港產品出口。此外，貿發局組織多個商貿代表團，到訪世界各地具發展潛力的新市場，遍及中歐及東歐、拉丁美洲、中東、東盟、南亞及中國內地，讓港商建立直接聯繫。

### 成熟市場 推廣香港產品

在成熟市場，我們在全球知名貿易展覽設立「香港館」，展示港商多元化的產品。例如香港的智能科技及生物科技公司，跟隨貿發局參加拉斯維加斯消費電子展、柏林國際電子消費品及家電展、杜塞爾多夫國際醫療展。小批量採購廣受歡迎，貿發局在這些重要貿易展覽設立貿發網「小批量採購」專櫃，向買家展示優質產品。這些活動有助提高香港公司在成熟市場的知名度，以及突顯香港品牌及產品的優勢。

Hong Kong smart-tech companies joined Hong Kong Pavilions at technology events like CES in Las Vegas

香港的智能科技公司跟隨貿發局參加拉斯維加斯消費電子展等推廣科技的活動。



74,590<sup>+11%</sup>

- Number of companies participating in HKTDC overseas promotions
- 參與貿發局海外推廣活動的企業數目



2,938<sup>+14%</sup>

- Number of Hong Kong companies participating in HKTDC promotions on the Chinese mainland
- 參與貿發局內地推廣活動的香港公司數目



800<sup>+33%</sup>

- Number of brands at Design Gallery (and DG Online)
- 參與「香港・設計廊」(實體店及網上店)的香港品牌數目



32,514<sup>+16%</sup>

- Number of companies participating in in-depth business matching
- 參與深入商貿配對的公司數目

## EXPLORING AND CONNECTING

### 探索與聯繫

#### ASEAN Calling

Promising ASEAN markets were firmly on the trade mission itinerary throughout the year. A roadshow to Vietnam showcasing Hong Kong design and marketing services was held in July 2015. The seminar in Ho Chi Minh City drew nearly 240 people from more than 180 Vietnamese companies representing a wide range of industries.

Myanmar was introduced to Hong Kong's capabilities in infrastructure development and real estate-related services (IRES) and professional services. An HKTDC mission co-led by HKSAR Secretary for Development Paul Chan and HKSAR Legislative Council Member Tony Tse visited Yangon in October 2015 with 17 delegates from professional services sectors such as real estate investment, architecture, engineering, surveying, accounting, legal, and corporate services.

Malaysia was the ASEAN destination for an October 2015 ICT Mission from Hong Kong. The HKTDC worked with the Information and Software Industry Association (ISIA) to bring delegates from 13 Hong Kong companies to Kuala Lumpur for the Asian-Oceanian Computing Industry Organization (ASOCIO) ICT Summit 2015.

#### Emerging Opportunities

Hong Kong's business services strengths were highlighted during the September 2015 high-level visit to Düsseldorf, Germany as well as

#### 進軍東盟

東盟市場別具發展潛力，本年度我們組織多個商貿考察團到訪當地。2015年7月，香港貿發局於越南舉行巡迴路演，推廣香港的設計和市場推廣服務。在胡志明市舉行的研討會，吸引當地超過180家來自各行業的公司、合共近240名代表出席。

2015年10月，香港貿發局考察團到訪緬甸，向該國介紹香港在基建發展和房地產相關服務(IRES)以及專業服務方面的實力。考察團由香港特別行政區發展局局長陳茂波與立法會議員謝偉銓率領，17名團員分別為來自房地產投資、建築、工程、測量、會計、法律及企業服務等專業服務界別。

貿發局組織香港資訊科技業於2015年10月出訪另一東盟成員國馬來西亞。是次考察團由香港貿發局與資訊及軟件業商會牽頭，組織13家香港公司代表前赴吉隆坡，出席2015年亞太資訊通訊高峰會議。

#### 新興市場機遇處處

2015年9月，香港特別行政區財政司司長曾俊華率領23名商界領袖和商會高層代表，訪問德國杜塞爾多夫、匈牙利布達佩斯及波蘭華沙，重點推廣香港商貿服務的優勢，並藉此建立經貿聯繫及開拓各類商機，特別是「一帶一路」倡議帶來的新機遇。





1. HKSAR Secretary for Transport and Housing Prof Anthony Cheung (front row, centre) led a Hong Kong shipping mission to Hamburg  
香港特別行政區運輸及房屋局局長張炳良教授(前排中)帶領香港航運業代表團訪問漢堡。
2. HKTDC Executive Director Margaret Fong and Director General of the Mexican Institute of Industrial Property (IMPI) Miguel Ángel Margain signed a memorandum of understanding during Ms Fong's Latin America visit in August 2015  
香港貿易發展局總裁方舜文於2015年8月出訪拉丁美洲期間，與墨西哥工業產權局(IMPI)局長米格爾·安吉爾·馬蓋(Miguel Ángel Margain)簽署諒解備忘錄。
3. HKTDC Deputy Executive Director Raymond Yip introduced the Belt and Road Initiative to H.E. Juma Al Kait, Assistant Undersecretary for Foreign Trade Affairs, the UAE Ministry of Economy  
香港貿易發展局副總裁葉澤恩向阿聯酋經濟部外貿事務助理副部長 H.E. Juma Al Kait 介紹「一帶一路」倡議。
4. HKSAR Financial Secretary John Tsang (front row, third from left) led a delegation of business leaders and heads of chambers to Düsseldorf, Budapest and Warsaw in September  
2015年9月，由商界領袖和商會首腦組成的代表團，在香港特別行政區財政司司長曾俊華(前排左三)率領下訪問杜塞爾多夫、布達佩斯及華沙。

Budapest, Hungary and Warsaw, Poland. HKSAR Financial Secretary John Tsang led a delegation of 23 business leaders and heads of business chambers on the HKTDC mission to build economic ties and explore fresh business potential, especially from the Belt and Road Initiative.

Shipping was on the agenda for an April 2015 Hong Kong shipping mission to Hamburg, Germany. The trip was led by HKSAR Secretary for Transport and Housing Prof Anthony Cheung and joined by 15 representatives from the HKSAR Government and InvestHK as well as members of the Hong Kong Maritime Industry Council and Hong Kong Port Development Council.

In October, it was the turn of representatives from 20 companies in the gifts and houseware, electronics, garment and food sectors to take in Warsaw, Poland as well as Bratislava, Slovakia.

Latin American markets continued to hold promise for Hong Kong companies during the year, as reflected by an August 2015 business mission to Santiago, Chile and Mexico City, Mexico. The 24 delegates represented the garment and accessories, footwear, fashion jewellery and lighting products sectors.

Middle East markets were explored in November 2015 during the Lifestyle Expo held in Dubai, UAE, with participation of 67 Hong Kong companies from such sectors as consumer electronics, gifts and houseware, fashion, fashion accessories and watches. This was followed by a business mission to Riyadh, Saudi Arabia. The HKTDC worked with the Riyadh Chamber of Commerce to organise business matching sessions during the visit.

此外，香港特別行政區運輸及房屋局局長張炳良教授，於2015年4月率領香港航運業代表團造訪德國漢堡市，與當地業界探討航運業商機。15名團員包括特區政府、香港投資推廣署的代表，以及香港航運發展局和香港港口發展局的成員。

2015年10月，貿發局組織20家公司代表出訪波蘭華沙及斯洛伐克布拉迪斯拉發兩個城市。成員來自多個界別，包括禮品及家居用品、電子產品、成衣及食品行業。

本年度拉丁美洲市場繼續為香港公司展現莫大發展潛力，於2015年8月，香港貿易發展局組織商貿考察團前往智利聖地亞哥及墨西哥首都墨西哥城，24名成員包括成衣及配飾、鞋履、時尚首飾及照明產品業的代表。

在開拓中東市場方面，貿發局於2015年11月在阿聯酋迪拜舉行「時尚生活匯展」，吸引67家香港公司參展，涵蓋消費電子產品、禮品及家居用品、時裝、時尚首飾及鐘錶業。展覽結束後，貿發局率領港商到訪沙特阿拉伯利雅得，期間與利雅得總商會合作，舉辦了多場商貿配對會議。



## EXPLORING AND CONNECTING

### 探索與聯繫

Business matching was also a core component of a mission to the Indian capital New Delhi in November 2015, which included 13 Hong Kong delegates from nine companies. This was organised to immediately follow the 13<sup>th</sup> China Products Exhibition in Mumbai, during which the Hong Kong Pavilion showcased a variety of lifestyle products from 27 Hong Kong companies. A high-level delegation led by HKSAR Chief Executive CY Leung to Mumbai and New Delhi was organised in early February 2016, bringing 40 Hong Kong business people to India representing the sectors of finance and professional services, logistics and maritime services, infrastructural development services, and cross-border trading. To further promote Hong Kong's advantages, the programme included meetings with senior officials as well as networking and exchange with local business leaders, offering first-hand insight into this important market in South Asia.

#### Mainland Missions

Hong Kong missions were also active on the Chinese mainland, including a September 2015 trip to Qingdao to explore opportunities in shipping, while the wine industry in the mainland's northeast

2015 年 11 月，香港貿發局組織考察團出訪印度首都新德里，9 間香港公司共 13 名代表參與。其中商貿配對亦為重點環節之一。是次考察團緊隨第 13 屆中國商品（印度孟買）展覽會之後展開，在該次展覽會上，香港館展出了 27 家香港公司的多款時尚生活產品。此外，2016 年 2 月初，香港特別行政區行政長官梁振英率團前往印度孟買及新德里，向當地政商界推廣香港優勢。40 名團員來自金融及專業服務、物流航運服務、基建發展服務及跨境貿易等領域。訪問團活動主要包括拜會當地高層官員、與當地商界領袖聯繫交流，以獲取印度市場的第一手資訊。

#### 考察內地

中國內地亦是香港考察團的訪問熱點之一，本局於 2015 年 9 月組織考察團前往青島，發掘當地的航運業商機。此外，香港貿發局於 2015 年 9 月與香港葡萄酒商會合辦大連商貿考察團，藉此了解中國東北的葡萄酒市場。



Mini Cooper cars were "dressed up" with specially designed B.Duck graphic designs at the Style Hong Kong Show in Zhengzhou in November 2015

Mini Cooper 汽車繫上特別設計的 B.Duck 圖案於 2015 年 11 月舉行的「香港時尚購物展・鄭州」上展出。



was explored during a September 2015 business mission to Dalian co-organised by the HKTDC and Hong Kong Wine Chamber of Commerce.

A Style Hong Kong Show was held in Zhengzhou in November 2015 to promote the unique Hong Kong lifestyle and branded products to mainland consumers. A total of 214 companies carrying around 300 brands joined the show, with some 330 business matching meetings conducted, and over 200,000 consumers visiting the show.

### Strengthening Global Networks

During the year, the HKTDC strengthened its international presence, opening two new offices including the HKTDC Consultant Office in Delhi, India in April 2015, and the HKTDC Consultant Office in Tel Aviv, Israel in October 2015. The Singapore set-up was also upgraded to a full office in August 2015. The additions brought the Council's global network to 46 offices around the world.

Among the important global initiatives of the Council are its six bilateral committees with Hong Kong's major trading partners, namely Europe, France, Japan, Korea, Taiwan and the US. Over the past year, we enriched programmes and agendas of plenary meetings related to this initiative and, where appropriate, adopted a "city-to-city" approach to expand their reach.

One example of such reinvigoration took place in Chicago in June, when the Hong Kong-US Business Council roundtable met to discuss topics including the global economic order and Hong Kong-US financial cooperation. Earlier in May, the 15<sup>th</sup> Plenary Session of the Hong Kong-Europe Business Council was held in Paris, with a reception hosted by French Minister of Foreign Affairs Laurent Fabius. France itself was in the spotlight in January 2016 when the 11<sup>th</sup> Plenary Session of the Hong Kong-France Business Partnership was organised in Hong Kong to coincide with the Asian Financial Forum (AFF).

貿發局於同年 11 月在鄭州舉行香港時尚購物展，向內地消費者推廣香港獨特的時尚品牌產品，共有 214 家公司參展，雲集近 300 個香港品牌。展會期間舉辦了約 330 場商貿配對活動，吸引逾 20 萬名消費者參觀。

### 加強全球合作網絡

貿發局繼續擴展其全球辦事處網絡，年內新增兩個辦事處，分別為 2015 年 4 月設立的駐印度德里顧問辦事處，以及於 2015 年 10 月設立的駐以色列特拉維夫顧問辦事處，同時，新加坡的設施亦於 2015 年 8 月升格為辦事處。現時，貿發局全球合共設有 46 個辦事處。

貿發局其中一個全球拓展重點策略，是與六個香港主要貿易夥伴(包括歐洲、法國、日本、韓國、台灣及美國)設立雙邊貿易委員會。過去一年，我們在各委員會制訂的計劃及全體會議議程中，均加強了相關元素，並在合適情況下採用「城際合作」方式擴闊其接觸面。

其中一個例子，是香港－美國商務委員會 2015 年 6 月在芝加哥舉行的圓桌會議，探討全球經濟秩序及港美金融合作等題目。此前，香港－歐洲商務委員會第 15 次全體大會 5 月在巴黎召開，由法國外交部長法比尤斯(Laurent Fabius)招待。而香港－法國貿易夥伴委員會第 11 次全體大會亦於 2016 年 1 月在亞洲金融論壇舉行期間在本港召開。



The 17<sup>th</sup> Hong Kong-Korea Business Roundtable was held on 15 March 2016 to discuss business opportunities under the Belt and Road Initiative, entertainment, lifestyle merchandise trade and green technology collaboration. HKSAR Secretary for Financial Services and the Treasury Prof KC Chan (front row, sixth from right) was the keynote luncheon speaker.

第 17 次香港－韓國商務圓桌會議於 2016 年 3 月 15 日舉行，議題包括「一帶一路」倡議下的各種商機、影視娛樂事業、生活時尚產品貿易，以及綠色科技合作。香港特別行政區財經事務及庫務局局長陳家強教授(前排右六)應邀擔任午餐會主講嘉賓。

## EXPLORING AND CONNECTING

### 探索與聯繫

HKSAR Chief Secretary for Administration Carrie Lam (centre) was the keynote speaker at the Hong Kong Forum in December 2015, which provided an effective platform to update the city's "unofficial ambassadors" from around the world on the latest developments in Hong Kong. (From left) Belgium-Hong Kong Society Vice-Chairman Georges Legros; Hong Kong Association of Southern California Executive Vice President Raymond Cheng; Swiss-Hong Kong Business Association President Dr Esther Naegeli; HKSAR Chief Secretary for Administration Carrie Lam; HKTDC Executive Director Margaret Fong; HKSAR Secretary for Commerce and Economic Development Gregory So and Hong Kong Australia Business Association Limited Immediate Past National President Lucinda Chan

2015年12月舉行的「香港論壇」，邀得香港特別行政區政務司司長林鄭月娥（中）擔任主題午餐的主講嘉賓。論壇提供有效平台，讓世界各地的「非官方香港大使」得知香港的最新發展。（左起）比利時－香港商會副主席黎果、南加州香港協會的執行副總裁鄭錦年、瑞港商業協會主席Dr Esther Naegeli、香港特別行政區政務司司長林鄭月娥、香港貿發局總裁方舜文、商務及經濟發展局局長蘇錦樑及環球香港商業協會聯盟副主席Lucinda Chan。



In Asia, the sixth joint meeting between the Hong Kong-Taiwan Business Co-operation Committee and its Taiwan counterpart, the Economic Co-operation Committee of the Taiwan-Hong Kong Economic and Cultural Co-operation Council, was held in Hong Kong on 16 September 2015, while the 17<sup>th</sup> Hong Kong-Korea Business Roundtable was held in Hong Kong to coincide with FILMART in March 2016. Later in the same month, 12 Hong Kong members attended the 35<sup>th</sup> Plenary Session of the Hong Kong-Japan and Japan-Hong Kong Business Co-operation Committees in Tokyo to discuss the latest developments in the mainland economy and opportunities to strengthen collaboration between Hong Kong and Japan.

### Hong Kong Forum

The important global network represented by the Federation of Hong Kong Business Associations Worldwide continued to grow. Indonesia and the Philippines were the two latest members to join the organisation, which now boasts more than 12,000 members representing 40 associations in 29 countries and regions.

The Federation's annual two-day flagship gathering, the 16<sup>th</sup> Hong Kong Forum, opened on 1 December 2015 with a record 416 participating members representing 26 countries and regions. The Hong Kong Forum created synergy among the Federation's expanding global network and provided an effective platform for the city's "unofficial ambassadors" to be brought up-to-date on the Hong Kong business story.

亞洲方面，香港－台灣商貿合作委員會，與其對口單位－台灣經濟文化合作策進會下的經濟合作委員會，於2015年9月16日在香港召開第6次年度會議。第17次香港－韓國商務圓桌會議則於2016年3月，在香港國際影視展舉辦期間召開。同月，12名香港代表出席在東京舉辦的第35屆香港－日本及日本－香港經濟合作委員會全體大會，探討內地經濟最新發展及港日加強合作的機遇。

### 香港論壇

貿發局以環球香港商業協會聯盟為基礎的國際網絡，亦持續發展。去年，印尼和菲律賓分別成立香港商會，並先後加入聯盟，令聯盟會員人數增至逾12,000人，代表來自29個國家和地區，合共40個商會。

「香港論壇」是聯盟的年度盛事，第16屆論壇於2015年12月1日揭幕。為期兩日的活動，吸引來自26個國家及地區的416名會員參與。「香港論壇」為聯盟不斷拓展的國際網絡帶來協同效益，並為聯盟會員提供有效交流平台，讓這些「非官方香港大使」了解香港經貿最新發展。

## HONG KONG AS A BRAND AND MARKETING PLATFORM

### Asia's Marketing Hub

With Hong Kong making a name as Asia's premier marketing hub, the HKTDC has contributed significantly over the past year by refashioning its trade fairs. The events are fast becoming leaders in lifestyle development, while new approaches have knitted together related industries for synergy and growth.

The strategy has clearly gained momentum. A total of 35 events organised over the year attracted 37,151 exhibitors, up 2.3 per cent compared with the previous year, and 764,763 buyers (up 1.6%). Despite a volatile global economy, some developing and mature markets saw robust growth in the number of exhibitors from the Chinese mainland, France, Indonesia, Italy, Japan, Spain, Thailand and the United Kingdom as well as buyers from the Chinese mainland, France, Germany, India, South Korea, Spain, the UK and Vietnam.

### 香港：品牌營銷之都

#### 亞洲推廣平台

香港貿發局過去一年為旗下貿易展覽會注入多項時尚元素，鞏固香港作為亞洲首選營銷樞紐的地位。這些展覽會旋即成為時尚生活展覽的龍頭，我們亦安排相關行業展覽同期舉行，產生協同效益，帶動增長。

此策略相當奏效，令本局展覽會規模繼續擴大。2015/16 年度，香港貿發局合共舉辦 35 項經貿盛事，吸引 37,151 名參展商（增加 2.3%）及 764,763 名買家（增加 1.6%）參與。儘管環球經濟動盪，部分成熟市場及新興市場的參展商（來自中國內地、法國、印尼、意大利、日本、西班牙、泰國及英國）和買家（來自中國內地、法國、德國、印度、南韓、西班牙、英國及越南）數目均錄得可觀增長。

東盟國家潛力龐大，香港貿發局透過展覽會加強與當地的經貿聯繫，並協助東盟國家的企業全速發

A total of 117,000 buyers visited the Hong Kong Toys & Games Fair, Hong Kong Baby Products Fair, Hong Kong International Licensing Show, and Hong Kong International Stationery Fair, up 5.5 per cent over last year

2016 年 1 月舉行的香港玩具展、香港嬰兒用品展、香港國際授權展及香港國際文具展，吸引合共約 117,000 名買家進場，較去年增加 5.5%。





## EXPLORING AND CONNECTING

### 探索與聯繫

With ASEAN countries showing good potential, trade ties with the regional economic grouping were fortified, helping enterprises from these nations power ahead through HKTDC fairs. During the fiscal year, keener support was seen from ASEAN countries with 1,147 exhibitors (up 9.4%) participating in our fairs.

A new addition to the fair schedule this year was the World of Outdoor Lighting & Lighting Accessories, which made its successful debut at AsiaWorld-Expo in October 2015, alongside the HKTDC Hong Kong International Building and Hardware Fair and Eco Expo Asia. Positioned as an extension of the HKTDC Hong Kong International Lighting Fair (Autumn Edition) held at the Hong Kong Convention and Exhibition Centre, the new event generated cross-sector collaboration between the lighting and building materials industries.

Among the fairs organised by the HKTDC in Hong Kong during 2015/16, 11 formed the largest marketplaces of their kind in Asia, and the electronics, jewellery, gifts, watches & clocks, and lighting events were the largest in the world.

#### Brands Shine

With the aim of transforming sourcing fairs into platforms for marketing and branding, the HKTDC set up 44 Brand Name Galleries at 15 fairs in 2015/16.

展。本年度，東盟國家更踴躍地參與貿發局各項展覽會，東盟參展商數目增加 9.4% 至 1,147 家。

貿發局今年增辦「戶外照明及燈飾配件世界」，於 2015 年 10 月與香港國際建築及五金展和國際環保博覽同期在亞洲國際博覽館舉行。「戶外照明及燈飾配件世界」是香港會議及展覽中心舉行的香港國際秋季燈飾展的延伸部份，並促進了照明與建材行業的跨界合作。

2015/16 年度，香港貿發局的貿易展覽中，11 項為亞洲領先的採購平台，而當中電子、珠寶、禮品、鐘表及燈飾 5 項展覽更是全球同類展覽中最大規模。

#### 品牌綻放光芒

為了讓展覽由採購會轉型升級為品牌營銷平台，貿發局於 2015/16 年度在 15 個展覽會上設立 44 個品牌廊或展館。

這些展覽確立了香港在時尚生活及創意領域的優勢，並吸引國際品牌起用香港平台進駐更龐大的亞洲市場，特別是中國內地。

年內，微軟和英特爾等科技品牌巨頭，以及寶格麗和蕭邦錶等名錶品牌均有參與貿發局展覽，是國際一線企業善加利用香港展覽平台的顯例。同樣，香



The largest marketplace of its kind in the world, the 34<sup>th</sup> Hong Kong Watch & Clock Fair welcomed more than 19,600 buyers, up two per cent over the previous year. The fair also saw encouraging growth in buyer numbers from several major markets including Italy, France, Australia, Korea, India, Vietnam and Iran. 世界最大的鐘表採購平台—第 34 屆香港鐘表展吸引逾 19,600 名買家進場，較去年增加 2%，部分主要市場包括意大利、法國、澳洲、韓國、印度、越南和伊朗的買家數字增幅理想。





Above: Intel Corporation was among the global brands taking part in the Hong Kong Electronics Fair (Spring Edition) in October 2015

上：於 2015 年 10 月舉行的香港春季電子產品展，吸引包括英特爾在內多個國際品牌參與。

Below: Brand Name Gallery of the November 2015 Hong Kong Optical Fair

下：2015 年 11 月舉行的香港眼鏡展設有品牌廊。

The events have successfully developed an edge for lifestyle and creativity, attracting international brands to use the Hong Kong platform to make inroads into the wider Asian market, and in particular on the mainland.

A notable example of how companies are leveraging HKTDC fairs was the participation of leading tech brands such as Microsoft and Intel and prestigious watch brands such as BVLGARI and Chopard. Similarly, the HKTDC Hong Kong Optical Fair presented more than 220 brands, a 10 per cent increase over the previous year. The Spring and Autumn editions of the HKTDC Hong Kong Electronics Fairs also enhanced their brand-building effectiveness, with international names unveiling the latest in technological solutions and products.

A series of product demo and launch pad sessions were introduced at various fairs to provide a platform for new brands and products. More than 180 exhibitors took advantage of such sessions in 2015/16. To enhance the marketing elements of HKTDC fairs,

港眼鏡展展示超過 220 個品牌，年增長 10%。國際品牌選擇於香港春季及秋季電子產品展中，發布最新科技解決方案及產品，彰顯展會創建品牌的效用。

貿發局各大展覽舉辦一系列產品示範及發布活動，為新品牌及產品提供推廣平台，展商踴躍參加。2015/16 年，超過 180 家參展商參與這些產品推廣活動。此外，為加強本局展覽會的推廣成效，我們於展會期間舉辦多項論壇及研討會，邀請業界領袖發表有關行業發展的真知灼見，讓與會者了解市場趨勢。舉例說，香港秋季電子產品展增辦的物聯網國際會議大受歡迎，多間科技界龍頭企業，包括惠普、英特爾、微軟、飛利浦、三星和德州儀器的代表於會上剖析物聯網的商機。國際時裝品牌代表、時裝電子零售商及潮流達人於香港時裝節發言，提升了展會知名度及宣傳效果，並吸引新買家。



conferences and seminars devoted to contemporary trends brought prominent opinion leaders to present their views on the latest industry developments. This approach was exemplified by a well-attended conference on the Internet of Things (IoT) during the HKTDC Hong Kong Electronics Fair (Autumn Edition). Later, representatives from international fashion brands, fashion e-tailers and trend forecasters spoke at the HKTDC Hong Kong Fashion Week, increasing publicity and drawing new buyers.

