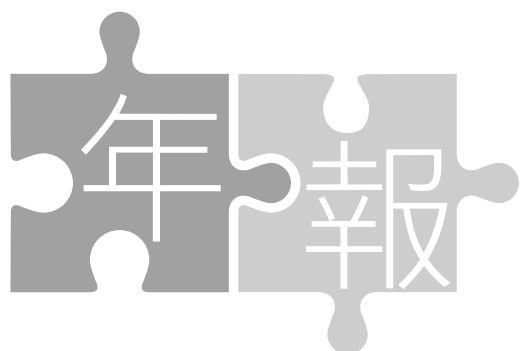


ANNUAL REPORT



Contents

目錄

3	Profile and Mission 簡介及使命
4	The Council 理事會
6	From the Chairman 主席的話
12	From the Executive Director 總裁報告
20	Helping Hong Kong SMEs Find New Markets 支援中小企 尋找新市場
30	Promoting Hong Kong Services 推廣香港服務
44	Strengthening Hong Kong as Asia's Exhibition Capital 鞏固香港為亞洲展覽之都的地位
54	Developing Our Organisation 持續發展
64	Corporate Governance 企業管治
66	Finances 財務報告
115	The Year Ahead 未來計劃
116	Council Members 理事會成員
118	Membership of Committees 委員會成員
119	Directorate and Senior Staff 總裁級及高級職員
120	The HKTDC Around the World 貿發局全球辦事處

Profile

A statutory body established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and services providers. With more than 40 offices worldwide, including 11 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and throughout Asia. The HKTDC also organises trade fairs and business missions to connect companies with opportunities in Hong Kong and on the mainland, while providing information via trade publications, research reports and the Internet.

簡介

香港貿易發展局（下稱「香港貿發局」）自1966年成立以來，一直協助香港的貿易商、製造商和服務業者，向全球推廣他們的業務。香港貿發局在世界各地設立了超過40個辦事處，其中11個在中國內地，致力促進香港作為聯繫中國內地，以至亞洲的商貿平台。香港貿發局亦舉辦貿易展覽會和商貿訪問團，幫助企業把握香港和內地的商機；並透過商貿刊物、研究報告和網上渠道，提供商貿資訊。

Mission

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

使命

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 Fred Lam 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。總裁林天福向理事會負責。

From the Chairman 主席的話



“Staying ahead of the curve has always been a requirement at TDC. We cannot just do more of the same; we have to be out front, pathfinding and creating opportunities.”

「走在時代的前線、早著先機，一直是貿發局奉行的原則，我們不能一成不變，只重覆做更多同樣的工作，必須為中小企開創新的發展路向，尋找新機遇。」

Jack So, GBS, OBE, JP
蘇澤光 金紫荊星章、OBE、太平紳士

Hong Kong's trade and industry have come a long way since TDC was founded in 1966. Created to help Hong Kong's manufacturers do business globally, the Council has been instrumental in propelling Hong Kong's economic growth and its transformation from manufacturing centre, to re-export centre, to services industry centre.

Having served two tours of duty with TDC, from 1985 to 1992 as Executive Director, and from 2007 to now as Chairman, I can look back with great satisfaction on TDC's accomplishments, particularly how we have been assisting SMEs to expand their business. SMEs represent about 98 per cent of local companies. The working partnership we have formed with SMEs has helped elevate Hong Kong to the position of the world's ninth-largest trading economy.

自香港貿發局在1966年成立以來，香港的工業和貿易經歷了不少變化。貿發局最初成立之目的是協助香港製造業者拓展環球業務，多年來，貿發局在促進香港的經濟發展，以及推動香港從製造中心逐步轉型至轉口港及服務業樞紐，都擔當了舉足輕重的角色。

我先後在貿發局服務了兩個時期，1985至1992年擔任總裁，2007年至現在是主席。回望過去，我對本局的成就感到自豪，特別是我們成功協助了眾多中小企業擴展業務。中小企佔了全港企業的98%，本局與他們多年來建立了緊密的合作關係，令香港得以躍升為全球第九大的貿易經濟體。

WE'VE COME A LONG WAY

In 1966, Hong Kong's trade (exports + imports) totalled HK\$18 billion. At the end of 2012, this figure stood at HK\$7.35 trillion. Our GDP was HK\$14 billion in 1966. It is now more than HK\$2 trillion.

When TDC first ventured out on to the world stage, no one was waiting for us with red carpets. At our first Nuremberg toy fair, we were relegated to a corner of the parking lot and, in Africa, we had to hire an open-sided truck to move Hong Kong goods across some challenging terrain to showcase our products. With such determination and enthusiasm, TDC took Hong Kong traders to the four corners of the earth, setting up our first offices in North America and Europe, and bringing buyers to Hong Kong. Even as late as the early 1980s, there was no proper exhibition venue in Hong Kong.

The Council had to mount product displays in its own office or in hotel lobbies. In the 1980s, as Hong Kong's manufacturing capacity grew and overseas buyers kept coming in ever-increasing numbers, the Council felt the need for a world-class exhibition centre.

With government approval and through open tender, TDC formed a public-private partnership to build the Hong Kong Convention and Exhibition Centre (HKCEC), Phase 1, which gave us 20,000 square metres of facilities for exhibitions as well as conventions. Encouraged by this new venue, TDC started and expanded many trade fairs, which have grown to become sizeable exhibitions over the years.

Today, after two expansion projects, the HKCEC is one of the most popular exhibition and convention facilities in Asia. TDC organises more than 30 trade fairs

發展之路 漫長艱辛

1966年，香港的貿易總額(出口加進口)僅為港幣180億元，2012年，我們的貿易額已增長至港幣7.35萬億元。1966年，香港的GDP為港幣140億元，今天已超過2萬億元。

回想當年，香港初次進軍世界市場時，並沒有受到「紅地毯」式的歡迎。我們首次帶領港商參加德國紐倫堡玩具展時，展位被安排在停車場旁的一角；而在非洲，我們要租用一架大貨車作為流動展覽廳，經過崎嶇的路途，把港商的展品運送至多處地方展出。憑著堅定的意志和熱誠，貿發局帶領港商走遍世界各地，率先在北美洲和歐洲設立海外辦事處，同時邀請買家到來香港。直至1980年代初，香港仍然沒有正式的展覽場館，本局要在辦公室甚至酒店大堂搭建臨時產品展示台。80年代，是香港製造業迅猛發展的時期，生產力日益增長，吸引越來越多海外買家來香港採購，本局逐漸感到興建世界級展覽場館的迫切性。

在取得政府的批准及經過公開招標的程序後，本局終於落實以公私營合作模式，興建香港會議展覽中心第一期，為香港舉行大型展覽及會議提供20,000平方米的場地。有了這個新場地，貿發局開始舉辦及擴充多個貿易展，當中有不少逐漸發展成全世界數一數二的展覽。

Left: TDC Chairman Jack So welcomed Hong Kong SAR Chief Executive CY Leung to the sixth Asian Financial Forum (AFF), held at the Hong Kong Convention and Exhibition Centre. The AFF was organised by the Hong Kong SAR Government and the Council

左：貿發局主席蘇澤光歡迎香港特別行政區行政長官梁振英到香港會議展覽中心出席第六屆亞洲金融論壇，該論壇由香港特區政府與貿發局合辦



annually for our SMEs to receive orders and meet potential business partners. Among our exhibitions, nine are the biggest in Asia, and three are the largest in the world. The Hong Kong Book Fair, which we started in 1990 to fill exhibition space during the then slow summer season, has grown to become the world's most popular Chinese-language book show in terms of visitor numbers. In the past 30 years, TDC has vastly expanded its data bank, which has evolved into the present-day online business-matching service. We have also become one of the largest publishers of trade magazines, both online and in print.

In the 1980s, the Chinese mainland opened its doors to foreign investment. TDC was active in helping Hong Kong companies relocate into the Pearl River Delta. The result was another major economic transformation; not only did our manufacturing operations increase many

times, but Hong Kong has also become a re-export centre, and TDC continues to promote their products to overseas markets via Hong Kong. At the same time, we continued to host mainland missions seeking investment, connecting them with the local business community. The mainland has become Hong Kong's industrial hinterland.

Alongside Hong Kong's transformation to a re-export centre, its services sector experienced robust growth in the 1980s. This sector encompasses financial services, logistics, design, shipping and tourism, including convention and exhibition services, serving not only Hong Kong but the mainland, Southeast Asia and beyond.

Today, the services sector accounts for more than 90 per cent of Hong Kong's GDP, making us one of the most service-oriented economies in the world. Without any fanfare, Hong Kong has achieved



香港會議展覽中心先後進行了兩次擴建工程，目前是全亞洲最受歡迎的會展設施之一。每年，香港貿發局在這裏舉辦30多個貿易展覽會，讓中小企藉此爭取訂單、物色合作夥伴。由本局舉辦的展覽會，當中有九個是全亞洲同類型展覽中最大規模的，有三個更是全球第一。1990年，我們利用夏天展覽淡季的空檔，首次舉辦香港書展，到了今天，書展已是全球最大型中文書的展覽，吸引最多參觀人士到來。

在過去30年，本局亦積極擴大我們世界各地商家的資料庫，至今演變成網上商貿配對服務。另一方面，貿發局是貿易刊物(印刷及網上版)主要的出版機構之一。

1980年代，中國內地開放門戶吸引外資，當時貿發局正積極協助港商把生產基地遷往珠三角地區，這為香港帶來一次重要的經濟轉型，不單令香港的生產規模以倍數增長，亦令香港成為一個重要的轉口港。貿發局一方面繼續向海外市場推廣香港產品，另一方面為內地有意作海外投資的企業代表組織訪問團，把他們與香港商界聯繫起來，一起探索海外商機。中國內地成為了香港工業的腹地。

Left: The Chairman welcomed some high-ranking guests to the Hong Kong Dinner in London in November 2012, including (left to right): Lord Green, British Minister of State for Trade & Investment; Chancellor of the Exchequer George Osborne; and Carrie Lam, Chief Secretary of the Hong Kong SAR Government

左：主席歡迎多位貴賓出席2012年11月在倫敦舉行的香港晚宴，包括：(左至右)英國貿易與投資大臣葛霖、英國財政大臣歐思邦及香港特區政務司司長林鄭月娥



Above: The Chairman visited the Middle East in March 2013. In Abu Dhabi, he met the Minister of the Economy of the United Arab Emirates and other key economic members. In this photo, from left to right, are: His Excellency Abdulla Alturifi, Chief Executive Officer-Undersecretary Rank and Board Member of Abu Dhabi Securities & Commodities Authority; His Excellency Abdulla Saleh, Undersecretary, Ministry of Economy; His Excellency Sultan Bin Saeed Al Mansoori, UAE Minister of Economy; Mr So; and Perry Fung, HKTDC Regional Director, Middle East & Africa

上：主席2013年3月出訪中東，在阿布札比與阿聯酋經濟部長及相關官員會面。圖中所見(左至右)阿布札比證券及商品管理局首席執行官及董事局成員H.E Abdulla Alturifi、亞聯酋經濟部副部長 H.E Abdulla Saleh、亞聯酋經濟部長 H.E Sultan Bin Saeed Al Mansoori、主席蘇澤光及貿發局中東及非洲首席代表馮勁

yet another transformation. The Council currently devotes an equal share of our resources to promoting a wide spectrum of services sectors. Just as we promote Hong Kong's products, we now also help the services sectors find new markets and match them with potential clients, especially those from the mainland, where the services economy is still expanding.

GLOBAL TRADE SHIFT

Our past developments have made TDC well suited to meet the challenges of today. Asia is now the world's economic engine, led by the mainland and a vibrant ASEAN, both of which have a fast-growing and consumption-minded middle class.

Looking ahead, the next 12 months will be challenging for Hong Kong exporters. We will witness a generally slow global trade

除了發展成轉口港之外，香港的服務業也在80年代迅速地增長，包括：金融服務、物流、設計、航運及旅遊業(包括會議及展覽服務)，服務對象不限於香港，更包括內地、東南亞及其他地區的企業。

時至今日，服務業佔了香港GDP超過90%，令香港成為全球服務業主導程度最高的經濟體之一。香港經濟再一次成功轉型，因應這個改變，貿發局目前投放相等的資源於推廣香港多元化的服務業。與過去推廣香港產品一樣，我們協助服務業者尋找新市場，為他們物色潛在的合作夥伴，尤其是對各式服務需求日增的內地企業。

環球貿易重心轉移

過去的經歷和發展，令香港貿發局隨時準備好面對今天的挑戰。亞洲是目前全球經濟發

Right: The Chairman opened the Asian Financial Forum in January 2013, noting that more than 90 prominent international speakers, including finance ministers and CEOs of top multinational corporations, were on hand to share their expertise and insight. Nearly 2,400 attended the two-day event

右：主席為2013年1月舉行的亞洲金融論壇主持開幕儀式，為期兩天的論壇邀得超過90位國際知名的講者，包括各國財長及跨國集團的高層代表，與近2,400位參會人士分享真知灼見



environment, with sustained headwinds such as protectionism. As the European Union continues to muddle through the debt crisis, and other developed countries struggle with their own problems, the world economy would, at best, expand moderately.

Among developed economies, the United States looks stronger and more resilient. Economists are forecasting modest growth on the back of continued monetary easing, stronger employment numbers and an improving housing market.

In Asia, the fiscal and monetary stimulus pursued by Japan's new government should give rise to a long-awaited recovery. While a weaker yen should be a boon to exports, the territorial dispute with China continues to impact on various sectors of the Japanese economy.

展的火車頭，當中尤以中國內地及東盟最具潛力，其中產階層的人數增長迅速，消費力日增。

展望未來，對香港的出口商而言，未來12個月將充滿挑戰。全球貿易的環境仍然存在不少隱憂，前景未許樂觀，貿易保護主義抬頭，加上歐盟仍然受到歐債危機所困擾，各個發展成熟的經濟體又有各自的問題，全球經濟恐怕最多只能取得溫和的增長。

在各個成熟經濟體當中，美國的表现似乎比較理想，復蘇的步伐有所改善。經濟學家預測，在量化寬鬆的貨幣政策持續推行、就業數據好轉、房屋市場改善等種種利好因素的支持下，該國的經濟可取得溫和的增長。

在亞洲，日本的新政府正推行新的財政及貨幣政策，可望重新激活日本低迷多時的

經濟。日元弱勢將有利其出口，不過中日之間的領土糾紛將繼續影響日本經濟的不同領域。

中國內地把新一年的增長指標定於7.5%，以政府的開支和審慎的貨幣政策保持穩定而平衡的增長。新的領導班子將著力改善老百姓的生活水平，致力推動工業化、城鎮化和農業現代化，這將為香港從事消費品及相關服務業的公司帶來龐大的商機。

新的年代 新的貿發局

走在時代的前線、早著先機，一直是貿發局奉行的原則，我們絕對不能一成不變，只重覆做更多同樣的工作，必須為中小企開創新的發展路向，尋找新機遇。

未來一年，我們將聚焦兩個新的工作重點。第一，協助外國企業利用香港的平台進入內地市場；第二是鼓勵內地企業借助香港拓展

China has set a target of 7.5 per cent growth. More subdued and balanced growth will be supported by government spending and still moderate monetary policies. The new leadership is focusing on lifting the living standards of the general public, while also identifying industrialisation, urbanisation and agricultural modernisation as priorities, which will bring great opportunities for our suppliers of consumer goods and relevant services providers.

NEW ERA, NEW TDC

Staying ahead of the curve has always been a requirement at TDC. We cannot just do more of the same; we have to be out front, pathfinding and creating opportunities.

In the coming year, we will focus on two new initiatives: helping foreign companies enter the mainland market through Hong Kong, and assisting mainland companies to do international expansion through Hong Kong. In both directions, there is a value-add to Hong Kong's services sector, particularly banking and finance, and the professional services.

Overseas, we will launch a significant Hong Kong promotion in New York and Los Angeles in June 2013. Under the banner of "Think Asia, Think Hong Kong," this promotion will highlight the advantages of the Hong Kong business platform for US companies, which are now looking beyond their domestic market for opportunities in the relatively robust Asian region.

To help mainland companies' outbound

investment activities, we are working closely with the mainland's Ministry of Commerce to explore such opportunities with Hong Kong companies. A Hong Kong-Guangdong joint investment mission to North America with the Economic and Information Commission of Guangdong Province will take place in June 2013. Riding on the aforementioned US mega-promotion, the mission will feature business-matching meetings involving Hong Kong services providers and connecting Guangdong and North American companies. A similar initiative is being planned with Fujian authorities.

LOOKING AHEAD

All TDC staff realise that we are committed to achieving three main objectives: helping Hong Kong companies maximise opportunities created by the reshaping global economy, championing Hong Kong's role as the business hub of Asia and sharpening our abilities to serve SMEs.

TDC has come a long way from its humble beginning in 1966, to become one of the most successful trade promotion agencies. And today we are well prepared to continue adding value to Hong Kong's economy.

Last but not least, I wish to thank Council members and the Hong Kong SAR Government for their invaluable support, and Council staff for their innovative spirit and hard work. Together, I believe that we have made a great team for Hong Kong.

環球業務。沿著這兩個發展方向，香港的服務業均能提供附加價值，特別是銀行及金融業、專業服務等。

在海外市場，今年6月貿發局在美國紐約和洛杉磯舉辦大型的推廣香港活動 - 「邁向亞洲 首選香港」，向有意走出國門在亞洲地區尋求機遇的美國公司，推廣香港商貿平台的優勢。

為協助內地企業進行海外投資活動，貿發局與國家商務部緊密合作，聯同香港公司一起探索機遇。2013年6月，我們與廣東省經濟和信息化委員會合作組織一個香港-廣東聯合投資考察團前往北美洲，活動期間將為香港的服務業者、廣東省企業及北美公司安排商貿配對會議。我們更籌劃與福建省當局合辦類似的活動。

展望未來

貿發局全體員工，都專心一致、全力以赴達成三大目標：協助香港公司把握環球經濟重整所帶來的機遇；推廣香港作為亞洲商業樞紐的角色，以及更好的裝備自己為中小企服務。

從1966年成立至今，香港貿發局由一個小小的團隊，發展成今天全球最成功的貿易推廣機構之一，走過了一段漫長的日子。今天，我們隨時作好準備為香港經濟增值而努力。

最後，我衷心感謝理事會成員及香港特區政府的大力支持，以及全體員工的創新精神和辛勞工作。我相信，憑著大家的同心協力，一定能夠為香港開創更光輝的未來。

From the Executive Director 總裁報告



“We balanced our overseas services promotions with major forums in Hong Kong to showcase our city as a world-class business platform.”

「我們不單在海外舉辦推廣服務業的活動，同時在香港組織大型論壇，顯示香港作為世界一流商貿平台的地位。」

Fred Lam, JP
林天福 太平紳士

Fiscal 2012/13 was a challenging year for Hong Kong exporters, particularly our SMEs, which faced headwinds from a generally sluggish global economy.

Yet even a difficult environment will yield opportunities. With emerging and mature market economies seeking robust regions with which to trade, we made progress by promoting Hong Kong as Asia's central business district.

Building on our city's economic advantages, we continued our series of overseas mega-promotions in select mature markets. And we didn't have to look far to launch our biggest overseas event of the year.

香港的出口貿易在2012/13財政年度遇到重重挑戰，當中又以中小企業因環球經濟疲弱不振而受到較大影響。

然而，再艱難的環境也可孕育生機。不論是新興或成熟市場的國家，都正積極物色有潛力的地區開拓雙邊貿易，我們亦把握這個時機，進一步推廣香港作為亞洲核心商業區的優勢。

憑藉香港在經濟上的眾多優越條件，我們繼續在個別成熟市場，進行一系列大型的海外推廣活動，我們就在距離香港不遠的日本舉行了本年度最大型的海外推廣項目。

HONG KONG: ASIA'S BUSINESS SERVICES HUB

With Japan recovering in the aftermath of the tragic March 2011 events, we felt the time was right to introduce Hong Kong's services to Japanese businesses seeking opportunities beyond their domestic market.

The resulting mission, a 130-member delegation of senior Hong Kong government and business leaders, briefed Japanese businesspeople on how to work with Hong Kong to expand their markets on the Chinese mainland and abroad. Called "Think Global, Think Hong Kong," it featured events in Tokyo and Osaka

香港：亞洲的商業服務中心

日本經濟正從2011年3月的災難中復甦，不少日本企業均有意踏出家門，發掘海外市場商機，我們認為這正是向日本商界推廣香港服務的良機。

有見及此，我們率領一個由130位香港政府官員和商界領袖組成的代表團出訪日本，向當地商界介紹如何借助香港服務業，開拓中國內地和海外市場。是次名為「邁向全球首選香港」的推廣項目於2012年5月在東京和大阪舉行，並得到14個香港的夥伴機構和107個日本組織襄助，在兩個城市舉行了多場商貿論壇和研討會，吸引逾3,700人參加。隨後的10個月，我們接獲逾15,000宗



Left: HKTDC Executive Director Fred Lam (right) gave Wen Jiabao, Premier of the State Council of the People's Republic of China, an overview of Hong Kong's pavilion at the China International Fair for Trade in Services, held in Beijing in May 2012. Mr Lam led 39 companies from several Hong Kong services sectors to the fair and a concurrent symposium. With Mr Lam are (left to right): Liu Qi, Secretary of the Beijing Municipal Party Committee; Mr Wen; and Chen Deming, Minister, Ministry of Commerce

左：香港貿易發展局總裁林天福(右)向中華人民共和國國務院總理溫家寶介紹中國(北京)國際服務貿易交易會(簡稱「京交會」)內的香港館。京交會於2012年5月在北京舉行，林先生親自帶領39家香港服務業公司之代表參觀該展覽及出席同期舉行的洽談會。圖中所見(左至右)：北京市委書記劉淇、溫總理、商務部部長陳德銘及林先生

Right: The Executive Director (right) joined Hong Kong SAR Government Financial Secretary John Tsang (centre) on a tour of the ever-popular HKTDC Hong Kong Book Fair in July 2012. The 23rd edition of the annual fair attracted some 900,000 visitors during its week-long run, despite enduring shortened hours due to a typhoon. On the left is HKTDC Deputy Executive Director Benjamin Chau

右：總裁為香港特區財政司司長曾俊華(中)充當「導遊」，引領他瀏覽2012年7月舉行的香港書展。第23屆書展七日的展期雖受颱風影響被迫關閉數小時，但仍吸引90萬人次入場參觀。圖中左方為香港貿發局副總裁周啟良



in May 2012. Helped by 14 Hong Kong partners and 107 Japanese organisations, we drew more than 3,700 participants to business forums and seminars in the two cities. Our messages were well-received: trade enquiries to Hong Kong from Japanese companies increased by nearly 50 per cent, year-on-year, to more than 15,000 in the 10 months after the event.

The Japan mega-promotion followed our September 2011 “Think Asia, Think Hong Kong” event in the United Kingdom. The UK promotion deserves mention because of the results it continued to generate. In the year following that event, business enquiries were up 80 per cent, year-on-year, to more than 126,000. Enquiries were up another 11 per cent from October 2012 to March 2013.

We balanced our overseas services promotions with major forums in Hong Kong to showcase our city as a world-class business platform.

