

6<sup>th</sup> February, 2012

Clerk to Bills Committee on Competition Bill  
Legislative Council Secretariat  
Legislative Council Complex  
1 Legislative Council Road  
Central, Hong Kong

Dear Sir/Madam,

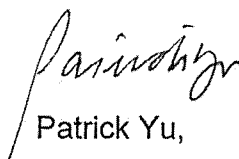
We, Cheer Advertising and Marketing Co. Ltd. are writing to petition for the exemption of HKTDC from the proposed Competition Bill, considering the impact it would bring to the advertising sector and all SMEs who have benefited from HKTDC's services.

HKTDC has been providing immense value-adding services to the advertising sector, through its efficiency in organizing trade exhibitions, promotion events, and market researches, etc. The services are integrated with commitment and quality unmatched from other private, profit-seeking service providers. We have always been grateful of the setup of this statutory Council, and trust the current model would continue to benefit Hong Kong SMEs in face of increasing competition and worsening economic environment.

By right, a Competition Bill should be designed to address competition amongst profit-making companies in the private sector. Based on the services mission and SME support focus that we have seen, HKTDC by no means fits under this category. In addition, at a time when the economic environment ahead is expected to get severely tougher, any acts that would reduce or completely eliminate access of SMEs to cost-effective and quality trade development services should be re-considered. Whilst we recognize the merits of the proposed Competition Bill in creating a healthier business environment, we see stronger merits in continuing upon what have worked best for Hong Kong SMEs to grow and remain supported, including the established operation model from HKTDC.

Please kindly consider our petition to exempt HKTDC from the proposed Competition Bill, and feel free to contact us should you require additional information.

Sincerely,

  
Patrick Yu,



Managing Director

Cheer Advertising & Marketing Company Limited  
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