#### Megatrends and Market Demands

With fast-growing technological trends across industry sectors, there was a renewed effort during the fiscal year to enrich HKTDC fairs with digital content. Technology zones were enhanced at several fairs, enabling exhibitors to gain a “first mover” industry advantage, while empowering SMEs to introduce and promote innovative products to international buyers. Among the specialised zones at events were “Connected Home”, “Wearable Electronics” and “Unmanned Tech” at the HKTDC Hong Kong Electronics Fair (Spring Edition); an “iStartup” area at the HKTDC International ICT Expo; and a “Food and Agricultural Technology” zone at the HKTDC Food Expo.

New product zones also enhanced lifestyle offerings at fairs, including at the Houseware Fair, which introduced “Bath, Beauty & Healthcare”, “Festive Decor”, and “Wine Tools & Accessories” zones. “Cultural Gifts” was added to the HKTDC Hong Kong Book Fair, and a “Halal Food Zone” arrived at the HKTDC Hong Kong Food Expo in August 2015.

#### 市場需求及大趨勢

貿發局本年度再接再厲，優化旗下展覽會的數碼內容，以應對各行各業加速應用科技的趨勢。貿發局提升多個展覽會的科技專區，讓參展商早著先機，並支援中小企向國際買家推介創新產品。這些展覽會的特別專區包括：香港春季電子產品展的「連網家居」、「穿戴式電子產品」及「無人操控技術」專區；國際資訊科技博覽的「iStartup 初創專區」；以及美食博覽的「食品及農業科技」專區。

新增的產品展區，亦為展覽會帶來更多元化的時尚生活產品，例如香港家庭用品展新增「浴室美容及保健用品」、「節慶家居裝飾」及「品酒用具及配件」專區。香港書展新增「文化精品」，而美食博覽亦新增「清真食品區」。

#### 推動消費者參與

品牌成功關鍵在於消費者的支持，貿發局於2015/16年度，舉辦了三次全城聯動推廣活動，「走出會展」宣傳展覽及相關內容。

2015年7月，「文化七月」連續五年與香港書展並肩舉行，讓本地作家有機會接觸普羅大眾、提高知名度之餘，亦可收推廣閱讀之效。來自商界、政府及社區超過130個合作夥伴，在本港各區發起多項文化活動，在接近1,500處地點舉行超過250項活動，參與人次逾62,000。另外，為配合香港國際美酒展舉行日期，貿發局於2015年11月展開「Hong Kong Wine Journey」推廣活動。





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### Consumer Engagement

Engaging consumers was seen as a key to brand success, as the HKTDC organised three citywide promotion campaigns in 2015/16.

In July 2015, "Cultural July" was staged alongside the HKTDC Hong Kong Book Fair for a fifth year in a row, offering publicity opportunities for local writers to reach out to the general public and to encourage reading. Some 130 partners from the commercial, public and community sectors hosted various cultural activities across the city. More than 250 events were organised in some 1,500 outlets, engaging more than 62,000 participants. Meanwhile, the "Hong Kong Wine Journey" promotion was spearheaded by the HKTDC Hong Kong International Wine & Spirits Fair in November 2015.

A new citywide promotion campaign alongside the HKTDC Hong Kong Watch & Clock Fair was introduced in September 2015. A display of winners from the 32nd Hong Kong Watch & Clock Design Competition took place in the Mira Hong Kong hotel lobby while a press conference and mini-parade was staged at Harbour City in Tsim Sha Tsui.

The public was also engaged during the final day of selected fairs, including the HKTDC Hong Kong International Tea Fair, Salon de TE, the HKTDC Hong Kong International Building and Hardware Fair, Eco Expo Asia and the HKTDC Hong Kong International Wine & Spirits Fair.

1. The Hong Kong Book Fair became a summer reading fiesta not to be missed  
香港書展已成為每年炎夏不容錯過的閱讀盛宴。
2. HKSAR Permanent Secretary for Commerce and Economic Development, Philip Yung (left) and HKTDC Deputy Executive Director Benjamin Chau (second left), inspected the "RobotDroid and Posture Check App" presented by City University of Hong Kong Apps Lab at the International ICT Expo in April 2015  
於2015年4月舉行的國際資訊科技博覽上，參展商香港城市大學應用程式實驗室向商務及經濟發展局常任秘書長容偉雄(左)與香港貿發局副總裁周啟良(左二)介紹 RobotDroid and Posture Check 應用程式。
3. Portugal was the official Partner Country for the 2015 Hong Kong International Wine & Spirits Fair, which featured more than 1,000 exhibitors from 32 countries and regions  
2015年的香港國際美酒展匯聚全球32個國家及地區超過1,000家參展商，並邀請了葡萄牙為夥伴國家。
4. The Hong Kong International Lighting Fair (Autumn Edition) gathered a record number of more than 2,550 exhibitors from 35 countries and regions  
香港國際秋季燈飾展吸引超過2,550家來自35個國家及地區的參展商，打破歷年紀錄。



4

貿發局亦於2015年9月啟動全新的全城宣傳活動，推廣香港鐘表展。除了在香港美麗華酒店展出第32屆香港鐘表設計比賽的得獎作品外，貿發局亦於尖沙咀海港城舉行新聞發佈會及迷你鐘表匯演。

部分展覽會亦在展覽最後一天開放予公眾進場參觀，包括香港國際茶展、國際名表薈萃、香港國際建築及五金展、國際環保博覽及香港國際美酒展。

## EXPLORING AND CONNECTING

### 探索與聯繫



HKTDC Executive Director Margaret Fong (centre, left) and Hong Kong actor Moses Chan (centre, right) are joined by local designers at the re-launch ceremony of the HKTDC Design Gallery Wan Chai shop

香港貿發局總裁方舜文(中左)與香港演員陳豪(中右)以及一眾本地設計師，一同主持「香港・設計廊」灣仔店的新裝開幕典禮。

### Design Gallery Expansion

Hong Kong's lifestyle brands and products were featured widely through Design Gallery (DG) shops in Hong Kong and on the mainland. The flagship DG store in the Hong Kong Convention and Exhibition Centre was revamped in 2015 and reopened in September with an attractive new look to attract customers and raise the profile of the local brands and creative talent featured. An enhanced membership loyalty programme, DG Club, was launched to offer customer rewards. Also during the year, new DG outlets opened in Dalian, Guangzhou, Suzhou and Ningbo, increasing the network to 21 shops in cities across the mainland plus three in Hong Kong.

Meanwhile, the DG Online platform now features some 800 brands, an increase of 33 per cent over the previous year, as it continued its collaboration with mainland e-tailers Taobao.com, Tmall.com and JD.com.

## EXPLORING NEW OPPORTUNITIES

The Belt and Road Initiative is a game-changing plan to promote inclusive economic growth, not just along the routes from Asia to Europe via the Middle East and Africa, but also on a global scale. The Initiative offers global businesses unparalleled opportunities to tap into new markets and to explore the tremendous potential of these connected regions.

### 擴展「香港・設計廊」零售網絡

我們透過「香港・設計廊」實體店及網店，在香港和內地廣泛推廣香港時尚生活品牌及產品。位於香港會議展覽中心的「香港・設計廊」旗艦店於2015年翻新，9月向公眾展現全新面貌，為所陳列的本港品牌及重點介紹的創作人打響名堂。本局亦推出會員計劃「DG Club」，向消費者送出回贈獎賞。年內，我們在大連、廣州、蘇州及寧波設點。現時，「香港・設計廊」除了在香港設有三家門店外，內地銷售點亦增至21個。

此外，「香港・設計廊」網上平台繼續與內地電商淘寶、天貓和京東合作，目前網上店展銷逾800個香港品牌，較上一年增加33%。

### 探尋新機遇

「一帶一路」倡議是一個改變現狀的計劃，推動沿線國家的經濟增長。這不僅涵蓋亞歐(途經中東及非洲)沿途各地，影響亦遍及全球。該倡議提供史無前例的重大機遇，讓全球商界開發新市場，並探索這些地區的巨大發展潛力。



The HKTDC is well-positioned as a catalyst for the Belt and Road Initiative, forging contacts, sharing intelligence and shaping partnership opportunities for Hong Kong companies, which are strongest in the key sectors of finance and professional services, logistics and high value-added maritime services, infrastructural development services, and cross-border trading.

Riding on the HKTDC's strong efforts to actively promote Hong Kong's professional services sector, Belt and Road themes were incorporated into the HKTDC's anchor events to facilitate business connections and discussions. Outreach missions were organised to Belt and Road countries to tap opportunities, while mega-promotional events were staged to raise awareness of Hong Kong as Asia's premier business hub.

In December 2015, the HKTDC launched a dedicated Belt and Road Portal to serve as a business facilitation and market intelligence platform for global businesses to capitalise on Belt and Road opportunities. Located at [www.beltandroad.hk](http://www.beltandroad.hk), the portal hosts news and analyses, official policy documents, information on relevant markets, sectors and trends, as well as a database of Hong Kong service providers experienced in facilitating infrastructure investments and developments. In addition, the HKTDC Belt and Road Advisory Service was introduced to the portal to arrange leading financial, professional and infrastructure services institutions to provide consultation services.

The portal also helped promote HKTDC's Belt and Road-related events throughout the year, and served as an invaluable tool in the lead-up to the inaugural Belt and Road Summit in May 2016.

Going forward, the HKTDC will cooperate with strategic partners representing business communities in Hong Kong, on the mainland and abroad to explore new opportunities arising from the Belt and Road Initiative.

香港公司在金融及專業服務、物流及高增值海運服務、基建發展服務和跨境貿易等重點行業擁有強大優勢，貿發局可扮演「一帶一路」倡議催化者的角色，為香港企業締結連繫、搜集市場資訊及締造夥伴合作機會。

貿發局一向積極推廣香港專業服務，我們在各項旗艦項目加入以「一帶一路」為主題的活動，藉此促進企業交流及聯繫。我們亦組織訪問團考察「一帶一路」沿線國家，發掘當地商機，又舉辦大型推廣活動，宣傳香港作為亞洲首選商業樞紐的優勢。

2015年12月，香港貿發局設立「一帶一路」資訊網站，是一個促進商業合作及發布市場訊息的平台，協助全球商界捕捉「一帶一路」商機。門戶網站([www.beltandroad.hk](http://www.beltandroad.hk))提供新聞資訊及分析、官方公告、相關市場行業資訊，以及具基建投資及發展相關經驗的香港服務供應商數據庫。此外，門戶網站亦提供「一帶一路」諮詢服務，安排企業與主要的金融、專業及基建服務機構代表面談。

資訊網站亦有助宣傳貿發局各項有關「一帶一路」的重點活動，包括2016年5月舉行的首屆「一帶一路高峰論壇」。

展望未來，香港貿發局將與代表香港、內地及海外商界的策略性合作夥伴共同努力，探索「一帶一路」倡議帶來的新機遇。

HKTDC Chairman Vincent HS Lo showed how the Belt and Road Portal is designed to work seamlessly on mobile devices. Mr Lo helped launch the online resource in December 2015  
2015年12月舉行的「一帶一路」資訊網站啟動禮上，香港貿發局主席羅康瑞示範如何在流動裝置輕鬆瀏覽該資訊網站。



## EXPLORING AND CONNECTING

探索與聯繫



The HKTDC has been a driving force in establishing Hong Kong as a trade fair capital in Asia, with events covering a wide range of industries from toys to gifts and electronics, and from fashion to jewellery and wine.

香港貿易發展局一直推動香港成為亞洲展覽之都，舉辦多項貿易展覽會，涵蓋多個行業，從玩具至禮品及電子、由時裝至珠寶及美酒，應有盡有。







## Overview of the HKTDC's fairs in Hong Kong in 2015/16 2015/16 年香港貿發局本地展覽概覽

Number of Fairs 展會數目	Number of Exhibitors 總展商數目	Number of Buyers 總買家人數	Asia's Leading Marketplace 亞洲領先採購平台	World's Leading Marketplace 全球領先採購平台
35	37,151 +2.3%	764,763 +1.6%	11	5



1. HKSAR Financial Secretary John Tsang toured the Hong Kong International Wine & Spirits Fair and chatted with exhibitors at the Whisky and Spirits Zone 財政司司長曾俊華參觀香港國際美酒展的「威士忌及烈酒展區」，並與展商交流意見。
2. HKTDC Executive Director Margaret Fong (centre) joined HKSAR Secretary for Commerce and Economic Development Gregory So (right) on the VIP tour of the Hong Kong International Diamond, Gem & Pearl Show 香港貿發局總裁方舜文(中)與香港特別行政區商務及經濟發展局局長蘇錦樑(右)參觀香港國際鑽石、寶石及珍珠展。
3. The Hong Kong International Jewellery Show welcomed about 2,500 exhibitors, while jewellery parades presented exquisite pieces to industry players 香港國際珠寶展展示 2,500 家展商的各類珠寶首飾成品。展覽期間舉辦多場珠寶匯演，向買家展示最優質上乘的珠寶設計。
4. The Australian state of New South Wales mounted a group pavilion at the HKTDC Food Expo in August. The Hon Stuart Ayres MP, New South Wales Minister for Trade, Tourism and Major Events and Minister for Sport (centre), joined celebrity chefs Martin Yan (right) and James Viles (left) during the Gala Showcase Dinner 澳洲新南威爾斯組織地區展團參與 8 月舉行的美食博覽。當地貿易、旅遊和重大活動部長兼體育部長 The Hon Stuart Ayres MP(中)於博覽期間一場招待晚宴上，邀請名廚甄文達(右)和 James Viles(左)炮製佳餚。

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4



SUPPORTING SMEs

支持中小企



With a mission to deliver value to its customers,  
the HKTDC strives to adopt new technology and upgrade  
its online platform so as to support SMEs through intelligence sharing  
and business matching as well as through nurturing future entrepreneurs.



貿發局採用嶄新技術，不斷改進網上平台，為客戶創造價值。  
我們又通過分享市場資訊、提供商貿配對服務，  
以及舉辦培育未來企業家的活動，支援中小企在不同階段的需要。

# SUPPORTING SMEs

## 支持中小企



Small- and medium-sized enterprises (SMEs) are the backbone of Hong Kong's economy. The HKTDC offers a range of services that aim to sharpen the competitive edge of Hong Kong's SMEs to help them stay ahead of the curve in a fast-changing world.

中小企是香港經濟發展的支柱。貿發局致力提升香港中小企的競爭力，讓他們在瞬息萬變的營商環境下保持優勢。

### ADDING VALUE TO SMEs

The HKTDC continued to facilitate companies to seize the opportunities from new trends such as the proliferation of e-commerce, appeal of small order sourcing and advances in the rapidly changing digital era. Through promoting entrepreneurship and enhancing SMEs' capabilities, we assisted businesses to stay ahead in the fast-changing economic environment.

#### Getting Connected

The HKTDC continued to enhance the online-to-offline (O2O) sourcing experience to connect buyers and suppliers. To capitalise on the growing popularity of mobile sourcing and new digital and interactive marketing channels, 15 demand-driven thematic e-magazines were published during 2015/16 in online and mobile versions.

### 為中小企增值

因應電子商貿迅速發展，小批量採購需求日增及數碼年代科技日新月異，我們致力促進企業緊握這些新趨勢帶來的機遇。貿發局透過推廣創業精神及提升中小企的各種實力，協助商家在急速轉變的經濟環境中保持領先優勢。

#### 聯繫商機

貿發局繼續完善線上線下(O2O)全方位採購模式，為買家與供應商帶來更佳體驗。乘着流動採購和數碼互動營銷渠道日益盛行之勢，貿發局於2015/16年共出版了15份主題式電子雜誌，同時備有桌上電腦版及流動裝置版。

「貿發網」採購平台於2015年4月完成首階段支援流動裝置的功能升級，買家可隨時隨地透過智能手



The HKTDC Marketplace App facilitated buyers' sourcing via mobile devices at the Electronics Fair. Mobile sourcing was made easy by e-magazines as well as exhibitor and buyer information provided on the online platform

「香港貿發局商貿平台」流動應用程式提供網上產品雜誌和展商及產品資訊，讓電子展的買家方便地以流動裝置進行採購。



The interactive nature of thematic e-magazines helps suppliers demonstrate their brand equity and product features more vividly  
主題式電子雜誌提供互動功能，協助供應商以更生動活潑方式展示品牌和產品特色。



The HKTDC Product Magazines App was revamped by integrating more trade fair, exhibitor and product information with additional features to facilitate buyers' sourcing via mobile devices. It was also renamed *HKTDC Marketplace* in February 2016  
香港貿發局產品雜誌應用程式經重新打造，匯聚更多展覽會、參展商和產品資訊，新增各項功能亦有助買家以流動裝置下單採購。該應用程式已於2016年2月改名為「香港貿發局商貿平台」。

In response to the increasing popularity of mobile Internet sourcing, the initial phase of making *hktdc.com* more mobile-friendly has been completed  
因應流動電子採購日益盛行，貿發網提升功能以支援流動裝置，現已完成首階段工作。

The initial phase of making the *hktdc.com* sourcing platform more mobile-friendly was completed in April 2015. Buyers are now able to source products and services through smartphones or tablets while they are on the go. The overall results were encouraging, with close to 25 per cent of traffic for *hktdc.com* sourcing now coming from the mobile-friendly website.

The award-winning *hktdc.com* facilitated over 24 million business connections between buyers and suppliers in 2015/16, and more than 9,500 one-on-one meetings or referrals were conducted through the site.

The HKTDC Product Magazines App (*Appgazine*) was revamped in February 2016 by integrating trade fair exhibitor and product information with additional features to facilitate buyers' sourcing via mobile devices. The app was renamed *HKTDC Marketplace*, and it recorded over 277,000 downloads.

The *HKTDC Product Magazines' mini-site* was named the Best E-Zine Website in the WebAward 2015. Its mobile application won the Best Mobile Application in B2B, E-Zine and International Business categories in the MobileWebAward 2015, and Best E-zine Mobile Application in the 2016 Internet Advertising Competition.

機或平板電腦採購產品及服務。「貿發網」採購平台提升後整體表現令人鼓舞，現時接近四分之一瀏覽量來自流動裝置版面。

屢獲殊榮的「貿發網」本年度促成了2,400萬宗買家與供應商聯繫，並另有逾9,500次一對一配對會面或轉介個案經「貿發網」進行。

香港貿發局產品雜誌流動應用程式 *Appgazine* 在2016年2月更新，綜合展示展覽會、參展商和產品資訊，亦新增功能助買家以流動裝置進行採購。應用程式重新命名為「香港貿發局商貿平台」，下載量超過277,000次。

香港貿發局產品雜誌微型網站在 WebAwards 2015 榮獲「最佳電子雜誌網站」，其流動程式則勇奪 MobileWebAwards 2015 的「最佳流動應用程式獎 (B2B、電子雜誌及國際商貿組別)」，以及 Internet Advertising Competition 2016 的「最佳電子雜誌流動應用程式獎」。



## SUPPORTING SMEs

### 支持中小企



HKTC Deputy Executive Director, Benjamin Chau (right) and Aramex CEO, Hussein Hachem signed a memorandum of understanding in Dubai on 22 February 2016, to enhance international fulfilment support for SMEs in conducting e-commerce

香港貿發局副總裁周啟良(右)與Aramex首席執行官Hussein Hachem於2016年2月22日在迪拜簽定協議，加強對中小企在貨運上的支援，以拓展電子商貿。



Since the launch of the online-offline small-order initiative in 2012, some 540,000 buyers have visited the hktcd.com Small Orders showcases at trade fairs

自2012年線上線下小批量採購計劃推出以來，已有約540,000位買家參觀展覽會設立的「貿發網小批量採購」展櫃。

### Small Orders = Big Business

During the year, the online transaction platform hktcd.com Small Orders continued to record increased usage and transactions. Since its launch in 2012, the online-offline small-order initiative has generated over 2.3 million buyer enquiries. The small-orders concept is gaining traction as it enables companies to make more targeted business decisions while reducing short-term costs and minimising risks in the current uncertain economic climate. Support for start-ups was further enhanced by the launch of the more affordable hktcd.com Small Orders-only promotion package, which helped widen the range of suppliers. Cooperation with industry associations and local chambers was also strengthened to expand the supplier base.

To support SMEs in lowering operation costs for conducting e-commerce, strategic collaborations were forged during the year with logistics companies such as Hongkong Post, SF Express and DHL to offer discounts for hktcd.com Small Orders suppliers. The HKTC also signed a memorandum of understanding with Aramex, a leading Dubai-based logistics company, to provide shipping sponsorship and offer discounts, with a focus on emerging Belt and Road markets, notably the Middle East and North Africa (MENA) region.

### 小批量採購 成就大業

本年度，「貿發網小批量採購」網上交易平台的使用量和交易量均節節上升。小批量採購自2012年推出以來，線上及線下合共接獲逾230萬宗買家查詢。小批量採購能夠吸引買家，全因它讓企業在不明朗的經濟環境下，減低成本及降低風險，以作出更具針對性的商業決策。同時，貿發局亦推出收費相宜的「貿發網小批量採購」專屬推廣計劃，給予初創企業更有力的支援，並藉此拓闊供應商層面。我們亦進一步加強與行業組織及地區商會的合作，從而吸納更多不同類型的供應商。

為減低中小企進行電子商貿的經營成本，本局於年內與香港郵政、順豐速運及DHL等多個物流服務商落實策略性合作，向「貿發網小批量採購」供應商提供折扣優惠。香港貿發局亦與迪拜主要物流公司Aramex簽訂合作協議，為出貨至「一帶一路」沿線新興市場，特別是中東及北非地區(MENA)的企業，提供速遞資助及折扣優惠。

「貿發網小批量採購」先後榮獲WebAward 2015超卓搜尋引擎獎、超卓國際商貿網站獎及超卓中

The hktcd.com Small Orders platform won Standard of Excellence Awards in the Directory or Search Engine, International Business and Small Business categories of the WebAward 2015; Best International Business Mobile Website in the MobileWebAward 2015; and Award of Distinction in the Business Mobile Sites category of the Communicator Awards.

## FOSTERING ENTERPRISE

Hong Kong's reputation as a start-up hub continued to gain momentum during 2015/16, a trend that was reflected at Entrepreneur Day, with the May 2015 event gathering a record 272 exhibitors, up 16 per cent compared with the previous year, and attracting 15,959 visitors (up 8.7%).

A new ICT Start-Up Zone was introduced to facilitate partnership building and fund-raising opportunities. More than 40 exhibiting ICT start-ups were showcased in the zone.

小企業網站獎；MobileWebAward 2015 的最佳國際商貿流動網站大獎，及第 21 屆 Communicator Awards 的商業流動網站卓越大獎。

## 扶掖新晉 發揮創業潛能

2015/16 年度，香港繼續提供理想環境讓創業者一展抱負。於 2015 年 5 月舉行的創業日，匯聚 272 家參展機構，較去年上升 16%，並吸引了 15,959 名參觀者，年增長 8.7%。

展會新增設「資訊科技初創企業」展區，匯聚逾 40 家初創企業，展示最新創意科技，為新晉企業提供建立夥伴關係及集資機會。



Besides the exhibition, informative seminars, pitching sessions, business matching and workshops were organised at the May 2015 Entrepreneur Day, providing start-ups with valuable insights and updates on latest market trends

2015 年 5 月舉行的創業日，活動涵蓋展覽、資訊講座、項目投售、商貿配對及工作坊，創業者可從中獲取最新市場資訊。



2,300,000<sup>+42%</sup>

- Number of enquiries generated by hktcd.com Small Orders
- 貿發局小批量採購促成的貿易查詢宗數



276,752<sup>+19%</sup>

- Engagement of stakeholders and the public through social media
- 持份者及公眾參與貿發局各社交平台的累計人次



25,638,872<sup>+23.7%</sup>

- Total reach through social media
- 貿發局各社交平台接觸持份者及公眾的累計人次



32,379<sup>+10%</sup>

- Number of participants in SME start-up and support programme
- 參與中小企創業及支援活動的累計人次



Exhibitors 參展商 272<sup>+16%</sup>  
Visitors 訪客 15,959<sup>+8.7%</sup>

- Number of Entrepreneur Day exhibitors and visitors
- 創業日的參展商及訪客數目

## SUPPORTING SMEs

支持中小企



The Hong Kong International Franchising Show was organised as a standalone event for the first time, alongside the World SME Expo, in December 2015

香港國際授權展首次以獨立展會形式，與國際中小企博覽同步於 2015 年 12 月舉行。



The World SME Expo in December was among a number of HKTDC events that incorporated new elements to help SMEs explore Belt and Road opportunities during the year. Within the year, multiple Hong Kong Trade Development Council exhibitions and conferences, along with assistance for SMEs to explore new business opportunities along the Belt and Road Initiative, were included in the December World SME Expo.

In December 2015, the World SME Expo played host to 438 exhibitors to provide SMEs with intelligence on emerging markets and sectors. Highlighting business opportunities related to the Belt and Road Initiative, the expo saw 150 exhibitors from 20 countries along the Belt and Road routes showcase business opportunities in their respective regions, including more than 90 companies from India.

Also, a special E-tailing Zone was mounted this year to showcase popular e-marketplaces and e-tailers, while a networking reception drew participants from such e-tailing heavyweights as ZALORA, TMall, JD.com, Suning and Sweet Light.