Events such as the Hong Kong International Film & TV Market (FILMART) continued to grow. The March 2013 event, our 17th edition, featured record exhibitor

日本公司提出有關香港貿易的查詢，按年增加近50%，足證我們訊息傳遞的成效顯著。

這次在日本舉辦的大型推廣活動，是我們2011年9月在英國進行的「邁向亞洲 首選香港」活動的延續。我不厭其煩重提這場在英國舉行的推廣活動，是因為它的作用迄今仍未退卻。在活動結束後一年，我們所接到的貿易查詢按年增加80%，共超過126,000宗。從2012年10月至2013年3月，查詢數目再攀升11%。

我們不單在海外舉辦推廣服務業的活動，同時亦在香港組織大型論壇，顯示香港作為世界一流商貿平台的地位。

多個活動包括香港國際影視展的規模不斷壯大。第17屆影視展於2013年3月舉行，吸引

710家企業參展及6,317名業內人士入場參觀，兩個數字均刷新紀錄。香港國際影視展不但捧場者眾，期間舉行的研討會題材同樣吸引，例如一場談及改編著作成為電影劇本的專題研討會大受歡迎，進一步提升香港國際影視展作為全球影視娛樂業界盛事所享之盛譽。

2013年1月舉行的第六屆亞洲金融論壇，吸引世界各地近2,400人出席，超過500位記者到來採訪，為的是聆聽90多位地位顯赫的國際政商界領袖和金融翹楚，發表對亞洲湧現的新商機的真知灼見。同時，亞洲金融論壇也日漸被公認為可促進中國內地與外國企業達成交易的平台。

此外，我們所舉辦的兩個會議今年踏入第二屆，均取得更佳的成績，而它們所牽涉的範

and visitor numbers of 710 and 6,317 respectively. Beyond numbers, compelling seminars, including the adapted-screenplay writing session, bolstered FILMART’s reputation as one of the most important entertainment industry events of its kind in the world.

The sixth edition of the Asian Financial Forum (AFF), in January 2013, attracted nearly 2,400 participants and more than 500 journalists from around the world. They came to hear about the latest opportunities in Asia from more than 90 internationally respected leaders in government, finance and business. The AFF is also increasingly recognised as a forum where deals between mainland and overseas interests are done.

In addition, we made large gains in two second-year forums covering areas we consider key to our city’s international business future.

The Business of IP Asia Forum (BIP Asia) and the Asian Logistics and Maritime Conference both saw strong growth during their 2012 editions. These important services events enhance Hong Kong’s reputation as a leading intellectual property market and a logistics centre. BIP Asia drew more than 1,400 participants in December 2012, up 103 per cent over its debut year, while the turnout at the logistics conference, in November 2012, was virtually double the previous year’s inaugural edition, up 99 per cent, to almost 1,300 participants.

Hong Kong is a major base for licensors looking to expand their business into

Asia, particularly the mainland, where the market for licensed goods has grown from US\$1.1 billion in 2005 to US\$4.6 billion in 2011. We promote Hong Kong as the licensing hub of Asia through our Hong Kong International Licensing Show, the largest of its kind in the region. For the January 2013 show, we put a priority on developing the concurrent Asian Licensing Conference to position Hong Kong as a licensing industry thought leader. We brought in top licensing professionals from all over the world, which helped the second-year event achieve an 86 per cent attendance jump, to more than 1,000.

PATHFINDING FOR SME EXPORTERS

Alongside our promotional gains on behalf of Hong Kong, sourcing new markets for our products and services exporters was a key focus for us. In Asia, we identified several markets that afford good potential for them.

Select ASEAN members such as Indonesia hold particular promise. With the world’s fourth-largest population and Southeast Asia’s largest economy, Indonesia was specially selected for Lifestyle Expo, a showcase for Hong Kong manufacturers to promote their brands in this fast-growing market. Our second Lifestyle Expo in Jakarta in the past 12 months attracted more than 10,000 buyers. Several Hong Kong vendors received good orders at the March 2013 expo, with a houseware company confirming that its products will be available in a Jakarta Sogo this summer.

We also led two missions to newly opened Myanmar, which attracted great interest

嚮，對於推動香港作為國際商貿中心的未來發展，均扮演重要角色。

所指的是亞洲知識產權營商論壇與亞洲物流及航運會議，兩者於2012年皆有可觀增長。這兩個服務業界的重要會議，有助提升香港作為領先的知識產權交易中心和物流樞紐的地位。於2012年12月舉行的亞洲知識產權營商論壇，與會人數超過1,400位，較首次舉辦時增加103%；而2012年11月舉行的第二屆物流會議，出席人數幾乎倍增至接近1,300人，增幅達99%。

對銳意進軍亞洲（特別是中國內地）市場的品牌授權商來說，香港是一個重要據點。由2005年至2011年，內地的授權商品市場總值從11億美元增至46億美元。貿發局於2013年1月舉辦的香港國際授權展，是區內最大型的授權業展覽，全力推動香港成為亞洲授權業樞紐。而舉辦亞洲授權業會議的首要目標，是塑造香港作為推動授權業發展的領導者。第二屆亞洲授權業會議匯聚世界各地的授權業專家，與會者人數更躍升86%，至超過1,000人。

為中小型出口企業開創新路向

除了到各地推廣香港外，為本港的產品及服務開拓新市場，亦是我們的重點工作。

貿發局為港商於亞洲地區辨別出最具潛力的市場，當中以印尼等東盟成員國的發展前景尤其樂觀。印尼人口全球排名第四，亦是東南亞最大的經濟體，因此我們特意於當地舉辦時尚生活匯展，協助港商推廣品牌，把握當地市場迅速發展的機遇。在剛過去的12個月期間，我們於雅加達舉行了第二屆時尚

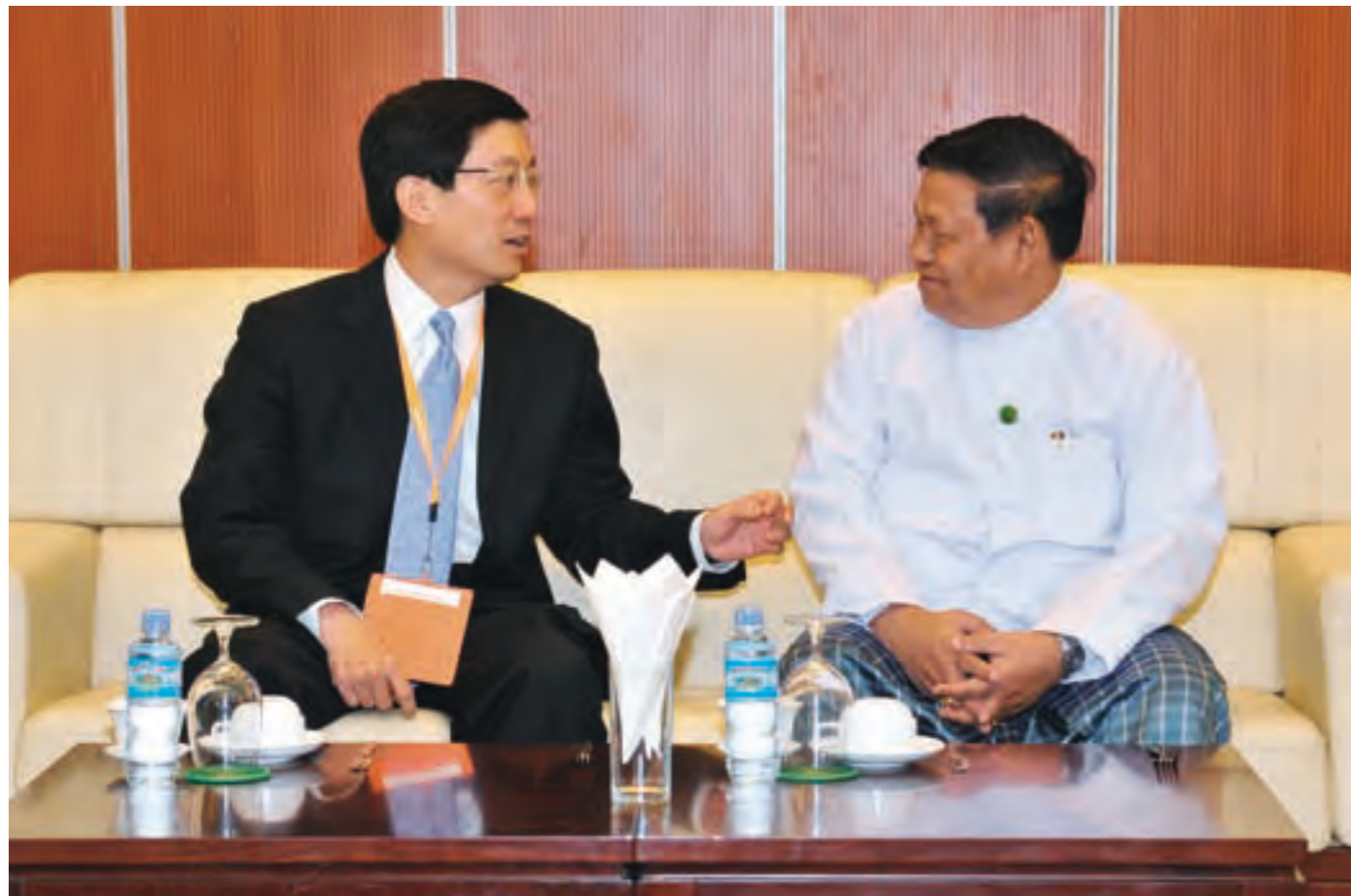
from Hong Kong companies, Myanmar officials and our local news media. We took 69 delegates there in June 2012, on a mission organised with the Hong Kong Apparel Society. Then, in March 2013, I led 150 businesspeople to the country. These eye-opening visits examined Myanmar as a possible production base for relocating manufacturing from the increasingly costly Pearl River Delta, and as a country for establishing trade relations. A tour of Yangon, Myanmar's largest city, and areas beyond, also revealed several opportunities, particularly for Hong Kong logistics and infrastructure players.

生活匯展，吸引逾10,000名買家到場；在這項於2013年3月舉行的展覽中，多家香港供應商均取得滿意的訂單量，其中一間家品公司的產品，更將於今夏在雅加達崇光百貨上架。

另外，我們兩度率團出訪最近對外開放市場的緬甸，香港企業、緬甸政府官員和本港新聞媒體對此反應熱烈。2012年6月，我們聯同香港製衣同業協進會，率領69名代表出訪緬甸。其後，我在2013年3月親自帶領150名商界代表前往該國考察。多個參觀活動令我們眼界大開，認識到當地是港商因珠三角地區成本上漲而考慮遷移生產基地的理

Below: The Executive Director led a 150-person delegation to Myanmar in March 2013 to explore business opportunities between the newly emerging ASEAN member and Hong Kong. As part of the visit, Mr Lam met with senior officials. He is pictured here with His Excellency U Thein Aung, Myanmar's Deputy Minister, Ministry of Industry

下：總裁於2013年3月率領一個由150名成員組成的商貿代表團訪問緬甸，探索這個新興東盟成員國的商機。訪問期間，他與多名緬甸高層官員會面，包括圖中的緬甸政府工業部副部長U Thein Aung



Farther afield, we led missions to Latin America in August 2012 and to Africa three months later. For the former, we teamed up with the Chinese Manufacturers' Association to explore opportunities in Brazil, which will host the World Cup and the Olympic Games in 2014 and 2016 respectively. Mexico, which recently signed a double-taxation agreement with Hong Kong, was an important stop, as was Chile and a first-time visit to Peru. Each visit attracted some 100 businesspeople and featured business-matching sessions.

Continued growth in select African economies took us to the vibrant markets of Kenya, Nigeria and Ghana. Our 20-member African mission held some 500 business-matching meetings there. Growing interest in electronics, consumer appliances and textiles has placed these African countries on our radar, and we will monitor their progress for future opportunities.

BUILDING BRANDS ON THE MAINLAND

Mainland consumers continue to look to Hong Kong for cues to international trends and styles. We saw this as an opportunity to organise Style Hong Kong Shows, which help our manufacturers build lifestyle brands in new mainland markets.

This past year, more than 1.4 million mainlanders attended shows in five cities, including first-time events in Dalian, Xian and Nanning. These events were well received, with many Hong Kong businesses finding success in the form of on-the-

spot sales, while others used the exposure to open shops on the mainland or strike distribution deals for their products.

We also opened our second mainland Design Gallery (DG) shop in Guangzhou, in July 2012, augmenting our original store in Beijing. The retail outlets feature Hong Kong-designed products. In March 2013, we opened a DG outlet in an upscale Shanghai department store, the first in a planned "shop-in-shop" concept designed to help Hong Kong brands set up counters in key mainland consumer markets. More than 130 brands have been available at DG stores this past year, while more than 200 Hong Kong brands have been featured on the DG online version, which caters to the mainland fondness for Internet shopping.

Our second SmartHK event on the mainland, in Hangzhou in August 2012, positioned Hong Kong companies as allies helping mainland companies upgrade in the creative, technology and business-support areas. We brought more than 200 services providers, who met with over 10,000 visitors from Zhejiang province, prompting more than 640 business-matching meetings.

BRINGING THE WORLD TO HONG KONG

For all the advances in connecting businesspeople online, many buyers and sellers prefer to do their business at trade fairs. We organise more than 30 fairs a year; nine of them are the largest of their kind in Asia, three are the largest in the world. This fiscal year, we attracted

想選擇，同時香港應與該國建立商貿關係。代表團先後參觀緬甸最大城市仰光和其他地點，喜見當地商機處處，對於本港從事物流及基建的企業尤其吸引。

放眼全球，我們於2012年8月及11月，率團到訪拉丁美洲及非洲。拉丁美洲考察團是與中華廠商聯合會合辦的活動，前往2014年世界盃及2016年奧運會主辦國 - 巴西發掘商機。其他主要訪問地點包括：剛與香港簽訂避免雙重徵稅協定的墨西哥、智利和我們首次到訪的秘魯。各站活動均吸引約100名商界人士參與，並設有商貿配對環節。

有見部分非洲國家的經濟發展迅速，我們本年度率團造訪了肯雅、尼日利亞和加納。由20位成員組成的非洲訪問團，在當地進行了500多節商貿配對會議。我們察覺到三國對電子產品、電器和紡織品需求日盛，並將密切留意各國的發展動向，務求把握未來商機。

在中國內地推廣品牌

中國內地消費者仍然視香港為國際潮流時尚的引領者，我們因此繼續在內地舉辦香港時尚購物展，協助港商在內地一些新市場推廣時尚生活品牌。

去年，超過140萬名內地居民參觀了分別於五個城市舉辦的時尚購物展，當中的大連、西安和南寧市都是首次舉辦的。公眾對時尚購物展的反應理想，不少港商在購物展現場銷情暢旺，更有展商借助購物展的宣傳效用，成功在當地開設分店或擴展產品分銷渠道。



Above: The Executive Director signed a memorandum of understanding with Hidehiro Yokoo, President of the Japan External Trade Organization, at the "Think Global, Think Hong Kong" event, 15 May 2012, in Tokyo. The promotion was the largest campaign ever launched in Japan by the HKTDC. It highlighted how Hong Kong can help Japanese companies realise new opportunities in Asia, particularly on the Chinese mainland. Also in the photo, back row (left to right): Gregory So, Secretary for Commerce and Economic Development of the Hong Kong SAR Government, and Mitsuyoshi Yanagisawa, Senior Vice Minister of Economy, Trade and Industry of Japan

上：2012年5月15日，於「邁向全球 首選香港」活動一東京站，總裁與日本貿易振興機構副理事長橫尾英博簽署合作協議，進一步促進兩地貿易。「邁向全球 首選香港」是香港貿易發展局歷來在日本舉辦最大型的推廣活動，目的是向當地商界闡述香港如何協助日商開拓亞洲，特別是中國內地市場的機遇。圖中所見（後排，左至右）為香港特區商務及經濟發展局局長蘇錦傑及日本經濟產業副大臣柳澤光美

683,479 buyers and 33,851 exhibitors to our fairs, up 1.2 per cent and 3.3 per cent respectively over the previous year – solid achievements in a challenging period.

The vast majority of our shows take place in downtown Hong Kong, and are gaining currency as marketing shows, where exhibitors launch new products for Asian consumption. This past year, we built up our brand-name halls, seeing solid exhibitor increases in such fairs as our Baby Products and Lighting (Autumn) shows.

We also see our trade fairs as natural opportunities to promote Hong Kong as an intellectual property trading hub. This fiscal year we featured IP zones in eight fairs, enabling participants to mingle with Hong Kong and overseas IP services providers.

As for our lifestyle shows, we took strides to open them up to the community. For our annual July Book Fair, the world's most popular Chinese-language book

繼北京後，我們於2012年7月在廣州開設內地第二家「香港·設計廊」分店，作為香港原創設計產品的零售點。2013年3月，另一家設計廊在上海市某高級百貨店內開業，成為首家以「店中店」概念開設的設計廊，進一步協助香港品牌進駐內地主要的消費市場。過去一年，「香港·設計廊」展示及銷售逾130個品牌的產品，而「香港·設計廊」的網上店則發售超過200個香港品牌，迎合內地消費者熱衷網購的趨勢。

我們於2012年8月在杭州舉辦第二屆「轉型升級·香港博覽」，重點推廣香港公司是內地企業的理想夥伴，能夠協助企業在創意、科技和商業支援方面轉型升級。是次活動獲200多家本港的服務公司參與，超過10,000名浙江省企業代表前來參觀，期間進行了超過640節商貿配對會議。

促進香港與全球的經貿聯繫

儘管網絡世界可以把各國商人聯繫在一

event in visitor numbers, we staged more than 50 related events across the city. For our January 2013 World Boutique, Hong Kong, we teamed up with about 120 Hong Kong outlets to bring the show to the public, staging fashion displays in shops and cafes.

CORPORATE MARKETING AND PUBLIC RELATIONS

This year, we invited an external consultant to review our marketing communications approach and effectiveness with Hong Kong stakeholders. The findings showed good endorsement of our work, as well as providing recommendations that will be implemented in due course.

Our communications benefited from advances made in the social-media space. This past year, more than ever, we used such social media sites as LinkedIn, Facebook, Twitter and Google+, as well as mainland vehicles Weibo, Tudou, and Youku, to extend the reach of our messages.

Whether it is across the world through new media, or across a display case at a trade fair, we will continue to seek new ways to help our companies benefit from the rapidly changing global business environment. I invite you to browse through our annual report, especially our interactive online version, to learn more about the work we do at the HKTDC on behalf of Hong Kong and its SMEs.

Right: The Executive Director shared a moment with Andrew Wong, Permanent Secretary for Commerce and Economic Development, at the fifth Hong Kong International Wine & Spirits Fair. The November 2012 fair featured record numbers of buyers and exhibitors and boosted Hong Kong's reputation as Asia's wine-trading centre

右：總裁與香港特區商務及經濟發展局常任秘書長黃灝玄一同出席第五屆香港國際美酒展的主題晚宴，美酒展於2012年11月舉行，參展商及買家數字均打破歷屆紀錄，有助建立香港為亞洲酒類貿易樞紐的地位

起，但仍有不少買家和供應商以貿易展覽會為接洽業務的首選途徑。我們每年舉辦超過30項展覽，當中有九項是全亞洲同類型展覽中規模最大的，三項更屬世界第一。本財政年度，參觀貿發局展覽會的買家人數多達683,479人，參展商多達33,851家，分別較上一年增加1.2%和3.3%，考慮到年內甚為困難的經濟環境，有此成績實屬難能可貴。

我們大部分的展覽會都在香港商業區的心臟地帶舉行，更日漸成為參展商選擇進行市場推廣的重要台階，藉此向亞洲消費市場推介最新產品。過去一年，我們在多項展覽（包括香港嬰兒用品展和秋季燈飾展）中設立的品牌廊，參展商數目均取得可觀升幅。

我們相信，每項展覽都是推廣香港作為知識產權交易中心的良機。本年度，我們在八項展覽中設立知識產權展區，參觀者可與香港及外國知識產權服務提供者交流。

我們亦嘗試令旗下的時尚生活展覽，成為更面向群眾、親近市民的盛事。以參觀人次計，7月舉行的書展是全世界最受歡迎的中文書展。書展期間，我們在全城不同地點舉

辦50多項相關活動。而2013年1月舉行的香港國際時尚薈萃期間，我們拉動了全港約120家零售商舖及餐廳，一同將這場時裝盛會融入大眾市民的生活圈子。

機構推廣及公共關係

今年，貿發局聘請了一家顧問公司，檢討本局向香港各類持份者進行市場推廣及傳遞訊息之策略和效益。檢討結果對我們的工作成效予以肯定，顧問公司並提出改善建議，我們將盡快落實有關建議。

社交媒體發展日新月異，令我們的傳訊工作更有效率、接觸面得以擴闊，過去一年，我們較以前更積極利用多個社交媒體傳播訊息，包括:LinkedIn、Facebook、Twitter及Google+，以及在中國內地大行其道的社交網站: 微博、土豆網及優酷網，使我們發放訊息的範圍更廣更遠。

不論是透過新媒體連接世界，還是透過展覽會場內的展示櫃，我們會不停發掘新的途徑，協助中小企從全球瞬息萬變的營商環境中把握商機。我誠意邀請你仔細閱讀這份年報，特別是它的網上互動版，深入了解香港貿發局為香港和本港中小企業所做的工作。



Helping Hong Kong SMEs Find New Markets

支援中小企 尋找新市場

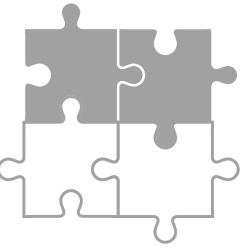
In a year of global economic challenges, the HKTDC explored a wealth of new opportunities for small and medium-sized enterprises at home and abroad.

在全球經濟挑戰重重的一年，香港貿發局在本港及海外為小中企業探索無限新機遇。



Helping Hong Kong SMEs Find New Markets

支援中小企 尋找新市場



Above: Workers sew garments at the Lat War Company factory in Yangon, Myanmar, where a June 2012 HKTDC delegation explored opportunities for factory relocation and investment in infrastructure and industrial-park development

上：製衣工人在緬甸的Lat War Company工廠內縫製服裝。2012年6月，香港貿易發展局率領訪問團到緬甸考察，探討遷移廠房、投資基礎設施和發展工業園的機會

Left: Dock workers load goods at Myanmar International Terminals Thilawa, a deep-sea port 25 kilometres south of Yangon. In March 2013, an HKTDC business mission visited the facility, which is near a special economic zone. Myanmar officials hope that Hong Kong expertise and investment will help upgrade the infrastructure surrounding the facility

左：工人於緬甸國際碼頭Thilawa進行上載貨物的工作，該碼頭位於仰光以南25公里的一個深水港口。香港貿易發展局在2013年3月率領商貿訪問團參觀該碼頭設施，碼頭設於一個特別經濟區附近。緬甸官員期望，香港的專業知識及投資能有助提升碼頭周邊的基礎設施

well as visits to factories and a proposed industrial park.

In March 2013, a 150-member business mission visited Myanmar, led by HKTDC

進軍東盟

緬甸走出數十年的隔離局面，逐步開放，不僅在政治上成為受注目的國家，其營商環境亦不斷改善。正考慮搬遷廠房或發掘其他貿易機遇的香港中小企，參加了香港貿易發展局舉辦的兩個貿易訪問團，其中之一與香港製衣同業協會合辦，於2012年6月啟程。近70名團員出席了與緬甸政府官員的會議，並參觀了當地的工廠和擬建工業園的環境。

在2013年3月，由150名成員組成的代表團到訪緬甸。是次訪問團由香港貿易發展局總裁林天福帶領，團員來自香港約15個行業，包括電子、服裝、珠寶、鐘表和其他製造行業、物流、基建及房地產服務、金融與銀行業及其他行業。代表團亦包括一個物流業訪



"To help Hong Kong SMEs do business in a difficult global environment, we explore new markets both overseas and on the Chinese mainland. Our plan was to create a pathway to new and diversified markets that would be receptive to Hong Kong manufacturers and services providers."

Margaret Fong, Deputy Executive Director, HKTDC

「為協助香港的中小企在全球充滿挑戰的經濟環境中營商，我們引領香港的製造業和服務業者在海外和內地尋找新的市場，拓展商機。」

香港貿易發展局副總裁 方舜文

Executive Director Fred Lam. Represented were some 15 Hong Kong sectors, including electronics, garments, jewellery, watches and other types of manufacturing, as well as infrastructure and real estate services, finance and banking. The delegation included a logistics mission, which also visited Cambodia and Thailand during the trip.

Indonesia was on the itinerary for HKTDC efforts to support Hong Kong SMEs in Association of Southeast Asian Nations (ASEAN) markets. For the second year in a row, Lifestyle Expo in Jakarta brought Hong Kong consumer products to the Indonesian capital. The March 2013 product expo featured some 200 Hong Kong exhibitors. Malaysia and Vietnam were also targeted with a multi-sector business mission

Right: HKTDC Executive Director Fred Lam (left) and Johnny Lau, Director of Sino Star (Far East) Ltd, inspected a shirt made at the Lat War Company factory in Myanmar during the Council's second trip to the country, in March 2013

右：香港貿易發展局於2013年3月再次到訪緬甸，行程包括到當地公司Lat War Company工廠進行考察。圖為香港貿易發展局總裁林天福（左）與昇隆（遠東）有限公司總監Johnny Lau檢視於工廠內製成的恤衫

問團到訪柬埔寨和泰國。

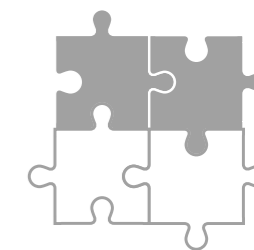
東盟市場當中，印尼是香港貿易發展局大力支持中小企開拓的國家之一。連續兩年，貿發局在雅加達舉辦時尚生活匯展，把香港消費品帶到印尼首都作大型推廣。這個在2013年3月舉行的產品展覽會約有200家香港公司參展。另一方面，香港貿易發展局亦於2012年11月組織了涵蓋多個行業的商貿訪問團前往馬

來西亞和越南，探索當地商機，近20家公司參與。

從美洲跨越到非洲

本財政年度，貿發局的工作重點亦包括開拓拉丁美洲的機遇，尤以巴西為然。該國已經為舉辦2014年世界盃和2016年夏季奧運會密鑼緊鼓，為香港中小企締造了推廣其商品的機遇。而墨西哥與香港之間訂立避免雙重





Right: At the Lifestyle Expo in Jakarta, HKTDC Deputy Executive Director Margaret Fong (left) led a VIP tour that included Hong Kong SAR Government Secretary for Commerce and Economic Development Gregory So (centre) and Nedy Rafinaldy Halim, Deputy Minister, Marketing and Promotion, Indonesian Ministry of Cooperatives and Small and Medium Enterprises (second from right)

右：香港貿易發展局副總裁方舜文(左)帶領多位貴賓，包括：香港特區商務及經濟發展局局長蘇錦樑(中)以及印尼中小企合作部副部長(市務及推廣)Nedy Rafinaldy Halim(右二)一同參觀於雅加達舉行的時尚生活匯展



Below: HKTDC Assistant Executive Director Raymond Yip (centre, in striped shirt) and Stephen Wong, HKTDC Regional Director, Middle East and Africa (black jacket), with African business mission members at Independence Gate in Accra, Ghana, one of several stops during the November 2012 trip, which also took in Nairobi, Kenya, and Lagos, Nigeria

下：2012年11月，香港貿易發展局助理總裁葉澤恩(中，身穿條紋恤衫)及中東及非洲首席代表黃志強(身穿黑色西裝)帶領商貿訪問團到訪非洲，行程包括加納首都阿克拉、肯雅首都內羅畢及尼日利亞城市拉各斯。圖為訪問團於加納首都阿克拉的Independence Gate前留影

bringing some 20 companies to those countries in November 2012.

FROM THE AMERICAS TO AFRICA

Latin America, in particular Brazil, was also on the agenda this fiscal year. The country is preparing to host the 2014 World Cup and the 2016 Summer Olympic Games, offering Hong Kong SMEs a wide range of merchandising opportunities. Equally promising for trade is a new double-taxation agreement between Mexico and Hong Kong.

To follow up on these developments, the HKTDC organised a business mission to Latin America in August 2012, with support from the Chinese Manufacturers' Association. More than 20 delegates took part, visiting Brazil, Chile, Mexico and Peru, where there is growing interest in Hong Kong products – particularly those in the optical and electronics sectors. Demand for such products has also been growing in

徵稅協定，同樣令兩地貿易前景勢頭大好。為把握商機，貿發局於2012年8月在香港中華廠商聯合會的支持下，舉辦了前往拉丁美洲的商貿訪問團。共有20多名團員到訪了巴西、智利、墨西哥和秘魯，當地對本港的產品—尤其是眼鏡和電子產品深感興趣。隨著全球經濟發展的平衡有所改變，許多新興



市場的中產階層不斷擴大，帶動不同地區對香港優質產品的需求愈趨殷切。非洲的經濟正以高速增長，是香港電子、服裝、時尚配飾及建材出口商密切留意的市場。2012年11月，香港貿易發展局組織了由20家公司組成的代表團到訪加納、肯雅及尼

other parts of the world as global economic rebalancing expands the ranks of the middle class in many emerging markets.

Another destination keenly watched by Hong Kong exporters of electronics, garments, fashion accessories and building materials is Africa, where dramatic economic growth is under way. In November 2012, the HKTDC organised a mission for some 20 companies to Ghana, Kenya and Nigeria to explore business opportunities. Some 500 business-matching sessions and other meetings took place. HKTDC missions also travelled

to Qatar and the United Arab Emirates in September 2012, putting infrastructure development and real estate-related services opportunities on the table.

MAINLAND ASPIRATIONS

The Chinese mainland continues to hold great promise for Hong Kong companies. Business missions travelled to the relatively untapped inland provinces and second- and third-tier cities. These well-received missions covered Ningxia in July 2012, Shandong in August 2012, and Anhui the following month. Meetings with provincial and municipal government leaders, company

日利亞，致力拓展當地的商機，期間更舉辦了近500個商貿配對會議和其他會議。2012年9月，貿發局組織另一訪問團到訪卡塔尔和阿拉伯聯合酋長國，全力開拓基礎建設和房地產相關服務方面的機遇。

聚焦中國內地市場

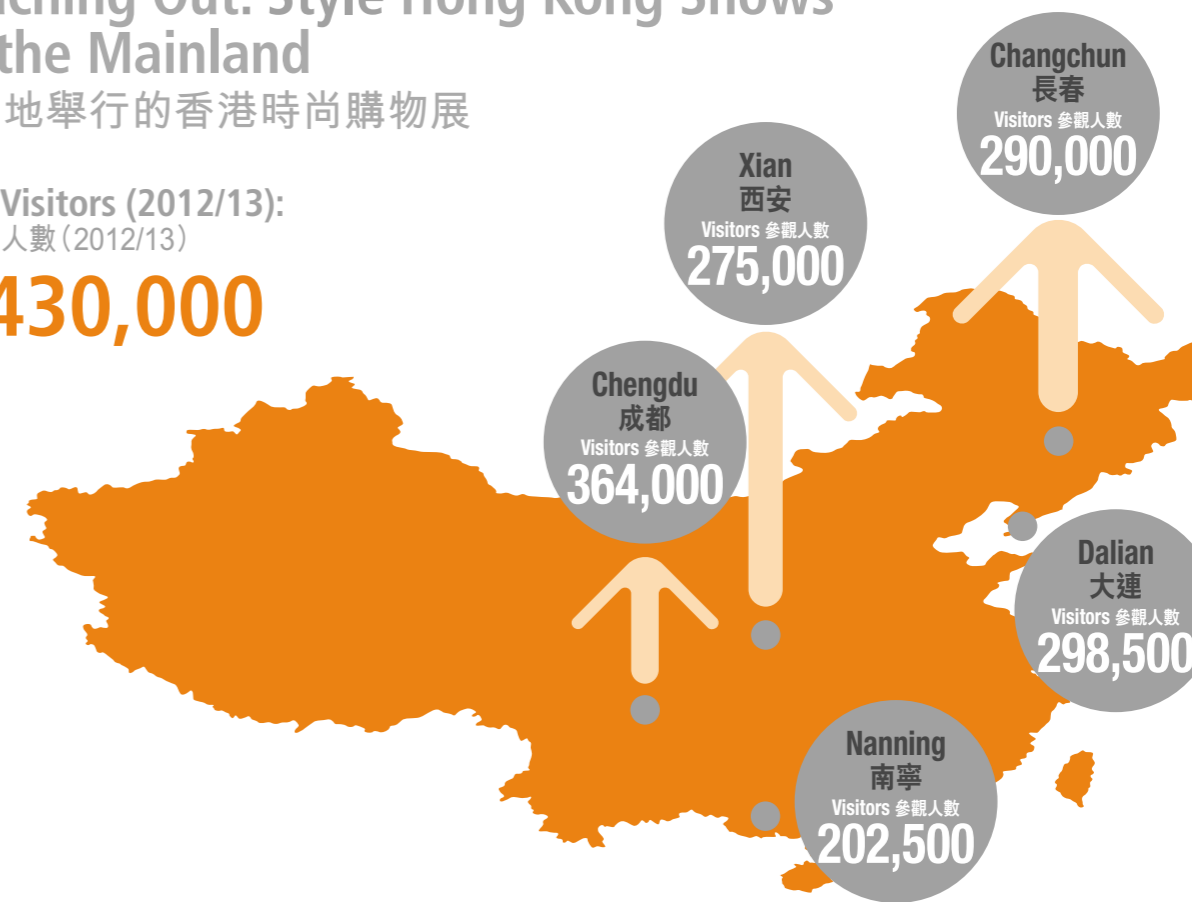
對於香港公司而言，中國內地市場蘊藏巨大的潛力。本年度的商貿訪問團分別前往港商較少涉足的內陸省份和二、三線城市。這些訪問團都取得熱烈反應，包括：2012年7月到訪寧夏、2012年8月到訪山東、2012年9月到訪安徽。貿發局為團員安排了與省級和

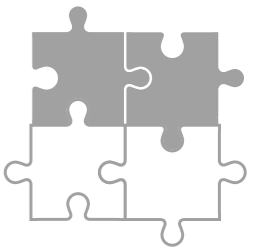
Reaching Out: Style Hong Kong Shows on the Mainland

在內地舉行的香港時尚購物展

Total Visitors (2012/13):
總參觀人數(2012/13)

1,430,000





Above: Traditional dress and the latest trends came together at the September 2012 Style Hong Kong Show in Chengdu, one of five Style Hong Kong Shows held across the Chinese mainland this fiscal year

上：香港貿易發展局於本財政年度在中國內地舉辦了五場香港時尚購物展。圖為多名身穿傳統服飾的女士參觀其中一場在2012年9月於成都舉行的購物展

visits and customised business-matching meetings were organised for the delegates.

The HKTDC also continued its Style Hong Kong Shows on the mainland, offering mainland consumers a wide range of products, including fashion and fashion accessories, watches and clocks, jewellery, gifts, houseware, food and cosmetics. In May 2012, Xian, in Shaanxi Province, was targeted for the first time by Style Hong Kong, with more than 180 Hong Kong exhibitors attracting 275,000 visitors to the event.

Supporting the Style Hong Kong Shows were television infomercials broadcast in Guangdong, beginning in June 2012. The infomercials showcased Hong Kong products directly to mainland consumers.

The power of the Hong Kong lifestyle brand was also key to the opening, in July

市級政府領導的會議、參觀當地企業及商貿配對會議。

香港貿易發展局亦繼續於中國內地舉辦香港時尚購物展，向內地消費者推介多元化的產品，包括時裝及時尚配飾、鐘表、珠寶、禮品、家庭用品、食品和化妝品。購物展於2012年5月首次於陝西省西安市舉行，共有180多家香港參展商參與，並吸引了275,000參觀人次。

為了加強於內地推廣香港品牌，貿易發展局安排了電視特輯系列從2012年6月開始在廣東省播出，向內地消費者推廣香港品牌產品。

有見香港時尚生活品牌在內地廣受歡迎，香港貿易發展局於2012年7月在廣州天河城開設香港•設計廊的最新分店。連同原有的北京店，兩所分店銷售約130個香港品牌的時尚生活產品，為本港創意無限的設計師爭取曝光。

香港貿易發展局已計劃在中國內地的高端百貨店 - 新世界百貨開設設計廊專櫃。首間「店中店」已於2013年3月在上海開業。與此同時，香港•設計廊的網上店所售賣的香港品牌數目大幅增加了48%至200多個，大大擴展了港商在網購市場的發展空間。

經貿研究邁向數字化

香港貿易發展局於本財政年度為中小企提供更豐富的網上資源，特別推出了全新以客為本的經貿研究網站，於2012年12月開通。現在，中小企習慣通過多種電子平台和流動設備快速地獲得資訊，該網站(網址: hktdc.com/research)正可切合這方面的需要。

2012, of the HKTDC's latest Design Gallery, at the Guangzhou TeeMall. Together with an existing store in Beijing, the outlets featured some 130 Hong Kong lifestyle products, and offered greater exposure for the city's creative designers.

Plans were made for Design Gallery counters to open inside the fashionable, high-end New World Department Stores on the mainland. The first "shop-in-a-shop" opened in Shanghai in March 2013. The Design Gallery also expanded in cyberspace, as the DG Online Shop widened its range of brands by 48 per cent, featuring more than 200 Hong Kong brands.

RESEARCH GOES DIGITAL

To help Hong Kong companies boost their business, the HKTDC's resources for SMEs expanded this fiscal year, particularly with the launch of a new HKTDC Research portal, which went online in December 2012. The hktdc.com/research site responds to the growing need among



businesspeople to access information quickly over a wide range of new digital platforms and mobile devices.

The HKTDC Research site expanded its practical information on Hong Kong trade, major product and service industries, and developed and emerging markets, with a special emphasis on the mainland.

香港貿易發展局的經貿研究網站增加了有關香港貿易、產品和服務行業、成熟市場和新興市場(尤其聚焦中國內地)方面的實用資訊。香港貿易發展局擁有一支由經濟師組成的團隊，所提供的服務包括分析最新的市場趨勢和機遇，以及各地市場規管條例和消費者方面的資訊。香港貿易發展局研究報告

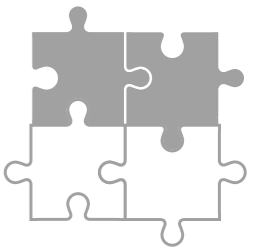


Above: The HKTDC Design Gallery in Guangzhou, which opened in July 2012, followed the mainland's first Design Gallery, in Beijing. Design Gallery counters are also planned for upscale mainland department stores

上：香港貿易發展局於2012年7月在廣州開設「香港•設計廊」分店，成為繼北京店後「香港•設計廊」的第二間內地分店。香港貿易發展局已計劃在中國內地的高端百貨店開設更多「香港•設計廊」專櫃

Left: A visitor to the HKTDC SME Centre views the mobile version of the HKTDC Research portal, which has been optimised for use on mobile devices, allowing users to browse articles, photos and videos on the go

左：一名訪客於香港貿易發展局中小企服務中心內瀏覽香港貿易發展局經貿研究網站的流動版本，該版本適用於各種流動設備，方便用戶隨時隨地瀏覽文章、圖片及短片



Above: Steven Tranquilli (left), Chief Executive of the Italian National Jewellery Association, was interviewed at the HKTDC Hong Kong International Jewellery Show by an HKTDC video crew for Market Insights, which were shown at the fairgrounds as well as in daily reports sent out to visitors. Nearly 40 of the new videos have been produced since the feature was introduced in October 2012 to help SMEs better understand buyer needs at trade events

上：Italian National Jewellery Association行政總裁Steven Tranquilli (左)於香港貿易發展局香港國際珠寶展舉行期間，接受了香港貿易發展局拍攝隊伍的採訪，分享最新的市場趨勢。該訪問內容於展覽期間在展場內播放，同時編輯成每日展訊，發送給參觀人士。這項新的舉措於2012年10月推出，製成近40條新短片，幫助中小企了解買家的不同需求

Supported by the HKTDC's team of economists, the service features new market trends and opportunities, as well as regulatory and consumer intelligence. HKTDC Research reports are now shorter and sharper, offering a growing range of multimedia.

The Council's flagship e-newsletter, *Hong Kong Trader*, also expanded its multimedia offerings to keep SMEs informed about business news and market trends. The online publication

現趨向更精要、更鮮明，並加添了多媒體元素。

至於貿發局的旗艦商貿電子通訊－《香港貿易發展局周訊》，加入了多媒體資訊，為中小企提供商業新聞和市場趨勢資訊。其訂閱人數再次錄得雙位數的增長。至2013年3月底，接近163,000人訂閱了《香港貿易發展局周訊》，讀者人數達到140萬。

中小企服務中心內覓機遇

香港貿易發展局中小企服務中心於2012/13年度的活動多姿多采，舉辦了35個專題工作坊，探討有關中國商貿、中小企管理、知識產權和創業精神等課題。該中心所舉辦以中小企為服務對象的工作坊系列共吸引超過3,000人參與，當中91%的出席者認為工作坊有用且實用。

位於香港會議展覽中心、佔地16,000平方尺的中小企服務中心亦提供多元化的商貿

FAST FACTS

- More than 45,900 companies participated in overseas promotions.
- Opt-in subscriptions for *Hong Kong Trader* grew 46 per cent over 2011/12.
- In 2012, HKTDC Mobile and HKTDC Product Magazines apps won five Best MobileWebAwards for the first time.
- More than 23,600 participated in SME start-up and support programmes.
- The China Business Advisory service conducted nearly 1,180 information sessions.
- Nearly 1,800 Hong Kong companies participated in promotions on the mainland.
- Nearly 2,800 Hong Kong companies took part in the HKTDC's brand-name promotions.

資料概覽

- 超過45,900家公司參與了貿發局海外的推廣活動。
- 《香港貿易發展局周訊》訂閱量較2011/12年度增長46%。
- 香港貿易發展局流動手機應用程式及產品雜誌應用程式於2012年首次獲得五項流動應用程式獎項 (Best MobileWebAwards)。
- 超過23,600家公司參與中小企創業支援計劃。
- 中國商務顧問服務安排了約1,180次面談。
- 近1,800家香港公司參與了中國內地的推廣活動。
- 約2,800家香港企業參與了香港貿易發展局的品牌推廣活動。

again posted double-digit growth in subscriptions. By the end of March 2013, nearly 163,000 people had subscribed to customised editions of the publication, with *Hong Kong Trader* reaching 1.4 million readers in all.

CENTRE FOR OPPORTUNITY

The HKTDC's SME Centre was a busy place in 2012/13, hosting some 35 workshops, with a focus on China business, SME management, intellectual property and entrepreneurship. More than 3,000 people took part in the centre's SME-focused workshop series. Some 91 per cent of those attending said they found the workshops useful and practical.

Located at the Hong Kong Convention and Exhibition Centre, the 16,000 square-foot SME Centre also offers business information and networking, as well as the

expertise of the China Business Advisory Service. A team of mainland government officials, industry players and local business specialists works at the service, offering SMEs one-on-one advice on the mainland's vast markets.

訊息和交流平台，以及廣受中小企歡迎的中國商務顧問服務，顧問團由中國內地政府官員、業內人士和本地商貿專家組成，以一對一形式為中小企提供開拓內地市場的建議。



Above: Digital-marketing expert Napoleon Biggs offered tips for e-marketing on the mainland at this January 2013 seminar, one of the events held this year at the HKTDC SME Centre

上：香港貿易發展局中小企服務中心於本年度舉辦了多項活動，圖為2013年1月舉行的其中一場講座，由互聯網營銷專家Napoleon Biggs提供在中國內地進行網上營銷推廣的貼士



Left: The 45th anniversary of the HKTDC's flagship magazine *Enterprise* and the launch of the *Enterprise Yearbook* were celebrated at the HKTDC World SME Expo. The December 2012 ceremony was led by (left to right): HKTDC Director, Product Promotion Ralph Chow; Sunnex Products Ltd Sales Manager Bede Chow; HKTDC Deputy Executive Director Benjamin Chau; Wei Yit Vacuum Flask Mfy Ltd Manager Bobby Wu; HKTDC Electronics/Electrical Appliances Industries Advisory Committee Chairman KB Chan; and HKTDC Director, Publications & E-Commerce, Sophia Chong

左：慶祝香港貿易發展局旗艦雜誌《香港企業》45週年慶典及《企業年刊》首次出版的儀式於2012年12月國際中小企博覽期間舉行。出席儀式的嘉賓包括(左至右)香港貿易發展局製造業拓展總監周瑞銓、日昇實業有限公司銷售經理Bede Chow、香港貿易發展局副總裁周啟良、唯一冷熱水壺廠有限公司經理Bobby Wu、香港貿易發展局電子及家電業諮詢委員會主席陳其鏞教授及香港貿易發展局刊物及電子商貿總監張淑芬

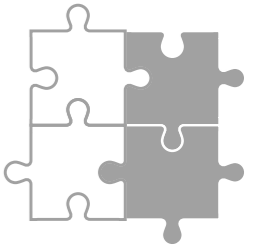
Promoting Hong Kong Services 推廣香港服務

Enhancing Hong Kong's standing as a world-class services centre and Asia's central business district were key goals of HKTDC promotions, locally and overseas, this year.

香港貿發局本年度推廣工作的重點之一，是在本地和海外提升香港作為世界級服務中心和亞洲的核心商業區之地位。



Promoting Hong Kong Services 推廣香港服務



"Hong Kong is Asia's business services centre, and we at the HKTDC promote our city's advantages here and around the world. Hong Kong's strengths in areas such as finance, logistics, intellectual property, licensing, entertainment-related and other professional services make our city unique in Asia."