The Hong Kong International Franchising Show was staged as a standalone event for the first time, alongside the World SME Expo. The strategy of establishing the Franchising Show as a separate event enabled the HKTDC to identify more effectively the opportunities arising from franchising. More than 100 exhibitors featured famous franchise brands at the debut event.

2015 年 12 月舉行的國際中小企博覽吸引 438 家企業參展，為中小企提供市場資訊。本屆博覽聚焦「一帶一路」倡議帶來的創業機會，來自 20 個「一帶一路」沿線國家共 150 家參展商，藉此介紹新興市場各行各業商機，其中超過 90 間公司來自印度。

本屆博覽亦新增「電商專區」，展示熱門網購及電子商貿平台；而交流酒會則獲得多家重量級電商如 ZALORA、天貓商城、京東商城、蘇寧及仁光國際蒞臨支持。

去屆博覽的「特許經營館」擴大規模成香港國際特許經營展，與國際中小企博覽同期舉行，逾 100 家展商帶來各地著名品牌的特許經營商機。特許經營展獨立成展，讓貿發局能更有效發掘特許經營帶來的新機遇。



### Nurturing Young Talent

In cooperation with local tertiary institutions, the Council organised a year-round HKTDC Trade Ambassador Programme, to help nurture a new generation of entrepreneurs by raising students' understanding of the importance of trade to Hong Kong and enhancing their knowledge of Hong Kong and global trade prospects. During the year, some 500 students from tertiary institutions participated in the programme, which featured a range of activities including a guided tour of the HKTDC Exhibition Services and Logistics Centre. Students also attended "Meet the HKTDC Economist" sessions, where the Council's economists discussed global market trends with participants and "CEO Interviews" with business leaders sharing their insights and experiences.

### 培育人才

貿發局與本地專上院校合作，推行香港貿發局商貿大使計劃，以培育新一代企業家。我們全年舉行各類活動，讓學生更深入了解貿易對香港的重要性，增進他們對香港及全球貿易前景的認識。本年度，約 500 位大專生參與計劃，活動內容豐富，包括參觀貿發局展覽服務及物流中心、在「與貿發局經濟師會面」環節中與本局經濟師深入討論環球市場趨勢，以及參加「與 CEO 暢談」系列，聆聽商界領袖現身說法，分享創業及營商心得。



Students of the HKTDC Trade Ambassador Programme paid a visit to the Council's Exhibition Services and Logistics Centre in Tseung Kwan O to gain a better understanding of its operations and the logistics of organising a fair

商貿大使計劃的學員到訪貿發局位於將軍澳的展覽服務及物流中心，了解部門運作及籌備展覽的流程。



HKTDC Economist (Greater China Research Team) Wing Chu (on stage, centre) and HKTDC Economist (Global Research Team) Louis Chan (on stage, right) took part in a "Meet the HKTDC Economist" session of the Trade Ambassador Programme in December

去年 12 月，貿發局大中華區高級經濟師趙永礎（台上，中間）以及貿發局經濟師陳永健（台上，右邊）參與商貿大使計劃的「會見貿發局經濟師」活動。

## GROWING SME COMPETITIVENESS

The HKTDC SME Centre offers a comprehensive business library covering a wide spectrum of reference materials and databases to provide SMEs with the intelligence they need to develop their businesses. The SME Centre organised a series of workshops with different themes to enhance SME's competitiveness. Workshop topics included key business skills, practical tips on setting up an online shop and cafe, devising marketing strategies and the know-how on cross-border e-commerce on the mainland. In 2015/16, 38 workshops organised by the Centre drew 4,639 participants.

A strong advisory team of mainland government officials, industry players and local business specialists at the Centre offers SMEs practical advice related to doing business in Hong Kong and on the mainland, including marketing strategies, sales channels, government regulations, customs and taxation and IP protection. In 2015/16, a total of 1,324 advisory sessions were conducted.

## MARKET INTELLIGENCE ON THE GO

In a fast-changing business world, up-to-date market information is crucial for businesses to stay ahead. SMEs continue to count on the HKTDC for valuable in-depth market analysis to help them keep track of the evolving business environment, new trends and potential business opportunities.

## 增強中小企競爭力

貿發局中小企服務中心設有資源齊備的商貿圖書館，收藏範圍廣泛的參考資料及數據庫，為中小企提供發展業務所需的資訊。為幫助中小企提升競爭力，中小企服務中心亦開辦一系列不同主題的工作坊，包括商業實務技巧、成立網上商店及餐廳的實務指南、制訂營銷策略及有關內地跨境電子商貿的專門知識。2015/16 年度，中心合共舉辦了 38 個工作坊，吸引 4,639 人參與。

中小企服務中心設有強大的顧問團隊，由內地政府官員、業界人士及本地商業專家組成，團隊向中小企提供有關在本港及內地營商的實用建議，包括市場策略、銷售渠道、政府法規、海關、稅務和知識產權保護等。2015/16 年度，中心合共提供 1,324 節諮詢服務。

## 掌握市場資訊

在瞬息萬變的商業世界，企業掌握最新市場資訊，才能保持領先優勢。貿發局繼續提供深度市場分析，助中小企緊貼變化不斷的營商環境、最新趨勢和潛在商機。

本年度，超過 80 個貿發局活動及商界舉辦的研討會，引用了貿發局研究部的資訊。貿發局經貿研究發表逾 2,000 篇研究文章和市場報告（包括網上及印刷版），並發布近 40 段研究相關影像及錄音訪問供網上瀏覽。研究部其中一項研究重點是探索「一帶一路」沿線國家和相關行業的機遇。



Participants were eager to exchange business contacts and seek further advice from speakers after the workshop on "China Free Trade Zone: Cross-border E-Commerce Opportunities" organised by the SME Centre in August 2015, which attracted 250 participants. 中小企服務中心於 2015 年 8 月主辦「內地自貿區—跨境電子商貿新機遇」工作坊，吸引 250 人參與，活動後與會者繼續踴躍請教主講嘉賓，並交換聯絡資料。



Led by HKTDC Research Director Nicholas Kwan (second from left), our research team publishes thousands of research articles and market reports each year. The research team also includes HKTDC Economist (Asian and Emerging Markets) Winnie Tsui (left), HKTDC Principal Economist (Global Research) Daniel Poon (second right) and HKTDC Principal Economist (Asian and Emerging Markets) Dickson Ho (right).

在貿發局研究總監關家明(左二)領導下，貿發局經貿研究團隊每年發表數以千計的研究文章及報告。研究團隊成員包括：香港貿易發展局經濟師徐詠鈞(左一)、香港貿易發展局環球市場首席經濟師潘永才(右二)及香港貿易發展局亞洲及新興市場首席經濟師何達權(右一)。

During the year, HKTDC Research Department findings were presented in more than 80 HKTDC outreach programmes and seminars organised by business multipliers. The department published more than 2,000 online and print research articles and market reports and around 40 research-related podcasts and webcasts for online visitors. A key research focus was exploring the opportunities arising from countries and industry sectors related to the Belt and Road.

Many of these reports can be found on the HKTDC's award-winning news website, *Hong Kong Means Business* (HKMB). This mobile-friendly site, supported by multimedia channels, continued to provide a range of market insights and information to a readership of over 267,000 subscribers, with an approximate circulation of 1.5 million. In August 2015, HKMB received the Award of Distinction in the News Website category of the 21<sup>st</sup> Annual Communicator Awards.

Social media platforms have become an important channel to share the HKTDC's market news and insights. The HKTDC strengthened its social media presence during 2015/16, opening new accounts for its offices in Australia, India, Indonesia, Taiwan, and the UAE as well as a Spanish-language initiative. In the year, B2C social media accounts achieved a total reach of 25.6 million.



Enhanced mobile-friendly content enabled readers to keep updated on the latest market intelligence anytime, anywhere. 《商貿全接觸》支援流動裝置，資訊版面內容更豐富，讀者可隨時隨地獲取最新市場情報。



The HKTDC's business news site, *Hong Kong Means Business*, was awarded the 21<sup>st</sup> Annual Communicator Award of Distinction - News Website Category.

貿發局的商貿新聞網站《商貿全接觸》榮獲第 21 屆傳播獎－新聞網站卓越大獎。

大部份貿發局經貿研究所發表的報告，可以在貿發局得獎資訊網站《商貿全接觸》內閱覽。《商貿全接觸》支援流動裝置，並設有多媒體頻道，提供各類型的市場分析和資訊。現時，網站訂閱人數逾 267,000 人，流通量近 150 萬次。2015 年 8 月，《商貿全接觸》在第 21 屆傳播獎中勇奪「新聞網站」卓越大獎。

社交媒體平台已成為貿發局發布活動訊息以及市場資訊的主要渠道。貿發局於 2015/16 年度，更積極開展社交媒體傳訊工作，除了為澳洲、印度、印尼、台灣及阿聯酋辦事處開設帳戶，亦設立了西班牙語帳戶。年內，這些面向公眾的社交媒體帳戶已累計接觸逾 2,560 萬人次。





Through a variety of platforms, the HKTDC equips SMEs with the tools they need to connect with new business partners and acquire the latest market intelligence to make informed decisions.

通過不同服務平台，貿發局協助中小企作好裝備，聯繫新的業務夥伴，並掌握最新資訊以作出明智決策。

## How the HKTDC supports SMEs 貿發局如何協助中小企？



Number of downloads from the HKTDC Marketplace App

香港貿發局應用程式「香港貿發局商貿平台」的下載次數

277,000



Number of SMEs using *hktdc.com* as promotion channels

以貿發網為宣傳渠道的中小企數目

130,000



Worldwide circulation of trade publications

貿發局產品雜誌的全球發行量

5,000,000



Number of participants at workshops organised by the SME Centre

中小企服務中心工作坊的參與人次

4,639



Number of advisory sessions conducted at the SME Centre

約見中小企服務中心商貿顧問次數

1,324



Number of *HKMB* subscribers

《商貿全接觸》訂閱人數

267,181



Number of HKTDC Research reports and articles

「經貿研究」發表的研究文章和市場報告

2,000



DEVELOPING OUR ORGANISATION  
持續發展





# DEVELOPING OUR ORGANISATION

## 持續發展



To maintain the highest service standards for our stakeholders, the HKTDC continued to put a premium on talent development, corporate sustainability, and strengthening ties with business sectors and the community.

香港貿發局十分重視人才培育、機構可持續發展，並積極加強與商界和社區的聯繫，務求讓本局持份者得到最佳服務。



### NURTURING TALENT

#### Core Values

The HKTDC continued to instil its core values of trust, developing new frontiers, creating value, and commitment to empower staff to better serve Hong Kong SMEs. Core-value workshops were organised for new recruits, while a commitment awards scheme recognised colleagues who exemplified these values.

#### People First

People are the most valuable asset of any organisation, and nurturing talent is a key priority for the HKTDC as it strives to achieve the best outcome for its staff and key stakeholders, especially Hong Kong SMEs.

### 人才培育

#### 核心價值

貿發局員工秉承我們一貫的核心價值——互相信任、拓展領域、創建價值、投入承擔，為本地中小企提供更優質服務。本局為新入職同事舉辦核心價值工作坊，並向實踐核心價值有傑出表現的同事頒發服務承諾獎。

#### 以人為本

人才是局方最寶貴的資產。貿發局視培育人才為其優先工作之一，致力協助員工發揮潛能，為本地中小企獲取佳績。

During the financial year, 16 participants were recruited in July 2015 for the 19<sup>th</sup> class of the Executive Trainee Scheme, a three-year programme that identifies and develops future leaders of the HKTDC. In the same month, the 16<sup>th</sup> class graduated, with its members placed in various departments.

The trainees acquired core competencies including leadership, teamwork, project management, communication and marketing skills through in-house training courses and other corporate functions and activities.

Eighteen staff members of manager or above grade who were assigned as mentors to motivate and develop the trainees attended an "Effective Mentoring Workshop" in January 2016 to acquire the latest mentoring knowledge and skills.

A similar Mainland Executive Trainee Scheme was conducted for the Council's mainland operations. Scheme graduates, together with invited mainland staff, attended an 11-day Executive Development Programme in Hong Kong to enhance their knowledge of the HKTDC's operations and develop such core competencies as creative thinking, leadership, teamwork and presentation skills.

2015 年 7 月，本局取錄 16 位新血，成為第 19 屆貿易主任培訓計劃學員。這項三年計劃的主要目標是發掘和栽培貿發局的未來領袖。同月，第 16 屆學員亦順利畢業，獲派往不同部門任職。

學員透過內部培訓課程及其他企業活動掌握領導能力、團隊合作、項目管理、溝通及市場推廣技巧等核心技能。

此外，18 名經理級或以上員工獲指派成為師徒制導師，並於 2016 年 1 月出席了「導師精修班」，吸收師徒制指導方面的最新知識及技巧。



1. HKTDC Executive Director Margaret Fong (centre) presented a Team Award to the members of the hktcdc.com Small Orders e-commerce platform. The team was recognised for its commitment to consistently delivering the HKTDC's brand promise and enhancing international business opportunities for both suppliers and buyers

香港貿發局總裁方舜文(中)頒發團隊獎予「貿發網小批量採購」的員工，褒獎他們貫徹承諾，並為供應商和買家帶來更多國際商機的傑出表現。

2. Participants in the Mainland Executive Trainee Scheme celebrated their graduation in December 2015  
參與內地貿易主任培訓計劃的員工於 2015 年 12 月歡慶畢業。

3. The 16<sup>th</sup> class of Executive Trainees graduated in July 2015 after successfully completing their three-year on-the-job training  
第 16 屆貿易主任培訓計劃學員完成三年見習培訓，於 2015 年 7 月順利畢業。

For employees of different grades and departments, the HKTDC organised some 90 training courses with 2,600 enrolments to foster excellence, industry knowledge, skills, leadership and management capabilities, as well as team spirit.

The Council continued to run core-competency training courses, which focus on personal effectiveness and business outcomes, covering such areas as business creativity and innovation, effective time management, results-focused delegation, presentation skills and negotiation skills. For leadership development, the Management Development Programme offered workshops on “Goal Setting” and “Coaching for Performance”.

To enhance the job knowledge and skills of staff, seminars on “Legal Aspects of Tendering”, “Contract Law Essentials”, “Information Technology Security Awareness”, as well as “Business English Writing Workshops” were organised. Other seminars were offered to keep staff abreast of the latest market trends and intelligence.

Tailor-made training and team-building programmes were organised during the year for specific departments and functions, including a customised course comprising a management seminar and two “Transforming Your Trade Shows” workshops for fair-organising departments including Exhibitions, Service Promotion, and Product Promotion.

本局內地辦事處亦推行類似的內地貿易主任培訓計劃，畢業學員與獲邀的內地同事，一同赴港參與為期十一天的「貿易主任發展計劃」，讓他們加深了解本局運作，並培養創意思維、領導才能、團隊合作及報告技巧等核心能力。

貿發局為不同級別和部門的員工舉辦超過 90 項培訓課程，參與人數達 2,600 人，涵蓋卓越服務、行業知識、技巧、領導和管理能力，以及團隊精神等範疇。

本局繼續提供針對個人效率及業務績效的核心能力培訓課程，所涵蓋的內容包括商業創意創新、高效時間管理、以績效為核心的工作分派、報告技巧和磋商技巧等。在發展領袖才能方面，「管理培訓課程」亦提供「目標設定」及「教練技巧」工作坊。

本局亦舉辦有關「招標法律面面觀」、「合約法要點」、「商務英文寫作工作坊」及「資訊科技安全意識」等講座，增進員工的職業知識和技巧，亦提供其他講座讓員工掌握最新市場趨勢及資訊。

年內，我們亦有專為特定部門和職系而設的培訓及建立團隊合作的課程，其中之一是專為負責籌組展覽的部門（計有展覽部、服務業拓展部及製造業拓展部）度身訂造課程，內容包括一場管理學講座和兩個探討提升展覽會層次的工作坊。



HKTDC Executive Director Margaret Fong outlined her vision on the direction and priorities of the Council during the annual staff briefing in May 2015

在 2015 年 5 月舉行的員工簡報會上，總裁方舜文講述未來發展方向以及需要優先處理的工作。



# 310

- Number of boxes of toys and gifts collected
- 2015/16 年，於香港貿發局各項展覽中，收集再捐贈予非政府機構的玩具及禮品箱數



### Recognising Staff Commitment

Employees who exemplified the HKTDC core values were recognised at the 10<sup>th</sup> HKTDC Commitment Awards in December 2015.

The Jakarta Office and Mumbai Consultant Office received the Branch Office Awards. Officially opened in February 2015 with limited resources, the Jakarta Office demonstrated its tireless effort in creating new opportunities for Hong Kong companies and building trusted relationships with local business networks. The Mumbai Consultant Office was recognised for its strong commitment in promoting Council initiatives and delivering quality marketing services.

The Exhibitions Department's project team won a Team Award for embracing the challenge of reassuring the business communities in Hong Kong and overseas that it was "Business as Usual" during the Occupy Central movement in late 2014.

Other Team Awards were presented to the project teams for the In Style • Hong Kong promotion in Jakarta in September, and the hktcdc.com Small Orders e-commerce platform for maximising international business opportunities for Hong Kong SMEs, as well as the *Hong Kong Means Business* website for providing timely market intelligence.

The Exhibition Services Department won the Customer Service Award for its responsiveness and attention to detail demonstrated when providing prompt and efficient support for HKTDC event participants.

### 表揚員工

香港貿易發展局於2015年12月舉行第10屆「香港貿易發展局服務承諾獎」頒獎禮，表揚在實踐本局核心價值方面表現傑出的員工。

今年駐當地辦事處獎由雅加達辦事處及孟買顧問辦事處獲得。雅加達辦事處於2015年2月正式開始運作，雖然資源有限，仍竭盡所能為香港公司發掘新機遇，與當地業務網絡建立坦誠互信的關係。孟買顧問辦事處致力推動本局發展策略，市場推廣工作表現優秀，備受讚賞。

展覽部項目團隊榮獲團隊獎，他們克服困難，在2014年佔領中環運動期間，向本地及海外商界確保貿易發展局展覽活動如常舉行。

其他團隊獎得獎者包括負責9月雅加達「時尚潮流•魅力香港」推廣活動的項目團隊、為本地中小企帶來更多國際商機的「貿發網小批量採購」電子商貿平台，以及提供適時市場資訊的《商貿全接觸》。



HKTDC Executive Director Margaret Fong presented a commitment award to Rajesh Bhagat, Mumbai Consultant, for the Mumbai Office's strong commitment in promoting the Council's initiatives and delivering quality marketing services in India.

香港貿易發展局總裁方舜文(右)頒發服務承諾獎予孟買顧問Rajesh Bhagat(左)，以表彰孟買辦事處悉力以赴，在印度市場提供優質推廣服務。



7,217

- Number of employee hours dedicated to in-house training
- 員工培訓總時數



102

- Number of recipients of a long service award (serving HKTDC for 10 years or more)
- 獲頒長期服務獎(服務貿易發展局十年以上)的人數



3,458

- Number of courtesy phone calls made under the Customer Relationship Programme
- 客戶關係計劃下進行的電話訪談次數



662

- Number of company visits made under the Customer Relationship Programme
- 客戶關係計劃下進行的公司拜訪次數

## DEVELOPING OUR ORGANISATION

### 持續發展

1. Winners of the "Wan Chai Favourite Restaurants" received their certificates at the 2015 HKTDC Food Expo  
「灣仔最喜愛食肆」之得獎餐廳於 2015 香港貿發局美食博覽期間獲頒發證書。
2. Sponsored by the HKTDC, the "Wan Chai à la Carte" food map is available in printed, online and mobile app versions, meeting the needs of gourmands  
貿發局贊助製作的「食通灣仔」文化飲食地圖，備有印刷版、網上版及流動應用程式版，滿足不同食客的需要。



## COMMUNITY INVOLVEMENT

### Customer Relations

One of the Council's most important stakeholders is the local business community. To forge a closer relationship with them and better appreciate their needs, HKTDC directors and top executives participated in a range of corporate outreach initiatives, such as networking luncheons, dinners and visits. Participants included consular representatives, SMEs and trade and industry representatives.

Under our 2015/16 Customer Relationship Programme, marketing and customer service personnel made 3,458 courtesy phone calls, visited 662 companies and organised nine outreach luncheons that played host to over 400 representatives of more than 350 companies.

展覽服務部憑藉為貿發局活動參與者提供適時有效支援、周全細心服務，獲頒客戶服務獎。

### 社區參與

#### 聯繫商界

本港商界是香港貿發局最重要持份者之一。為了與本地商界建立更緊密關係，加深了解他們的需要，貿發局的管理層及高級行政人員參與了多項企業外展活動，包括交流午宴、晚宴和公司拜訪，其他參與者包括領事代表、中小企以及工商業代表。



Industry representatives from different sectors joined the October 2015 Customer Networking Luncheon in Causeway Bay to explore business opportunities  
不同領域的行業代表參與了 2015 年 10 月在銅鑼灣舉行的客戶交流午宴，探討營商機遇。



2

The HKTDC Call Centre won the “Gold Award” for the Mystery Caller Assessment Award (Phone-in) – Commerce & Utilities in the 2015 Hong Kong Call Centre Association Awards. The recognition demonstrates the Call Centre Team’s strong dedication and commitment in delivering quality services. A commendable 98 per cent of calls were answered within four rings.

#### District Vibrancy

With the HKTDC’s Head Office being located in the heart of Wan Chai district, the Council is actively engaged in the surrounding community. In collaboration with the Wan Chai District Council, the HKTDC continued to sponsor the “Wan Chai à la Carte” food map as part of its efforts to extend its outreach to benefit the immediate surrounding community in Wan Chai district. In its ninth year, the map featured 149 restaurants and the results of a “Wan Chai Favourite Restaurants” public vote, offering a handy and informative guide to dining in the district, which is famous for the large number and great diversity of its restaurants. The latest version of the map was launched at the August 2015 HKTDC Food Expo, and a new free mobile app version of the food map was also introduced for the first time. This is in addition to the online version posted on the HKTDC website.

2015/16 年度，通過本局「客戶關係計劃」，本局推廣及客戶服務部員工共進行 3,458 次電話訪談、拜訪 662 家公司，以及舉辦 9 次地區交流午宴，合共招待來自 350 多家公司超過 400 名代表。

香港貿發局客戶熱線中心於 2015 年香港客戶中心協會大獎中榮獲「神秘客戶撥測大獎－商貿及公用事業－金獎」。此項殊榮足證本局客戶服務中心團隊的專注投入，為提供優質服務悉力以赴，達成來電於 4 下鈴聲內接聽比率達 98% 的優異表現。

#### 展現地區活力

貿發局總部位處灣仔核心地段，本局一直積極參與當區社區活動。灣仔區食肆林立，亦以種類繁多聞名，故貿發局連續第九年與灣仔區議會合作，贊助印製「食通灣仔」文化飲食地圖，介紹區內 149 家食肆，以及「灣仔最喜愛食肆」選舉的公眾投票結果，為遊客和市民提供區內快捷詳盡的飲食指南，並加強與灣仔社區的接觸，推動當區經濟。最新版《食通灣仔》美食地圖於 2015 年 8 月在香港貿發局美食博覽期間推出，除了於香港貿發局網站刊登《食通灣仔》網上版外，更首次推出《食通灣仔》免費流動應用程式。



## CORPORATE SUSTAINABILITY

### Community Care

The HKTDC contributes to the well-being of society at large by mobilising community assistance through the Council's regular activity platforms and staff initiatives. Through the HKTDC United Care campaign, Council volunteers collected some 310 boxes of toys and gifts from 49 exhibitors during the April 2015 HKTDC Hong Kong Gifts & Premium Fair, the January 2016 HKTDC Hong Kong Toys & Games Fair and the concurrent HKTDC Hong Kong Baby Products Fair. The items were donated to 30 non-governmental organisations (NGOs) through the Hong Kong Council of Social Service.

Under programmes conducted in collaboration with Sun Hung Kai Properties and Yazhou Zhoukan, more than 1,900 underprivileged children were sponsored to attend the July 2015 HKTDC Hong Kong Book Fair, with some of them also receiving book allowances.

A group of students was engaged as news reporters at the fair to gain writing and reporting experience, thanks to the support of the Hong Kong Federation of Youth Groups. Children also benefited from such activities as book report competitions, book sharing sessions and forums that were jointly organised with schools during the "Cultural July" community campaign, which is associated with the Book Fair.

## 企業可持續發展

### 關懷社區

貿發局定期舉辦活動，鼓勵員工積極參與，推動社區互助行動，為社會公益出一分力。貿發局員工組織 HKTDC United 策劃的「延展關懷行動」，本局義工於 2015 年 4 月香港禮品及贈品展、2016 年 1 月香港玩具展和同期舉行的香港嬰兒用品展，從 49 家參展商收集得約 310 箱玩具及禮品，再經由香港社會服務聯會捐贈予 30 個非政府組織。

本局又與新鴻基地產及亞洲週刊合作，邀請逾 1,900 名基層家庭的兒童免費參觀 2015 年 7 月舉行的香港書展，部份更獲贈書券，在場內選購心愛書籍。

此外，本局與香港青年協會合作，讓學生化身小記者，進入展覽會場內進行採訪，汲取寫作及採訪經驗。學生亦有機會參加與香港書展聯辦的「文化七月」社區活動，包括由本局與多間學校合辦的讀書報告比賽、分享會及論壇等活動。

在聖雅各福群會安排下，貿發局員工參與了多項義工活動，計有 2015 年 6 月端午節前夕探訪約 100 位基層獨居長者，送上禮物和祝福；2015 年 8 月與基層家庭一起參與剩食升級再造工作坊、在 9 月







1. Council volunteers collected toys from exhibitors at the January 2016 HKTDC Hong Kong Toys & Games Fair to donate to local NGOs

在 2016 年 1 月的香港玩具展舉行期間，貿發局職員義工向參展商收集玩具，再轉贈予本地非政府組織。

2. Arranged by St James' Settlement, HKTDC colleagues visited an organic farm in September 2015, helping to give underprivileged children a memorable and educational day out

2015 年 9 月，貿發局員工參與聖雅各福群會的活動，與基層家庭的小朋友一起參觀有機農場，渡過難忘又別具意義的一天。

3. HKTDC volunteers joined people with special needs at a Latte Art Workshop organised by the Hong Chi Association in August 2015

本局義工參與匡智會的活動，與有特殊需要的人士一同學習咖啡拉花。

HKTDC volunteers visited and brought gifts to about 100 underprivileged elderly people living alone in June 2015, ahead of the annual Dragon Boat Festival. Council employees also joined the less privileged and their families at food recycling workshops in August 2015, and visited an organic farm the following month. In January 2016, Council employees joined a birthday party for three elderly citizens aged over 100. These activities were organised by the St James' Settlement.

Council staff also offered companionship to people with special needs at various Hong Chi Association activities, including watching a fun film, practising latte art and making mooncakes.

The Council's efforts to develop its people and serve the community were recognised, for the 11<sup>th</sup> year, with a "Caring Organisation" logo from The Hong Kong Council of Social Service.

參觀有機農場，以及在 2016 年 1 月為 3 位長者慶祝百歲生日。

本局員工亦有參加多項匡智會活動，與有特殊需要的人士結伴同行，包括觀賞電影、學習咖啡拉花和製作月餅。

本局在員工發展及社區服務方面的努力備受肯定，連續第 11 年獲香港社會服務聯會嘉許，頒發「同心展關懷」標誌。



## DEVELOPING OUR ORGANISATION

### 持續發展

#### Charitable Causes

HKTDC employees supported a range of NGO fund-raising events, serving as volunteers or making donations.

Council staff assisted at the June 2015 fund-raising Daddy Daughter Ball, organised by The Child Development Centre, which supports Hong Kong children with special educational needs and their families. The funds raised would go towards establishing a new facility at the Centre.

Twenty adventurous staff members participated in the November 2015 Sowers Action Challenging 12 Hours Charity Marathon, raising more than HK\$48,000. The Executive Trainee Team finished first runner-up at the Fund Raising Award in the Team Open (Silver Foot) competition.

HKTDC Deputy Executive Director Raymond Yip and Council Secretary KF Chan led more than 50 staff members to take part in the January 2016 Standard Chartered Hong Kong Marathon, cheered on by supporters from the Council.

#### 慈善活動

貿發局員工透過參與義務工作和捐款，踴躍支持多個非政府組織舉辦的籌款活動。

明德兒童啟育中心專為香港有特殊教育需要的兒童和其家庭提供支援。2015年6月，本局員工協助中心舉辦「親子舞會」，籌得善款為中心增添設施。

20名勇於挑戰的貿發局員工參與在2015年11月舉行的苗圃挑戰12小時慈善越野馬拉松，並為苗圃行動籌募超過港幣48,000元。貿易主任隊在賽事中勇奪籌款比賽獎隊際組銀腳獎（亞軍）。

貿發局副總裁葉澤恩與理事會秘書陳國輝帶領50多名員工，參與2016年1月舉辦的渣打香港馬拉松，本局員工到場支持打氣。



HKTDC staff took part in the gruelling November 2015 Sowers Action Challenging 12 Hours Charity Marathon  
我們的員工無懼艱苦，參加2015年11月舉行的苗圃挑戰12小時慈善越野馬拉松。





HKTDC Deputy Executive Director Raymond Yip (right photo) and Council Secretary KF Chan were among more than 50 staff members who joined the January 2016 Standard Chartered Hong Kong Marathon as runners and supporters

50 多名貿發局員工參與 2016 年 1 月的渣打香港馬拉松賽事或到場打氣，包括貿發局副總裁葉澤恩（右圖）及理事會秘書陳國輝。

### Going Green

In February 2016, the HKTDC was awarded the Hong Kong Best Office Occupants “HK BESTOO” Silver Award from the Hong Kong Green Building Council, which recognises efficient use of energy at the Convention Plaza office. This is an energy performance award for office premises in multi-tenancy office buildings.

During the year, the HKTDC continued to post lighting zone plans featuring switch numbers and a reminder to switch off lights and air conditioners before leaving the office.

The Council continued to run a “Green Monday” campaign at its staff canteen with more vegetarian lunch options offered each Monday. The canteen also pursued a food waste recycling programme, providing compost for maintaining the surrounding landscape of the office in Tseung Kwan O.

### 綠化有方

在 2016 年 2 月，貿發局獲香港綠色建築議會頒發香港最佳辦公室「HK BESTOO」銀級認證，表揚位於會展廣場辦公室的節能設計達標。這是為評估多租戶辦公大樓的辦公室節能表現而設的基準。

今年，貿發局繼續張貼照明區規劃圖，標明燈源位置以及其對應開關掣的號碼，並提示員工離開辦公室前關掉照明及空調系統。

貿發局繼續舉辦 Green Monday 行動，本局員工飯堂逢周一有更多款素食供員工選擇。貿發局將軍澳辦事處的職員餐廳推行廚餘回收計劃，為大樓周邊種植的樹木及花卉提供肥料。





## THE YEAR AHEAD 來年計劃

With five decades of experience, the HKTDC continues to lead the way in supporting SMEs to do business around the world, while identifying future trends for Hong Kong to maximise its competitive edge as a trendsetting lifestyle and business hub in Asia.



憑藉過去 50 年的經驗，貿發局將繼續帶領及支援中小企開拓環球商機，並為香港尋找未來發展方向，讓香港更好地發揮作為亞洲時尚先驅及商業樞紐的競爭優勢。

# The Year Ahead

## 來年計劃

The HKTDC's current three-year planning cycle concludes at the end of the 2016/17 financial year. With 2016 also marking the Council's 50<sup>th</sup> anniversary, this is an opportune time to focus on ways to build on the HKTDC's firm foundations and create more golden opportunities for local companies.

In 2016/17, the HKTDC continues to be guided by three medium-term objectives:

- Help Hong Kong companies capitalise on business opportunities arising from the new global economic order;
- Promote Hong Kong as Asia's global business platform; and
- Enhance the competitiveness of Hong Kong SMEs and start-ups in the digital era.

The HKTDC will help Hong Kong seize the many opportunities on the mainland by riding on development strategies under China's 13<sup>th</sup> Five-Year Plan and the Belt and Road Initiative. In particular, we will leverage our existing anchor events to facilitate businesses to explore Belt and Road opportunities, and sustain the impact of the inaugural Belt and Road Summit to continue to showcase Hong Kong's role as an integrator for infrastructure projects and as an international investment hub within the Belt and Road framework. This will help to deepen Hong Kong's penetration into growth markets such as ASEAN, South Asia and the Middle East and foster business opportunities.

The HKTDC will support local companies in capitalising on the opportunities arising from the new global economic order and the recovering mature markets to raise Hong Kong's profile. Germany will be the destination of our flagship Think Asia, Think Hong Kong promotion in September 2016. Efforts to promote Hong Kong's city brand as a lifestyle and business trendsetter in Asia will continue. This will be highlighted during signature HKTDC events including In Style • Hong Kong in Bangkok in October 2016.

The HKTDC will continue to create opportunities for Hong Kong SMEs and reach out to young entrepreneurs and future business leaders through established events as well as special activities organised to mark the Council's 50<sup>th</sup> anniversary, many of which aim to ensure that the city's entrepreneurial spirit passes from one generation to the next.

Guided by our objectives, and emboldened by 50 years of experience, the HKTDC will continue to work closely with the government, business partners and the community to expand new frontiers for Hong Kong companies in the face of an ever-changing global environment.

香港貿發局的三年規劃周期於2016/17年度完結。2016年是貿發局成立50周年，我們把握時機，聚焦如何在堅實的基礎下，為香港企業創造更多黃金機會。

2016/17年度，貿發局繼續堅守三大中期目標：協助香港公司把握環球經濟新格局帶來的機遇、推廣香港作為亞洲國際商貿平台的優勢，以及提升香港中小企業及初創企業在數碼時代的競爭力。

貿發局將進一步協助香港把握中國「十三・五」規劃及「一帶一路」倡議帶來的龐大機遇。我們會充份善用本局旗艦活動，促進企業探索「一帶一路」的機遇，並延續首屆「一帶一路高峰論壇」的成果，突出本港在基建項目和匯集國際投資方面可發揮的重要整合角色，並且推動香港商界進一步拓展東盟、南亞和中東等高增長市場，創新商機。

貿發局將協助本港企業緊握環球經濟新格局及成熟市場復甦帶來的機遇，以提高香港在環球市場的地位。我們將於9月在德國舉行旗艦推廣活動「邁向全球 首選香港」，宣傳香港的優勢。另外，我們於2016年10月在曼谷舉行的「時尚潮流・魅力香港」博覽，將會是持續推廣香港作為亞洲時尚之都及商貿樞紐的其中一項焦點活動。

我們會繼續為香港中小企業創新商機，並透過現有活動及本局成立50年的慶祝活動，接觸年輕創業家及未來的商界領袖，以冀把香港的創業精神代代相傳。

貿發局憑藉半世紀以來的經驗，將繼續按照我們的工作目標，與政府、商界夥伴及社會各相關機構緊密合作，協助港商在瞬息萬變的環球市場下拓展新機遇。

# Corporate Governance

## 機構管治

The Hong Kong Trade Development Council (HKTDC) is a statutory organisation governed by the HKTDC Ordinance (Chapter 1114 of the Laws of Hong Kong). It is committed to demonstrating high standards of corporate governance, both as a statutory body in the public service and as an organisation with a responsibility to show leadership in best practices to Hong Kong's business community. It places high priority on accountability and responsible financial management that underpin good corporate governance, as well as corporate social responsibility.

### COUNCIL

The HKTDC benefits from the advice and direction of a 19-member Council established under the HKTDC Ordinance. The Chairman and six members are appointed by the Chief Executive of the HKSAR. Eight are ex-officio appointments by virtue of their chairmanship of chambers of commerce and business associations or government positions, while four are nominated members from the chambers. The Council met four times during the financial year 2015/16.

香港貿易發展局(香港貿發局)是根據香港貿易發展局條例(香港法例第 1114 章)成立的法定組織。貿發局作為提供公共服務的法定機構，致力維持高標準的管治水平，為香港工商界擔起示範作用。本局首要目標是建立良好的問責機制及妥善的財務管理系統，以鞏固機構管治，亦積極履行其社會責任。

### 理事會

根據香港貿易發展局條例，貿發局理事會由 19 人組成，負責制定機構發展方向，並為活動提供建議。本局主席及其中六名理事會成員由香港特別行政區行政長官委任，八名當然成員由各大商會和協會領袖以及政府官員擔任，另外四名成員由商會提名。在 2015/16 年度，貿發局召開了四次理事會會議。



## STAFF AND FINANCE COMMITTEE

The Council's work is supported by a Staff and Finance Committee, whose membership is drawn from members of the Council. The Committee reviews and recommends to the Council on financial matters, including budget estimates, financial management control and accounting procedures. It also reviews and provides recommendations to the Council on staff-related matters such as human resources policy, terms and conditions of employment, and appointment of senior management positions. The Committee met four times in the past financial year.

## AUDIT COMMITTEE

The Audit Committee assists the Council in ensuring high standards of financial control and compliance. Comprising the chairmen of the standing committees, which consist of the Staff and Finance Committee, Product Promotion Programme Committee, and Service Promotion Programme Committee, the Audit Committee is responsible for directing and advising on the work of the HKTDC Internal Audit Department. This includes the annual audit plan, assurance of adequate audit coverage of internal operations, review of audit findings and monitoring of implementation of actions arising from the audit reports. The Committee also reviews the annual audited accounts. The Committee met two times in the past financial year.

## CORPORATE SOCIAL RESPONSIBILITY

Good governance is central to a broader commitment to corporate social responsibility, which promotes better and more prudent management. As a conscientious employer and a leading trade and services promotion organisation, the HKTDC always strives to improve its corporate social responsibility practices and policies, while contributing to the encouragement of responsible and sustainable business processes. In 2015/16, the HKTDC was awarded the HKQAA CSR Advocate Mark for the fourth consecutive year.

To demonstrate our ongoing commitment to putting corporate social responsibility into actual practice, the HKTDC has continued with various initiatives in areas such as energy management, supply chain management, recycling programmes, and caring for the community, the environment, and our staff.

## 職員及財務委員會

理事會下設有職員及財務委員會，由理事會中部份成員組成，以支援理事會的工作。委員會檢討貿發局財務安排，包括財政預算、財務管理、會計程序等，並提供改善建議。此外，委員會亦檢討與貿發局員工相關的事務，例如人力資源政策、員工聘用條款、高級管理人員職位任命等，並提供意見。過去一個財政年度，委員會召開了四次會議。

## 審核委員會

審核委員會協助理事會確保貿發局維持高標準的財務控制及守則。委員會由職員及財務委員會之主席、製造業拓展計劃委員會之主席，以及服務業拓展計劃委員會之主席組成。審核委員會負責領導及指引貿發局審計部的工作，就每年的審計計劃提供建議，以確保審計內部運作的範圍恰當，檢視審計個案，跟進審計報告所建議之改善措施的落實情況，並檢討年度審核報告。過去的一個財政年度，委員會召開了兩次會議。

## 企業社會責任

企業社會責任促進更卓越和更負責任的管理，而良好的管治對推動企業肩負社會責任相當重要。作為負責任的僱主及主要的貿易和服務業推廣機構，香港貿發局一直努力不懈改善機構社會責任的措施和政策，並鼓勵本港企業在營商時同樣奉行負責任而可持續發展的原則。2015/16 年度，香港貿發局連續四年獲得香港品質保證局頒發「企業社會責任先導者標誌」。

香港貿發局繼續推行多項計劃以實踐其社會責任，涉及能源管理、供應鏈管理、回收計劃、關懷社會、環境及員工等多個範疇。

# Finances 財務報告

## Independent Auditor's Report 獨立核數師報告

### TO THE COUNCIL OF HONG KONG TRADE DEVELOPMENT COUNCIL

(Incorporated in Hong Kong under the Hong Kong Trade Development Council Ordinance)

We have audited the consolidated financial statements of Hong Kong Trade Development Council ("HKTDC") and its subsidiaries (collectively the "Group") set out on pages 86 to 128, which comprise the consolidated balance sheet as at 31 March 2016, and the consolidated income and expenditure account, the consolidated statement of comprehensive income, the consolidated statement of cash flows and the consolidated statement of changes in funds for the year then ended, and a summary of significant accounting policies and other explanatory information.

### COUNCIL'S RESPONSIBILITY FOR THE CONSOLIDATED FINANCIAL STATEMENTS

The Council of HKTDC is responsible for the preparation of consolidated financial statements that give a true and fair view in accordance with Hong Kong Financial Reporting Standards issued by the Hong Kong Institute of Certified Public Accountants, and Section 23 of the Hong Kong Trade Development Council Ordinance, and for such internal control as the Council determines is necessary to enable the preparation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

### AUDITOR'S RESPONSIBILITY

Our responsibility is to express an opinion on these consolidated financial statements based on our audit and to report our opinion solely to you, as a body, in accordance with Section 24 of the Hong Kong Trade Development Council Ordinance and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of this report.

We conducted our audit in accordance with Hong Kong Standards on Auditing issued by the Hong Kong Institute of Certified Public Accountants. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the consolidated financial statements are free from material misstatement.

### 致香港貿易發展局理事會

(根據《香港貿易發展局條例》在香港註冊成立)

本核數師(以下簡稱「我們」)已審計列載於第86頁至128頁香港貿易發展局(以下簡稱「貴局」)及其子公司(以下合稱「貴集團」)的綜合財務報表。此綜合財務報表包括於2016年3月31日的綜合資產負債表與截至該日止年度的綜合收支表、綜合全面收益表、綜合現金流量表和綜合資金總額變動表,以及主要會計政策概要及其他附註解釋資料。

### 貴局之理事會就綜合財務報表須承擔的責任

貴局之理事會須負責根據香港會計師公會頒布的香港財務報告準則及《香港貿易發展局條例》第23條擬備真實而中肯的綜合財務報表,並對貴局認為為使綜合財務報表的擬備不存在由於欺詐或錯誤而導致的重大錯誤陳述所必需的內部控制負責。

### 核數師的責任

我們的責任是根據我們的審計對該等綜合財務報表發表意見,並按照《香港貿易發展局條例》第24條僅向理事會報告,除此之外本報告別無其他目的。我們不會就本報告的內容向任何其他人士負責或承擔任何責任。

我們已根據香港會計師公會頒布的香港審計準則進行審計。該等準則要求我們遵守道德規範,並規劃及執行審計以對綜合財務報表是否不存在任何重大錯誤陳述獲取合理保證。

## Independent Auditor's Report 獨立核數師報告

### AUDITOR'S RESPONSIBILITY (Cont'd)

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the consolidated financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of consolidated financial statements that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Council, as well as evaluating the overall presentation of the consolidated financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### OPINION

In our opinion, the consolidated financial statements give a true and fair view of the financial position of HKTDC and its subsidiaries as at 31 March 2016, and of their financial performance and cash flows for the year then ended in accordance with Hong Kong Financial Reporting Standards.

PricewaterhouseCoopers  
Certified Public Accountants

Hong Kong, 2 June 2016

### 核數師的責任(續)

審計涉及執程序以獲取有關綜合財務報表所載金額及披露資料的審計憑證。所選擇的程序取決於核數師的判斷，包括評估由於欺詐或錯誤而導致綜合財務報表存在重大錯誤陳述的風險。在評估該等風險時，核數師考慮與該公司擬備真實而中肯的綜合財務報表相關的內部控制，以設計適當的審計程序，但目的並非對公司內部控制的有效性發表意見。審計亦包括評價貴局所採用會計政策的恰當性及作出會計估計的合理性，以及評價綜合財務報表的整體列報方式。

我們相信，我們所獲得的審計憑證是充足和適當地為我們的審計意見提供基礎。

### 意見

我們認為，該等綜合財務報表已根據香港財務報告準則真實而中肯地反映貴局及其子公司於2016年3月31日的財務狀況及彼等截至該日止年度的財務表現及現金流量。

羅兵咸永道會計師事務所  
執業會計師

香港，2016年6月2日

## Consolidated Income and Expenditure Account 綜合收支表

For the year ended 31 March  
截至3月31日止之年度

(HK\$'000)	(港幣千元)	Note 附註	2016	2015
<b>INCOME</b>	<b>收入</b>			
Government subvention from trade declaration charge	從貿易報關費所得的政府撥款	5	393,391	393,391
Income generated from the Group's operational activities	本集團貿易拓展活動經營收入	2(d)		
– Exhibitions and missions	– 貿易展覽會及訪問團		1,909,930	1,877,418
– Product magazines and online marketplace	– 產品雜誌及網上採購平台		186,068	196,664
– HKCEC operation	– 香港會議展覽中心營運		176,620	172,339
– Other operational income	– 其他經營收入		44,347	45,806
			2,316,965	2,292,227
Investment income	投資收益	2(h)	27,329	103,332
Interest on bank deposits	銀行存款利息	2(d)	2,709	5,355
Miscellaneous income	雜項收益		12,620	12,448
			2,359,623	2,413,362
<b>Total Income</b>	<b>收入總額</b>		<b>2,753,014</b>	<b>2,806,753</b>
<b>EXPENDITURE</b>	<b>支出</b>			
Staff costs	僱員成本	2(n) & 6	737,672	705,870
Rent and rates	租金及差餉		24,700	22,594
Other office expenses	其他事務費用		105,364	101,205
Exhibitions and missions	貿易展覽會及訪問團		1,295,400	1,296,012
Other promotional activities	其他貿易拓展活動		403,437	423,407
Trade-related activities	貿易相關活動		21,534	20,951
Exchange differences	匯兌差額	2(e)	22,073	27,425
Depreciation of HKCEC Atrium Link Extension	香港會議展覽中心中庭擴建之折舊	2(f)	74,346	77,027
Depreciation of other property, plant and equipment and amortisation of land use rights	其他物業、設備及器材之折舊及土地使用權之攤銷	2(f) & (g)	63,793	66,584
(Gain)/Loss on disposal of property, plant and equipment	出售物業、設備及器材之(收益)/虧損	2(f)	(178)	36
<b>Total Expenditure</b>	<b>支出總額</b>		<b>2,748,141</b>	<b>2,741,111</b>
Surplus before finance costs	扣除財務費用前盈餘		4,873	65,642
Finance costs	財務費用	2(l) & 14	(1,047)	(2,733)
<b>Surplus for the year</b>	<b>本年度盈餘</b>		<b>3,826</b>	<b>62,909</b>
Transfer to Other Specific Funds	轉撥往其他特定資金	19	(56,902)	(109,943)
Transfer from General Fund	轉撥自普通資金	16	53,076	47,034
			–	–



## Consolidated Statement of Comprehensive Income 綜合全面收益表

For the year ended 31 March  
截至3月31日止之年度

(HK\$' 000)	(港幣千元)	Note 附註	2016	2015
Surplus for the year	本年度盈餘		3,826	62,909
<b>OTHER COMPREHENSIVE INCOME</b>	<b>其他全面收益</b>			
<u>Item that will not be reclassified to income or expenditure</u>	<u>不會被重新分類至收支賬的項目</u>			
– Actuarial loss on defined benefit retirement schemes	– 界定福利退休計劃的精算虧損	19	(89,382)	(849)
<u>Items that may be reclassified subsequently to income or expenditure</u>	<u>期後可能被重新分類至收支賬的項目</u>			
– Realisation of cash flow hedges	– 現金流量對沖變現	19	22,853	(446)
– Fair value gain/(loss) on forward foreign currency contracts at year end	– 年終遠期外匯合約公平值收益／(虧損)	19	2,746	(22,853)
			25,599	(23,299)
Other comprehensive income for the year	本年度其他全面收益		(63,783)	(24,148)
Total comprehensive income for the year	本年度全面收益總額		(59,957)	38,761

# Consolidated Balance Sheet 綜合資產負債表

As at 31 March  
於3月31日

(HK\$'000)	(港幣千元)	Note 附註	2016	2015
<b>NON-CURRENT ASSETS</b>	<b>非流動資產</b>			
Property, plant and equipment	物業、設備及器材	7	1,619,428	1,686,570
Land use rights	土地使用權	8	49,073	50,509
			1,668,501	1,737,079
<b>CURRENT ASSETS</b>	<b>流動資產</b>			
Accounts receivable, deposits and prepayments	應收賬項、訂金及預付款項	10	286,816	307,981
Fixed-income and equity securities	固定收益及股本證券	11	1,866,616	1,838,834
Derivative financial instruments	衍生金融工具	12	3,822	–
Cash and bank balances	現金及銀行結存	13	730,970	706,491
			2,888,224	2,853,306
<b>Total Assets</b>	<b>資產總值</b>		<b>4,556,725</b>	<b>4,590,385</b>
<b>NON-CURRENT LIABILITIES</b>	<b>非流動負債</b>			
Defined benefit retirement scheme liabilities	界定福利退休計劃負債	6(b)(ii)	191,094	79,150
Receipts in advance	預收款項	15	5,832	40,728
Bank borrowings	銀行貸款	14	162,000	234,000
			358,926	353,878
<b>CURRENT LIABILITIES</b>	<b>流動負債</b>			
Accounts payable, accruals and receipts in advance	應付賬款、應計項目及預收款項	15	1,187,374	1,141,201
Bank borrowings	銀行貸款	14	72,000	72,000
Derivative financial instruments	衍生金融工具	12	–	24,924
			1,259,374	1,238,125
<b>Total Liabilities</b>	<b>負債總值</b>		<b>1,618,300</b>	<b>1,592,003</b>
<b>Net Assets</b>	<b>資產淨值</b>		<b>2,938,425</b>	<b>2,998,382</b>
Financed by:	資金來源：			
<b>GENERAL FUND</b>	<b>普通資金</b>	16	1,393,773	1,355,455
<b>RESERVE FUND</b>	<b>儲備資金</b>	17	1,057,123	1,032,704
<b>EXHIBITION CONTRACTING SERVICES FUND</b>	<b>展覽服務資金</b>	18	162,299	160,028
<b>OTHER SPECIFIC FUNDS</b>	<b>其他特定資金</b>	19	325,230	450,195
<b>Total Funds</b>	<b>資金總額</b>		<b>2,938,425</b>	<b>2,998,382</b>

(Signed)  
Vincent HS Lo, GBS, JP  
Chairman of HKTDC  
(簽署)  
羅康瑞先生<金紫荊星章、太平紳士>  
香港貿易發展局主席