Raymond Yip, Assistant Executive Director, HKTDC

「香港是亞洲的商業服務中心，香港貿發局致力於本港及世界各地推廣香港在金融、物流、知識產權、授權、影視娛樂及其他專業服務方面獨特的優勢。」

香港貿發局助理總裁 葉澤恩

Right: The Hong Kong Dinner in Tokyo welcomed more than 680 distinguished guests from Hong Kong and Japan. The event took place during the Think Global, Think Hong Kong campaign in Japan
右：「邁向全球 首選香港」期間在東京舉行的香港晚宴吸引超過680名香港及日本政商界領袖出席



Above: At the May 2012 "Think Global, Think Hong Kong" promotion in Tokyo, international business leaders took to the stage. They were (left to right): Toyojiro Maruya, Professor, Fukui Prefectural University; James Thompson, Chairman and Chief Executive, Crown Worldwide Holdings Ltd; Philip Chen, Managing Director, Hang Lung Properties Ltd; Fang Fang, Vice-Chairman, Asia, CEO, China, Investment Banking, JP Morgan; and Song Zheng Huan, Chairman, Goodbaby Group. More than 80 high-profile speakers took part in the event's two symposiums in Tokyo and Osaka

上：國際商界領軍人物亮相2012年5月在東京舉行的「邁向全球 首選香港」，圖為(左至右)福井縣立大學地域經濟研究所教授丸屋豐二郎、嘉柏控股有限公司主席詹康信、恆隆地產董事總經理陳南祿、摩根大通投資銀行亞洲區副主席、中國區首席執行官方及好孩子集團主席宋鄭還。「邁向全球 首選香港」的兩個高峰論壇分別於日本東京及大阪舉行，共邀得超過80名重量級講者參與討論

Right: Iconic images of Japan and Hong Kong were created on stage by Chinese sand-painting artist Zhilin at the 15 May 2012 Hong Kong Dinner in Tokyo, part of the HKTDC's Think Global, Think Hong Kong promotional campaign in Japan

右：2012年5月15日，「邁向全球 首選香港」期間舉行的香港晚宴上，一名中國沙畫藝術家芝琳在台上用沙粒勾劃出代表日本和香港的影像

THINK GLOBAL, THINK HONG KONG

The largest Hong Kong promotional campaign ever organised in Japan was held in May 2012. "Think Global, Think Hong Kong" was a follow-up to the inaugural "Think Asia, Think Hong Kong" campaign, which took place in the United Kingdom in 2011. The Japan event, involving 130 Hong Kong Government officials and business leaders representing 15 business sectors, attracted more than 3,700 trade participants. The programme featured two symposiums in Tokyo and Osaka, along with a range of thematic seminars led by high-profile speakers from Hong Kong, the Chinese mainland and Japan.

Think Global, Think Hong Kong connected Japanese companies with Hong Kong



邁向全球 首選香港

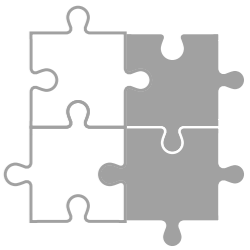
2012年5月，香港貿發局在日本舉辦「邁向全球 首選香港」推廣活動，是歷年來在日本舉行最大型的香港推廣活動，也是2011年本局在英國首辦的「邁向亞洲 首選香港」活動的延續。這場在日本舉行的推廣活動，共有130位香港政府官員及商界領袖參與，分別代表15個不同行業，吸引超過

expertise for potential collaboration. Forums that followed the symposiums offered participants marketing intelligence and practical information on how Japanese companies can work with Hong Kong to do business in global markets, especially the mainland. Topics ranged from selling consumer brands and creating and distributing digital content, to partnership opportunities in environmental and manufacturing technology, setting up business in the mainland's Pearl River Delta and taking advantage of Hong Kong's expanding renminbi business services.

3,700位商界人士參與。活動的重點內容包括在東京和大阪舉行的高峰論壇，以及一系列專題洽談會，由香港、日本及中國內地的重量級嘉賓擔任講者。

舉辦「邁向全球 首選香港」活動的目的是建立一道橋樑，「撮合」日本公司與香港專才並肩合作。緊接高峰論壇舉行的各場洽談

會，向參加者提供了市場推廣情報及實用資訊，協助他們了解日本公司可以如何與香港攜手合作，開拓全球市場，尤其是中國內地。洽談會的議題非常廣泛，包括：消費品牌的銷售、創作及發佈數碼內容、環保及製造業技術的合作機會、於內地珠三角地區開展業務，以及如何把握香港正快速發展的人民幣業務之優勢。



Promoting Hong Kong Services

Strong Attendance Growth at these Second-Year Events Raised Hong Kong's Logistics, IP Protection and Licensing Profile, Promoting the City as Asia's Central Business District

推廣香港服務

今年多個第二度舉行的會議參與人數大幅上升，有助提升香港在知識產權保護、物流及授權業方面的領導地位，加強推廣香港作為亞洲核心商業區所具備的優勢產業



SERVICES IN THE SPOTLIGHT

The Council continued to build on the successes of events introduced in 2011, including the Business of IP Asia Forum (BIP Asia), which showcased the city's strengths as an emerging intellectual-property hub. Held in December 2012, the second

聚焦服務業

貿發局於2011年首辦多項重要會議，成績美滿，本年度再接再厲，於2012年12月舉辦第二屆亞洲知識產權營商論壇，介紹香港爭取成為知識產權貿易樞紐所具備的優勢。本屆論壇匯聚來自23個國家和地區逾1,400



Right: Hong Kong SAR Government Director of Intellectual Property Peter Cheung spoke at the Business of IP Asia Forum's luncheon, held in Hong Kong in December 2012

右：香港特區政府知識產權署署長張錦輝於2012年12月舉行的亞洲知識產權營商論壇的專題午餐會上發言

edition of BIP Asia attracted more than 1,400 intellectual-property professionals and government officials from 23 countries and regions. Influential speakers headlined the event, including Grégoire Bisson, World Intellectual Property Organization Director of the Hague Registry, Brands and Designs Sector, and Wolf Meier-Ewert, Counsellor, Intellectual Property Division, World Trade Organization.

To showcase Hong Kong's strength as a regional logistics hub, the Asian Logistics and Maritime Conference was again organised with the Hong Kong SAR Government. The November 2012 event

位知識產權專業人士及官員，並邀得於相關領域舉足輕重的業界領袖發表演說，包括世界知識產權組織海牙註冊處品牌及設計部總監Grégoire Bisson，以及世界貿易組織知識產權部法律顧問Wolf Meier-Ewert。

另外，我們再次與香港特區政府攜手合辦亞洲物流及航運會議，推廣香港作為區內物流中心的優勢。會議於2012年11月舉行，集中探討全球經濟重心從西向東移的影響，以及新興市場的商機，特別是東盟、印度和中國內地；共有33位蜚聲國際的業界人士擔任會議的講者和主持人。雖然會議只是第二年舉辦，但已吸引21個國家和地區接近



Above: The second edition of the Asian Logistics and Maritime Conference, held in November 2012, was the largest of its kind in Asia

上：第二屆亞洲物流及航運會議於2012年11月舉行，是亞洲同類型活動中規模最大的

Left: Scott Price, President and CEO, Walmart Asia, spoke at the Asian Logistics and Maritime Conference's plenary session on the global economy's shift to the East

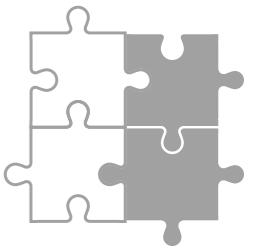
左：沃爾瑪亞洲區總裁兼首席執行官貝思哲於亞洲物流及航運會議的主題論壇上，談及環球經濟重心東移對物流服務所帶來的影響

FAST FACTS

- More than 15,000 business enquiries were made by Japanese companies in the first 10 months following the May 2012 "Think Global, Think Hong Kong" promotion in Japan, up nearly 50 per cent, year-on-year.
- Nearly 2,400 financial and corporate representatives from 39 countries and regions attended AFF 2013.
- Over 10,000 visitors from Zhejiang and neighbouring provinces attended SmartHK Hangzhou, in August 2012.
- More than 17,000 buyers attended the Hong Kong International Licensing Show, where over 300 business-matching meetings were arranged.
- A record 710 exhibitors from more than 30 countries and regions took part in the 17th edition of FILMART, in March 2013.

資料概覽

- 2012年5月於日本舉辦「邁向全球 首選香港」推廣活動之後，首10個月接獲超過15,000宗來自日本商企的查詢，按年上升近50%。
- 來自39個國家和地區接近2,400位財金界及企業代表出席亞洲金融論壇2013。
- 超過10,000位來自浙江省和鄰近城市的人士參觀在杭州舉行的「轉型升級·香港博覽」。
- 超過17,000名貿易買家出席香港國際授權展，期間安排了300多個商貿配對會議。
- 710家來自30多個國家和地區的參展商，參與2013年3月舉行的第17屆香港國際影視展，打破歷來紀錄。



focused on the global economy's shift from West to East and opportunities offered by emerging markets, particularly ASEAN, India and the mainland. Featuring 33 internationally renowned speakers and moderators, the event attracted close to 1,300 participants from 21 countries and regions, making it the largest conference of its kind in Asia, and in only its second year.

As more Hong Kong companies turn to licensing to upgrade their business, the two-day Asian Licensing Conference offered Hong Kong and regional players insights from such international companies as The Coca-Cola Company, Warner Bros Consumer Products, adidas Italy Spa and the Fédération Internationale de Football Association. The conference's second edition attracted more than 1,000 participants from

Above: Kate Dwyer, Group Director, Worldwide Licensing, The Coca-Cola Company, spoke about the global brand's marketing strategy at the second edition of the Asian Licensing Conference
上：可口可樂公司環球品牌授權部集團主管Kate Dwyer於第二屆亞洲授權業會議上，暢談其品牌的市場策略

Left: Vincent Hsieh, General Manager, Guangdong Alpha Animation and Culture Co, offered his insights on breaking into the international licensing market at the Asian Licensing Conference
左：亞洲授權業會議上，廣東奧飛動漫文化股份有限公司總經理謝坤澤就如何進軍國際授權市場分享他的真知灼見

1,300位與會者參加，令它成為亞洲同類型會議中最具規模者。

越來越多香港公司借助授權貿易推動業務發展，一連兩天的亞洲授權業會議，讓香港和區內的業界代表，聽取國際大企業如可口可樂公司、華納兄弟消費品部、adidas Italy Spa及國際足球協會對授權貿易的真知灼

26 countries and regions, making it the largest event of its kind in Asia.

ASIA'S CENTRAL BUSINESS DISTRICT

Held concurrently with the Asian Licensing Conference, the HKTDC Hong Kong International Licensing Show remains the region's leading event for the industry. The 11th edition, held in January 2013, hosted 209 exhibitors, a 21 per cent increase over the previous year, including first-time participants from Australia, Colombia, India, Italy and Malaysia. Among the more than 600 global characters, brands and properties featured were: Barbie, Batman,

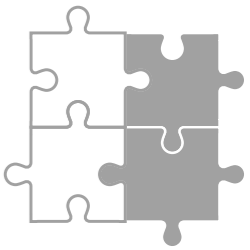
見。本年度為會議的第二屆，吸引來自26個國家和地區逾千位與會者出席，是亞洲同類型會議之冠。

亞洲核心商業區

由香港貿發局舉辦的香港國際授權展，與亞洲授權業會議同期舉行，是區內數一數二的業界盛事。第11屆香港國際授權展於2013年1月舉行，雲集209家參展商，較去年增加21%，當中包括首度參展來自澳洲、哥倫比亞、印度、意大利及馬來西亞的參展商。展出的600多個品牌及授權項目中，包括眾多舉世聞名的漫畫角色及著名品牌，如芭比

Below: Korean exhibitor Iconix Entertainment was among more than 200 exhibitors from 18 countries at the Hong Kong International Licensing Show, the largest event of its kind in Asia. The show featured more than 600 brands and properties
下：香港國際授權展是亞洲最大型的授權展，共吸引來自18個國家及地區超過200家參展商，展出超過600個品牌和授權項目，圖為韓國參展商Iconix的展位





Above: The sixth Asian Financial Forum was opened by Hong Kong SAR Chief Executive CY Leung, who announced the launch of a Financial Services Development Council "to enhance, elevate and champion the competitive position of Hong Kong as an international financial centre"

上：香港特區行政長官梁振英為第六屆亞洲金融論壇主持開幕儀式，他致辭時宣佈，為了提升香港作為國際金融中心的地位，特區政府將成立金融發展局

Right: Lawrence H Summers, the Charles W Eliot University Professor at Harvard University's Kennedy School of Government, and former US Treasury Secretary, was the keynote speaker at AFF 2013

右：哈佛大學甘迺迪政府管理學院查里斯·艾略特大學教授兼美國前財長勞倫斯·薩默斯是亞洲金融論壇2013的主題演講嘉賓之一

Forever Friends, Looney Tunes, Miffy and Friends, Angry Birds, adidas, Land Rover, Dunlop and Jaguar.

Hong Kong's prominence as the region's financial services centre dominated the sixth Asian Financial Forum. Under the

theme "Asia: Shaping the Next Global Landscape," the January 2013 event was the biggest to date, attracting nearly 2,400 financial and business representatives from 39 countries and regions. Among the 97 speakers taking part was Lawrence H Summers, the Charles W Eliot University Professor at Harvard University's Kennedy School of Government, and former US Treasury Secretary. About 500 Deal Flow meetings were arranged, with investors and project owners talking business. Some 140 companies, including 19 mainland investors, took part.

DIFFERENT BY DESIGN

Held concurrently with World SME Expo and BIP Asia, the December 2012 Inno Design Tech Expo drew 351 exhibitors



娃娃 (Barbie)、蝙蝠俠 (Batman)、Forever Friends、Looney Tunes、Miffy and Friends、憤怒鳥 (Angry Birds)、adidas、Land Rover、Dunlop和積架 (Jaguar)。

香港作為區內金融中心的地位，繼續於第六屆亞洲金融論壇中凸顯。本屆亞洲金融論壇於2013年1月舉行，主題為「亞洲：締

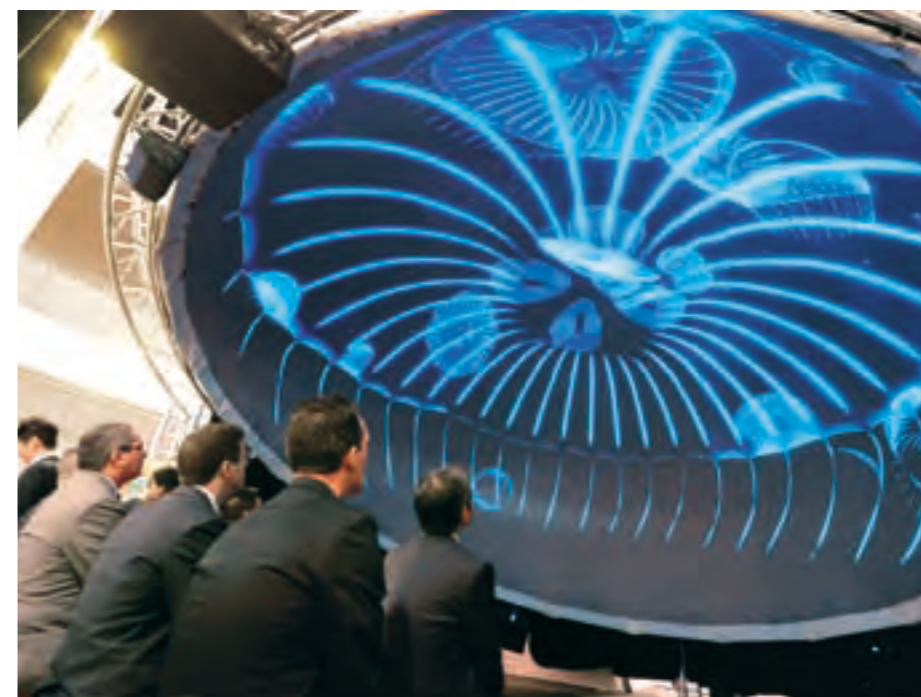
造全球新形勢」，吸引來自39個國家和地區接近2,400位財金界及商界人士出席。擔任論壇演講嘉賓共有97人，包括哈佛大學甘迺迪政府管理學院查里斯·艾略特大學教授兼前美國財政部長勞倫斯·薩默斯教授 (Lawrence H. Summers)。論壇期間大會安排了約500節 Deal Flow項目配對洽談，共約有140間公司參與，當中包括19位中國內地投資者。

One of the top three markets in the global film calendar, second only to the Cannes Film Market, the HKTDC Hong Kong International Film & TV Market (FILMART) attracted a record-breaking number of visitors. More than 6,300 buyers from about 50 countries took part, as well as a record-breaking 710 exhibitors, including first-time participants from New Zealand, Portugal, Qatar and Sweden. One of the highlights of the event, held in March 2013, was a collaboration with Hong Kong's Salon Films, which brought the first mini-dome digital cinema to an international film market.

造全球新形勢」，吸引來自39個國家和地區接近2,400位財金界及商界人士出席。擔任論壇演講嘉賓共有97人，包括哈佛大學甘迺迪政府管理學院查里斯·艾略特大學教授兼前美國財政部長勞倫斯·薩默斯教授 (Lawrence H. Summers)。論壇期間大會安排了約500節 Deal Flow項目配對洽談，共約有140間公司參與，當中包括19位中國內地投資者。

設計為取勝之道

2012年12月，設計及創新科技博覽與國際中小企博覽和亞洲知識產權營商論壇同步舉行。博覽有351家參展商參與，參觀人數達39,247人，他們前來尋找合適的設計服務、商業科技及知識產權貿易方案。丹麥是本年度設計及創新科技博覽的夥伴國家，而博覽本身也是香港特區政府2012 香港設計年的焦點活動。



由香港貿發局舉辦的香港國際影視展於2013年3月舉行，已發展為全球三大電影交易市場之一，規模僅次於康城電影市場。本年度的香港國際影視展參觀人數刷新紀錄，有超過6,300位買家從約50個國家前來參觀，參展商數目亦創下710家的新高，其中包括首次參展來自新西蘭、葡萄牙、卡塔爾及瑞典的展商。本屆影視展其中一個亮點，是與香港沙龍電影公司合作展出全天候影院設施，該公司是首次把這項嶄新設施在國際電影交易市場中推廣。

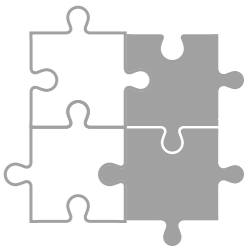


Above: Crown Prince Frederik of Denmark (centre) and his wife Princess Mary toured the Danish Pavilion at the eighth Inno Design Tech Expo, which welcomed Denmark as Partner Country

上：丹麥王儲腓特烈 (Crown Prince Frederik) (中) 與王儲妃瑪麗 (Crown Princess Mary) 參觀第八屆設計及創新科技博覽內的丹麥館，丹麥是博覽會的夥伴國家

Left: A mini-dome cinema, presented in collaboration with Hong Kong's Salon Films, was one of the highlights at FILMART 2013

左：香港貿發局與沙龍電影合作在香港國際影視展2013中設立迷你天幕影院，是影視展的亮點之一



Above: Visitors at SmartHK Hangzhou admired the result of a crossover project between Hong Kong designers and the Strida bicycle brand
上：在杭州舉行的「轉型升級·香港博覽」上，參觀人士對單車品牌Strida與香港設計師合作呈獻的新款單車甚感興趣

SMART SERVICES TARGET MAINLAND

To help mainland enterprises expand overseas, the HKTDC held a series of programmes to promote Hong Kong as the springboard for outbound investment.

The HKTDC organised two joint outbound investment missions this fiscal year, one to Germany with Guangdong Province in May 2012, the other to Japan, in September 2012, with Zhejiang Province. The mission members to Germany met with senior representatives of 118 companies. More than 20 potential deals were reported. As for the Japanese mission, participants explored the latest developments in green technology and new materials.

為內地企業提供增值服務

為協助中國內地企業開拓海外市場，香港貿易發展局舉辦一連串活動，推廣香港作為境外投資跳板的重要角色。

本財政年度，香港貿易發展局先後與廣東省及浙江省攜手籌辦聯合投資考察團，分別於2012年5月前往德國及於2012年9月前往日本。訪德考察團成員與當地118間公司的高層代表會面，並且撮合了20多宗有潛力達成的交易。訪日考察團中，參與者則有機會了解日本環保科技和新材料行業的最新發展。

2012年8月，第二屆「轉型升級·香港博覽」在杭州舉行，協助香港服務業公司把握

In August 2012, the second edition of SmartHK was staged in Hangzhou to help Hong Kong services providers take advantage of the rising demand for creative, technology and business-support services in the Yangtze River Delta region. More than 200 Hong Kong services providers met over 10,000 Zhejiang visitors at the event, resulting in more than 640 business-matching meetings.

HONG KONG'S LEGAL EXPERTISE

The second Hong Kong Legal Services Forum was staged in Guangzhou, in September 2012, to promote Hong Kong's legal services to mainland enterprises going global, and to reinforce the city's image as the leading international legal and dispute-resolution centre in Asia. The event, organised with the Hong Kong SAR Government, and led by 27 Hong Kong legal experts, attracted more than 690 participants from Hong Kong, Guangzhou

長三角地區對創意、科技及商業支援服務需求與日俱增所帶來的機遇。超過200家從事香港服務業的代表，跟逾萬名蒞臨博覽會的浙江商家會面接觸，博覽期間並安排了超過640節商貿配對會議。

推廣香港法律專業服務

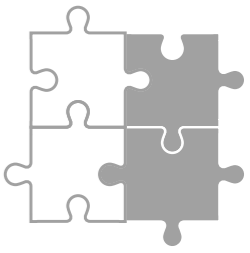
貿發局與香港特區政府律政司合辦的第二屆香港法律服務論壇，於2012年9月在廣州舉行，向積極拓展國際市場的內地企業介紹香港的法律服務。活動更有助鞏固本港作為亞



Above: Delegates of a joint Hong Kong-Guangdong investment mission talked business with German companies during the trip, which took delegates to Frankfurt, Stuttgart, Munich and Berlin
上：香港與廣東一個聯合投資考察團前往德國法蘭克福、斯圖加特、慕尼黑及柏林，團員與德國企業會面並洽談合作機會



Left: Speaking at the Hong Kong Forum's Star Leaders Panel discussion, John Rice, General Electric Company Vice Chairman, said that "the excellent infrastructure and location of Hong Kong supports our strategies to enter the China market"
左：美國通用電氣公司副總裁莊睿思於香港論壇的星級商界領袖座談會上表示，香港優越的地理位置及基礎設施，有助該公司利用香港作為跳板再進入中國內地市場



and neighbouring cities. More than 130 business-matching meetings were arranged between Hong Kong law firms and mainland companies.

STRENGTHENING TIES WITH GLOBAL PARTNERS

International business leaders and associations were kept abreast of the latest developments in Hong Kong through high-level bilateral meetings and the annual Hong Kong Forum. Organised with the Federation of Hong Kong Business Associations Worldwide, the forum was attended by close to 400 members, representing 33 associations.

The Council continued to cement ties with key Asian economies through three high-level bilateral meetings with representatives from Korea, Taiwan and Japan. The 15th Hong Kong/Korea Business Round-table, held in Hong Kong in September 2012, was attended by 16 Korean and 11 Hong Kong members, and covered such topics as finance, opportunities in the environmental-protection sector and the creative industries.

The third Hong Kong-Taiwan Business Co-operation Committee's Annual Meeting took place in September 2012. A high-level

Above: The 15th Hong Kong/Korea Business Round-table, held in September 2012, covered such topics as finance, environmental protection and the creative industries

上：第15屆香港-韓國商貿合作圓桌會議於2012年9月舉行，議題包括金融、環保及創意工業

洲區內國際法律服務及調解爭議中心的形象。論壇由27位香港法律專家帶領召開，共吸引690多位來自香港、廣州和鄰近城市的參加者，論壇期間，大會安排了超過130節香港律師事務所與內地公司之間的商貿配對會議。

加強與各地夥伴的聯繫

貿發局每年透過舉辦香港論壇及高層雙邊會議，讓海外的香港商業協會代表以及商

business forum was staged alongside it to explore bilateral cooperation opportunities, particularly in the areas of investment and e-commerce.