(Signed)  
Chan Suk Ling, Shirley, JP  
Chairman of Staff and Finance Committee  
(簽署)  
陳淑玲女士<太平紳士>  
職員及財務委員會主席

The consolidated financial statements were approved by the Council on 2 June 2016.  
綜合財務報表於2016年6月2日由本局理事會通過。

## Consolidated Statement of Cash Flows 綜合現金流量表

For the year ended 31 March  
截至3月31日止之年度

(HK\$'000)	(港幣千元)	2016	2015
<b>OPERATING ACTIVITIES</b>	<b>貿易拓展活動</b>		
Surplus for the year	本年度盈餘	3,826	62,909
Government subvention from trade declaration charge	從貿易報關費所得的政府撥款	(393,391)	(393,391)
Investment income	投資收益	(27,329)	(103,332)
Interest on bank deposits	銀行存款利息	(2,709)	(5,355)
Finance costs	財務費用	1,047	2,733
Adjustments for items not involving the movement of cash:	非現金項目的調整：		
– Depreciation for HKCEC Atrium Link Extension	– 香港會議展覽中心中庭擴建之折舊	74,346	77,027
– Depreciation of other property, plant and equipment and amortisation of land use rights	– 其他物業、設備及器材之折舊及土地使用權之攤銷	63,793	66,584
– (Gain)/Loss on disposal of property, plant and equipment	– 出售物業、設備及器材之(收益)/虧損	(178)	36
– Ineffective portion of cash flow hedges	– 現金流量對沖的無效部份	(3,147)	780
– Retirement benefit expenses	– 退休福利支出	22,562	22,526
Decrease/(Increase) in accounts receivable, deposits and prepayments	應收賬項、訂金及預付款項減少/(增加)	21,165	(6,721)
Increase/(Decrease) in accounts payable, accruals and receipts in advance	應付賬款、應計項目及預收款項增加/(減少)	11,277	(64,528)
<b>Net cash outflow from operating activities</b>	<b>貿易拓展活動的淨現金流出</b>	<b>(228,738)</b>	<b>(340,732)</b>
<b>INVESTING ACTIVITIES</b>	<b>投資活動</b>		
Interest on bank deposits	銀行存款利息	2,709	5,355
Addition of property, plant and equipment	購置物業、設備及器材	(69,595)	(43,042)
Proceeds from disposal of property, plant and equipment	出售物業、設備及器材所得款項	212	237
Change in fixed-income and equity securities	固定收益及股本證券之變動	(453)	(54,164)
(Increase)/Decrease in deposits held by fund managers for investments	投資經理持有作投資用的現金存款(增加)/減少	(5,599)	53,701
<b>Net cash outflow from investing activities</b>	<b>投資活動的淨現金流出</b>	<b>(72,726)</b>	<b>(37,913)</b>
<b>Net cash outflow before financing activities</b>	<b>計算融資活動前的淨現金流出</b>	<b>(301,464)</b>	<b>(378,645)</b>
<b>FINANCING ACTIVITIES</b>	<b>融資活動</b>		
Government subvention from trade declaration charge	從貿易報關費所得的政府撥款	393,391	393,391
Repayment of bank borrowings	償還銀行貸款	(72,000)	(72,000)
Finance costs	財務費用	(1,047)	(2,733)
<b>Net cash inflow from financing activities</b>	<b>融資活動的淨現金流入</b>	<b>320,344</b>	<b>318,658</b>
<b>Net increase/(decrease) in cash and cash equivalents</b>	<b>現金及現金等價物增加/(減少)</b>	<b>18,880</b>	<b>(59,987)</b>
Cash and cash equivalents at beginning of the year	年初現金及現金等價物	672,952	732,939
<b>Cash and cash equivalents at end of the year</b>	<b>年終現金及現金等價物</b>	<b>691,832</b>	<b>672,952</b>
Analysis of balances of cash and cash equivalents:	現金及現金等價物的結存分析：		
Cash and bank balances	現金及銀行結存	730,970	706,491
Less: Deposits held by fund managers for investments	減：投資經理持有作投資用的現金存款	(39,138)	(33,539)
		<b>691,832</b>	<b>672,952</b>

## Consolidated Statement of Changes in Funds 綜合資金總額變動表

For the year ended 31 March  
截至3月31日止之年度

(HK\$'000)	(港幣千元)	Note 附註	2016	2015
Total funds at the beginning of the year	年初資金總額		2,998,382	2,959,621
Surplus for the year	本年度盈餘		3,826	62,909
<b>OTHER COMPREHENSIVE INCOME</b>	<b>其他全面收益</b>			
– Realisation of cash flow hedges	– 現金流量對沖變現	19	22,853	(446)
– Fair value gain/(loss) on forward foreign currency contracts at year end	– 年終遠期外匯合約公平值收益／(虧損)	19	2,746	(22,853)
– Actuarial loss on defined benefit retirement schemes	– 界定福利退休計劃的精算虧損	19	(89,382)	(849)
Total comprehensive income for the year	本年度全面收益總額		(59,957)	38,761
Total funds at the end of the year	年終資金總額		2,938,425	2,998,382



## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 1. GENERAL INFORMATION

Hong Kong Trade Development Council ("HKTDC") was incorporated in 1966 under the Hong Kong Trade Development Council Ordinance to promote Hong Kong's external trade in goods and services. The address of its registered office is 38/F, Office Tower, Convention Plaza, 1 Harbour Road, Wanchai, Hong Kong.

### 2. PRINCIPAL ACCOUNTING POLICIES

#### (a) Basis of Preparation

The consolidated financial statements included the financial statements of HKTDC and its subsidiaries, HKTDC (Japan) Limited and HKTDC Limited (collectively the "Group").

The consolidated financial statements of the Group have been prepared in accordance with the Hong Kong Financial Reporting Standards ("HKFRSs") issued by the Hong Kong Institute of Certified Public Accountants and under the historical cost convention, except those as explained in the principal accounting policies as set out below.

The preparation of consolidated financial statements in conformity with HKFRSs requires the use of certain accounting estimates and assumptions. It also requires management to exercise its judgement in the process of applying the Group's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the consolidated financial statements, are disclosed in note 4.

During the year, the Group has assessed the new or revised standards, amendments and improvements to existing standards (collectively the "new HKFRSs") that have come into effect and are considered relevant to its operations.

### 1. 一般資料

香港貿易發展局(以下簡稱「本局」)於1966年根據《香港貿易發展局條例》註冊成立，專責推廣香港的對外貿易，包括商品及服務貿易。總辦事處地址為香港灣仔港灣道1號會展廣場辦公大樓38樓。

### 2. 主要會計政策

#### (a) 編製基準

本綜合財務報表包括本局及附屬公司 HKTDC (Japan) Limited及香港貿發局有限公司(以下合稱「本集團」)的財務報表。

本集團的綜合財務報表乃按照香港會計師公會所頒佈的香港財務報告準則編製。除於下文之主要會計政策另有說明外，此綜合財務報表根據歷史成本常規法編製。

編製符合香港財務報告準則要求的綜合財務報表需要使用若干會計估計和假設。這亦需要管理層在實施本集團會計政策過程中行使其判斷。涉及高度的判斷及高度複雜性的範疇，或涉及對綜合財務報表作出重大假設和估算的範疇，在附註4披露。

本年度，本集團已評估與本集團營運業務相關及已生效的新訂或經修訂準則、修訂本及現有準則之改進(以下統稱「新訂香港財務報告準則」)。

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 2. PRINCIPAL ACCOUNTING POLICIES (Cont'd)

#### (a) Basis of Preparation (Cont'd)

As at 31 March 2016, the following new HKFRSs have been adopted by the Group for the financial year beginning on or after 1 April 2015 and are considered relevant to the Group's operations:

HKAS 19 (2011) (Amendment)	Employee Benefits
香港會計準則第19號(2011)(修訂本)	僱員福利
HKFRSs (Amendment)	Annual Improvements to HKFRSs 2010 – 2012 Cycle
香港財務報告準則(修訂本)	香港財務報告準則2010年至2012年週期之年度改進
	Annual Improvements to HKFRSs 2011 – 2013 Cycle
	香港財務報告準則2011年至2013年週期之年度改進

The adoption of these new HKFRSs has no material impact on the Group's result.

#### (b) New HKFRSs which are Not Yet Effective

As at 31 March 2016, the following new HKFRSs which are considered relevant to the Group's operations, are in issue but not yet effective:

### 2. 主要會計政策(續)

#### (a) 編製基準(續)

於2016年3月31日，本集團已於2015年4月1日或之後開始之財政年度採納以下與本集團營運業務相關的新訂香港財務報告準則：

採納此等新訂香港財務報告準則對本集團並無重大影響。

#### (b) 尚未生效的新訂香港財務報告準則

於2016年3月31日，與本集團營運業務相關，已公佈但尚未生效的新訂香港財務報告準則如下：

Effective for accounting periods  
beginning on or after  
於以下日期或之後開始之  
會計期間生效

HKAS 1 (Amendment)	Disclosure Initiative	1 January 2016
香港會計準則第1號(修訂本)	披露計劃	2016年1月1日
HKAS 16 and HKAS 38 (Amendment)	Clarification of Acceptable Methods of Depreciation and Amortisation	1 January 2016
香港會計準則第16號及第38號(修訂本)	釐清折舊及攤銷的可接受方法	2016年1月1日
HKFRSs (Amendment)	Annual Improvements to HKFRSs 2012 – 2014 Cycle	1 January 2016
香港財務報告準則(修訂本)	香港財務報告準則2012年至2014年週期之年度改進	2016年1月1日
HKFRS 9	Financial Instruments	1 January 2018
香港財務報告準則第9號	金融工具	2018年1月1日
HKFRS 15	Revenue from Contracts with Customers	1 January 2018
香港財務報告準則第15號	客戶合同收入確認	2018年1月1日

The Group will apply the above new HKFRSs when they become effective. The Group has already commenced an assessment of the related impact to the Group. The Group is not yet in a position to state whether any substantial financial impact will be resulted.

本集團將於上述新訂香港財務報告準則生效時予以採用。本集團已開始評估對集團的相關影響，唯暫時未能列明是否構成任何重大財務影響。

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 2. PRINCIPAL ACCOUNTING POLICIES (Cont'd)

#### (c) Consolidation

A subsidiary is an entity (including a structured entity) over which the Group has control. The Group controls an entity when the Group is exposed to, or has rights to, variable returns from its involvement with the entity and has the ability to affect those returns through its power over the entity. Subsidiaries are consolidated from the date on which control is transferred to the Group. They are deconsolidated from the date that control ceases.

A subsidiary is fully consolidated from the date on which control is transferred to the Group. Inter-company transactions, balances and unrealised gains or losses on transactions between group companies are eliminated. Accounting policies of the subsidiaries have been changed where necessary to ensure consistency with the policies adopted by the Group.

#### (d) Income Recognition

Income generated from exhibitions and missions, and trade publications (product magazines and online marketplace) is recognised when the relevant exhibition or mission is held and the relevant trade publication is published. Government subvention is recognised in the specific fiscal year as approved by the Government of Hong Kong Special Administrative Region (the "HKSAR Government"). Income generated from HKCEC operation and other operational income is recognised when services are rendered. The recognition of investment income is set out in note 2(h). Interest on bank deposits is recognised on a time proportion basis using the effective interest method.

#### (e) Foreign Currencies Translation

Items included in the financial statements of each of the Group's entities are measured using the currency of the primary economic environment in which the entity operates (the "functional currency"). The consolidated financial statements are presented in Hong Kong dollars ("HK\$"), which is HKTDC's functional and presentation currency.

Foreign currency transactions are translated into the functional currency using the exchange rates prevailing at the dates of the transactions. Foreign exchange gains and losses resulting from the settlement of transactions and from the translation at year-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in the Consolidated Income and Expenditure Account.

### 2. 主要會計政策(續)

#### (c) 綜合賬目

附屬公司指本集團對其具有控制權的所有實體(包括結構性實體)。當本集團能藉著參與該實體的事務而得到或有權得到不同的回報,及有能力透過對該實體擁有的權力影響該等回報時,則集團對該實體擁有控制權。附屬公司由其控制權轉移至本集團之日起合併入賬,並由該控制權終止之日起停止合併入賬。

附屬公司在其控制權轉移至本集團之日全面合併入賬。集團內公司之間的交易、交易的結餘及未實現收益或損失均予以對銷。附屬公司的會計政策已按需要作出改變,以確保與本集團採用的政策符合一致。

#### (d) 收益確認

貿易展覽會、訪問團及貿易刊物(產品雜誌及網上採購平台)的收入於有關貿易展覽會或訪問團舉辦後及有關貿易刊物出版後確認。政府撥款於香港特別行政區政府(以下簡稱「香港政府」)批核的指定財政年度確認。香港會議展覽中心營運及其他收入於提供服務後確認。投資收入之確認列載於附註2(h)。銀行存款利息採用實際利息法按時間比例基準確認。

#### (e) 外幣折算

本集團各實體的財務報表所列項目均以該實體營運所在地的主要經濟環境的貨幣(以下簡稱「功能貨幣」)計量。本綜合財務報表以港幣呈報,港幣為本局的功能及列賬貨幣。

外幣交易採用交易日的匯率換算為功能貨幣。結算此等交易產生的匯兌損益以及將外幣計值的貨幣資產和負債以年終匯率換算而產生的匯兌損益在綜合收支表內確認。

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 2. PRINCIPAL ACCOUNTING POLICIES (Cont'd)

#### (f) Property, Plant and Equipment

Property, plant and equipment are stated at cost, less accumulated depreciation and impairment losses. Historical cost includes expenditure that is directly attributable to the acquisition of the items. Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the Group and the cost of the item can be measured reliably. All other repairs and maintenance costs are expensed in the Consolidated Income and Expenditure Account during the financial period in which they are incurred.

Property, plant and equipment are depreciated at rates sufficient to write off their cost over their estimated useful lives on a straight-line basis at the following annual rates:

Leasehold land classified as finance lease	Shorter of remaining lease term and useful life
Office buildings and staff quarters	2%
Furniture, equipment and fittings	20% to 33-1/3%
Motor vehicles and vessels	25%
Leasehold improvements	Over the unexpired lease periods
HKCEC Atrium Link Extension	Over the unexpired operating periods
Operating assets and exhibition stand systems	Over the number of years ranging from two to eight for which the assets are expected to be used

No depreciation is provided for freehold land.

The assets' residual values and useful lives are reviewed and adjusted, if appropriate, at each balance sheet date. Where the carrying amount of an asset is greater than its estimated recoverable amount, it is written down immediately to its recoverable amount.

Gains and losses on disposals are determined by comparing proceeds with carrying amount and are dealt with in the Consolidated Income and Expenditure Account.

### 2. 主要會計政策(續)

#### (f) 物業、設備及器材

物業、設備及器材按原值減累積折舊及減值虧損列賬。歷史成本包括收購該項目直接引致的開支。其後成本僅在與該項目有關的未來經濟效益有可能歸於本集團，而且能可靠地計量該項目成本的情況下，始計入有關資產的賬面值或確認為獨立資產。所有其他維修及保養成本則在其產生的財政期間內於綜合收支表內支銷。

物業、設備及器材乃根據其預計可用年期按足以撇銷其原值的比率採用直線法以下列年折率攤銷：

分類為融資租賃的租賃土地	餘下租賃期與可使用年期之間之較短者
辦事處樓宇及職員宿舍	2%
傢俬、設備及裝置	20%至33-1/3%
汽車及船舶	25%
租賃物業裝修	按尚餘租約年期平均攤銷
香港會議展覽中心中庭擴建	按尚餘營運年期平均攤銷
經營資產及展覽攤位裝置	按資產之估計可用年限(二至八年)平均攤銷

永久業權的土地不提撥折舊準備。

資產的剩餘價值及可使用年期在每個年結日進行檢討，及在適當時調整。若資產的賬面值高於其估計可收回價值，其賬面值即時撇減至可收回款額。

報廢或出售資產所產生的收益及虧損乃按出售所得款項與其賬面值的差額，在綜合收支表內確認。



## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 2. PRINCIPAL ACCOUNTING POLICIES (Cont'd)

#### (g) Land Use Rights

Land use rights represent operating lease prepayment for land less accumulated amortisation and impairment losses. Amortisation is calculated using the straight-line method to allocate the cost of operating lease prepayment for land over the remaining lease term.

#### (h) Fixed-income and Equity Securities

Fixed-income and equity securities including fixed-income securities, equity securities and financial derivatives are stated at fair value at the balance sheet date. The fair values of quoted investments are based on current bid prices. The fair value of financial instruments that are not traded in an active market is determined by using valuation techniques. The Group uses a variety of methods and makes assumptions that are based on market conditions existing at each balance sheet date. Investment income comprising interest, gain or loss on disposal of securities, and any increase or decrease in portfolio valuation net of fees and charges is recognised in the Consolidated Income and Expenditure Account.

Regular purchases and sales of investments are recognised on the trade-date – the date on which the Group commits to purchase or sell the asset. Investments are derecognised when the rights to receive cash flows from the investments have expired or have been transferred and the Group has transferred substantially all risks and rewards of ownership.

#### (i) Impairment of Investments in Subsidiaries and Non-financial Assets

Assets are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset's fair value less costs to sell and value in use. For the purposes of assessing impairment, assets are grouped at the lowest levels for which there are separately identifiable cash flows or cash-generating units. Non-financial assets that suffered an impairment are reviewed for possible reversal of the impairment at each reporting date.

### 2. 主要會計政策(續)

#### (g) 土地使用權

土地使用權指經營租賃土地的預付款項減累積攤銷及減值虧損，並以直線法按尚餘租約期攤銷。

#### (h) 固定收益及股本證券

固定收益及股本證券包括固定收益證券、股本證券及金融衍生生物，乃按年結日公平值列賬。有報價之投資的公平值根據當時的買盤價計算。非活躍市場的金融工具以估值方法來釐定。本集團採用多種方法並根據年結日的市場情況作出假設。投資收益包括利息、出售證券收益或虧損及扣除投資費用與支出後的組合估值增減額，並在綜合收支表內確認。

一般投資的買入及賣出在交易日確認。交易日是指本集團承諾買入或賣出該資產之日。當從投資收取現金流量的權利經已到期或已被轉讓，而本集團已大致上將擁有權的所有風險和回報轉移，則剔除確認該等投資。

#### (i) 投資附屬公司及非金融資產的減值

當有事件出現或情況改變顯示賬面值可能無法收回時，各項資產會就減值進行檢討。減值虧損按資產的賬面值超出其可收回款額的差額確認。可收回款額以資產的公平值扣除銷售成本與使用價值兩者之間較高者為準。就評估減值，資產按可獨立識別現金流量或現金產生單位的最小組合歸為一組。已蒙受減值的非金融資產在每個報告日均就減值是否可以撥回進行檢討。

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 2. PRINCIPAL ACCOUNTING POLICIES (Cont'd)

#### (j) Derivative Financial Instruments

Derivative financial instruments represent forward foreign currency contracts which are designated as effective cash flow hedges. The Group documents at the inception of the transaction the relationship between hedging instruments and hedged items, as well as its risk management objective and strategy for undertaking various hedge transactions. The Group also documents its assessment, both at hedge inception and on an ongoing basis, of whether the derivatives that are used in hedging transactions are highly effective in offsetting changes in cash flows of hedged items. Forward foreign currency contracts are initially recognised at fair value at inception and subsequently re-measured at their fair value, using quoted forward exchange rates at the balance sheet date.

The effective portion of changes in the fair value of the cash flow hedges which result in gains or losses is recognised in Other Comprehensive Income and the Hedging Reserve. Any gain or loss relating to the ineffective portion is recognised immediately in the Consolidated Income and Expenditure Account. Amounts accumulated in the Hedging Reserve are transferred to the Consolidated Income and Expenditure Account in the periods when the hedged items affect income and expenditure. However, when the hedged items result in the recognition of non-financial assets or liabilities, the gains and losses previously deferred in the Hedging Reserve are transferred to the cost of the asset or liability.

When a hedging instrument expires or is sold, or when a hedge no longer meets the criteria for hedge accounting, any cumulative gain or loss existing in the Hedging Reserve at that time remains in equity and is recognised when the forecast transaction is ultimately recognised in the Consolidated Income and Expenditure Account. When a forecast transaction is no longer expected to occur, the cumulative gain or loss that was reported in the Hedging Reserve is immediately transferred to the Consolidated Income and Expenditure Account.

### 2. 主要會計政策 (續)

#### (j) 衍生金融工具

衍生金融工具乃被指定並符合資格作為有效的現金流量對沖的遠期外匯合約。本集團於初始訂立交易時就對沖工具與對沖項目的關係，以至其風險管理目標及執行多項對沖交易的策略存檔記錄。本集團亦於初始訂立對沖交易時和按持續經營基準，記錄其對於該等用於對沖交易的衍生工具是否高度有效地抵銷對沖項目現金流量變動的評估。遠期外匯合約於初始訂立交易時按公平值初步確認，及後公平值於年結日以後有報價遠期外匯利率進行後續計量。

現金流量對沖有效部份公平值變動而產生的收益或虧損於其他全面收益和對沖儲備中確認。任何與無效部份有關的收益或虧損即時在綜合收支表內確認。當被對沖的項目影響收支賬時，在對沖儲備累計的金額會被轉撥往綜合收支表。然而，當被對沖的項目導致非財務資產或負債的確認，則須在對沖儲備中將之前遞延入賬的收益和虧損轉撥往該資產或負債成本中。

當一項對沖工具到期或出售後，或當對沖不再符合對沖會計處理的條件，其時在對沖儲備中存有的任何累計收益或虧損仍保留在權益內，並於預期交易最終在綜合收支表內確認時確認入賬。當一項預期交易預計不會再出現時，在對沖儲備中記賬的累計收益或虧損即時轉撥往綜合收支表。

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 2. PRINCIPAL ACCOUNTING POLICIES (Cont'd)

#### (k) Cash and Cash Equivalents

Cash and cash equivalents include cash in hand, time deposits held with banks and other short-term highly liquid investments that are readily convertible into cash.

#### (l) Borrowings and Borrowing Costs

Borrowings are recognised initially at fair value, net of transaction costs incurred. Borrowings are subsequently stated at amortised cost. Any difference between the proceeds (net of transaction costs) and the redemption value is recognised in the Consolidated Income and Expenditure Account over the period of the borrowings using the effective interest method.

Borrowings are classified as current liabilities unless the Group has an unconditional right to defer settlement of the liability for at least 12 months after the balance sheet date.

Loan interest and other borrowing costs are charged to the Consolidated Income and Expenditure Account except for those interest costs which are capitalised as part of the cost of construction of a qualifying asset during the period of time that is required to complete and prepare the asset for its intended use or sale.

#### (m) Income Tax

HKTDC is exempted under Section 87 of the Hong Kong Inland Revenue Ordinance from all taxes payable under the Ordinance.

### 2. 主要會計政策 (續)

#### (k) 現金及現金等價物

現金及現金等價物包括現金、銀行定期存款及可預備兌換為現金的其他短期高流動性投資。

#### (l) 貸款及借貸費用

貸款初步按公平值並扣除產生的交易費用確認。貸款其後按攤銷成本列賬，所得款項（扣除交易成本）與贖回價值的任何差額利用實際利率法於借貸期間內在綜合收支表內確認。

除非本集團有權無條件將負債的償還遞延至年結日後最少十二個月，否則貸款歸類為流動負債。

除因建造或製造一項必須經一段長時間籌備以達致預定用途或出售的資產而產生的借貸利息會被資本化作為該資產的部分成本外，所有其他借貸利息及費用會在產生時於綜合收支表內支銷。

#### (m) 所得稅

根據香港《稅務條例》第87條，本局獲豁免繳納該條例內所徵收之所有稅項。

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 2. PRINCIPAL ACCOUNTING POLICIES (Cont'd)

#### (n) Employee Benefits

##### (i) Defined Benefit Retirement Schemes

The Group operates a defined benefit retirement scheme in Hong Kong which provides retirement benefits linked to final salaries for its employees who have been members of the scheme before 1 December 2000. The assets of the scheme are held by a trustee separately from those of the Group and are invested through an investment manager. The Group also participates in a defined benefit retirement scheme in overseas.

The net asset or net liability recognised in the Consolidated Balance Sheet in respect of defined benefit retirement schemes is the excess or shortfall in fair value of scheme assets over the present value of the defined benefit obligation at the end of the reporting period. The present value of the defined benefit obligation is determined by discounting the estimated future cash outflows using market yield of high-quality bonds that are denominated in the currency in which the benefits will be paid, and that have terms to maturity approximating to the terms of the Group's retirement benefit obligation. The defined benefit obligation is calculated annually by independent qualified actuaries using the projected unit credit method.

Actuarial gains and losses arising from experience adjustments and changes in actuarial assumptions are charged or credited to equity in Other Comprehensive Income in the period in which they arise.

##### (ii) Defined Contribution Retirement Schemes

The Group participates in a defined contribution retirement scheme for employees who have joined the Group's services since 1 December 2000 in compliance with the Mandatory Provident Fund Ordinance. The Group's contributions to the Mandatory Provident Fund are expensed as incurred. For certain overseas employees, the Group also contributed to respective local defined contribution retirement schemes.