The 32nd Plenary Session of the Hong Kong-Japan and Japan-Hong Kong Business Co-operation Committees was held in Hong Kong in March 2013, attended by 24 members and speakers from both sides. Hong Kong SAR Chief Executive CY Leung was the keynote speaker at the plenary luncheon.

The eighth Plenary Session of the Hong Kong-France Business Partnership was held in Paris in March 2013. The trip to France included visits to key high-technology and research companies in Toulouse, the heart of Europe's aerospace industry.

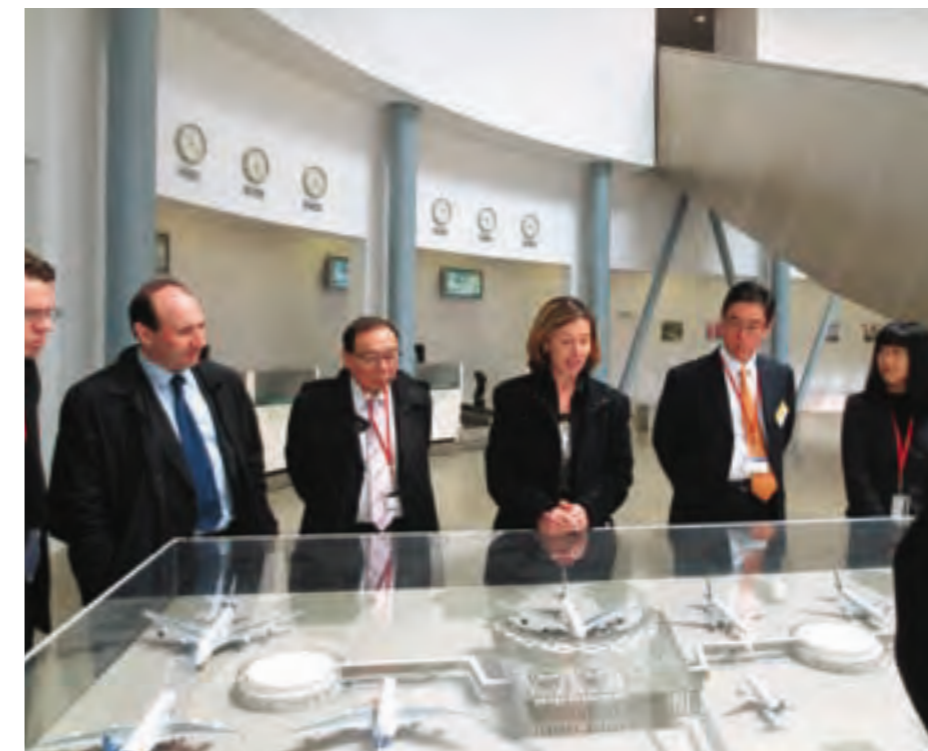
界領袖了解香港的最新發展。香港論壇由本局與環球香港商業協會聯盟主辦，有接近400位成員代表33個各地香港商會參與。

本年度，貿發局分別與韓國、台灣及日本的代表舉行了三次高層雙邊會議，繼續與這些亞洲重要經濟體保持緊密聯繫。於2012年9月在香港舉行的第15屆香港-韓國商貿合作圓桌會議，有16位韓國和11位香港成員出席，會議討論了多個課題，包括金融、環保行業及創意工業商機。

我們也積極發掘香港和台灣之間的雙邊合作機會，為此，我們於2012年9月在台灣舉辦了香港-台灣商貿合作委員會第三屆周年會議，並同時舉辦了一場高層次的商業論壇，探討港台在相互投資和電子商貿領域的合作商機。

香港-日本及日本-香港經濟合作委員會第32次全體大會於2013年3月在香港舉行，雙方共有24位成員和講者出席，香港特區行政長官梁振英更為會議的午餐會擔任主題演講嘉賓。

港法貿易夥伴委員會第八次全體大會於2013年3月在巴黎召開。這次法國之行包括參觀多家位於歐洲航天工業心臟地帶-圖盧茲的高科技和研發公司。



Left: HKTDC Deputy Executive Director Margaret Fong (right) and Tom Tang (second from right), Chairman of the Hong Kong Committee of the Hong Kong-France Business Partnership, along with delegation members, toured the European Aeronautic Defence and Space Company's Airbus production site in Toulouse, France

左：香港貿發局副總裁方舜文(右一)、港法貿易夥伴委員會港方主席唐慶年(右二)與其他團員一同參觀位於法國圖盧茲的空中巴士生產基地

Strengthening Hong Kong as Asia's Exhibition Capital 鞏固香港為亞洲 展覽之都的地位

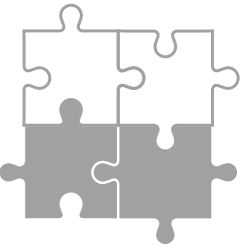
While the global economy continued to struggle, HKTDC trade fairs attracted more exhibitors and buyers this year, and from all over the world.

儘管全球經濟仍然挑戰重重，本年度有更多世界各地的參展商和買家，前來參與香港貿發局的貿易展覽會。



Strengthening Hong Kong as Asia's Exhibition Capital

鞏固香港為亞洲展覽之都的地位



Above: Budding chefs made a stir during a Gourmet Zone cooking session at the August 2012 HKTDC Food Expo. The five-day fair attracted more than 16,000 trade buyers, up 30 per cent over the previous year, and over 390,000 public visitors

上：在2012年8月舉行的香港貿易發展局美食博覽中，尊貴美食區擠滿了廚師大顯身手，烹調各式各樣佳餚。五天的展覽共吸引了超過16,000名貿易買家到場，較2011年上升三成，而公眾參觀人士則超過39萬

WELCOMING THE WORLD

This fiscal year, 25 of the HKTDC's 35 fairs enjoyed record exhibitor or buyer participation. In all, HKTDC fairs welcomed 683,479 buyers, up 1.2 per cent over the previous fiscal year, and 33,851 exhibitors, an increase of about 3.3 per cent, year-on-year.

Three fairs, the autumn edition of the Electronics Fair, together with the Hong Kong Gifts & Premium Fair and the Hong

Kong Watch & Clock Fair, remained the largest of their kind in the world. Nine HKTDC fairs were the largest in Asia, including the January 2013 Hong Kong Toys & Games Fair and the April 2012 Hong Kong Houseware Fair.

LIFESTYLE FAIRS

HKTDC fairs continued to build on Hong Kong's growing reputation as a regional lifestyle trendsetter. At the August 2012 Food Expo, for example, the fair's Gourmet Zone attracted more than 71,000 visitors, twice as many as at the Gourmet Zone's 2011 fair debut. Showcasing fine food and wine, the zone presented more than 70 exhibitors, up 60 per cent over 2011. Still with wine, the Hong Kong International Wine & Spirits Fair, in November 2012, broke both exhibitor and buyer records. The

恭迎各方來賓

本財政年度，香港貿易發展局所舉辦的35個展覽會中，有25個刷新了參展商或買家數目的紀錄。香港貿易發展局的展覽會一共接待了683,479名買家，較上一個財政年度增加1.2%，同時亦吸引33,851家參展商，錄得3.3%的按年增幅。

秋季電子產品展、香港禮品及贈品展和香港鐘表展，以規模論，繼續穩踞全球同類展覽的首位。本年度香港貿易發展局所舉辦的各項展覽中，有九項是亞洲同類型展覽中規模最大的，包括2013年1月的香港玩具展和2012年4月的香港家庭用品展。

時尚生活展覽

香港是時尚生活潮流的引領者，在區內的地位日益重要，有見及此，香港貿易發展局在展覽



"The year 2012/13 was a challenging period for trade and businesses. More companies from around the world were looking for effective platforms to develop business, and an increased number of them chose HKTDC's exhibitions."

Benjamin Chau, Deputy Executive Director, HKTDC

「2012/13年度對工商界來說是挑戰重重的一年，世界各地的企業積極尋找有效的平台拓展業務，因此更多公司選擇了參加香港貿易發展局的展覽會。」

香港貿易發展局副總裁 周啟良

popular fair attracted 20,369 buyers from 80 countries and regions. Asian buyers were up 200 per cent over the fair's 2008 inaugural edition, attesting to the growing popularity of wine throughout the region.

More than 38,000 buyers, up 14 per cent over the previous year, took in the HKTDC's two January 2013 fashion fairs: World Boutique, Hong Kong, and Hong Kong Fashion Week for Fall/Winter. Fashion Week, the largest fair of its kind in Asia,

中大力推廣香港的時尚生活品味。於2012年8月舉辦的美食博覽中，尊貴美食區吸引超過71,000名入場人士，是2011年尊貴美食區首辦時入場人數的兩倍。展示美酒佳餚的美食區雲集70多家參展商，比2011年增加六成。而2012年11月舉辦的香港國際美酒展，參展商和買家數目均創下新高，吸引來自80個國家及地區的20,369名買家。來自亞洲的買家數目較2008年首辦時大幅增加200%，印證品酒文化在亞洲日趨普及。

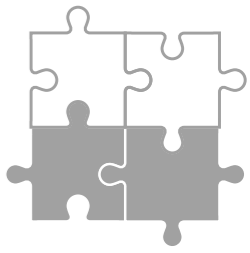
香港貿易發展局2013年1月舉辦兩個時裝展：香港國際時尚薈萃及香港時裝節秋冬系列，兩者吸引逾38,000名買家，較去年增加14%，其中，香港時裝節是亞洲同類型展覽中規模最大的，買家可從中搜羅世界各地的成衣、時裝、布料、衣物配飾及相關產品。

主力推廣時裝品牌的香港國際時尚薈萃，吸引破紀錄的559個品牌參展。在本屆國際時

Right: The HKTDC's Benjamin Chau (centre) toasted the success of the fourth Hong Kong International Wine & Spirit Competition, among the highlights of the November 2012 HKTDC Hong Kong International Wine and Spirits Fair. Joining Mr Chau were (left to right): Simon Tam, Wine & Spirit Competition Director; Rupert Hogg, Director, Sales & Marketing, Cathay Pacific Airways; Allen Gibbons, the Competition's Executive Director; and Debra Meiburg, its Director

右：香港貿易發展局在2012年11月舉辦了香港國際美酒展，當中的第四屆國泰航空香港國際美酒品評大獎是焦點活動之一，香港貿易發展局副總裁周啟良(中)舉杯恭賀各得獎者，出席頒獎典禮的嘉賓還包括(左至右)：大獎總監譚業明、國泰航空銷售及市場董事何果、大獎的執行總監 Allen Gibbons及總監Debra Meiburg





Left: More than 42,000 happy buyers from some 140 countries and regions took part in the March 2013 HKTDC Hong Kong International Jewellery Show. That was up nearly 11 per cent over the previous year, with emerging-market buyers up 18 per cent. More than 3,300 exhibitors, a new fair record, participated in the show's 30th edition

左：香港貿易發展局在2013年3月舉辦的第30屆香港國際珠寶展吸引了來自約140個國家及地區超過42,000名買家入場，較上屆珠寶展上升近11%，當中來自新興市場的買家較上屆增加18%。珠寶展匯聚了超過3,300家參展商，規模為歷屆之冠

is a global sourcing show for garments, fashion, fabric, clothing accessories and related products.

World Boutique, dedicated to promoting fashion brands, welcomed a record 559 brand names and once again staged Hong Kong Fashion Extravaganza. The gala evening, which drew 1,600 industry professionals and many of the city's most stylish, spotlighted the fashion of four internationally celebrated designers, including Hong Kong's Johanna Ho. Some 6,000 people from around the world also watched Fashion Extravaganza through Google+ Hangouts On Air, on HKTDC's Google+ page. The live event took place thanks to the Council's new technology partnership with Google.

TAKING IT TO THE COMMUNITY

Fashion Extravaganza was also broadcast

尚薈萃，「香港·華麗秀」再度登場，展出四位國際知名設計師的傑作，包括香港代表何志恩 (Johanna Ho)。這場時裝晚會除了吸引1,600名時裝界專業人士和城中潮人親身捧場外，亦有6,000個世界各地的潮人透過Google+ Hangouts On Air，即時在香港貿易發展局於Google+社交平台上的專頁收看「香港·華麗秀」轉播，這也是貿易發展局與Google建立技術合作夥伴下的新猷。

走進社區

「香港·華麗秀」亦安排在香港時代廣場的大屏幕作現場直播，作為本局1月份推行「Hong Kong in Fashion」為期三周的社區宣傳活動重點項目之一。舉辦Hong Kong in Fashion 的目的是鼓勵全城投入這場時裝盛事，加強推廣香港作為時尚之都的地位，活動共邀請了120多個本地時裝零售商、餐廳、商場及咖啡店參與其中。

live at Hong Kong's Times Square, as part of Hong Kong in Fashion. A community-wide promotion that ran for three weeks in January, Hong Kong in Fashion celebrated the city's role as a fashion hub and trendsetter. Some 120 local fashion retailers, restaurants, shopping malls and coffee shops took part in the campaign.

A series of community events was also organised as a promotional lead-in to the July 2012 Hong Kong Book Fair. More than 50 activities took place across the city. In all, the Book Fair attracted some 900,000 visitors during its week-long run.

MARKETING SHOWCASE

Long known as Asia's major sourcing shows, HKTDC fairs continued to develop as product marketing showcases. This year's fairs offered an expanded variety of activities to help exhibitors market their products. These included some 200 fashion shows, parades, product launches and competitions.



The fairs' brand-name halls continued to attract brands, with a number of shows, including the January 2013 Hong Kong Baby Products Fair, the October 2012 Hong Kong International Lighting Fair (Autumn Edition) and the November 2012 Hong Kong Optical Fair, showing double-digit increases.

A wide variety of communications was

為吸引公眾人士更早投入2012年7月的香港書展，貿易發展局亦以「文化七月·悅讀夏季」為題，舉辦了一連串在香港不同角落進行的前期推廣活動，共50多項。為期一周的書展吸引約90萬參觀人士。

市場推廣的有效平台

香港貿易發展局舉辦的展覽，一向是亞洲區內主要的產品採購展覽，早已舉世聞名，我

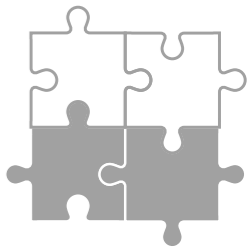


Above: A press conference at Harbour City introduced the January 2013 HKTDC Hong Kong Fashion Week for Fall/Winter and HKTDC World Boutique, Hong Kong. Show highlights included Hong Kong Fashion Extravaganza. This year's evening gala spotlighted the latest fashion collections from Paris' Nana Aganovich and Brooke Taylor, Beijing's Chi Zhang, London's Holly Fulton and Hong Kong's Johanna Ho

上：2013年1月舉行的香港時裝節秋冬系列及香港國際時尚薈萃之新聞發布會於海港城舉行，其焦點項目之一是「香港·華麗秀」——一場盛大的時裝晚會，展示來自巴黎的設計組合 Nana Aganovich和Brooke Taylor、北京的張馳、倫敦的Holly Fulton及香港的何志恩最新作品

Left: The 20th HKTDC Hong Kong Optical Fair, in November 2012, welcomed some 630 exhibitors, a new fair record, and featured a variety of topical industry seminars, as well as the 10th Hong Kong Optometric Conference

左：於2012年11月舉行的第20屆香港眼鏡展迎來約630家公司參展，規模為歷屆之冠。展覽期間舉行了多場行業研討會，包括第10屆香港視光學會議



Above: There was no shortage of bright ideas at the October 2012 HKTDC Hong Kong International Lighting Fair (Autumn Edition). The 14th edition, which attracted nearly 2,300 exhibitors, a new fair record, introduced areas spotlighting advertising lighting and smart lighting, while more than 800 exhibitors offered environmentally friendly products at the LED & Green Lighting zone

上：於2012年10月舉行的第14屆香港國際秋季燈飾展吸引近2,300家參展商，打破歷屆紀錄。燈飾展自然不乏創意「爆燈」的產品，並帶來各種廣告燈具及智能照明方案；逾800家參展商在LED及環保照明專區中推出多款綠色環保燈具

Right: More than 2,000 exhibitors from 32 countries and regions participated in the April 2012 HKTDC Hong Kong Houseware Fair, the largest of its kind in Asia. Fifteen group pavilions took part, including the ASEAN Select Pavilion, which featured 85 exhibitors from Indonesia, Malaysia, the Philippines, Thailand and Vietnam

右：香港貿易發展局香港家庭用品展是亞洲最大型的家品展，展覽在2012年4月舉行，吸引來自32個國家及地區超過2,000家參展商，並設置15個地區展館，包括「東盟薈萃」。該展館集合了印尼、馬來西亞、菲律賓、泰國及越南多個東盟國家共85家參展商



employed to promote the fairs, from photo and video displays of exhibitor products to print and online advertorials, TV and radio coverage, press conferences and social media collaborations.

BIG ON SMALL ORDERS

Responding to the growing number of

們繼續為展覽會增添創新的推廣功能。本年度的展覽提供多元化活動，協助參展商宣傳產品，包括200多場時裝表演、產品巡禮、產品發佈會及比賽。

於各項展覽中設置的品牌廊，吸引越來越多品牌參展，其中幾項展覽—包括2013年1月舉行的香港嬰兒用品展、2012年10月的香港秋季燈飾展和2012年11月的香港眼鏡展，參展品牌的數目均錄得雙位升幅。

貿發局更利用多媒體為展覽會宣傳，包括展示參展商產品的相片及短片、平面及網上廣告、電視及電台報導、記者招待會，以及與社交媒體合作等。

businesses looking for more flexibility in their product purchasing, the HKTDC began adding the Small-Order Zone to its fairs and its online marketplace in early 2012. Since April 2012, the zone has drawn more than 100,000 visits from nine fairs, while generating more than 80,000 enquiries to over 1,200 suppliers. At last count, more than 70,000 products from over 3,500 suppliers were available from the online Small-Order Zone, at hktcdc.com, generating more than 210,000 enquiries.

EMERGING-MARKET PROMISE

A range of new initiatives this fiscal year helped Hong Kong SMEs expand their emerging-market opportunities. These included buyer forums, with traders from such economies as Russia, Poland, India and the Middle East sharing their sourcing needs and market trends with exhibitors.

小批量採購

有見更多企業在採購產品方面講求更高的靈活度，香港貿發局早於2012年初，在展覽場內及貿發網(www.hktcdc.com)上增設小批量採購專區。自2012年4月起，專區在九個展覽的參觀人次累積超過100,000，為超過1,200名供應商帶來逾80,000宗查詢。據最新統計，貿發網上的小批量採購專區，載有由超過3,500名供應商提供合共70,000多種產品的資料，已錄得超過210,000宗查詢。

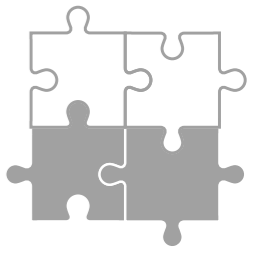
新興市場商機處處

貿發局於本財政年度推出多項新措施，協助香港中小企開拓新興市場機遇，包括買家論壇，來自俄羅斯、波蘭、印度及中東等經濟體的買家，於論壇上與參展商分享他們的採購需求及市場走勢。



Left: The Small-Order Zone has become one of the HKTDC's most popular fair areas for buyers and sellers alike since its gradual introduction, beginning in early 2012. It has also found ready acceptance on the HKTDC's online marketplace, hktcdc.com

左：小批量採購專區自2012年初推出後，成為香港貿發局各項展覽中最受買家及參展商歡迎的專區之一，該專區亦於貿發網上推出，深受中小企歡迎



FAST FACTS

- In 2012/13, 16 HKTDC fairs enjoyed record-breaking buyer attendance.
- More than 255,000 Asian buyers beyond Hong Kong took part in HKTDC trade fairs this fiscal year, up 1.3 per cent over the previous year. The Chinese mainland led the way, with some 166,000 buyers.
- At the US Web Marketing Association's WebAward 2012, the HKTDC's online marketplace won five awards, including, for the second year in a row, Best Portal Website.
- The free sourcing service offered by hktcd.com generated 24 million business connections this fiscal year, bringing buyers and suppliers together from all over the world.
- More than 5,000 one-on-one buyer meetings were organised by HKTDC fairs in 2012/13, connecting suppliers and buyers looking for bulk sourcing.

資料概覽

- 於2012/13年度，16個貿發局展覽會的買家入場人數打破紀錄。
- 超過255,000名亞洲買家（除香港外）參與本年度貿發局各個展覽，較去年增加1.3%，當中以中國內地買家數目最多，約有166,000人。
- 美國萬維網推廣協會2012年WebAward大獎中，貿發網獲得五個獎，包括連續兩年奪得最佳電子商貿平台獎（Best Portal Website）。
- 本財政年度，hktcd.com展覽商貿配對服務於年內建立了約2,400萬個商貿聯繫，把世界各地的買家與供應商聯繫起來。
- 於2012/13年度，貿發網在貿發局展覽會中促成了逾5,000節一對一的買家採購會，把採購大批貨品的買家與供應商聯繫起來。



MAKING CONNECTIONS EASIER

The HKTDC this year offered quick response (QR) code scanning at 26 of its fairs to better integrate the events with the Council's online marketplace. Some 80 per cent of fair exhibitors were scanned by buyers, who obtained the detailed exhibitor information available on hktcd.com. In return, exhibitors received details of buyers who scanned their codes.

The HKTDC also began to assign QR codes to individual advertising suppliers in all its print publications. This has helped buyers with smartphones and tablets access additional supplier details online, allowing them to make enquiries immediately.

The hktcd.com's free sourcing service generated some 24 million business connections this fiscal year. The service provides buyers with supplier lists

Above: QR code scanning at HKTDC fairs has been widely adopted by buyers, who appreciate the detailed exhibitor information, and by exhibitors, who receive details of the buyers scanning their products

上：香港貿發局繼續在展覽會中推廣二維碼（QR code）技術，反應熱烈；買家能於瞬間取得參展商詳盡的資料，而參展商亦可得知哪些買家曾於展會中透過二維碼取得他們的資訊，以及相關買家的詳細資料

促進連繫

本年度，香港貿發局於26個展覽中提供二維碼（QR Code）掃描服務，把展覽會和貿發網的網上平台更好的融合起來。約八成參展商獲買家掃描其二維碼，買家得以透過貿發網取得有關參展商的詳細資料。與此同時，參展商亦會收到曾經掃描其編碼的買家資料。

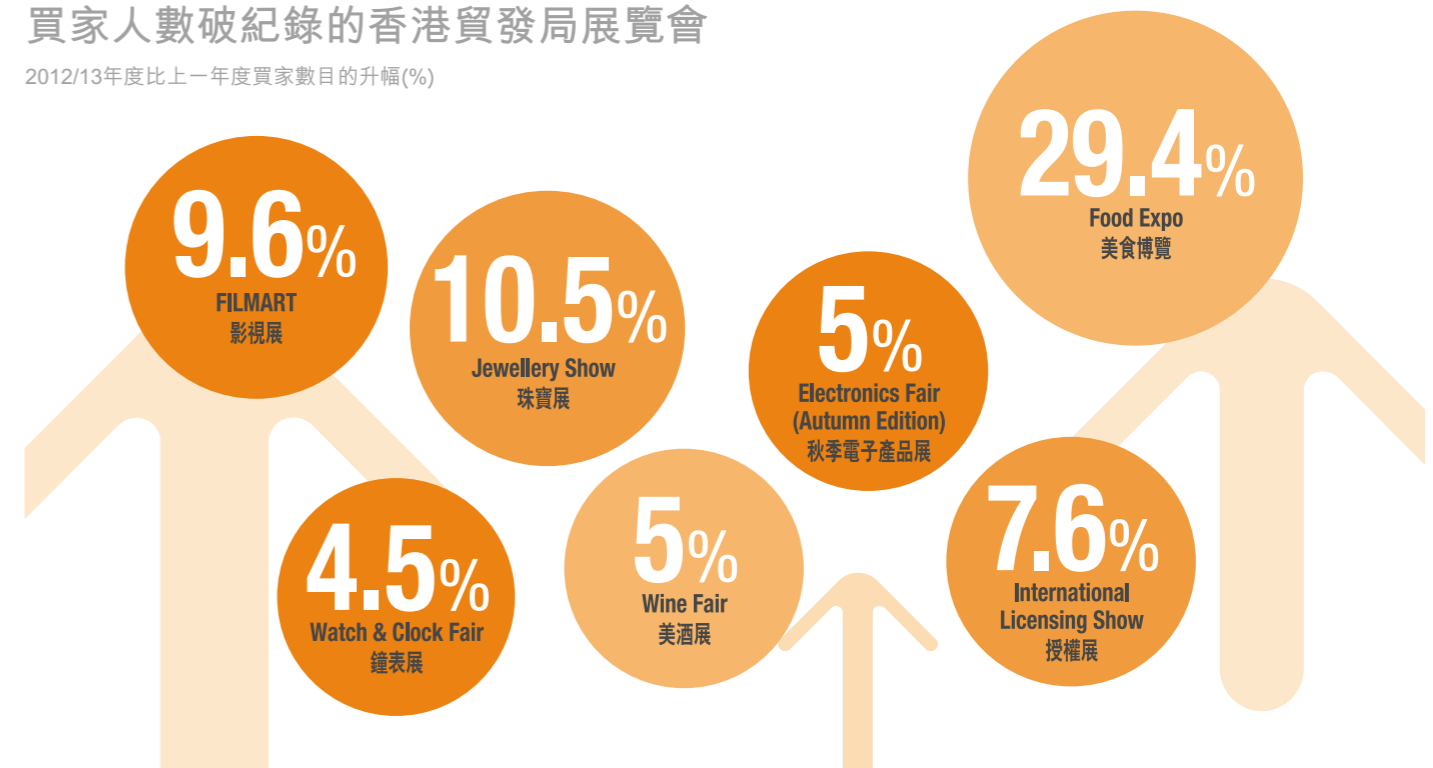
香港貿發局亦開始為其出版刊物的廣告客戶編配二維碼，以便買家使用智能手機或平板電腦，在網上獲得供應商更詳盡的資料，亦可即時作出查詢。

HKTDC Fairs with Record-Breaking Buyer Attendance

Percentage Increase in Buyer Numbers 2012/13

買家人數破紀錄的香港貿發局展覽會

2012/13年度比上一年度買家數目的升幅(%)



according to specific sourcing requests, and is one of the most popular offerings at HKTDC fairs.

SOCIAL MEDIA MARKETING

Complementing its Google+ partnership, the HKTDC created several accounts on Sina Weibo, one of the Chinese mainland's most popular social media sites, to raise mainland awareness of the HKTDC's export marketing services. In addition, the HKTDC increased its use of LinkedIn, the largest business social network in the world, to build relations with key buyers. Nearly 3,000 buyers from around the world joined the HKTDC's buyer community on LinkedIn.

本財政年度，hktcd.com的免費採購服務建立了約2,400萬個商貿聯繫。這項服務可因應買家特定的採購要求，提供符合條件的供應商名單，是香港貿發局最受歡迎的服務之一。

社交媒體營銷

除了與Google+結成合作夥伴，香港貿發局亦在新浪微博—中國內地最受歡迎的社交媒體網站開設了多個帳戶，向內地客戶推介香港貿發局的出口推廣服務。此外，香港貿發局亦開始使用全球最大商業社交網站LinkedIn，與主要買家建立聯繫。目前，全球約有3,000名買家已透過LinkedIn加入貿發局的買家社群。

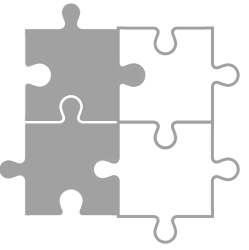
Developing Our Organisation 持續發展

The HKTDC devoted considerable resources to the professional and personal development of its employees, better equipping them to serve Hong Kong SMEs, while contributing to the local community.

香港貿發局投放相當資源提升員工的專業和個人發展，使員工裝備好自己為香港中小企提供更優質的服務，同時貢獻社區。



Developing Our Organisation 持續發展



Above: HKTDC executive trainees rose to daunting challenges at a July 2012 "boot camp" to build confidence, determination and team spirit

上：香港貿易發展局的見習貿易推廣主任，於2012年7月接受「boot camp」野外集訓的挑戰，從中建立自信、決心及團隊精神

Right: Energy management firm BillionGroup Technologies Ltd's Managing Director Steve Wong shared his business experience with 140 university students at a January 2013 "CEO Interview" session under the HKTDC Trade Ambassador Programme

右：能源管理公司兆豐科技設備有限公司董事總經理黃兆輝於2013年1月舉行的「CEO暢談」環節中與140位大學生分享當商心得，該環節是商貿大使計劃的一個重點項目

NURTURING TALENT

The HKTDC is focused on adding value to Hong Kong, while helping local companies succeed in tomorrow's competitive business environment. The HKTDC's Executive Trainee Scheme, which grooms future leaders for the Council, recruited eight participants for its 16th class in July 2012. That month, the 13th class graduated, and four of them were appointed as assistant managers in various departments. Apart from on-the-job training, the trainees took an active role in corporate functions and other activities in the three-year programme.

More than 500 university students participated in the HKTDC Trade Ambassador Programme in 2012/13. Organised by the HKTDC in cooperation



培育人才

香港貿易發展局專注為香港增值，協助本地企業在競爭激烈的營商環境中力爭上游。香港貿易發展局的見習貿易推廣主任計劃，是為貿易發展局栽培未來領袖的搖籃，2012年7月，有八人獲得取錄，成為第16屆見習貿易推廣主任計劃的學員，當月同時是第13屆學員畢業之日，有四位畢業學員得到擢升，出任各部門的助理經理。為期三年的培訓計劃中，除

with local universities, the programme raises awareness of the importance of trade to Hong Kong. Activities included "Meet the HKTDC Economist" sessions, in which Council economists discussed global market trends, and "CEO Interview" sessions, with business leaders recounting their success stories and industry developments.

CUSTOMER OUTREACH

To build closer relations with customers and respond more effectively to their needs, the HKTDC continued to develop its Customer Relationship Programme. This year, the programme featured company visits by HKTDC managerial executives, district outreach luncheons and courtesy phone calls. In 2012/13, 2,451 phone calls and 827 company visits were made, while nine outreach luncheons were held for 386 representatives of 337 companies. Customer feedback is continually analysed to help drive service improvement.

Meanwhile, a variety of corporate outreach initiatives was also conducted to build sustainable relationships, understand the needs of the business community and promote HKTDC services. These included guided tours of HKTDC fairs for members of overseas business chambers in Hong Kong.

Below: HKTDC SME Relations Manager Roman Law gave a guided tour to American Chamber of Commerce members at the HKTDC World SME Expo in December 2012. The tours help inform the business sector of opportunities at Hong Kong trade fairs

下：於2012年12月舉行的香港貿易發展局國際中小企博覽上，香港貿易發展局製造業拓展經理羅文生，向前來參觀的美國商會代表團成員提供導覽，介紹展覽會的商機

Below right: HKTDC Deputy Executive Director Margaret Fong (fifth from right) and overseas consuls-general in Hong Kong enjoyed a walk together in Sai Kung in November 2012, one of the Council's many outreach events to promote closer ties with the business sector

右下：香港貿易發展局副總裁方舜文(右五)與多位外國駐港總領事於2012年11月同遊西貢。貿易發展局透過這類外展活動加強與商界的聯繫



在職培訓外，見習貿易推廣主任亦積極參與貿易發展局各項活動。

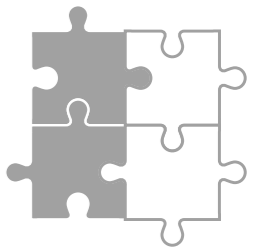
超過500位大學生參加由香港貿易發展局聯同本港多家大學合辦的2012/13年度商貿大使計劃，宣揚貿易在香港擔當的重要角色。本年度計劃設有多個環節，包括「與香港貿易發展局經濟師會面」，由貿易發展局的經濟師分析環球市場趨勢，亦安排了「CEO暢談」環節，邀請商界領袖與學生分享其成功故事和行業發展。

接觸客戶

為了加強與客戶之間的聯繫，使我們更有效回應客戶所需，香港貿易發展局本年度繼續推行客戶關係計劃，內容包括：派出香港貿易發展局經理親自拜訪公司、舉行地區交流午宴、電話訪談等。於2012/13年度，我們共進行了2,451次電話訪談及827次公司拜訪；並舉行了九次地區交流午宴，共邀得337間公司的386位代表出席；貿易發展局亦不斷收集客戶意見並進行分析，全力完善我們的服務。

同時，貿易發展局亦推行多種企業外展活動計劃，致力與客戶建立持久關係，深入了解工商界的需要，並推廣香港貿易發展局的服務。這





Above: Senior HKTDC executives, including Director of Product Promotion Ralph Chow (third from left), attended a February 2013 leadership training seminar conducted by Stephen Lee, President, Peter F Drucker Academy (centre). It was one of many training courses organised by the HKTDC to help staff better serve Hong Kong SMEs

上：為提升員工為香港中小企業提供的服務水平，香港貿易發展局製造業拓展總監周瑞麟(左三)與多位高級行政人員，一同參與2013年2月一場領袖訓練講座，該場講座由彼得·德魯克管理學院院長李志剛(中)擔任導師

Right: An HKTDC customer service manager (right) visited Hong Kong manufacturer Cheuk Yip Plastic Fty Ltd, in November 2012, to learn about the company's business and its observations on Council services

右：2012年11月，貿易局的客戶服務經理(右)探訪香港一家製造商 - 卓業塑膠有限公司，了解該公司的業務和對本局服務的意見

INVESTING IN PEOPLE

In 2012/13, the HKTDC offered more than 100 in-house training programmes, with enrolment exceeding 2,850, to enhance staff capabilities. Offerings included a seminar series on leadership development, best-practice sessions with speakers from other companies, soft-skill training, as well as China business seminars and e-learning courses.

The HKTDC's Staff Wellness Day featured health checks and related measures as part of a general effort to enhance well-being among staff.

CORPORATE CULTURE

The HKTDC's core values – trust, developing new frontiers, creating value and commitment – continued to help employees serve Hong Kong SMEs, ensuring that the Council delivered on its brand promises and achieved performance breakthroughs.

During the year, the Core Values Working Group organised workshops for new recruits, instilling in them the culture of service, innovation and commitment that drives the HKTDC.



些活動包括：為外國商會代表安排香港貿易發展局展覽的導覽服務。

人才培訓

於2012/13年度，香港貿易發展局提供超過100個內部培訓課程，加強員工各方面的能力，參加培訓的總人次超過2,850。培訓課程包括有關領袖發展的講座系列、最佳實務分享(講者來自其他公司)、軟技巧訓練、中國營商研討會及網上學習課程。

「員工健康日」是香港貿易發展局為保障員工健康而設，活動內容包括健康檢查服務和相關項目。

機構文化

香港貿易發展局員工繼續秉承我們的核心價值－互相信任、拓展領域、創建價值及投入承

Employees who exemplified these values were recognised through the seventh HKTDC Commitment Awards. At the presentation ceremony, held in December 2012, nine staff members and teams were honoured with Individual, Customer Service, Team and Branch Office Awards. Winners included teams with members from branch offices around the world, underscoring the HKTDC's global team spirit and cohesion.

The Small-Order Zone team was honoured for responding to the needs of global buyers, particularly those from emerging markets, for products in small quantities. The zone, which can now be found in many HKTDC trade fairs, has created new opportunities for Hong Kong suppliers.

The Crowd Control Team was honoured for ensuring safe conditions for trade fair participants even in challenging weather situations, including the typhoon experienced during the HKTDC Hong Kong Book Fair.

Dedication was also acknowledged at the HKTDC Long Service Awards. In December 2012, 52 employees received these awards, including 15 from overseas offices. Four awardees were recognised for serving the Council for 35 years, three for 30 years of service and six for 25 years; 22 marked their 20th year with the HKTDC and 17 were noted for a decade of service.

ENHANCING PUBLIC AWARENESS

During 2012/13, the HKTDC organised various initiatives to raise public awareness of the Council's work on behalf of Hong Kong. These included three series of infomercials aired on television. They focused on the HKTDC's efforts to promote Hong Kong's services industries, help SMEs meet economic challenges and explore emerging markets.

Last year, the HKTDC once again sponsored the "Wan Chai a la Carte" food map. A collaboration with the Wan Chai District Council, the map featured more than 120

攤－為香港中小企服務，堅守貿易發展局品牌所代表的服務承諾，並力求表現時刻取得突破。

本年度，核心價值工作小組為新入職的同事舉辦工作坊，灌輸貿易發展局的服務文化以及創新和勇於承擔的精神。

我們每年頒發貿易發展局核心價值獎，表揚在實踐核心價值有傑出表現的員工。第七屆頒獎禮在2012年12月舉行，共頒發九個個人、客戶服務、團隊及駐當地辦事處獎項。得獎者來自全球辦事處，凸顯香港貿易發展局的團隊精神和緊密的合作關係。

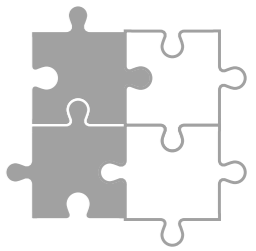
「小批量採購專區」的團隊能迎合環球買家的需要，尤其是新興市場買家傾向小批量訂貨的特性，因此獲頒團隊獎項。現在，多個貿易發展局的貿易展覽會均設有「小批量採購專區」，為香港供應商開創源源商機。

此外，人群控制團隊亦獲嘉許，他們即使在惡劣的天氣情況下，為保障參觀貿易展覽會



Left: HKTDC Executive Director Fred Lam (in green sweater) helps celebrate the 2012 Long Service Awards with recipients

左：香港貿易發展局總裁林天福(身穿綠色毛衣)與獲頒2012年度長期服務獎的多位同事一起慶祝



restaurants, offering locals and visitors a handy and informative guide to dining and drinking in the area. It was launched at the August 2012 HKTDC Food Expo and distributed at other HKTDC trade fairs, the HKTDC Design Gallery, the HKTDC SME Centre, Wan Chai District Councillors' offices and St James' Settlement. An electronic version was made available on the HKTDC website.

ALL FOR CHARITY

The HKTDC contributed to charity through its Reach Out campaign at the April 2012 HKTDC Hong Kong Gifts & Premium Fair, as well as the January 2013 HKTDC Hong



Above: For the sixth year, the HKTDC sponsored the "Wan Chai a la Carte" food map, a handy guide to restaurants in the district

上：香港貿易發展局連續六年贊助出版「食通灣仔」美食地圖，提供在灣仔區品嚐美酒佳餚的實用指南

Right: With the support of HKTDC Assistant Executive Director Lawrence Yipp (centre), volunteers collected toys from exhibitors at the HKTDC Hong Kong Toys & Games Fair 2013 for donation to non-governmental organisations

右：香港貿易發展局助理總裁葉永朝(中)與一眾義工，在香港貿易發展局香港玩具展2013舉行期間，向參展商收集玩具轉送予非政府組織



人士的安全而付出辛勞，包括在香港書展受颱風影響期間仍緊守崗位，確實值得表揚。

香港貿易發展局亦頒發長期服務獎予多年來竭誠服務的貿發局員工。有52位貿發局員工於2012年12月獲頒長期服務獎，包括15位海外辦事處職員。四位獲獎員工於貿發局服務長達35載，三位服務30年，六位服務25年。另有22人獲頒20年服務獎，17人獲頒10年服務獎。

加深公眾認識

2012/13年度，香港貿易發展局推出多個項目，向公眾介紹貿發局為香港所做的各項工作，包括三個電視特備節目系列，分別重點介紹貿發局在推廣香港服務業、扶助中小企應對經濟挑戰以及發掘新興市場的工作。

本年度，香港貿易發展局再次夥拍灣仔區議會贊助出版「食通灣仔」美食地圖，介紹灣仔區120多家食肆，為遊客和市民提供快捷詳盡的飲食指南。這本地圖於2012年8月舉行的



Above: At the Standard Chartered Hong Kong Marathon 2013, Hong Kong SAR Government Secretary for Commerce and Economic Development Gregory So (centre) posed with the HKTDC team behind a banner that said: "The HKTDC goes the extra mile to fully support SMEs." Standing to Mr So's left is HKTDC Assistant Executive Director Raymond Yip

上：渣打香港馬拉松2013賽事期間，香港特別行政區商務及經濟發展局局長蘇錦樑(中)，與貿發局助理總裁葉澤恩(站於蘇局長左邊)以及一眾貿發局代表隊成員，一同展示本局參賽的宣傳口號：「貿發局走多步 全力支持中小企」

Kong Toys & Games Fair and HKTDC Hong Kong Baby Products Fair. Some 240 boxes of toys and gifts were collected from more than 60 exhibitors and donated to 34 non-governmental organisations through the Hong Kong Council of Social Service.

HKTDC staff also participated in fitness activities for charitable causes. Led by Executive Director Fred Lam, more than 70 HKTDC employees ran in the February 2013 Standard Chartered Hong Kong Marathon.

美食博覽期間推出。貿發局亦在各個貿易展上派發地圖，公眾亦可以在香港•設計廊、貿發局中小企服務中心、灣仔區議會議員辦事處及聖雅各福群會等地索閱，或於貿發局網站下載電子版。

熱心公益

香港貿易發展局藉「延展關懷行動」參與慈善工作，於2012年4月舉行的香港貿易發展局香港禮品及贈品展，以及2013年1月舉行的香港玩具展和香港嬰兒用品展期間，從60多家參展商手中收集得240餘箱玩具和禮品，並通過香港社會服務聯會轉送予34個非政府組織。

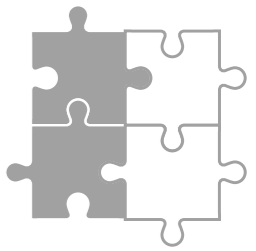
香港貿易發展局員工本年度亦參與多項慈善體育活動，做善事之餘又可鍛煉體魄。2013年2月，共70多位貿發局員工在總裁林天福帶領下，參與渣打香港馬拉松賽事。

FAST FACTS

- 2,451 courtesy phone calls and 827 company visits were made under the HKTDC Customer Relationship Programme. In addition, nine outreach luncheons were held for 386 representatives of 337 companies.
- The HKTDC organised more than 100 in-house training programmes, with enrolment exceeding 2,850.
- More than 500 university students participated in the HKTDC Trade Ambassador Programme.
- Some 240 boxes of toys and gifts were collected from more than 60 HKTDC fair exhibitors and donated to 34 non-governmental organisations.
- HKTDC staff contributed to charity, raising more than HK\$50,000 at the November 2012 Sowers Action Challenging 12 Hours Charity Marathon alone.

資料概覽

- 在香港貿易發展局客戶關係計劃下，共進行了2,451次電話訪談及827次公司拜訪。另舉行了九次地區交流午餐，共有337間公司的386位代表出席。
- 香港貿易發展局舉辦超過100個內部培訓課程，受訓總人次超過2,850。
- 超過500位大學生參加香港貿易發展局的商貿大使計劃。
- 香港貿易發展局從60多家參展商手中收集得240餘箱玩具和禮品轉送予34個非政府組織。
- 貿發局員工於2012年11月舉行的苗圃挑戰12小時慈善越野馬拉松籌得逾港幣50,000元。



Above: An HKTDC employee warmed up for the Sowers Action Challenging 12 Hours Charity Marathon 2012

上：香港貿易發展局一名員工，在苗圃挑戰12小時慈善越野馬拉松2012賽前作好熱身準備

The Council organised a corporate team to compete at the MTR Hong Kong Race Walking, in October 2012, and the Sowers Action Challenging 12 Hours Charity Marathon the following month. At the latter event, the HKTDC won a Fund Raising Award in the Corporation Category, raising more than HK\$50,000 for education on the Chinese mainland.

CARING ORGANISATION

Ahead of the September 2012 Mid-Autumn Festival, HKTDC employees and their companions handed out gifts to underprivileged elderly people living alone in government-subsidised housing. The event was organised by St James' Settlement. Its Valentine's Rose Charity Sales Fundraising Campaign, in

香港貿易發展局員工亦組成機構代表隊，參與2012年10月舉行的港鐵競步賽及同年11月舉行的苗圃挑戰12小時慈善越野馬拉松，於後者賽事中，貿發局為內地小孩籌集教育經費逾港幣50,000元，在機構總籌款類別中奪獎。

心繫社區

2012年9月中秋佳節前夕，香港貿易發展局員工聯同其他義工，參與聖雅各福群會主辦的送暖行動，前往探訪政府資助房屋內的基層獨居長者，給他們送上禮物。貿發局員工亦於聖雅各福群會2013年2月舉行的「情人節紅鑽玫瑰」義賣活動中充當賣花義工，為該會籌募經費。

香港貿易發展局員工亦成為弱勢社群的友伴，與

February 2013, was also supported by Council staff, who helped sell roses to raise funds for the organisation.

HKTDC staff provided companionship to the underprivileged through leisure activities, including a July 2012 visit to the Hong Kong Science Museum with a group of mentally disadvantaged children in an event organised by the Hong Chi Association.

In the "Dine in Upper Central while Contributing to the Community" event, organised by the Hong Kong Young Women's Christian Association in November 2012, Council employees joined a group of ethnic-minority children on a tour of local heritage sites to help promote cultural exchanges and racial harmony.

HKTDC staff also took part in a range of Community Chest activities, including

the Skip Lunch Day and Charity Golf Day in March 2013, and Dress Special Day in September 2012. A Blood Donation Day was organised the same month in support of the Hong Kong Red Cross Blood Donation Drive.

STAFF WELLNESS

The HKTDC believes that improving the personal well-being of its employees leads to better performance at work. In 2012/13, about 700 staff members enrolled in 33 interest classes. These included yoga, tai chi, flower arranging, cookery, wine tasting and handicrafts. More than 20 lunchtime workshops on parenting, health, personal growth and financial planning were organised, with more than 350 employees attending. A staff e-newsletter, HKTDC eNews, was launched in January 2013 to share Council news and the latest lifestyle information.