##### (iii) Employee Leave Entitlements

Employee entitlements to annual leave are recognised when they accrue to employees. A provision is made for the estimated liability for annual leave as a result of services rendered by employees up to the end of the reporting period. Employee entitlements to sick leave and maternity leave are not recognised until the time of leave.

### 2. 主要會計政策(續)

#### (n) 僱員福利

##### (i) 界定福利退休計劃

本集團在香港設有一項界定福利退休計劃，為2000年12月1日前登記為計劃成員的僱員提供按最後薪金計算的退休福利。退休計劃的資產與本集團的資產分開，由一信託公司持有，並透過投資顧問進行投資。本集團亦於海外參與一項界定福利退休計劃。

本集團在綜合資產負債表中確認截至年結日由計劃資產的公平值相比於界定福利責任之現值後的超逾為淨資產，倘不足則為淨負債。界定福利責任之現值利用將用以支付福利的貨幣為單位計值且到期日與有關的退休福利責任的年期近似的高質素債券的利率，將估計未來現金流出量貼現計算。界定福利責任每年由獨立合資格精算師採用「預計單位貸記法」計算。

來自經驗調整及精算假設變動之精算利得和虧損，於產生期內於其他全面收益中權益項下支銷或記賬。

##### (ii) 界定供款退休計劃

本集團亦參與一項界定供款退休計劃，根據《強制性公積金計劃條例》為2000年12月1日或以後加入本集團的員工提供退休保障。本集團作出的強制性公積金供款在產生時支銷。本集團亦為某些海外僱員參與當地的退休計劃作出供款。

##### (iii) 僱員假期權益

僱員的年假權益在假期累計至僱員時確認。截至年結日就僱員提供服務而產生的年假估計負債作出撥備。僱員的病假權益和產假在休假前不作確認。



## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 2. PRINCIPAL ACCOUNTING POLICIES (Cont'd)

#### (o) Operating Leases

Leases where substantially all the rewards and risks of ownership of the assets remain with the lessor are accounted for as operating leases. Payments made under operating leases are expensed on a straight-line basis over the lease term.

#### (p) Provisions

Provisions are recognised when either a present legal or constructive obligation, as a result of a past event, exists at the balance sheet date and where the amount of the obligation can be reliably estimated.

#### (q) Receivables

Receivables are initially recognised at fair value and subsequently measured at amortised cost using the effective interest method less provision for impairment. If the collection of receivables is expected in one year or less (or in the normal operating cycle of the business if longer), they are classified as current assets. If not, they are presented as non-current assets.

#### (r) Payables

Payables are recognised initially at fair value and subsequently measured at amortised cost using the effective interest method. Payables are classified as current liabilities if payment is due within one year or less (or in the normal operating cycle of the business if longer). If not, they are presented as non-current liabilities.

#### (s) Related Parties

A party is considered to be related to the Group if the party has the ability, directly or indirectly through one or more intermediaries, to control the Group or exercise significant influence over the Group in making financial and operating policies, and vice versa. For the purpose of the consolidated financial statements, transactions between the Group and the HKSAR Government departments, agencies or HKSAR Government controlled entities, other than those transactions such as payment of rent and rates, fees etc., that arise in the normal dealings between the HKSAR Government and the Group, are considered to be related party transactions.

### 2. 主要會計政策(續)

#### (o) 經營租約

資產擁有權的全部回報及風險實質地由出租公司保留的租約，均歸類為經營租賃入賬。經營租賃的租金於租約期內以直線法支銷。

#### (p) 撥備

當因已發生的事件而於年結日產生法定或推定責任，而有關償付責任金額可以可靠地估算，即確認撥備。

#### (q) 應收賬項

貿易及其他應收賬項初步以公平值確認，其後利用實際利率法按攤銷成本扣除減值撥備計量。如應收賬項的收回預期在一年或以內（如仍在正常經營週期中，則可容許較長時間），則被分類為流動資產；否則呈列為非流動資產。

#### (r) 應付賬款

應付賬款初步以公平值確認，其後利用實際利率法按攤銷成本計量。如應付賬款的支付日期在一年或以內（如仍在正常經營週期中，則可容許較長時間），則被分類為流動負債；否則呈列為非流動負債。

#### (s) 關聯人士

關聯人士是指直接或間接通過一個或多個中介而有能力控制集團作出財政及運作決策，或對此深具影響的有關人士，反之亦然。就本綜合財務報表之編訂，集團與香港政府部門、機構或香港政府控制實體之間的交易，除香港政府與集團的正常交易如支付租金、差餉及費用等外，均視作關聯人士交易。

# Notes to the Consolidated Financial Statements 綜合財務報表附註

## 2. PRINCIPAL ACCOUNTING POLICIES (Cont'd)

### (t) Contingent Liabilities

A contingent liability is a possible obligation that arises from past events and whose existence will only be confirmed by the occurrence or non-occurrence of one or more uncertain future events not wholly within the control of the Group. It can also be a present obligation arising from past events that is not recognised because it is not probable that outflow of economic resources will be required or the amount of obligation cannot be measured reliably.

A contingent liability is not recognised but is disclosed in the notes to the consolidated financial statements. When a change in the probability of an outflow occurs so that outflow is probable, they will then be recognised as a provision.

## 3. FINANCIAL RISK MANAGEMENT

### (a) Financial Risk Factors

#### (i) Investment Risk and Credit Risk

The Group adopts a prudent and conservative investment policy approved by the HKSAR Government. The management regularly monitors the fair value of the investments and performance of the portfolios reported by the fund managers on a quarterly basis. The Group's investment portfolio consists mostly of fixed-income and equity securities. As at 31 March 2016, most of the fixed-income securities had high credit ratings of A- or above as measured by Standard & Poor's or equivalent. In addition, the Group has closely monitored the performance of their investments in equity securities. The Group's investment portfolio is also exposed to certain price risk of equity securities which are diversified globally. The foreign currency exposures in debt instruments are managed using financial derivatives.

The Group engaged an external consultant to measure the risk exposure of its investment portfolio at the balance sheet date by adopting value-at-risk approach. It is a measurement of volatility taking into account the historical and forecast returns, expected standard deviation and correlation of the asset classes in the investment portfolio. With a 95% confidence level, it is measured that the maximum likely loss of the investment portfolio is HK\$60.00 million (2015: HK\$56.20 million) over a one-month period. The overall risk exposure is considered minimal.

## 2. 主要會計政策(續)

### (t) 或然負債

或然負債是因過往事件引致的可能責任，其存在取決於一項或多項非全由集團控制的不確定未來事件會否發生。或然負債亦可能是因已發生的事件引致之現有責任，但由於可能不需要消耗經濟資源，或責任金額未能可靠地衡量而不予以確認。

或然負債不會被確認，但會於綜合財務報表附註披露。倘動用經濟資源的可能性有所改變而導致可能出現經濟利益外流則確認為撥備。

## 3. 財務風險管理

### (a) 財務風險因素

#### (i) 投資及信貸風險

本集團採用審慎及穩健的投資策略並獲香港政府批准。管理層定期監察投資公平值並由基金經理按季度匯報投資組合之表現。本集團的投資組合主要為固定收益及股本證券。於2016年3月31日，絕大部分的固定收益證券獲標準普爾或相等評級達A-或以上的高信貸級別。除此以外，本集團亦密切監察股本證券的投資表現。此外，投資組合內有全球性分散投資的股票，承受若干股票價格風險。證券中的外幣風險以金融衍生生物管理。

本集團聘用顧問公司，用風險值來量化年結日投資組合的風險。此風險計算方法已反映投資組合內各資產類別的過去及預期回報，預期的標準誤差及相關系數。以95%置信水平，投資組合在一個月期限內最高的可能損失約為港幣6,000萬元（2015年：港幣5,620萬元），整體投資風險甚低。

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 3. FINANCIAL RISK MANAGEMENT (Cont'd)

#### (a) Financial Risk Factors (Cont'd)

##### (i) Investment Risk and Credit Risk (Cont'd)

The Group only places liquid funds with reputable banks with sound credit rating. The Group does not expect any losses from non-performance by the banks. As at 31 March 2016, the Group's placed deposits in banks with short-term credit ratings of A-1 or above as measured by Standards & Poor's or equivalent. The Group is also exposed to credit risk in relation to trade and other receivables. The Group's maximum exposure to credit risk is the carrying amounts of these financial assets. To manage this risk, the management has monitoring procedures to ensure that follow-up action is taken to recover overdue debts. In addition, the management reviews regularly the recoverable amount of each individual trade receivables to ensure that adequate impairment is made for the irrecoverable amounts. The credit risk is considered minimal.

##### (ii) Foreign Exchange Risk

The Group carries out promotional activities in overseas countries and the related expenditure is principally paid in foreign currencies. Forward foreign currency contracts are entered into for hedging foreign currency payments and foreign exchange risk exposure is considered minimal.

##### (iii) Interest Rate Risk

The Group has interest-bearing assets, mainly, time deposits. During the year, if the interest rate on the time deposits had been 100 basis points per annum higher or lower with all other variables held constant, interest income would have been HK\$4.65 million (2015: HK\$5.59 million) higher or lower.

The Group is exposed to interest rate risk arising from floating rate borrowings. During the year, if interest rate on the bank loans had been 100 basis points higher or lower with all other variables held constant, interest costs incurred would have been HK\$2.70 million (2015: HK\$2.75 million) higher or lower.

### 3. 財務風險管理(續)

#### (a) 財務風險因素(續)

##### (i) 投資及信貸風險(續)

本集團只將流動資金存放於信貸評級良好及有商譽的銀行。本集團不預計因銀行未有履行任務而承受任何損失。於2016年3月31日，本集團將存款存放於獲標準普爾評級或相等評級達A-1或以上之銀行。本集團的信貸風險來自貿易及其他應收賬項。本集團信用風險的最高風險承擔為金融資產的賬面值。管理層有足夠監管程序定期跟進到期應收款項。管理層亦定期檢查個別應收款項餘額以確保不可收回款額已作足夠撥備，故所承受的信貸風險甚微。

##### (ii) 外匯風險

本集團在海外進行推廣活動，有關付款以外幣為主。本集團訂立遠期外匯合約以對沖外幣支出，故此外匯風險甚微。

##### (iii) 利率風險

本集團的計息資產主要為定期存款。於本年度，若定期存款的利率上升或下跌100個基點，而所有其他因素維持不變，則利息收入應上升或下跌港幣465萬元(2015年：港幣559萬元)。

本集團的利率風險來自浮動利率貸款。於本年度，若銀行貸款利率上升或下跌100個基點，而所有其他因素維持不變，則本年度利息支出應上升或下跌港幣270萬元(2015年：港幣275萬元)。

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 3. FINANCIAL RISK MANAGEMENT (Cont'd)

#### (a) Financial Risk Factors (Cont'd)

##### (iv) Liquidity Risk

The Group maintains sufficient cash and liquid assets including marketable securities to finance its operations and is not exposed to significant liquidity risk. Balances due within 12 months equal their carrying balances, as the impact of discounting is not significant.

The following tables provide the undiscounted cash flows of significant financial liabilities:

### 3. 財務風險管理 (續)

#### (a) 財務風險因素 (續)

##### (iv) 流動資金風險

本集團維持充足的現金存款和流動資產(包括有價證券)作為營運資金，因此本集團並不承受重大流動資金風險。由於貼現的影響不大，故此在十二個月內到期的結餘相等於賬面值。

以下列出主要財務負債的未貼現的現金流量：

		Within 1 Year or On Demand	Between 1 and 2 Years	Between 2 and 5 Years	Total Contractual Undiscounted Cash Flow
		1年以內 或即付	1至2年	2至5年	合約性 未貼現的 總現金流量
(HK\$'000)	(港幣千元)				
<b>At 31 March 2016</b>	<b>於2016年3月31日</b>				
Accounts payable, accruals and other payables	應付賬款、應計項目及 其他應付賬款	530,913	–	–	530,913
Bank borrowings	銀行貸款	74,119	73,348	90,582	238,049
Derivative financial instruments	衍生金融工具				
– Outflow	– 支出	309,403	–	–	309,403
– Inflow	– 收回	(313,246)	–	–	(313,246)
<b>At 31 March 2015</b>	<b>於2015年3月31日</b>				
Accounts payable, accruals and other payables	應付賬款、應計項目及 其他應付賬款	494,080	–	–	494,080
Bank borrowings	銀行貸款	74,835	74,079	163,914	312,828
Derivative financial instruments	衍生金融工具				
– Outflow	– 支出	376,369	–	–	376,369
– Inflow	– 收回	(351,366)	–	–	(351,366)



## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 3. FINANCIAL RISK MANAGEMENT (Cont'd)

#### (b) Capital Management

The Group's capital consists of the General Fund, Reserve Fund, Exhibition Contracting Services Fund and Other Specific Funds, which are set up for various designated purposes as described in notes 16 to 19. The Group's capital also consists of bank borrowings. It is the Group's objective to maintain sufficient Reserve Fund and bank borrowing balances to safeguard the Group's ability to continue as a going concern and to support its current and future capital and operating expenditure requirements.

In order to maintain the capital structure, the Group obtains funding arrangement through government subvention agreed between HKTDC and the HKSAR Government as set out in note 5 and bank borrowings as set out in note 14.

The Group monitors capital on the basis of the gearing ratio. This ratio is calculated as total borrowings (including current and non-current borrowings as shown in the Consolidated Balance Sheet) divided by total capital. Total capital comprises total borrowings plus total funds as shown in the Consolidated Balance Sheet.

As at 31 March 2016 and 2015, the Group's gearing ratio was as follows:

(HK\$'000)	(港幣千元)	2016	2015
Total borrowings	貸款總額	234,000	306,000
Total funds	資金總額	2,938,425	2,998,382
Total capital	資本總額	3,172,425	3,304,382
Gearing ratio	負債比率	7.4%	9.3%

### 3. 財務風險管理(續)

#### (b) 資金管理

本集團資金包括普通資金、儲備資金、展覽服務資金及其他特定資金，其各種指定用途已詳列於附註16至19內。本集團資金亦包括銀行貸款。本集團致力維持足夠儲備資金及銀行貸款，以確保本集團能持續營運及提供現時及未來資金以及營運費用的所需。

為了維持資本結構，本集團獲得本局與香港政府的經費來源協定之政府撥款(詳情見附註5)及銀行貸款(詳情見附註14)。

本集團根據負債比率監察資本。此比率按照貸款總額(包括綜合資產負債表所列的流動及非流動貸款)除以資本總額。綜合資產負債表所列的資本總額為貸款總額加資金總額。

於2016年及2015年3月31日，本集團的負債比率如下：

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 3. FINANCIAL RISK MANAGEMENT (Cont'd)

#### (c) Fair Value Estimation

Financial instruments that are measured at fair value in the Consolidated Balance Sheet required disclosure of fair value measurements by level of the following fair value measurement hierarchy:

- Quoted prices (unadjusted) in active markets for identical assets or liabilities (Level 1).
- Inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly (that is, as prices) or indirectly (that is, derived from prices) (Level 2).
- Inputs for the asset or liability that are not based on observable market data (that is, unobservable inputs) (Level 3).

The following table presents the Group's assets and liabilities that were measured at fair value as at 31 March 2016 and 2015:

### 3. 財務風險管理(續)

#### (c) 公平值估計

金融工具在綜合資產負債表按公平值計量，其規定按下列公平值計量架構披露公平值計量：

- 相同資產或負債在活躍市場的報價(未經調整)(第一級別)。
- 除了第一級別所包括的報價外，該資產和負債可觀察得到的其他訊息，不論是直接(即例如價格)或間接(即源自價格)(第二級別)。
- 資產或負債的訊息並非依據可觀察得到的市場數據(即不可觀察得到的訊息)(第三級別)。

下表顯示本集團資產和負債按2016年及2015年3月31日計量的公平值：

(HK\$'000)	(港幣千元)	Level 1 第一級別	Level 2 第二級別	Total 總額
<b>At 31 March 2016</b>	<b>於2016年3月31日</b>			
<b>Assets</b>	<b>資產</b>			
Fixed-income and equity securities	固定收益及股本證券	1,883,135	(16,519)	1,866,616
Derivative financial instruments	衍生金融工具	–	3,822	3,822
		1,883,135	(12,697)	1,870,438
<b>At 31 March 2015</b>	<b>於2015年3月31日</b>			
<b>Assets</b>	<b>資產</b>			
Fixed-income and equity securities	固定收益及股本證券	1,820,628	18,206	1,838,834
<b>Liabilities</b>	<b>負債</b>			
Derivative financial instruments	衍生金融工具	–	24,924	24,924

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 3. FINANCIAL RISK MANAGEMENT (Cont'd)

#### (c) Fair Value Estimation (Cont'd)

The fair value of financial instruments traded in active markets is based on quoted market prices at the balance sheet date. A market is regarded as active if quoted prices are readily and regularly available from an exchange, dealer, broker, industry group, pricing service, or regulatory agency, and those prices represent actual and regularly occurring market transactions on an arm's length basis. The quoted market price used for financial assets held by the Group is the current bid price. These instruments are included in Level 1. Instruments of the Group included in Level 1 are fixed-income and equity securities.

The fair value of financial instruments that are not traded in an active market (for example, over-the-counter derivatives) is determined by using valuation techniques. These valuation techniques authorise the use of observable market data where it is available and rely as little as possible on entity specific estimates. If all significant inputs required to fair value an instrument are observable, the instrument is included in Level 2.

If one or more of the significant inputs is not based on observable market data, the instrument is included in Level 3.

Specific valuation techniques used to value financial instruments include:

- Quoted market prices or dealer quotes for similar instruments.
- The fair value of forward foreign currency contracts is determined using forward exchange rates at the balance sheet date, with the resulting value discounted back to present value.
- Other techniques, such as discounted cash flow analysis, are used to determine fair value for the remaining financial instruments.

### 3. 財務風險管理(續)

#### (c) 公平值估計(續)

在活躍市場交易的金融工具的公平值根據年結日的市場報價列賬。若報價可即時和定期從交易市場、經銷商、經紀人、業內人士、報價服務機構或監管代理獲得，而該等報價代表按公平交易基準進行的真實和常規市場交易，該市場被視為活躍。本集團持有的金融資產的市場報價為當時買方報價。此等工具屬於第一級別。在第一級別的工具主要為固定收益及股本證券。

沒有在活躍市場買賣的金融工具(例如：場外衍生工具)的公平值利用估值技術釐定。估值技術盡量利用可觀察市場數據(如有)，盡量少依賴實體的特定估計。如計算一項金融工具的公平值所需的所有重大訊息為可觀察數據，則該工具列入第二級別。

如一項或多項重大參數並非根據可觀察市場數據為基礎，則該工具列入第三級別。

用以估值金融工具的特定估值技術包括：

- 同類型工具的市場報價或交易商報價。
- 遠期外匯合約的公平值利用年結日的遠期匯率釐定，而所得價值折算至現值。
- 其他技術，例如折算現金流量分析，用以釐定其餘金融工具的公平值。

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 4. CRITICAL ACCOUNTING ESTIMATES AND JUDGEMENTS

The management makes estimates based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

#### Impairment of Property, Plant and Equipment

HKTDC regularly reviews whether there are any indications of impairment of property, plant and equipment. If impairment indicators exist, HKTDC will test whether the carrying amount of an asset is higher than its recoverable amount which is the greater of its net selling price and its value in use in accordance with the accounting policy stated in note 2(i).

In determining the value in use, management assesses the present value of the estimated future cash flows expected to arise from the continuing use of the asset and from its disposal at the end of its useful life. Estimates and judgements are applied in determining these future cash flows and the discount rate.

### 5. GOVERNMENT SUBVENTION FROM TRADE DECLARATION CHARGE

In accordance with the funding arrangement agreed between HKTDC and the HKSAR Government for the financial years ending 31 March 2014 to 2018, government subvention payable to HKTDC will be determined having regard to the HKSAR Government's financial position, HKTDC's funding requirements and by way of reference to the total amount of trade declaration charge received in the preceding year but in any case will not be less than the subvention level for the year ended 31 March 2007.

In December 2014, HKTDC was advised by the HKSAR Government that the amount of government subvention from the trade declaration charge payable to HKTDC for the year ending 31 March 2016 would be HK\$393.39 million (2015: HK\$393.39 million), and there would be no subsequent reconciliation with the actual receipts from the trade declaration charge. Of the total appropriation of HK\$393.39 million, HK\$21.53 million (2015: HK\$20.95 million) was used to fund trade-related activities organised by The Hong Kong Shippers' Council, the Hong Kong/Japan Business Co-operation Committee and the governmental relations service, and the balance of HK\$371.86 million (2015: HK\$372.44 million) was applied to fund the activities directly under the Group.

### 4. 關鍵會計估算及判斷

管理層根據過往經驗和其他因素進行估算，包括在有關情況下相信對未來事項的合理期望。

#### 物業、設備及器材的減值

本局定期檢討各項資產是否有跡象顯示有減值的可能性。當有減值跡象出現時，本局跟據附註2(i)所列的會計準則測試資產的賬面值是否超出其可收回款額。可收回款額以資產的公平值扣除銷售成本與使用價值兩者之間較高者為準。

於釐定使用價值時，管理層評估預期來自持續使用資產及於可使用年期終結時出售所產生的估計未來現金流量的現值。於釐定該等未來現金流量及貼現率時需作出估算及判斷。

### 5. 從貿易報關費所得的政府撥款

按照本局與香港政府就2014至2018年3月31日止之財政年度的經費來源協定，支付予本局的政府撥款會就香港政府財政狀況、本局的經費所需及香港政府在上年度徵收報關費所得總收益一併作為基準，唯任何情況下不得少於截至2007年3月31日止之年度之撥款水平。

於2014年12月，香港政府知會本局，本年度本局從貿易報關費所得的政府撥款為港幣3億9,339萬元（2015年：港幣3億9,339萬元），但不會按照實際貿易報關費收入加以調整。其中，港幣2,153萬元（2015年：港幣2,095萬元）用於津貼香港付貨人委員會、港日經濟合作委員會及政府關聯服務所舉辦與貿易相關的活動的經費，餘額港幣3億7,186萬元（2015年：港幣3億7,244萬元）則用於本集團轄下的活動。



## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 6. STAFF COSTS

The total amount of staff costs (including directors' pay and allowances) comprises:

(HK\$'000)	(港幣千元)	2016	2015
Staff salaries and discretionary performance pay	僱員薪金及酌情按表現發放的薪酬	551,771	523,887
Accommodation and other allowances, and staff-related expenses	住宿及其他津貼及僱員相關支出	136,850	132,643
Retirement benefit expenses	退休福利支出	49,051	49,340
		737,672	705,870

### 6. 僱員成本

本年度僱員成本總額(包含總裁級職員之薪酬及津貼)如下:

#### (a) Directors' Pay and Allowances

The directors are key management of the Group and include the Executive Director, Deputy Executive Directors and Assistant Executive Directors. Their total salaries and allowances for the year were as follows:

#### (a) 總裁級職員之薪酬及津貼

總裁級職員乃本集團主要管理人員，包括總裁、副總裁及助理總裁，其本年度薪金及津貼如下：

(HK\$'000)	(港幣千元)	2016			2015
		Executive Director	Other Directors	Total	Total
		總裁	總裁級職員其他	總額	總額
Salaries and discretionary performance pay	薪金及酌情按表現發放的薪酬	4,498	14,292	18,790	20,804
Accommodation and other allowances, retirement benefit and staff-related expenses	住宿及其他津貼、退休福利及員工相關支出	1,362	4,174	5,536	5,539
		5,860	18,466	24,326	26,343

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 6. STAFF COSTS (Cont'd)

#### (a) Directors' Pay and Allowances (Cont'd)

The salaries and discretionary performance pay for all directors of the Group fell within the following ranges:

(HK\$)	(港幣)	2016 No. of Directors 總裁級 職員人數	2015 No. of Directors 總裁級 職員人數
1,000,000 or below	1,000,000或以下	1	—
1,000,001 to 1,500,000	1,000,001至1,500,000	—	1
2,000,001 to 2,500,000	2,000,001至2,500,000	3	2
3,000,001 to 3,500,000	3,000,001至3,500,000	1	2
3,500,001 to 4,000,000	3,500,001至4,000,000	1	—
4,000,001 to 4,500,000	4,000,001至4,500,000	1	2
		7	7

During the year, the Chairman and Council members of the Group did not receive any remuneration for their services rendered to the Group (2015: Nil).

### 6. 僱員成本 (續)

#### (a) 總裁級職員之薪酬及津貼 (續)

支付予總裁級職員的薪金及酌情按表現發放的薪酬組別如下：

於本年度，本集團主席及理事會成員均無就其向本集團提供的服務而收取任何酬金 (2015年：無)。

#### (b) Retirement Benefit Scheme – Defined Benefit Retirement Schemes

HKTDC has defined benefit retirement schemes in Hong Kong and in overseas (collectively the “Schemes”). The major defined benefit retirement scheme is in Hong Kong (the “HK Scheme”), which represents 97% of the total scheme assets of HKTDC as at 31 March 2016.

The HK Scheme is a defined benefit scheme that provides lump sum benefits based on a factor of a member's final salary and years of service upon the member's retirement, death, disability or leaving service. The HK Scheme has been closed to new employees since 1 December 2000.