他們一同參與各種文娛康樂活動，包括匡智會於2012年7月主辦的外遊，與智障兒童結伴參觀香港科學館。

香港貿易發展局員工亦參與2012年11月由香港基督教女青年會主辦名為「Dine in Upper Central while Contributing to the Community」的活動，與一批少數族裔兒童同遊香港的歷史古跡景點，藉此促進文化交流和種族融和。

香港貿易發展局員工也積極參與各項由香港公益金籌辦的活動，包括2013年3月的公益行善「折」食日和慈善高爾夫球賽，以及於2012年9月舉行的公益金便服日。同月，香港貿易發展局亦舉行了捐血日，支持香港紅十字會呼籲的捐血行動。

關懷員工福祉

香港貿易發展局深信，改善員工的健康，對提升他們的工作表現很有幫助。於2012/13年度，貿發局為員工開設共33個興趣班，吸引約700位員工參加，包括瑜珈班、太極班、插花、烹飪、美酒鑑賞、手工藝班等，另有20多個午間工作坊，題目涵蓋親子之道、保健、個人成長及理財策劃，吸引超過350位員工參加。2013年1月，香港貿易發展局的員工電子通訊HKTDC eNews正式發行，發放有關貿發局的最新消息及生活情報。



Left: An HKTDC employee (centre) and her husband shared a fun day with ethnic-minority children at the November 2012 "Dine in Upper Central while Contributing to the Community" tour

左：香港貿易發展局一名員工（中）與其丈夫參與2012年11月舉行的「Dine in Upper Central while Contributing to the Community」活動，與本港少數族裔兒童歡度一天

Corporate Governance 企業管治

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 the accountability and responsible financial management that underpins good corporate governance, and also corporate social responsibility (CSR).

THE 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 Hong Kong SAR Government. Eight are ex-officio appointments by virtue of their chairmanship of chambers of commerce and business organisations or government positions. Four are nominated members from leading business associations. The Council met four times during the financial year 2012/13.

香港貿易發展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，致力維持高標準的企業管治，為香港工商界擔起示範作用。該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，以鞏固企業管治，亦積極履行企業社會責任。

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。該局主席及其中六名理事會成員由香港特別行政區政府行政長官委任，八名當然成員由各大商會和協會領袖以及政府官員擔任，另外四名成員由主要工商組織提名。在2012/13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 among the senior business representatives on the Council. The Committee reviews and recommends to the Council on all matters, including budget estimates, financial management control and accounting procedures. It also reviews and recommends to the Council on matters of human resource policy, terms and conditions of employment and the creation and deletion of senior management positions. The Committee meets four times a year.

AUDIT COMMITTEE

The Council's Audit Committee assists the Staff and Finance Committee in ensuring high standards of financial control and compliance. The Committee is chaired by a Member of the Council, with two further Council Members on the Committee. The Committee's responsibility is to direct and advise on the work of the HKTDC Internal Audit Department, including 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 meets two times a year.

CORPORATE SOCIAL RESPONSIBILITY

Good governance is central to a broader commitment to CSR, which promotes better and more responsible management. The HKTDC was awarded the HKQAA-HSBC CSR Advocate Mark in March 2012. As a responsible employer and a leading trade and services promotion organisation, the HKTDC continues to improve its CSR practices and policies, as well as contribute to the encouragement of responsible and sustainable business practices. To demonstrate our continuous commitment to sustainable development by putting CSR into actual operational practices, we have continued with initiatives in areas such as energy management, supply chain management, recycling programmes, 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，由理事會中部份資深的商界代表組成，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，委員會亦檢討貿發局的人力資源政策，並就該局的員工聘用條款、增刪高級管理人員職位等提供意見。委員會每年召開四次會議。

審核委員會

貿發局的審核委員會協助職員及財務委員會確保貿發局維持高標準的財務控制及守則。委員會由三名理事會成員組成，其中一人擔任主席。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，並檢視審計個案，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。委員會每年召開兩次會議。

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，而良好企業管治對推動企業肩負社會責任相當重要。香港貿發局於2012年3月獲香港品質保證局與滙豐銀行頒授「HKQAA-HSBC企業社會責任先導者標誌」。作為負責任的僱主及主要的貿易和服務推廣組織，香港貿發局努力不懈改善企業社會責任措施和政策，並鼓勵本港企業在營商時同樣實行負責任而可持續發展的措施。我們在實際營運中實踐企業社會責任，包括能源管理、供應鏈管理、回收計劃、關懷社會、環境及員工等多個範疇，以顯示我們對可持續發展的重視和承諾。

Finances 財務報告

INDEPENDENT AUDITOR'S REPORT 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 (the "HKTDC") and its subsidiaries (collectively the "Group") set out on pages 68 to 112, which comprise the balance sheets of the Group and HKTDC as at 31 March 2013, 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.

獨立核數師報告書 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」)已審核列載於第68頁至112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貴集團及貴局於2013年3月31日的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佈的香港財務報告準則及香港貿易發展局條例第23條編製及真實而公平地列報該等綜合財務報表，以令綜合財務報表作出真實而公平的反映，及落實貴局認為編製綜合財務報表所必要的內部控制，以使綜合財務報表不存在由於欺詐或錯誤而導致的重大錯誤陳述。

核數師的責任

我們的責任是根據我們的審核對該等綜合財務報表作出意見，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佈的香港審計準則進行審核。這些準則要求我們遵守道德規範，並規劃及執行審核，以合理確定此等綜合財務報表是否不存有任何重大錯誤陳述。

Finances 財務報告

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 judgment, 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 state of affairs of HKTDC and the Group as at 31 March 2013, and of the Group's surplus and cash flows for the year then ended in accordance with Hong Kong Financial Reporting Standards.

PricewaterhouseCoopers
Certified Public Accountants

Hong Kong, 6 June 2013

審計涉及執行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。所選定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編製綜合財務報表以作出真實而公平的反映相關的內部控制，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合適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，我們所獲得的審核憑證是充足和適當地為我們的審核意見提供基礎。

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公平地反映貴局及貴集團於2013年3月31日結算時的事務狀況，及貴集團截至該日止年度的盈餘及現金流量。

羅兵咸永道會計師事務所
香港執業會計師

香港，2013年6月6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	2013	2012
INCOME	收入			
Government Subvention from Trade Declaration Charge	從貿易報關費所得的政府撥款	5	383,867	378,250
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		1,627,581	1,613,920
– Product Magazines and Online Marketplace	– 產品雜誌及網上採購平台		190,517	188,601
– HKCEC Operation	– 香港會議展覽中心營運		162,977	151,296
– Other Operational Income	– 其他經營收入		38,290	31,414
			2,019,365	1,985,231
Investment Income	投資收益	2(h)	83,534	55,915
Interest on Bank Deposits	銀行存款利息	2(d)	5,066	8,420
Miscellaneous Income	雜項收益		7,475	6,628
			2,115,440	2,056,194
TOTAL INCOME:	收入總額：		2,499,307	2,434,444
EXPENDITURE	支出			
Staff Costs	僱員成本	2(n) & 6	628,249	569,712
Rent and Rates	租金及差餉		19,975	18,109
Other Office Expenses	其他事務費用		93,087	90,807
Exhibitions and Missions	貿易展覽會及訪問團		1,143,403	1,188,723
Other Promotional Activities	其他貿易拓展活動		357,417	354,587
Trade-related Activities	貿易相關活動		20,007	19,331
Exchange Differences	匯兌差額	2(e)	8,398	(8,310)
Depreciation of HKCEC Atrium Link Extension	香港會議展覽中心中庭擴建之折舊	2(f)	77,510	77,734
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)	71,326	65,256
Loss/(Gain) on Disposal of Property, Plant and Equipment	出售物業、設備及器材之虧損/(收益)	2(f)	56	(32)
TOTAL EXPENDITURE:	支出總額：		2,419,428	2,375,917
Surplus before Finance Costs	扣除財務費用前盈餘		79,879	58,527
Finance Costs on Bank Borrowings	財務費用	2(l) & 14	(7,836)	(8,044)
Surplus for the Year	本年度盈餘		72,043	50,483
Transfer to Other Specific Funds	撥往其他特定資金	19	(112,004)	(120,522)
Transfer from General Fund	撥自往普通資金	16	39,961	70,039
			–	–

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	2013	2012
Surplus for the Year	本年度盈餘		72,043	50,483
Other Comprehensive Income/(Expense)	其他全面收益/(費用)：			
Realisation of Cash Flow Hedges	現金流量對沖變現	19	14,835	(1,845)
Fair Value Loss on Forward Foreign Currency Contracts at Year End	年終遠期外匯合約公平值虧損	19	(8,839)	(3,582)
Fair Value Loss on Interest Rate Swap Contracts at Year End	年終利率掉期合約公平值虧損	19	(6,773)	(11,253)
Other Comprehensive Expense for the Year	本年度其他全面費用		(777)	(16,680)
Total Comprehensive Income for the Year	本年度全面收益總額		71,266	33,803

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	2013	2012
NON-CURRENT ASSETS				
Property, Plant and Equipment	物業、設備及器材	7(a)	1,882,999	1,976,591
Land Use Rights	土地使用權	8	53,382	54,818
Defined Benefit Retirement Scheme Assets	界定福利退休計劃資產	6(b)(ii)	80,140	88,796
			2,016,521	2,120,205
CURRENT ASSETS				
Accounts Receivable, Deposits and Prepayments	應收賬項、訂金及預付款項	10	333,906	270,580
Fixed-income and Equity Securities	固定收益及股本證券	11	1,621,210	1,516,522
Cash and Bank Balances	現金及銀行結存	13	755,534	761,650
			2,710,650	2,548,752
TOTAL ASSETS	資產總值		4,727,171	4,668,957
NON-CURRENT LIABILITIES				
Receipts in Advance	預收款項	15	110,520	145,416
Bank Borrowings	銀行貸款	14	378,000	450,000
Derivative Financial Instruments	衍生金融工具	12	1,355	6,218
			489,875	601,634
CURRENT LIABILITIES				
Accounts Payable, Accruals and Receipts in Advance	應付賬款、應計項目及預收款項	15	1,099,267	1,005,781
Bank Borrowings	銀行貸款	14	72,000	72,000
Derivative Financial Instruments	衍生金融工具	12	12,249	7,028
			1,183,516	1,084,809
TOTAL LIABILITIES	負債總值		1,673,391	1,686,443
NET ASSETS	資產淨值		3,053,780	2,982,514
Financed By:	資金來源:			
GENERAL FUND	普通資金	16	1,340,965	1,329,097
RESERVE FUND	儲備資金	17	1,119,826	1,099,095
EXHIBITION CONTRACTING SERVICES FUND	展覽服務資金	18	146,752	149,577
OTHER SPECIFIC FUNDS	其他特定資金	19	446,237	404,745
TOTAL FUNDS	資金總額		3,053,780	2,982,514

(Signed)
Jack So, GBS, OBE, JP
Chairman of HKTDC
(簽署)
蘇澤光先生 <金紫荊星章、OBE、太平紳士>
香港貿易發展局主席

The financial statements were approved by the Council on 6 June 2013.
以上財務報表於2013年6月6日由本局理事會通過

Balance Sheet 資產負債表

As at 31 March
於3月31日

(HK\$'000)	(港幣千元)	Note 附註	2013	2012
NON-CURRENT ASSETS				
Property, Plant and Equipment	物業、設備及器材	7(b)	1,807,609	1,903,549
Land Use Rights	土地使用權	8	53,382	54,818
Investment in and Balances with Subsidiaries	投資附屬公司及結餘款項	9	50,360	68,235
Defined Benefit Retirement Scheme Assets	界定福利退休計劃資產	6(b)(ii)	80,140	88,796
			1,991,491	2,115,398
CURRENT ASSETS				
Accounts Receivable, Deposits and Prepayments	應收賬項、訂金及預付款項	10	341,740	267,380
Fixed-income and Equity Securities	固定收益及股本證券	11	1,621,210	1,516,522
Cash and Bank Balances	現金及銀行結存	13	741,368	759,358
			2,704,318	2,543,260
TOTAL ASSETS	資產總值		4,695,809	4,658,658
NON-CURRENT LIABILITIES				
Receipts in Advance	預收款項	15	110,520	145,416
Bank Borrowings	銀行貸款	14	378,000	450,000
Derivative Financial Instruments	衍生金融工具	12	1,355	6,218
			489,875	601,634
CURRENT LIABILITIES				
Accounts Payable, Accruals and Receipts in Advance	應付賬款、應計項目及預收款項	15	1,094,855	1,009,687
Bank Borrowings	銀行貸款	14	72,000	72,000
Derivative Financial Instruments	衍生金融工具	12	12,249	7,028
			1,179,104	1,088,715
TOTAL LIABILITIES	負債總值		1,668,979	1,690,349
NET ASSETS	資產淨值		3,026,830	2,968,309
Financed By:	資金來源:			
GENERAL FUND	普通資金	16	1,265,575	1,256,055
RESERVE FUND	儲備資金	17	1,070,163	1,052,373
EXHIBITION CONTRACTING SERVICES FUND	展覽服務資金	18	146,752	149,577
OTHER SPECIFIC FUNDS	其他特定資金	19	544,340	510,304
TOTAL FUNDS	資金總額		3,026,830	2,968,309

(Signed)
Jack So, GBS, OBE, JP
Chairman of HKTDC
(簽署)
蘇澤光先生 <金紫荊星章、OBE、太平紳士>
香港貿易發展局主席

The financial statements were approved by the Council on 6 June 2013.
以上財務報表於2013年6月6日由本局理事會通過

(Signed)
The Honourable Andrew Leung, GBS, JP
Chairman of Staff and Finance Committee
(簽署)
梁君彥議員 <金紫荊星章、太平紳士>
職員及財務委員會主席

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)	2013	2012
OPERATING ACTIVITIES	貿易拓展活動		
Surplus for the year	本年度盈餘	72,043	50,483
Government Subvention from Trade Declaration Charge	從貿易報關費所得的政府撥款	(383,867)	(378,250)
Investment Income	投資收益	(83,534)	(55,915)
Interest on Bank Deposits	銀行存款利息	(5,066)	(8,420)
Finance Costs	財務費用	7,836	8,044
Adjustments for items not involving the movement of cash:	非現金項目的調整：		
Depreciation of HKCEC Atrium Link Extension	香港會議展覽中心中庭擴建之折舊	77,510	77,734
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	71,326	65,256
Loss/(Gain) on Disposal of Property, Plant and Equipment	出售物業、設備及器材之虧損/(收益)	56	(32)
Ineffective Portion of Cash Flow Hedge	現金流量對沖的無效部份	(419)	(593)
Decrease/(Increase) in Defined Benefit Retirement Scheme Assets	界定福利退休計劃資產減少/(增加)	8,656	(10,420)
Increase in Accounts Receivable, Deposits and Prepayments	應收賬項、訂金及預付款項增加	(63,326)	(17,285)
Increase in Accounts Payable, Accruals and Receipts in Advance	應付賬款、應計項目及預收款項增加	58,590	38,015
Net Cash Outflow from Operating Activities	貿易拓展活動的淨現金流出	(240,195)	(231,383)
INVESTING ACTIVITIES	投資活動		
Interest on Bank Deposits	銀行存款利息	5,066	8,420
Addition of Property, Plant and Equipment	購置物業、設備及器材	(53,884)	(52,996)
Proceeds from Disposal of Property, Plant and Equipment	出售物業、設備及器材所得款項	20	100
(Increase)/Decrease in Fixed-income and Equity Securities	固定收益及股本證券(增加)/減少	(21,154)	3,110
Decrease in Deposits held by Fund Managers for Investments	投資經理持有作投資用的現金存款減少	8,451	1,852
Net Cash Outflow from Investing Activities	投資活動的淨現金流出	(61,501)	(39,514)
Net Cash Outflow before Financing Activities	計算資金來源前的淨現金流出	(301,696)	(270,897)
FINANCING ACTIVITIES	資金來源		
Government Subvention from Trade Declaration Charge	從貿易報關費所得的政府撥款	383,867	378,250
Repayment of Bank Borrowings	償還銀行貸款	(72,000)	(72,000)
Finance Costs	財務費用	(7,836)	(8,044)
Net Cash Inflow from Financing Activities	資金來源的淨現金流入	304,031	298,206
Net Increase in Cash and Cash Equivalents	現金及現金等價物增加	2,335	27,309
Cash and Cash Equivalents at beginning of the Year	年初現金及現金等價物	660,802	633,493
Cash and Cash Equivalents at end of the Year	年終現金及現金等價物	663,137	660,802
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	755,534	761,650
Less: Deposits held by Fund Managers for Investments	減：投資經理持有作投資用的現金存款	(92,397)	(100,848)
		663,137	660,802

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	2013	2012
Total Funds at the beginning of the Year	年初資金總額		2,982,514	2,948,711
Comprehensive Income	全面收益			
Surplus for the Year dealt with in the Consolidated Income and Expenditure Account	在綜合收支表結算的本年度盈餘		72,043	50,483
Other Comprehensive Income/(Expense)	其他全面收益/(費用)			
- Realisation of Cash Flow Hedges	- 現金流量對沖變現	19	14,835	(1,845)
- Fair Value Loss on Forward Foreign Currency Contracts at Year End	- 年終遠期外匯合約公平值虧損	19	(8,839)	(3,582)
- Fair Value Loss on Interest Rate Swap Contracts at Year End	- 年終利率掉期合約公平值虧損	19	(6,773)	(11,253)
Total Comprehensive Income for the Year	本年度全面收益總額		71,266	33,803
Total Funds at the end of the Year	年終資金總額		3,053,780	2,982,514

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

1. GENERAL INFORMATION

Hong Kong Trade Development Council (the "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 ("HKICPA") and under the historical cost convention, as modified by investments in fixed-income and equity securities and derivative financial instruments, which are carried at fair value.

The preparation of 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. There are areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the 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. The Group has adopted such new HKFRSs at their respective effective dates with no material impact.

1. 一般資料

香港貿易發展局(以下簡稱「本局」)於1966年依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的財務報表(以下合稱「本集團」)。

本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，並依據歷史成本常規法編製，惟固定收益及股本證券投資及衍生金融工具乃按公平值列賬。

編製符合香港財務報告準則要求的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」。於其各自應用日期採納有關新訂香港財務報告準則並未對本集團造成任何重大影響。

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

2. PRINCIPAL ACCOUNTING POLICIES (Cont'd)

(b) New HKFRSs which are Not Yet Effective

As at 31 March 2013, the following new HKFRSs which are considered relevant to the Group's operations, are in issue but not yet effective:

		Effective from period beginning on or after 應用日期
HKAS 1 Amendment 香港會計準則第1號(修訂本)	Presentation of Financial Statements – Regarding Other Comprehensive Income 財務報表的呈報 – 有關其他綜合收益	1 January 2013 2013年1月1日
HKAS 19 (Revised) 香港會計準則第19號(經修訂)	Employees Benefits 員工福利	1 January 2013 2013年1月1日
HKAS 27 Amendment 香港會計準則第27號(修訂本)	Separate Financial Statements 獨立財務報表	1 January 2013 2013年1月1日
HKAS 32 Amendment 香港會計準則第32號(修訂本)	Financial Instruments: Presentation – Offsetting Financial Assets and Financial Liabilities 金融工具：呈報 – 抵銷金融資產及 金融負債	1 January 2014 2014年1月1日
HKFRS 7 Amendment 香港財務報告準則第7號(修訂本)	Financial Instruments: Disclosures – Offsetting Financial Assets and Financial Liabilities 金融工具：披露 – 抵銷金融資產及 金融負債	1 January 2015 2015年1月1日
HKFRS 9 香港財務報告準則第9號	Financial Instruments 金融工具	1 January 2015 2015年1月1日
HKFRS 10 香港財務報告準則第10號	Consolidated Financial Statements 綜合財務報表	1 January 2013 2013年1月1日
HKFRS 12 香港財務報告準則第12號	Disclosure of Interests in Other Entities 披露於其他實體的權益	1 January 2013 2013年1月1日
HKFRS 10, 11 and 12 Amendment 香港財務報告準則第10號, 第11號 及第12號(修訂本)	Consolidated Financial Statements, Joint Arrangements and Disclosure of Interests in Other Entities: Transition Guidance 綜合財務報表、合營安排及披露於其他實體 的權益：過渡指引	1 January 2013 2013年1月1日
HKFRS 13 香港財務報告準則第13號	Fair Value Measurement 公平值計量	1 January 2013 2013年1月1日
HKFRSs Amendment 香港財務報告準則(修訂本)	Annual Improvements 2011 2011年年度之改進	1 January 2013 2013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. Except for the impact of HKAS 19 (Revised) stated below, the Group is not yet in a position to state whether any substantial financial impact will be resulted.

2. 主要會計政策(續)

(b) 尚未生效的新訂香港財務報告準則於2013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：

本集團將於上述新訂香港財務報告準則生效時予以採用。本集團已開始評估其對本集團之有關影響。除下文所提及有關香港會計準則第19號(經修訂)之影響外，本集團尚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)

(b) New HKFRSs which are Not Yet Effective (Cont'd)

HKAS 19 "Employee Benefits", was amended in June 2011. The impact on the Group are to immediately recognise all past service costs and to replace interest cost and expected return on plan assets with a net interest amount that is calculated by applying the discount rate to the net defined benefit assets/liabilities. The Group is yet to assess the full impact of the amendments.

(c) Consolidation

A subsidiary is an entity over which the Group has the power to govern the financial and operating policies generally accompanying a shareholding of more than one half of the voting rights. The existence and effect of potential voting rights that are currently exercisable or convertible are considered when assessing whether the Group controls another entity.

A subsidiary is fully consolidated from the date on which control is transferred to the Group. Inter-company transactions, balances and unrealised gains/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.

In HKTDC's own balance sheet, the investment in the subsidiaries is stated at cost less provision for impairment loss.

(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.

2. 主要會計政策(續)

(b) 尚未生效的新訂香港財務報告準則(續)

香港會計準則第19號「員工福利」於2011年6月經修訂。對本集團的影響如下：即時將所有過往服務成本確認入賬，及將計劃資產的利息成本和預期回報以淨利息金額(按照貼現率將淨界定福利資產/負債計算)取代。本集團尚未評估此修訂的全面影響。

(c) 綜合賬目

附屬公司指本集團有權管控其財政及營運政策的實體，一般附帶超過半數投票權的股權。在評定本集團是否控制另一實體時，目前可行使或可兌換的潛在投票權的存在及影響均予考慮。

附屬公司在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。

在本局的資產負債表內，附屬公司的投資乃按成本值扣除減值虧損準備列賬。

(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(「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。

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

2. PRINCIPAL ACCOUNTING POLICIES (Cont'd)

(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.

(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

2. 主要會計政策(續)

(e) 外幣折算

本集團的財務報表所列項目均以該實體營運所在的主要經濟環境的貨幣計量(「功能貨幣」)。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盈虧以及將外幣計值的貨幣資產和負債以年終匯率換算產生的匯兌盈虧在綜合收支表確認。

(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應佔的開支。其後成本只有在與該項目有關的未來經濟利益有可能流入本集團，而該項目的成本能可靠計量時，才按適用包括在資產的賬面值或確認為獨立資產。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	按資產估計可用2至8年限平均攤銷

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 (Cont'd)

No depreciation is provided for freehold land. No depreciation is provided for assets under construction until they are completed and ready for use.

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.

(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.

2. 主要會計政策(續)

(f) 物業、設備及器材(續)

永久業權的土地不提撥折舊準備。在建物業於完成及適合使用前亦不提撥折舊準備。

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金額。

報廢或出售資產所產生的盈虧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。

(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經營租賃土地的預付款項。

(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、股本證券及金融衍生工具，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、出售證券損益及扣除投資費用與支出後的組合估值增減額，並已在綜合收支表內確認。

一般投資的購入及出售在交易日確認—交易日指本集團承諾購入或出售該資產之日。當從投資收取現金流量的權利經已到期或經已轉讓，而本集團已將擁有權的所有風險和回報實際轉讓時，投資即終止確認。

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

2. PRINCIPAL ACCOUNTING POLICIES (Cont'd)

(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.