#### (b) 退休福利計劃—界定福利退休計劃

本局於香港及海外設有界定福利退休計劃 (以下合稱「該等計劃」)，主要計劃設於香港 (以下簡稱「香港計劃」)。於2016年3月31日，香港計劃佔本局總計劃資產的97%。

香港計劃是一項於成員退休、死亡、殘疾或離職時以成員的最後薪金及服務年資為計算基礎的界定福利計劃。香港計劃已於2000年12月1日起停止接受新成員。

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 6. STAFF COSTS (Cont'd)

#### (b) Retirement Benefit Scheme – Defined Benefit Retirement Schemes (Cont'd)

The HK Scheme was established under a trust arrangement. It is registered under the Occupational Retirement Schemes Ordinance of Hong Kong ("ORSO"), and has been granted with MPF Exemption by the Mandatory Provident Fund Schemes Authority. HKTDC is the sole employer participating in the HK Scheme.

In accordance with relevant clauses of the trust deed of the HK Scheme, the Council has an unconditional right to the surplus of the HK Scheme. As a result, the asset ceiling under paragraph 64 and 65 of HKAS 19 and the minimum funding requirements of HK(IFRIC) – Interpretation 14 do not apply to the HK Scheme.

The HK Scheme is administered by HSBC Institutional Trust Services (Asia) Limited who acts as the trustee to the HK Scheme. The key responsibilities of the trustee are to ensure that the HK Scheme is administered in accordance with the trust deed and rules and to act on behalf of all members impartially, prudently and in good faith.

The HK Scheme is mainly exposed to investment risk and interest rate risk. The investment manager of the HK Scheme has been assigned an investment mandate with the targeted asset allocation to achieve a diversified portfolio. The Group's management monitors the overall position of the HK Scheme on a quarterly basis. Since the HK Scheme is a final salary lump sum scheme, its exposure to longevity risk is limited.

### 6. 僱員成本(續)

#### (b) 退休福利計劃—界定福利退休計劃(續)

香港計劃是以信託方式成立，並已根據香港《職業退休計劃條例》註冊，且獲得強制性公積金計劃管理局授予強積金豁免。本局為香港計劃的唯一參與僱主。

根據香港計劃的信託契約的相關條款，本局對於香港計劃的盈餘有無條件使用的權利。因此，香港會計準則第19號(2011)第64段及第65段提及的資產上限及香港(國際財務報告詮釋委員會)詮釋第14號提及的最低供款要求皆不適用於香港計劃。

香港計劃的信託人為滙豐機構信託服務(亞洲)有限公司。信託人的主要職責是依據香港計劃的信託契約及規則運行香港計劃及以公正誠信的態度審慎地管理。

香港計劃主要面對投資風險及利率風險。投資經理獲委派一項訂有資產分配目標的投資授權使投資組合多元化。本集團管理層每季就整體情況進行監察。由於香港計劃是提供一筆最後整額薪金的計劃，因此承受的長壽風險有限。

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 6. STAFF COSTS (Cont'd)

#### (b) Retirement Benefit Scheme – Defined Benefit Retirement Schemes (Cont'd)

Details of the Schemes are as follows:

- (i) Retirement benefit expenses recognised in the Consolidated Income and Expenditure Account were as follows:

(HK\$'000)	(港幣千元)	2016	2015
Current service cost	本期服務費用	35,172	35,601
Net interest cost	淨利息費用	894	1,387
Administrative expenses	行政費用	1,873	1,966
		37,939	38,954

- (ii) Net scheme liabilities recognised in the Consolidated Balance Sheet and represented by the Retirement Benefit Scheme Reserve were as follows:

(HK\$'000)	(港幣千元)	2016	2015
Fair value of scheme assets as at the end of the year	計劃資產於年終結算日的公平值	747,285	820,490
Present value of benefit obligation as at the end of the year	福利責任於年終結算日的現值	(938,379)	(899,640)
Deficit	虧絀	(191,094)	(79,150)

### 6. 僱員成本 (續)

#### (b) 退休福利計劃—界定福利退休計劃 (續)

該等計劃的詳情如下：

- (i) 在綜合收支表內確認為退休福利的支出如下：

- (ii) 以退休福利計劃儲備代表，在綜合資產負債表內確認的計劃淨負債如下：



## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 6. STAFF COSTS (Cont'd)

#### (b) Retirement Benefit Scheme – Defined Benefit Retirement Schemes (Cont'd)

(iii) Movement in the fair value of scheme assets of the year was as follows:

(HK\$'000)	(港幣千元)	2016	2015
At the beginning of the year	年初	820,490	761,884
Exchange difference	匯兌差額	(602)	–
Interest income on scheme assets	計劃資產的利息收入	10,799	16,056
Return on scheme assets, excluding amounts included in interest income	計劃資產的回報，不包括利息收入	(54,263)	76,400
Employer contributions	僱主供款	15,341	16,428
Employee contributions	僱員供款	8,099	8,230
Actual benefits paid	實際已付福利	(50,706)	(56,542)
Administrative expenses paid from scheme assets	由計劃資產支付的行政費用	(1,873)	(1,966)
At the end of the year	年終	747,285	820,490

(iv) Movement in the present value of benefit obligation of the year was as follows:

(HK\$'000)	(港幣千元)	2016	2015
At the beginning of the year	年初	899,640	817,659
Exchange difference	匯兌差額	(638)	–
Current service cost	本期服務費用	35,172	35,601
Interest cost	利息費用	11,693	17,443
Employee contributions	僱員供款	8,099	8,230
Actuarial loss arising from experience adjustment	根據經驗調整引致的精算虧損	23,390	11,553
Actuarial loss arising from change in financial assumptions	財務假設變動引致的精算虧損	11,729	65,696
Actual benefits paid	實際已付福利	(50,706)	(56,542)
At the end of the year	年終	938,379	899,640

### 6. 僱員成本(續)

#### (b) 退休福利計劃—界定福利退休計劃(續)

(iii) 計劃資產公平值的變動如下：

(iv) 福利責任現值的變動如下：

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 6. STAFF COSTS (Cont'd)

#### (b) Retirement Benefit Scheme – Defined Benefit Retirement Schemes (Cont'd)

Further information of the HK Scheme is disclosed below:

- (v) The principal actuarial assumptions used as at 31 March were as follows:

		2016	2015
Discount rate	貼現率	1.1%	1.3%
Expected rate of future salary increase	未來薪酬預期增長率	4.0%	4.0%

The sensitivity analysis of the present value of benefit obligation to changes in actuarial assumptions were as follows:

		Increase/(Decrease) in Present Value of Benefit Obligation 界定福利責任現值增加／(減少)		
		Change in Assumption 假設變動	Increase in Assumption 假設增加 HK\$' 000 港幣千元	Decrease in Assumption 假設減少 HK\$' 000 港幣千元
Discount rate	貼現率	0.25%	(14,721)	15,105
Expected rate of future salary increase	未來薪酬預期增長率	0.25%	11,284	(11,072)

The above sensitivity analyses are based on a change in an assumption while holding all other assumptions constant. The methods and types of assumptions used in preparing the sensitivity analysis did not change compared to the previous period.

### 6. 僱員成本 (續)

#### (b) 退休福利計劃—界定福利退休計劃 (續)

香港計劃的相關資料披露如下:

- (v) 於3月31日所採用的主要精算假設如下:

界定福利責任現值對精算假設變動的敏感度分析如下:

上述敏感度分析乃根據一項假設出現變動，而所有其他假設維持不變。與上期比較，於敏感度分析中所採用的方法及假設類型並無改變。

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 6. STAFF COSTS (Cont'd)

#### (b) Retirement Benefit Scheme – Defined Benefit Retirement Schemes (Cont'd)

(vi) The HK Scheme assets were composed of:

		2016	2015
Equity securities	股本證券	55.5%	54.9%
Fixed-income securities	固定收益證券	38.5%	39.4%
Cash and other net assets	現金及其他淨資產	6.0%	5.7%
		100%	100%

(vii) There are no assets of the HK Scheme that were invested in the Group's own financial instruments or properties as at 31 March 2016.

(viii) Currently, the HK Scheme has a benchmark asset allocation of 50% in equities and 50% in bonds and cash. The long term strategic asset allocations of the HK Scheme are set and reviewed from time to time by the Group taking into account the HK Scheme's membership, liability profile, liquidity requirements, and the risk appetite of the Group.

(ix) The expected Group's contributions to the HK Scheme for the following year are HK\$13.27 million.

(x) The costs of benefits are jointly funded by the Group and the members. Members' contributions are based on a fixed percentage of basic salary as stipulated by the rules of the HK Scheme. These Group's contributions are determined with reference to the funding valuation carried out by the HK Scheme's actuary in accordance with the ORSO requirements. The last funding valuation of the HK Scheme was carried out as at 31 March 2015.

(xi) The weighted average duration of the defined benefit obligation as at 31 March 2016 is 6.5 years (2015: 7.0 years).

### 6. 僱員成本(續)

#### (b) 退休福利計劃—界定福利退休計劃(續)

(vi) 香港計劃資產分佈如下：

(vii) 於2016年3月31日，香港計劃的資產並無被投資於本集團所持有的金融工具或資產。

(viii) 目前，香港計劃的基準資產分配為50%股票和50%債券及現金。本集團考慮到香港計劃的成員資料、負債情況、流動資金要求及本集團的風險承受程度，而對香港計劃的長期策略性資產分配作不時的檢討。

(ix) 本集團預期下年度向香港計劃供款港幣1,327萬元。

(x) 香港計劃提供的福利的成本是由本集團和成員共同供款作承擔。成員供款是依據香港計劃規定的薪金的百分比計算。本集團的供款是依據香港計劃的精算師按照香港《職業退休計劃條例》的要求所進行的精算估值而計算。最近一次的精算估值報告以2015年3月31日為計算日。

(xi) 於2016年3月31日，界定福利責任的加權平均年期為6.5年(2015年：7.0年)。

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 6. STAFF COSTS (Cont'd)

#### (b) Retirement Benefit Scheme – Defined Benefit Retirement Schemes (Cont'd)

(xii) The expected maturity analysis of the benefit payments from the HK Scheme based on the adopted actuarial assumptions:

(HK\$'000)	(港幣千元)	2016
Within one year	一年以內	67,437
Between one and two years	一至二年	66,049
Between two and five years	二至五年	224,500
Over five years	五年以上	961,708

#### (c) Retirement Benefit Scheme – Defined Contribution Retirement Schemes

During the year, the Group's contributions to the defined contribution retirement schemes amounted to HK\$11.11 million (2015: HK\$10.39 million).

### 6. 僱員成本 (續)

#### (b) 退休福利計劃—界定福利退休計劃 (續)

(xii) 根據所採用的精算假設而預計到期從香港計劃支付之福利分析如下：

#### (c) 退休福利計劃—界定供款退休計劃

於本年度，本集團向界定供款退休計劃的供款為港幣1,111萬元（2015年：港幣1,039萬元）。



## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 7. PROPERTY, PLANT AND EQUIPMENT

### 7. 物業、設備及器材

		HKCEC Atrium Link Extension	Land, Office Buildings and Staff Quarters	Furniture, Equipment, Fitting and Leasehold Improvements 傢俬 設備、裝置 及租賃樓宇 內部裝修	Motor Vehicles and Vessels	Operating Assets and Exhibition Stand Systems	Total
(HK\$'000)	(港幣千元)	香港會議 展覽中心 中庭擴建	土地、 辦事處樓宇 及職員宿舍		汽車 及船舶	經營資產 及展覽 攤位裝置	總額
<b>2015/16</b>							
<u>Cost</u>	<u>原值</u>						
At 1 April 2015	於2015年4月1日	1,481,419	778,808	507,503	5,516	162,531	2,935,777
Additions	增置	–	–	57,315	691	11,589	69,595
Disposals	出售	–	–	(7,090)	(510)	(3,331)	(10,931)
At 31 March 2016	於2016年3月31日	1,481,419	778,808	557,728	5,697	170,789	2,994,441
<u>Accumulated Depreciation</u>	<u>累積折舊</u>						
At 1 April 2015	於2015年4月1日	464,451	229,711	408,698	4,892	141,455	1,249,207
Depreciation of HKCEC Atrium Link Extension	香港會議展覽中心中庭 擴建的折舊	74,346	–	–	–	–	74,346
Depreciation of other property, plant and equipment	其他物業、設備及器材 的折舊	–	14,134	37,963	317	9,943	62,357
Depreciation written back on disposals	出售時回撥	–	–	(7,067)	(510)	(3,320)	(10,897)
At 31 March 2016	於2016年3月31日	538,797	243,845	439,594	4,699	148,078	1,375,013
<u>Net Book Value</u>	<u>賬面淨值</u>						
At 31 March 2016	於2016年3月31日	942,622	534,963	118,134	998	22,711	1,619,428

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 7. PROPERTY, PLANT AND EQUIPMENT (Cont'd)

### 7. 物業、設備及器材 (續)

		HKCEC Atrium Link Extension	Land, Office Buildings and Staff Quarters	Furniture, Equipment, Fitting and Leasehold Improvements 傢俬 設備、裝置 及租賃樓宇 內部裝修	Motor Vehicles and Vessels	Operating Assets and Exhibition Stand Systems	Total
(HK\$'000)	(港幣千元)	香港會議 展覽中心 中庭擴建	土地、 辦事處樓宇 及職員宿舍		汽車 及船舶	經營資產 及展覽 攤位裝置	總額
2014/15							
<u>Cost</u>	<u>原值</u>						
At 1 April 2014	於2014年4月1日	1,481,419	778,808	476,973	5,688	161,198	2,904,086
Additions	增置	–	–	36,102	–	6,940	43,042
Disposals	出售	–	–	(5,572)	(172)	(5,607)	(11,351)
At 31 March 2015	於2015年3月31日	1,481,419	778,808	507,503	5,516	162,531	2,935,777
<u>Accumulated Depreciation</u>							
	<u>累積折舊</u>						
At 1 April 2014	於2014年4月1日	387,424	215,578	375,552	4,488	135,069	1,118,111
Depreciation of HKCEC Atrium Link Extension	香港會議展覽中心中庭 擴建的折舊	77,027	–	–	–	–	77,027
Depreciation of other property, plant and equipment	其他物業、設備及器材 的折舊	–	14,133	38,501	576	11,937	65,147
Depreciation written back on disposals	出售時回撥	–	–	(5,355)	(172)	(5,551)	(11,078)
At 31 March 2015	於2015年3月31日	464,451	229,711	408,698	4,892	141,455	1,249,207
<u>Net Book Value</u>							
	<u>賬面淨值</u>						
At 31 March 2015	於2015年3月31日	1,016,968	549,097	98,805	624	21,076	1,686,570

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 8. LAND USE RIGHTS

The Group's interests in land use rights in Hong Kong and outside of Hong Kong represent prepaid operating lease payments. Their net book values are analysed as follows:

(HK\$'000)	(港幣千元)	2016	2015
At beginning of the year	年初	50,509	51,946
Amortisation	攤銷	(1,436)	(1,437)
At end of the year	年終	49,073	50,509

### 8. 土地使用權

本集團於香港及香港以外地區的土地使用權權益乃指預付經營租賃款項。其賬面淨值分析如下：

### 9. SUBSIDIARIES

Details of the wholly owned subsidiaries as at 31 March 2016 are as follows:

### 9. 附屬公司

於2016年3月31日，全資附屬公司的詳情如下：

Name	Place of Incorporation and Operations	Issued Ordinary Share Capital/ Registered Capital 已發行及繳足資本／註冊資本 HK\$ 港幣	Interest Held Directly/ Indirectly 直接／間接持有權益	Principal Activities
名稱	註冊成立及營運地點			主要業務
HKTDC (Japan) Limited	Hong Kong 香港	22,800,000	100% Directly 直接持有	Property holding and leasing 物業持有及租賃
HKTDC Limited 香港貿發局有限公司	Hong Kong 香港	1	100% Directly 直接持有	Trade promotion 貿易推廣
Guangzhou Gang Mao Consultancy and Management Company Limited 廣州港貿諮詢管理有限公司	The People's Republic of China 中華人民共和國	3,460,000	100% Indirectly 間接持有	Consultancy and business support 諮詢及商貿支援
HKTDC Design Gallery (Guangdong) Trading Company Limited 貿發設計廊(廣東)商貿有限公司	The People's Republic of China 中華人民共和國	28,142,800	100% Indirectly 間接持有	Wholesale and retail 批發零售

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 10. ACCOUNTS RECEIVABLE, DEPOSITS AND PREPAYMENTS

### 10. 應收賬項、訂金及預付款項

(HK\$'000)	(港幣千元)	2016	2015
Accounts receivable	應收賬項	111,763	114,838
Deposits and prepayments	訂金及預付款項	130,792	150,527
Other receivables	其他應收賬項	44,261	42,616
		<b>286,816</b>	<b>307,981</b>

The ageing analysis of the accounts receivable was as follows:

應收賬項的賬齡分析如下：

(HK\$'000)	(港幣千元)	2016	2015
Performing – within credit term	信貸期限以內	106,206	107,182
Balances past due but not impaired	逾期但不需減值的結餘		
– Up to three months	– 三個月以內	5,393	4,298
– Three to six months	– 三至六個月	49	274
– More than six months	– 多於六個月	115	3,084
		<b>111,763</b>	<b>114,838</b>

The amounts which were past due but not impaired relate to a number of independent customers that have good track records and no history of default.

逾期未收回但未作減值撥備的應收賬項為與擁有良好記錄及從沒有不履行債務的獨立客戶們有關之款項。

The carrying amounts of accounts receivable, deposits and prepayments, which approximate their fair values, were denominated in the following currencies:

應收賬項、訂金及預付款項的賬面值與其公平值相若，以下列貨幣為單位：

(HK\$'000)	(港幣千元)	2016	2015
Hong Kong dollars	港幣	251,295	269,499
Euro	歐元	4,920	4,420
United States dollars	美元	9,939	8,678
Other currencies	其他貨幣	20,662	25,384
		<b>286,816</b>	<b>307,981</b>



## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 11. FIXED-INCOME AND EQUITY SECURITIES

### 11. 固定收益及股本證券

(HK\$'000)	(港幣千元)	2016	2015
Fixed-income securities	固定收益證券	1,425,027	1,343,555
Equity securities	股本證券	458,108	477,073
Financial derivatives	金融衍生生物	(16,519)	18,206
		<b>1,866,616</b>	<b>1,838,834</b>

The fixed-income and equity securities are designated and accounted for as financial assets at fair value through income or expenditure, mainly denominated in Hong Kong dollars and United States dollars. Changes in fair value of fixed-income and equity securities are recorded in "Investment income" in the Consolidated Income and Expenditure Account.

固定收益及股本證券為按公平值透過收支記賬的金融資產，主要以港幣及美元為單位。其公平值的變動在綜合收支表列為「投資收益」。

### 12. DERIVATIVE FINANCIAL INSTRUMENTS

### 12. 衍生金融工具

(HK\$'000)	(港幣千元)	2016	2015
<b>Current Assets as per Consolidated Balance Sheet</b>	<b>綜合資產負債表內之流動資產</b>		
Forward foreign currency contracts – cash flow hedges	遠期外匯合約 – 現金流量對沖	3,822	–
<b>Current Liabilities as per Consolidated Balance Sheet</b>	<b>綜合資產負債表內之流動負債</b>		
Forward foreign currency contracts – cash flow hedges	遠期外匯合約 – 現金流量對沖	–	24,924

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 12. DERIVATIVE FINANCIAL INSTRUMENTS (Cont'd)

The notional principal amounts of the outstanding forward foreign currency contracts as at 31 March 2016 amounted to US\$39.67 million (equivalent to HK\$309.40 million) (2015: US\$48.25 million (equivalent to HK\$376.37 million)) would be exchanged into mainly Renminbi, Euro, Japanese Yen and Pounds Sterling of HK\$135.83 million, HK\$109.48 million, HK\$25.06 million and HK\$11.23 million respectively at pre-determined rates.

The hedged highly probable forecast transactions denominated in foreign currency are expected to occur at various dates during the next 12 months. Gains and losses relate to effective hedges recognised in the Hedging Reserve in equity (note 19) on forward foreign currency contracts as of 31 March 2016 and 2015, are recognised in the Consolidated Income and Expenditure Account in the period or periods during which the hedged forecast transaction affects the Consolidated Income and Expenditure Account.

The ineffective portion recognised in the Consolidated Income and Expenditure Account that arises from cash flow hedges amounted to a gain of HK\$3.15 million (2015: a loss of HK\$0.78 million).

### 12. 衍生金融工具 (續)

於2016年3月31日，仍未結算的遠期外匯合約的名義本金金額為3,967萬美元（相當於港幣3億940萬元）（2015年：4,825萬美元（相當於港幣3億7,637萬元））。此等合約將會以預定匯率主要對換作人民幣、歐元、日圓和英鎊，合約金額分別為港幣1億3,583萬元、港幣1億948萬元、港幣2,506萬元和港幣1,123萬元。

以外幣計值而已作對沖的高度可能發生的預期交易將於未來十二個月內的多個日期發生。於2016年及2015年3月31日，就遠期外匯合約的有效部份在權益內的對沖儲備中確認的收益和虧損（附註19），會在對沖交易影響綜合收支表的一個或多個期間內確認。

在綜合收支表中確認來自現金流量對沖的無效部份的收益金額為港幣315萬元（2015年：虧損港幣78萬元）。

### 13. CASH AND BANK BALANCES

(HK\$'000)	(港幣千元)	2016	2015
Time deposits held at banks	銀行定期存款	415,757	514,903
Deposits held by fund managers for investments	投資經理持有作投資用的現金存款	39,138	33,539
Imprest accounts for overseas promotional projects	海外推廣計劃定額備用賬	4,787	4,158
Cash, savings and current accounts	庫存現金、儲蓄及支票戶口結存	271,288	153,891
		<b>730,970</b>	<b>706,491</b>

### 13. 現金及銀行結存

As at 31 March 2016, the effective interest rate on short-term bank deposits was 0.6% per annum (2015: 1.0% per annum). These deposits have maturity periods ranging from 14 to 92 days (2015: ranging from 30 to 90 days).

短期銀行存款於2016年3月31日的實際年利率為0.6厘（2015年：1.0厘），此等存款的平均到期日介乎14日至92日（2015年：30日至90日）。

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 13. CASH AND BANK BALANCES (Cont'd)

The carrying amounts of the cash and bank balances were denominated in the following currencies:

(HK\$'000)	(港幣千元)	2016	2015
Hong Kong dollars	港幣	80,636	64,455
Euro	歐元	34,075	14,739
United States dollars	美元	519,328	582,752
Other currencies	其他貨幣	96,931	44,545
		730,970	706,491

### 13. 現金及銀行結存(續)

現金及銀行結存的賬面值以下列貨幣為單位：

### 14. BANK BORROWINGS AND FINANCE COSTS

HKTDC has entered into an unsecured bank loan facility arrangement for HK\$720.00 million to partly finance the construction costs of the HKCEC Atrium Link Extension project. The bank loan is denominated in Hong Kong dollars and carries floating interest rate. The effective interest rate at the balance sheet date was 0.4% (2015: 0.8%). The exposure of the bank loan to interest-rate changes and the contractual repricing dates at the end of the reporting period are as follows:

(HK\$'000)	(港幣千元)	2016	2015
One Month	一個月	234,000	306,000

### 14. 銀行貸款及財務費用

本局為香港會議展覽中心中庭擴建計劃作部分融資，達成一項達港幣7億2,000萬元無抵押的銀行貸款融資協議。此銀行貸款以港幣為單位並帶浮動利率。於年結日的實際年利率為0.4厘（2015年：0.8厘）。於年結日受利率變動影響之銀行貸款及其合約重新定價日期如下：

The bank loan is repayable in quarterly installments for a period of ten years commencing from July 2009. The carrying amount at the year end approximates its fair value and repayable as follows:

貸款從2009年7月起計十年內按季度分期償還。其賬面值於年結日與公平值相若，償還金額如下：

(HK\$'000)	(港幣千元)	2016	2015
Within one year	一年以內	72,000	72,000
Between one to two years	一至二年	72,000	72,000
Between two to five years	二至五年	90,000	162,000
		234,000	306,000

Interest expense recognised in the Consolidated Income and Expenditure Account for the year ended 31 March 2016 amounted to HK\$1.05 million (2015: HK\$2.73 million).

於截至2016年3月31日止之年度，於綜合收支表內確認的利息費用為港幣105萬元（2015年：港幣273萬元）。

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 15. ACCOUNTS PAYABLE, ACCRUALS AND RECEIPTS IN ADVANCE

### 15. 應付賬款、應計項目及預收款項

(HK\$'000)	(港幣千元)	2016	2015
Accounts payable	應付賬款	4,819	16,217
Receipts in advance due within one year	一年以內到期的預收款項	656,461	647,121
Accruals	應計項目	374,411	290,487
Other payables	其他應付賬款	151,683	187,376
		1,187,374	1,141,201

Total receipts in advance comprise:

預收款項總額包括:

(HK\$'000)	(港幣千元)	2016	2015
Amounts due within one year included in "Accounts payable, accruals and receipts in advance"	一年以內到期，包括在「應付賬款，應計項目及預收款項」內	656,461	647,121
Amounts due after one year on Consolidated Balance Sheet classified as non-current liabilities	一年以後到期，於綜合資產負債表分類為非流動負債	5,832	40,728
		662,293	687,849

The carrying amounts of accounts payable and other payables, which approximate their fair values, were denominated in the following currencies:

應付賬款及其他應付賬款的賬面值與其公平值相若，以下列貨幣為單位：

(HK\$'000)	(港幣千元)	2016	2015
Hong Kong dollars	港幣	76,261	121,172
Renminbi	人民幣	73,792	69,375
Euro	歐元	414	1,840
United States dollars	美元	413	6,686
Other currencies	其他貨幣	5,622	4,520
		156,502	203,593



## Notes to the Consolidated Financial Statements 綜合財務報表附註

## 16. GENERAL FUND

## 16. 普通資金

		2016			2015
		HKCEC Atrium Link Extension 香港會議 展覽中心 中庭擴建	Others 其他	Total 總額	Total 總額
(HK\$'000)	(港幣千元)				
Balance brought forward	承前結餘	635,344	720,111	1,355,455	1,349,401
Transfer to Consolidated Income and Expenditure Account	轉撥往綜合收支表	—	(53,076)	(53,076)	(47,034)
Transfer from Reserve Fund (Note 17)	轉撥自儲備資金 (附註17)	32,550	61,509	94,059	62,332
Transfer to Exhibition Contracting Services Fund (Note 18)	轉撥往展覽服務資金 (附註18)	—	(2,271)	(2,271)	(9,244)
Transfer to Other Specific Funds (Note 19)	轉撥往其他特定資金 (附註19)	—	(394)	(394)	—
Balance carried forward	結轉下期	667,894	725,879	1,393,773	1,355,455

The General Fund represents the Group's contribution to the HKCEC Atrium Link Extension, other property, plant and equipment, operating assets, exhibition stand systems and land use rights.

普通資金指本集團所資助的香港會議展覽中心中庭擴建、其他自置物業、設備及器材、經營資產、展覽攤位裝置及土地使用權。

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 17. RESERVE FUND

### 17. 儲備資金

(HK\$'000)	(港幣千元)	2016	2015
Balance brought forward	承前結餘	1,032,704	1,121,819
Transfer to General Fund (Note 16)	轉撥往普通資金(附註16)	(94,059)	(62,332)
Transfer from/(to) Other Specific Funds (Note 19)	轉撥自／(往)其他特定資金(附註19)	118,478	(26,783)
Balance carried forward	結轉下期	1,057,123	1,032,704

Section 22(2) of Part VI on Financial Provisions and Reports of the Hong Kong Trade Development Council Ordinance requires disclosure of all unallocated balances and surpluses available for use during the year. The Reserve Fund represents all such surpluses.

《香港貿易發展局條例》第VI部－財務條文及報告之第22(2)條要求披露每個財政年度內可以動用的未分配結餘及盈餘。儲備資金相等於此等盈餘的總額。

### 18. EXHIBITION CONTRACTING SERVICES FUND

### 18. 展覽服務資金

(HK\$'000)	(港幣千元)	2016	2015
Balance brought forward	承前結餘	160,028	150,784
Transfer from/(to) General Fund (Note 16)	轉撥自／(往)普通資金(附註16)		
– Acquisition of operating assets	– 購置經營資產	(12,012)	(7,124)
– Depreciation/Amortisation of operating assets	– 經營資產的折舊／攤銷	14,271	16,312
– Written-down value of operating assets on disposal	– 出售經營資產的撇減值	12	56
		2,271	9,244
Balance carried forward	結轉下期	162,299	160,028

The Exhibition Contracting Services Fund represents the accumulated net income generated from operating assets provided for support services to trade fairs and exhibitions organised by the Group. This Fund is set aside for future replacement and purchase of additional operating assets.

展覽服務資金指以經營資產提供支援服務予本集團所舉辦的貿易展覽會所得的累計淨收益。結存餘額則留作日後重置及增置所需的額外經營資產所用。

## Notes to the Consolidated Financial Statements 綜合財務報表附註

## 19. OTHER SPECIFIC FUNDS

## 19. 其他特定資金

		2016						2015
		Retirement Benefit Scheme Reserve 退休福利 計劃儲備	Capital Assets Fund 資本性 資產資金	Exhibition Stand Systems Fund 展覽攤位 裝置資金	Investment in Subsidiary Fund 投資附屬 公司資金	Convention and Exhibition Centre Fund 會議展覽 中心資金	Total	Total
(HK\$'000)	(港幣千元)	對沖儲備	計劃儲備	資產資金	裝置資金	公司資金	總額	總額
Balance brought forward	承前結餘	(24,924)	(79,150)	88,774	62,080	101,653	301,762	450,195
Transfer from/(to) Consolidated Income and Expenditure Account	轉撥自/(往)綜合收支表							
- Interest income	- 利息收入	-	-	-	-	1,261	1,261	2,067
- Gain from investment in fixed-income and equity securities	- 投資收益	-	-	1,691	1,183	1,010	-	3,884
- Ineffective portion of cash flow hedges	- 現金流量對沖的無效部份	3,147	-	-	-	-	-	3,147
- Retirement benefit expenses excluding cash contributions	- 現金供款以外的退休福利支出	-	(22,562)	-	-	-	-	(22,562)
- Items related to HKCEC operation	- 有關香港會議展覽中心營運之項目	-	-	-	-	-	71,172	71,172
		3,147	(22,562)	1,691	1,183	1,010	72,433	56,902
Other Comprehensive Income	其他全面收益							
- Realisation of cash flow hedges	- 現金流量對沖變現	22,853	-	-	-	-	-	22,853
- Fair value gain/(loss) on forward foreign currency contracts at year end	- 年終遠期外匯合約公平值收益/(虧損)	2,746	-	-	-	-	-	2,746
- Actuarial loss on defined benefit retirement schemes	- 界定福利退休計劃的精算虧損	-	(89,382)	-	-	-	-	(89,382)
		25,599	(89,382)	-	-	-	-	(63,783)
Transfer from General Fund (Note 16)	轉撥自普通資金(附註16)	-	-	-	-	394	-	394
Transfer (to)/from Reserve Fund (Note 17)	轉撥(往)/自儲備資金(附註17)	-	-	-	-	(46,478)	(72,000)	(118,478)
Balance carried forward	結轉下期	3,822	(191,094)	90,465	63,263	56,579	302,195	325,230

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 19. OTHER SPECIFIC FUNDS (Cont'd)

The Hedging Reserve represents the effective portion of fair value gains or losses arising from the cash flow hedges as explained in note 2(j) and is recycled to the Consolidated Income and Expenditure Account between one month and twelve months from the balance sheet date.

The Retirement Benefit Scheme Reserve represents the Group's total retirement benefit expenses excluding cash contributions and actuarial gain or loss that are charged to the Consolidated Income and Expenditure Account and Consolidated Statement of Comprehensive Income.

The Capital Assets Fund exists for the acquisition of the Group's properties and will be transferred to the General Fund upon the execution of asset purchases.

The Exhibition Stand Systems Fund was set up for the acquisition of unique, custom-designed exhibition stand systems to upgrade the presentation of the Group's overseas promotional projects. Charges for the use of the exhibition stand systems and the amortisation of costs over the expected useful lives of the assets are dealt with through the Consolidated Income and Expenditure Account.

The Investment in Subsidiary Fund was set up for the incorporation of subsidiary companies.

The Convention and Exhibition Centre Fund was set up to deal with the Group's contribution to the enhancement works of the HKCEC Phase II building, as well as further expansion projects.

### 19. 其他特定資金 (續)

對沖儲備乃為現金流量對沖所產生的有效部份的公平值盈虧而設，詳情見附註2(j)，並於年結日起計一至十二個月內轉撥至綜合收支表。

退休福利計劃儲備乃指本集團已計入綜合收支表及綜合全面收益表內除現金供款外的退休福利支出及精算利得或虧損。

資本性資產資金乃專為購置本集團的物業而設，並將於購入資產時轉撥往普通資金。

展覽攤位裝置資金乃專為購買獨特、並有特定設計的展覽攤位裝置而設，藉此提高本集團於海外推廣活動之形象。使用展覽攤位裝置的收費及資產在預計可用年限內的攤銷成本均在綜合收支表內結算。

投資附屬公司資金乃專為成立附屬公司而設立。

會議展覽中心資金乃專為處理本集團資助香港會議展覽中心二期樓宇的改善工程及擴建工程而設。



## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 20. COMMITMENTS

### 20. 承擔

#### (a) Capital Commitments

#### (a) 資本承擔

(HK\$'000)	(港幣千元)	2016	2015
<b>Contracted but not Provided For</b>	<b>已簽約但未撥備</b>		
Property, plant and equipment	物業、設備及器材	—	3,992
<b>Authorised but not Contracted For</b>	<b>已批准但未簽約</b>		
Property, plant and equipment	物業、設備及器材	—	3,627

#### (b) Operating Lease Commitments

Future aggregate minimum operating lease commitments in respect of office premises, commercial premises and staff quarters at 31 March were payable as follows:

#### (b) 經營租約承擔

於3月31日，根據有關辦事處、商舖及職員宿舍的經營租約，未來的最低應付租金總額如下：

(HK\$'000)	(港幣千元)	2016	2015
Not later than one year	一年以內	33,786	34,102
Later than one year and not later than five years	一年以後及五年以內	16,374	36,787
		50,160	70,889

Operating lease expenses for leased premises amounted to HK\$17.38 million (2015: HK\$16.01 million) was included in "Other promotional activities" in the Consolidated Income and Expenditure Account.

於綜合收支表中的「其他貿易推廣活動」包含經營租約租金，費用為港幣1,738萬元(2015年：港幣1,601萬元)。

## Notes to the Consolidated Financial Statements 綜合財務報表附註

### 20. COMMITMENTS (Cont'd)

#### (b) Operating Lease Commitments (Cont'd)

Future aggregate minimum operating lease receivables in respect of properties at 31 March were as follows:

(HK\$' 000)	(港幣千元)	2016	2015
Not later than one year	一年以內	7,690	5,018
Later than one year and not later than five years	一年以後及五年以內	5,996	1,107
		13,686	6,125

### 21. RELATED PARTY DISCLOSURES

As HKTDC was incorporated under the Hong Kong Trade Development Council Ordinance and seven Council members including the Council Chairman are appointed by the Chief Executive, the HKSAR Government has significant influence in making financial and operational policies and is regarded as the Group's related party. In addition to the subvention payable to HKTDC disclosed elsewhere in the consolidated financial statements, the Group entered into related party transactions during the year with the HKSAR Government related entities in exhibitions, missions and other operational activities for trade promotion purposes.

### 22. OTHER MATTERS

The Group provides financial assistance to The Hong Kong Shippers' Council and subsidises the activities of Hong Kong/Japan Business Co-operation Committee. Expenditure for these purposes during the year, which has been dealt with in the Consolidated Income and Expenditure Account, was as follows:

(HK\$' 000)	(港幣千元)	2016	2015
The Hong Kong Shippers' Council	香港付貨人委員會	6,983	6,722
Hong Kong/Japan Business Co-operation Committee	港日經濟合作委員會	275	93

### 20. 承擔 (續)

#### (b) 經營租約承擔 (續)

於3月31日，根據有關物業的經營租約，未來的最低應收租金總額如下：

### 21. 關聯人士披露

本局根據《香港貿易發展局條例》註冊成立。七名理事會成員，包括理事會主席，由行政長官指名委任。因此，香港政府對於本局的財政及行政決策深具影響，並介定為關聯人士。除綜合財務報表其他部份所披露從貿易報關費所得的政府撥款外，本局與香港政府控制實體之間的交易包括舉辦貿易展覽會、訪問團及其他貿易拓展活動，以作貿易推廣。

### 22. 其他事項

本集團提供財政支援予香港付貨人委員會，並津貼港日經濟合作委員會的活動。本年度已在綜合收支表處理之此等費用如下：

## Auditor and Principal Bankers 核數師及主要銀行

### AUDITOR

PricewaterhouseCoopers

### 核數師

羅兵咸永道會計師事務所

### PRINCIPAL BANKERS

Bank of China (Hong Kong) Limited

Bank of Tokyo-Mitsubishi UFJ, Ltd. (The)

Citibank, N.A.

Hongkong & Shanghai Banking Corporation Limited (The)

Standard Chartered Bank (Hong Kong) Limited

### 主要銀行

中國銀行(香港)有限公司

Bank of Tokyo-Mitsubishi UFJ, Ltd. (The)

花旗銀行

香港上海滙豐銀行有限公司

渣打銀行(香港)有限公司

# Council Members

## 理事會成員

as of 31 March 2016

截至2016年3月31日

### CHAIRMAN

Vincent HS Lo, *GBS, JP*

### 主席

羅康瑞先生 金紫荊星章、太平紳士

### EX-OFFICIO MEMBERS

Professor Daniel M Cheng, *MH, JP*

Chairman

The Federation of Hong Kong Industries

### 當然成員

鄭文聰教授 榮譽勳章、太平紳士

香港工業總會

主席

Dr Peter Lam, *GBS*

Chairman

The Hong Kong Tourism Board

林建岳博士 金紫荊星章

香港旅遊發展局

主席

Dr Eddy Li, *BBS, JP*

President

The Chinese Manufacturers' Association of Hong Kong

李秀恒博士 銅紫荊星章、太平紳士

香港中華廠商聯合會

會長

Patrick Nip, *JP*

Director of Information Services

HKSAR Government

聶德權先生 太平紳士

香港特別行政區政府

新聞處處長

YK Pang, *SBS, JP*

Chairman

The Hong Kong General Chamber of Commerce

彭耀佳先生 銀紫荊星章、太平紳士

香港總商會

主席

The Honourable Gregory So, *GBS, JP*

Secretary for Commerce and Economic Development

HKSAR Government

蘇錦樑先生 金紫荊星章、太平紳士

香港特別行政區政府

商務及經濟發展局局長

May Tan

Chairperson

The Hong Kong Association of Banks

陳秀梅女士

香港銀行公會

主席

Dr Charles Yeung, *SBS, JP*

Chairman

The Chinese General Chamber of Commerce

楊釗博士 銀紫荊星章、太平紳士

香港中華總商會

會長



**NOMINATED MEMBERS**

Shirley Chan, *JP*  
First Vice President  
The Chinese Manufacturers' Association of Hong Kong

Dr Jonathan Choi, *GBS, BBS, JP*  
Chairman  
Sunwah Group

The Honourable Jeffrey Lam, *GBS, JP*  
Managing Director  
Forward Winsome Industries Ltd

Willy Lin, *SBS, MBE, JP*  
Managing Director  
Milo's Knitwear (International) Ltd

**MEMBERS APPOINTED BY THE CHIEF EXECUTIVE**

Jason Chiu  
CEO  
Cherrypicks Ltd

Michael Hui, *MH, JP*  
Managing Director  
Freedom Industrial Corporation Ltd

Ayesha M Lau, *JP*  
Partner in charge, Tax – HKSAR  
KPMG

Edith Law  
Chairlady  
Fashion Farm Foundation

Dr Peter Lee, *GBS, JP*  
Vice Chairman  
Henderson Land Development Co Ltd

John Slosar  
Chairman  
John Swire & Sons (HK) Ltd

**提名成員**

陳淑玲女士 *太平紳士*  
香港中華廠商聯合會  
第一副會長

蔡冠深博士 *金紫荊星章、銅紫荊星章、太平紳士*  
新華集團  
主席

林健鋒議員 *金紫荊星章、太平紳士*  
永和實業有限公司  
董事長

林宣武先生 *銀紫荊星章、MBE、太平紳士*  
美羅針織廠(國際)有限公司  
董事總經理

**由行政長官委任的成員**

趙子翹先生  
創奇思有限公司  
行政總裁

許華傑先生 *榮譽勳章、太平紳士*  
福登實業有限公司  
董事總經理

劉麥嘉軒女士 *太平紳士*  
畢馬威會計師事務所  
香港特別行政區稅務主管合夥人

羅可欣女士  
Fashion Farm Foundation  
主席

李家傑博士 *金紫荊星章、太平紳士*  
恒基兆業地產有限公司  
副主席

史樂山先生  
香港太古集團有限公司  
主席

# Membership of Committees

## 委員會成員

as of 31 March 2016

截至2016年3月31日

### STAFF AND FINANCE COMMITTEE

Shirley Chan, *JP* (Chairman)  
Professor Daniel M Cheng, *MH, JP*  
Dr Jonathan Choi, *GBS, BBS, JP*  
Michael Hui, *MH, JP*  
The Honourable Jeffrey Lam, *GBS, JP*  
Edith Law  
Willy Lin, *SBS, MBE, JP*  
YK Pang, *SBS, JP*  
The Honourable Gregory So, *GBS, JP*  
May Tan  
Margaret Fong

### AUDIT COMMITTEE

Shirley Chan, *JP* (Chairman)  
Dr Jonathan Choi, *GBS, BBS, JP*  
The Honourable Jeffrey Lam, *GBS, JP*

### PRODUCT PROMOTION PROGRAMME COMMITTEE

The Honourable Jeffrey Lam, *GBS, JP* (Chairman)  
Charles Chan, *BBS, JP*  
Professor KB Chan, *MH*  
Bob Chong, *BBS*  
Michael Hui, *MH, JP*  
Anthony Keung  
Patrick Nip, *JP*  
The Honourable Gregory So, *GBS, JP*  
Cliff K Sun, *BBS, JP*  
CK Yeung  
Margaret Fong

### SERVICE PROMOTION PROGRAMME COMMITTEE

Dr Jonathan Choi, *GBS, BBS, JP* (Chairman)  
Nicholas Brooke, *SBS, BBS, JP*  
Johnny Chan  
Viveca Chan  
Professor Daniel M Cheng, *MH, JP*  
CK Kwong, *JP*  
Ayesha M Lau, *JP*  
Professor Patrick Lau, *SBS, JP*  
Patrick Nip, *JP*  
The Honourable Gregory So, *GBS, JP*  
James Thompson, *GBS*  
Margaret Fong

### 職員及財務委員會

陳淑玲女士 太平紳士 (主席)  
鄭文聰教授 榮譽勳章、太平紳士  
蔡冠深博士 金紫荊星章、銅紫荊星章、太平紳士  
許華傑先生 榮譽勳章、太平紳士  
林健鋒議員 金紫荊星章、太平紳士  
羅可欣女士  
林宣武先生 銀紫荊星章、MBE、太平紳士  
彭耀佳先生 銀紫荊星章、太平紳士  
蘇錦樑先生 金紫荊星章、太平紳士  
陳秀梅女士  
方舜文女士

### 審核委員會

陳淑玲女士 太平紳士 (主席)  
蔡冠深博士 金紫荊星章、銅紫荊星章、太平紳士  
林健鋒議員 金紫荊星章、太平紳士

### 製造業拓展計劃委員會

林健鋒議員 金紫荊星章、太平紳士 (主席)  
陳聖澤先生 銅紫荊星章、太平紳士  
陳其鏞教授 榮譽勳章  
莊學海先生 銅紫荊星章  
許華傑先生 榮譽勳章、太平紳士  
姜炳蘇先生  
聶德權先生 太平紳士  
蘇錦樑先生 金紫荊星章、太平紳士  
孫啟烈先生 銅紫荊星章、太平紳士  
楊子江先生  
方舜文女士

### 服務業拓展計劃委員會

蔡冠深博士 金紫荊星章、銅紫荊星章、太平紳士 (主席)  
蒲祿祺先生 銀紫荊星章、銅紫荊星章、太平紳士  
陳覺忠先生  
陳一枏女士  
鄭文聰教授 榮譽勳章、太平紳士  
鄭志強先生 太平紳士  
劉麥嘉軒女士 太平紳士  
劉秀成教授 銀紫荊星章、太平紳士  
聶德權先生 太平紳士  
蘇錦樑先生 金紫荊星章、太平紳士  
詹康信先生 金紫荊星章  
方舜文女士

# Directorate and Senior Staff

## 總裁級及高級職員

as of 31 March 2016

截至2016年3月31日

### EXECUTIVE DIRECTOR

Margaret Fong

### 總裁

方舜文女士

### DIRECTORATE

Benjamin Chau

Deputy Executive Director

### 總裁級職員

周啟良先生

副總裁

Raymond Yip

Deputy Executive Director

葉澤恩先生

副總裁

Clare Wong

Assistant Executive Director

黃思慧女士

助理總裁

Lawrence Yipp

Assistant Executive Director

葉永朝先生

助理總裁

Sophia Chong

Assistant Executive Director

張淑芬女士

助理總裁

Adeline Wong

Assistant Executive Director

黃靜文女士

助理總裁

### SENIOR STAFF

#### Head Office

William Chui

Jenny Koo

Nicholas Kwan

Loretta Wan

Yvonne So

Stephen Liang

Johnny Wan

### 高級職員

#### 總辦事處

徐耀霖先生

古靜敏女士

關家明先生

尹淑貞女士

蘇詠雪女士

梁國浩先生

溫少文先生

#### Regional Offices

Ralph Chow

Stephen Wong

Brian Ng

Shigemi Furuta

Susan Lam

Perry Fung

Dannie Chiu

#### 區域辦事處

周瑞麒先生

黃志強先生

吳子衡先生

古田茂美女士

林蘇珊女士

馮渤先生

趙岩女士

# THE HKTDC AROUND THE WORLD

貿發局全球辦事處

## ● NORTH AMERICA 北美洲

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

## ● LATIN AMERICA 拉丁美洲

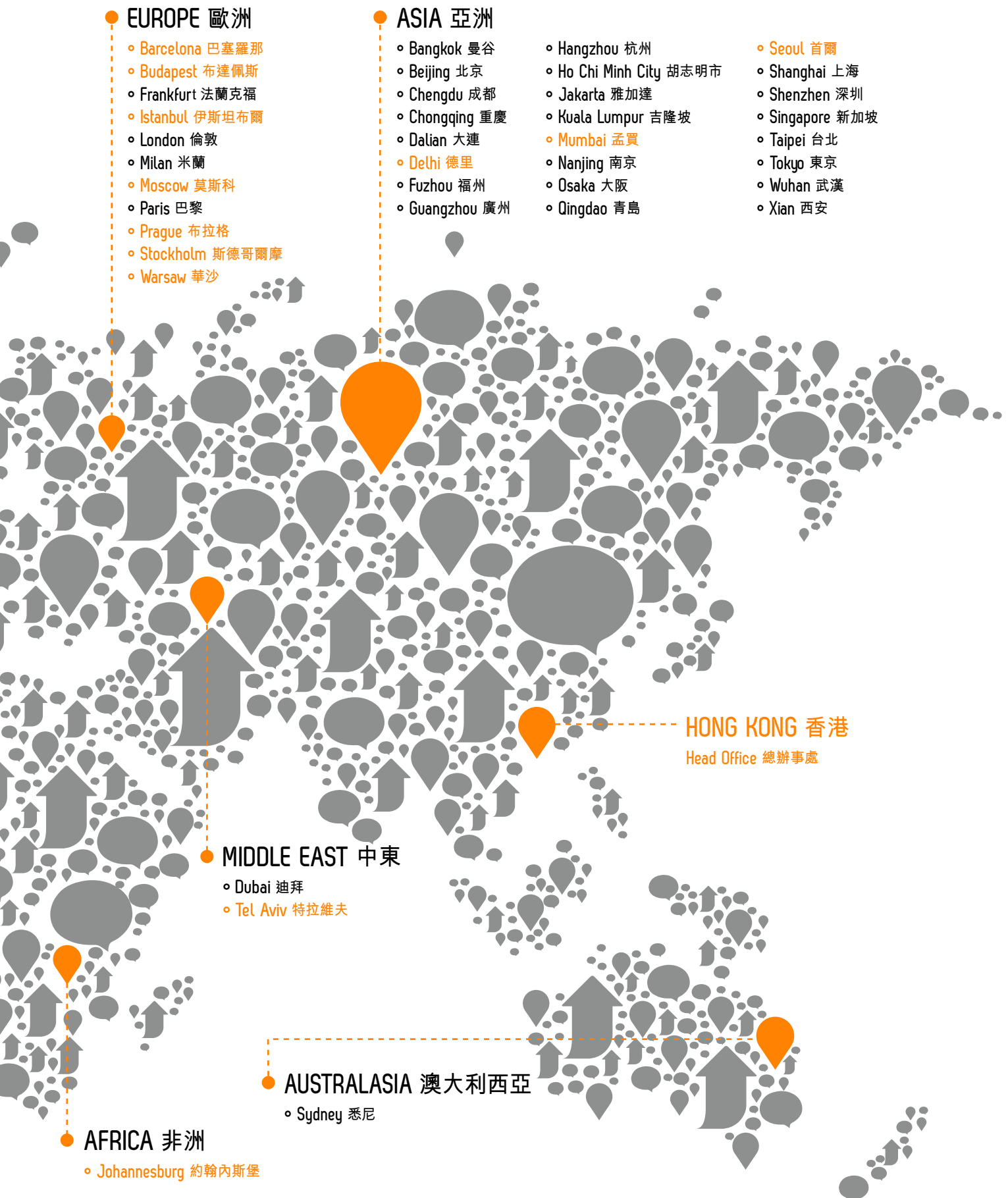
- Mexico City 墨西哥城
- Santiago 聖地牙哥
- Sao Paulo 聖保羅

◦ HKTDC Branch Offices 駐當地辦事處

◦ Consultant Offices 顧問辦事處

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