(j) Derivative Financial Instruments

Derivative financial instruments include forward foreign currency and interest rate swap 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 and interest rate swap contracts are initially recognised at fair value at inception and subsequently re-measured at their fair value, using quoted forward exchange rates and interest rates at the balance sheet date.

The effective portion of changes in the fair value of the cash flow hedges which results 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 are expended. 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 gains or losses that were reported in the Hedging Reserve are immediately transferred to the Consolidated Income and Expenditure Account.

2. 主要會計政策(續)

(i) 附屬公司及非金融資產投資的減值

各項資產，當有事件出現或情況改變顯示賬面值可能無法收回時就減值進行檢討。減值虧損按資產的賬面值超出其可收回金額的差額確認。可收回金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。為評估減值，資產按可獨立識別現金流量(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。

(j) 衍生金融工具

衍生金融工具包括被指定並符合資格作為有效的現金流量對沖的遠期外匯及利率掉期合約。本集團於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。遠期外匯及利率掉期合約於訂立交易時按公平值初步確認，及後公平值於年結日以有報價遠期外匯利率及息率重新計量。

被指定並符合資格作為現金流量對沖的金融工具之公平值變動的有效部份於其他全面收益和對沖儲備中確認。與無效部份有關的盈虧即時在綜合收支表確認。當被對沖預期項目支銷，在對沖儲備累計的金額將撥入綜合收支表。然而，當被對沖的項目導致一項非財務資產或負債的確認，須在對沖儲備中撥出之前遞延入賬的收益和損失，並列入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時，其時在對沖儲備中存有的任何累計盈虧仍保留在權益內，並於預計交易最終在綜合收支表內確認時確認入賬。當一項預計交易預期不會再出現時，在對沖儲備中記賬的累計盈虧即時轉撥至綜合收支表。

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、銀行通知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12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支銷。

(m) 所得稅

依據香港稅務局條例第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 Benefit

(i) Defined Benefit Retirement Scheme

The Group operates a defined benefit retirement scheme 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 adviser.

The Group recognises the excess or shortfall in the fair value of scheme assets over retirement benefit obligations together with adjustments for unrecognised actuarial gains or losses, as net assets or net liabilities in the balance sheets. The benefit obligations are calculated by estimating the amount of future payments that members have earned in return for their services in the current and prior periods. Future payments are discounted at a rate equivalent to the yield at the balance sheet date on high-quality bonds that have maturity dates approximating the terms of the Group's retirement benefit obligations to determine the present value. Cumulative unrecognised actuarial gains or losses in excess of 10% of the greater of the fair value of the scheme assets and the present value of the defined-benefit obligations are amortised over the average remaining service lives of members of the scheme. Otherwise the actuarial gains or losses are not recognised. The calculations are performed by an independent, qualified actuary using the "Projected Unit Credit Method".

(ii) Defined Contribution Retirement Scheme

The Group also operates a defined contribution retirement scheme for employees who have joined the Group's services after 1 December 2000 in compliance with the Mandatory Provident Fund Ordinance. The Group's contributions to the Mandatory Provident Fund are expended 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) 員工福利

(i) 界定福利退休計劃

本集團設有一項界定福利的退休計劃，為2000年12月1日前登記為計劃成員的員工提供按最終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。

本集團在資產負債表中確認由計劃資產的公平值相比於退休福利責任及未確認精算淨損益後的超逾為淨資產，倘不足則為淨負債。退休福利責任是按員工於當期及前期的服務而估計其所賺取未來福利支出的現值。未來福利的支出，乃按照與退休福利責任到期日相似的高質債券於年結日的收益率折讓為其現值。累計未確認精算收益或虧損若超逾計劃資產的公平值和界定福利責任現值兩者之間較大者的10%，會按參加計劃成員的平均餘下服務年期攤銷。否則，該精算損益將不會被確認。此計算乃由獨立合資格精算師採用「預計單位貸記法」而作出估值。

(ii) 界定供款退休計劃

本集團亦設有一項界定供款的退休計劃，依據強制性公積金計劃條例，為2000年12月1日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) 員職工假期權益

員工的年假權益在假期累計至職工時確認。截至年結日就員工提供服務而產生的年假估計負債已作出撥備。員工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 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 policy decision, and vice versa. For the purpose of these 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，而償付責任金額亦被可靠估計時作出撥備。

(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

與集團有關之人士，是指直接或間接有能力控制集團作出財政及運作決策，或對此深具影響的關聯人士，反之亦然。就本財務報表之編訂，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 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

3.1 Financial Risk Factors

(a) 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 2013, 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\$51 million (2012: HK\$45 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。倘經濟效益流出的可能性有所改變而導致可能出現資源流出則確認為撥備。

3. 財務風險管理

3.1 財務風險因素

(a) 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核。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2013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係數。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5,100萬元(2012年度：港幣4,500萬元)，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)

3.1 Financial Risk Factors (Cont'd)

(a) 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 2013, 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.

(b) Foreign Exchange Risk

The Group carries out some 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. For the exchange risk between United States dollar and Hong Kong dollar, it is considered to be minimal because Hong Kong dollar is pegged to United States dollar.

(c) 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\$5.1 million (2012: HK\$5.3 million) higher or lower.

Other than the portion of bank loans hedged by the interest rate swaps, 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\$1.9 million (2012: HK\$2.6 million) higher or lower.

3. 財務風險管理(續)

3.1 財務風險因素(續)

(a) 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2013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金額已作足夠撥備，故所承受的信貸風險甚微。

(b) 外匯風險

本集團在海外進行若干推廣活動，有關付款以外幣為主。為對沖外幣支出，本集團亦訂立遠期外匯合約，故此外匯風險甚微。由於港幣與美元掛鈎，因此美元與港幣之間之匯率風險甚低。

(c) 利率風險

本集團的計息資產主要為定期存款。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510萬元(2012年度：港幣530萬元)。

除以利率掉期對沖之部份銀行貸款外，本集團的利率風險來自浮動利率貸款。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190萬元(2012年度：港幣260萬元)。

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

3. FINANCIAL RISK MANAGEMENT (Cont'd)

3.1 Financial Risk Factors (Cont'd)

(d) 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:

		Within 1 year or on demand	Between 1 and 2 years	Between 2 and 5 years	Over 5 years	Total contractual undiscounted cash flow 合約性未貼現的總現金流量
	(HK\$'000)	1年以下或即付	1至2年內	2至5年內	5年以上	
(i) The Group	本集團					
At 31.3.2013	於2013年3月31日					
Accounts payable, accruals and other payables	應付賬款、應計項目及其他應付賬款	464,353	-	-	-	464,353
Bank borrowings	銀行貸款	79,501	75,167	221,190	90,498	466,356
Derivative financial instruments	衍生金融工具					
- Outflow	- 支出	338,373	1,665	-	-	340,038
- Inflow	- 收回	(326,063)	(287)	-	-	(326,350)
At 31.3.2012	於2012年3月31日					
Accounts payable, accruals and other payables	應付賬款、應計項目及其他應付賬款	408,950	-	-	-	408,950
Bank borrowings	銀行貸款	80,646	79,854	225,834	164,030	550,364
Derivative financial instruments	衍生金融工具					
- Outflow	- 支出	390,057	8,268	-	-	398,325
- Inflow	- 收回	(383,000)	(1,916)	-	-	(384,916)
(ii) HKTDC	本局					
At 31.3.2013	於2013年3月31日					
Accounts payable, accruals and other payables	應付賬款、應計項目及其他應付賬款	460,033	-	-	-	460,033
Bank borrowings	銀行貸款	79,501	75,167	221,190	90,498	466,356
Derivative financial instruments	衍生金融工具					
- Outflow	- 支出	338,373	1,665	-	-	340,038
- Inflow	- 收回	(326,063)	(287)	-	-	(326,350)
At 31.3.2012	於2012年3月31日					
Accounts payable, accruals and other payables	應付賬款、應計項目及其他應付賬款	413,281	-	-	-	413,281
Bank borrowings	銀行貸款	80,646	79,854	225,834	164,030	550,364
Derivative financial instruments	衍生金融工具					
- Outflow	- 支出	390,057	8,268	-	-	398,325
- Inflow	- 收回	(383,000)	(1,916)	-	-	(384,916)

3. 財務風險管理(續)

3.1 財務風險因素(續)

(d) 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：

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

3. FINANCIAL RISK MANAGEMENT (Cont'd)

3.2 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 2013 and 2012, the Group's gearing ratio was as follows:

(HK\$'000)	(港幣千元)	2013	2012
Total borrowings	貸款總額	450,000	522,000
Total funds	資金總額	3,053,780	2,982,514
Total capital	資本總額	3,503,780	3,504,514
Gearing ratio	負債比率	12.8%	14.9%

3. 財務風險管理(續)

3.2 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，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2013年及2012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)

3.3 Fair Value Estimation

Financial instruments that are measured in the balance sheet at fair value 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 2013 and 2012:

(HK\$'000)	(港幣千元)	Level 1 第一級別	Level 2 第二級別	Total 總額
31 March 2013				
Assets		資產		
Fixed-income and Equity Securities	固定收益及股本證券	1,614,004	7,206	1,621,210
Liabilities		負債		
Derivative Financial Instruments	衍生金融工具	-	13,604	13,604
31 March 2012				
Assets		資產		
Fixed-income and Equity Securities	固定收益及股本證券	1,516,522	-	1,516,522
Liabilities		負債		
Derivative Financial Instruments	衍生金融工具	-	13,246	13,246

3. 財務風險管理(續)

3.3 公平值估計

金融工具在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信息，不論是直接(即例如價格)或間接(即源自價格)(第二級別)。
- 資產或負債的信息並非依據可觀察得到的市場數據(即不可觀察得到的信息)(第三級別)。

下表顯示本集團資產和負債按2013年及2012年3月31日計量的公平值：

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

3. FINANCIAL RISK MANAGEMENT (Cont'd)

3.3 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 interest rate swap contracts is calculated as the present value of the estimated future cash flows based on observable yield curves.
- The fair value of forward foreign exchange 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)

3.3 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價值所需的所有重大信息為可觀察數據，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。
- 利率掉期合約的公平值根據可觀察收益率曲線，按估計未來現金流量的現值計算。
- 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 HKCEC Atrium Link Extension

The impairment assessment of HKCEC Atrium Link Extension involves significant accounting estimates. HKTDC tests whether the carrying value of the HKCEC Atrium Link Extension has suffered any impairment in accordance with the accounting policy stated in note 2(i). The recoverable amount of the asset is determined based on discounted cash flow projections which have been developed based on projected growth rate, discount rate, etc as estimated and approved by the management. As at 31 March 2013, if the projected growth rate and the discount rate applied had been 1% lower and higher respectively with all other variables held constant, the estimated recoverable amount would still be higher than the carrying value of the HKCEC Atrium Link Extension.

5. GOVERNMENT SUBVENTION FROM TRADE DECLARATION CHARGE

In accordance with the funding arrangement agreed between HKTDC and the HKSAR Government for the financial years ended 31 March 2008 to 2012, 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 a ceiling set at 60% of 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. It was then extended to the financial year ended 31 March 2013.

In February 2012, HKTDC was advised by the HKSAR Government that the amount of Government subvention from the trade declaration charge payable to HKTDC for the year ended 31 March 2013 would be HK\$383.87 million (2012: HK\$378.25 million), and that there would be no subsequent reconciliation with the actual receipts from the trade declaration charge. Of the total appropriation of HK\$383.87 million, HK\$20.01 million (2012: HK\$19.33 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\$363.86 million (2012: HK\$358.92 million) was applied to fund the activities directly under the Group.

4. 關鍵會計估計及判斷

管理層根據過往經驗和其他因素進行估計，包括在有關情況下對未來事項相信為合理的期望。

香港會議展覽中心中庭擴建的減值

香港會議展覽中心中庭擴建的減值測試涉及重要會計估計。本局根據附註2(i)所列的會計準則測試香港會議展覽中心中庭擴建的賬面值是否出現減值。資產的可回收金額根據管理層所估計及批核的預計增長率及折現率等，以折現現金流量分析法計算。於2013年3月31日，若預計的增長率下跌1%而折現率上升1%，所有其他因素維持不變，香港會議展覽中心中庭擴建的可回收金額仍會高於其賬面值。

5. 從貿易報關費所得的政府撥款

按照本局與香港政府就2008年至2012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的60%為最高限額一併作為基準。惟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。此協定延長至2013年3月31日止之年度。

於2012年2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3億8,387萬元(2012年度：港幣3億7,825萬元)，但不會按照實際貿易報關費收入加以調整。其中，港幣2,001萬元(2012年度：港幣1,933萬元)用於津貼香港付貨人委員會、港日經濟合作委員會與貿易相關活動的經費，餘額港幣3億6,386萬元(2012年度：港幣3億5,892萬元)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)	2013	2012
Staff salaries and discretionary performance pay	僱員薪金及酌情按表現發放的薪酬	477,832	444,986
Accommodation and other allowances, and staff-related expenses	住宿及其他津貼及僱員相關支出	116,570	111,588
Retirement benefit expenses	退休福利支出	33,847	13,138
		628,249	569,712

(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:

(HK\$'000)	(港幣千元)	2013			2012
		Executive Director 總裁	Other Directors 其他總裁級	Total 總額	Total 總額
Salaries and discretionary performance pay	薪金及酌情按表現發放的薪酬	5,162	13,007	18,169	15,585
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	1,645	3,318	4,963	4,121
		6,807	16,325	23,132	19,706

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

Hong Kong Dollars	港幣	2013	2012
		No. of Directors 總裁級人數	No. of Directors 總裁級人數
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	–	–
1,500,001 to 2,000,000	1,500,001 至 2,000,000	1	1
2,000,001 to 2,500,000	2,000,001 至 2,500,000	1	1
2,500,001 to 3,000,000	2,500,001 至 3,000,000	1	2
3,000,001 to 3,500,000	3,000,001 至 3,500,000	2	–
3,500,001 to 4,000,000	3,500,001 至 4,000,000	–	–
4,000,001 to 4,500,000	4,000,001 至 4,500,000	–	–
4,500,001 to 5,000,000	4,500,001 至 5,000,000	–	1
5,000,001 to 5,500,000	5,000,001 至 5,500,000	1	–
		6	6

6. 僱員成本

本年度僱員成本總額(包含總裁級薪酬及津貼)如下:

(a) 總裁級薪酬及津貼

總裁級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)	2013			2012
		Executive Director 總裁	Other Directors 其他總裁級	Total 總額	Total 總額
Salaries and discretionary performance pay	薪金及酌情按表現發放的薪酬	5,162	13,007	18,169	15,585
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	1,645	3,318	4,963	4,121
		6,807	16,325	23,132	19,706

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:

Hong Kong Dollars	港幣	2013	2012
		No. of Directors 總裁級人數	No. of Directors 總裁級人數
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	–	–
1,500,001 to 2,000,000	1,500,001 至 2,000,000	1	1
2,000,001 to 2,500,000	2,000,001 至 2,500,000	1	1
2,500,001 to 3,000,000	2,500,001 至 3,000,000	1	2
3,000,001 to 3,500,000	3,000,001 至 3,500,000	2	–
3,500,001 to 4,000,000	3,500,001 至 4,000,000	–	–
4,000,001 to 4,500,000	4,000,001 至 4,500,000	–	–
4,500,001 to 5,000,000	4,500,001 至 5,000,000	–	1
5,000,001 to 5,500,000	5,000,001 至 5,500,000	1	–
		6	6

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)

During the year, the Chairman and Council members of the Group did not receive any remuneration for their services rendered to the Group (2012: Nil).

(b) Retirement Benefit Scheme – Defined Benefit Retirement Scheme

(HK\$'000)	(港幣千元)	2013	2012
(i) Retirement benefit expenses recognised in the Consolidated Income and Expenditure Account were as follows:	在綜合收支表確認為退休福利支出如下:		
Current service cost	當期服務成本	37,131	29,073
Interest cost	利息成本	9,719	17,195
Net actuarial losses recognised during the year	於年內確認的精算淨虧損	17,229	–
Expected return on scheme assets	計劃資產的預計回報	(40,776)	(42,297)
		23,303	3,971
(ii) Net assets recognised in the Balance Sheets and represented by the Retirement Benefit Scheme Fund were as follows:	在資產負債表確認的淨資產及以退休福利計劃資金代表如下:		
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	737,534	677,382
Present value of benefit obligations as at the end of the year	福利責任於年終結算日的現值	(876,380)	(818,613)
Deficit	虧絀	(138,846)	(141,231)
Unrecognised net actuarial losses	未確認精算淨虧損	218,986	230,027
Net assets in the balance sheets	在資產負債表確認的淨資產	80,140	88,796
(iii) Movement in the fair value of scheme assets of the year was as follows:	計劃資產的公平值變動如下:		
At the beginning of the year	年初	677,382	707,146
Expected return on scheme assets	計劃資產的預期回報	40,776	42,297
Actual employer contributions	實際僱主供款	14,647	14,391
Actual employee contributions	實際僱員供款	8,137	7,995
Actual benefits paid	實際已付福利	(21,989)	(47,972)
Actuarial gains/(losses) on scheme assets	計劃資產的精算利得/(虧損)	18,581	(46,475)
At the end of the year	年終	737,534	677,382

6. 僱員成本(續)

(a) 總裁級薪酬及津貼(續)

於本年內，本集團主席及理事會成員均無就其向本集團提供服務而收取任何酬金(2012年度：無)。

(b) 退休福利計劃—界定福利退休計劃

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 Scheme (Cont'd)

(HK\$'000)	(港幣千元)	2013	2012
(iv) Movement in the present value of benefit obligations of the year was as follows:	福利責任的現值變動如下：		
At the beginning of the year	年初	818,613	649,919
Current service cost	當期服務成本	37,131	29,073
Interest cost	利息成本	9,719	17,195
Actual employee contributions	實際僱員供款	8,137	7,995
Actual benefits paid	實際已付福利	(21,989)	(47,972)
Actuarial losses on benefit obligations	福利責任的精算虧損	24,769	162,403
At the end of the year	年終	876,380	818,613
(v) The actual return on scheme assets for the year was at a gain of HK\$59.36 million (2012: at a loss of HK\$4.18 million).	本年度計劃資產的實際回報為增益港幣5,936萬元(2012年度：虧損港幣418萬元)。	2013	2012
(vi) The principal actuarial assumptions used as at 31 March were as follows:	於3月31日所採用的主要精算假設如下：		
Discount rate	折讓率	1.0%	1.2%
Expected rate of return on scheme assets	計劃資產的預期回報率	6.0%	6.0%
Expected rate of future salary increase	未來薪酬的預期增長率	4.0%	4.0%
(vii) The scheme assets were composed of:	計劃資產分報如下：		
Equities	股本證券	55.4%	53.5%
Fixed-income securities	固定收益證券	44.6%	46.2%
Cash and other net assets	現金及其他淨資產	0.0%	0.3%
		100.0%	100.0%

(viii) The expected return on scheme assets is based on market expectation of long term return of the investment portfolio as a whole, net of administration costs.

(ix) The expected Group's contributions to the defined benefit scheme for the year ending 31 March 2014 are HK\$14.26 million.

(c) Retirement Benefit Scheme – Defined Contribution Retirement Schemes

During the year, the Group's contributions to the Defined Contribution Retirement Schemes amounted to HK\$10.54 million (2012: HK\$9.17 million).

6. 僱員成本(續)

(b) 退休福利計劃—界定福利退休計劃(續)

本年度計劃資產的實際回報為增益港幣5,936萬元(2012年度：虧損港幣418萬元)。

計劃資產的預期回報乃根據整體投資組合(扣除投資費用後)的市場預計長期回報。

對於截至2014年3月31日止年度，就界定福利計劃的預期供款為港幣1,426萬元。

(c) 退休福利計劃—界定供款退休計劃

於本年內，本集團向界定供款退休計劃的供款為港幣1,054萬元(2012年度：港幣917萬元)。

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

7. PROPERTY, PLANT AND EQUIPMENT

(a) The Group

(HK\$'000)	(港幣千元)	HKCEC Atrium Link Extension	Land, Office Buildings and Staff Quarters	Furniture, Equipment, Fitting and Leasehold Improvements	Motor Vehicles and Vessels	Operating Assets and Exhibition Stand Systems	Total
2012/13							
Cost	原值						
At 1.4.2012	於2012年4月1日	1,481,419	778,808	423,669	5,080	136,970	2,825,946
Additions	增置	-	-	35,571	800	17,513	53,884
Disposals	出售	-	-	(9,623)	-	(4,732)	(14,355)
At 31.3.2013	於2013年3月31日	1,481,419	778,808	449,617	5,880	149,751	2,865,475
Accumulated Depreciation	累積折舊						
At 1.4.2012	於2012年4月1日	232,653	187,308	307,604	3,976	117,814	849,355
Depreciation of HKCEC Atrium Link Extension	香港會議展覽中心中庭擴建的折舊	77,510	-	-	-	-	77,510
Depreciation of Other Property, Plant and Equipment	其他物業、設備及器材的折舊	-	14,135	44,815	462	10,478	69,890
Depreciation written back on Disposals	出售時撥回	-	-	(9,613)	-	(4,666)	(14,279)
At 31.3.2013	於2013年3月31日	310,163	201,443	342,806	4,438	123,626	982,476
Net Book Value	賬面淨值						
At 31.3.2013	於2013年3月31日	1,171,256	577,365	106,811	1,442	26,125	1,882,999

7. 物業、設備及器材

(a) 本集團

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

7. PROPERTY, PLANT AND EQUIPMENT (Cont'd)
(a) The Group (Cont'd)

		HKCEC Atrium Link Extension 香港會議 展覽中心 中庭擴建	Land, Office Buildings and Staff Quarters 土地、 辦事處樓宇 及職員宿舍	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 汽車 及船舶	Operating Assets and Exhibition Stand Systems 經營資產 及展覽 攤位裝置	Total 總額
(HK\$'000)	(港幣千元)						
2011/12							
<u>Cost</u>	<u>原值</u>						
At 1.4.2011	於2011年4月1日	1,479,154	763,884	407,152	4,742	130,592	2,785,524
Additions	增置	2,265	14,924	25,459	638	9,710	52,996
Disposals	出售	-	-	(8,942)	(300)	(3,332)	(12,574)
At 31.3.2012	於2012年3月31日	1,481,419	778,808	423,669	5,080	136,970	2,825,946
<u>Accumulated Depreciation</u>	<u>累積折舊</u>						
At 1.4.2011	於2011年4月1日	154,919	173,790	274,206	3,840	113,552	720,307
Depreciation of HKCEC Atrium Link Extension	香港會議展覽中心 中庭擴建的折舊	77,734	-	-	-	-	77,734
Depreciation of Other Property, Plant and Equipment	其他物業、設備及 器材的折舊	-	13,518	42,330	436	7,536	63,820
Depreciation written back on Disposals	出售時撥回	-	-	(8,932)	(300)	(3,274)	(12,506)
At 31.3.2012	於2012年3月31日	232,653	187,308	307,604	3,976	117,814	849,355
<u>Net Book Value</u>	<u>賬面淨值</u>						
At 31.3.2012	於2012年3月31日	1,248,766	591,500	116,065	1,104	19,156	1,976,591

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

7. PROPERTY, PLANT AND EQUIPMENT (Cont'd)
(b) HKTDC

		HKCEC Atrium Link Extension 香港會議 展覽中心 中庭擴建	Land, Office Buildings and Staff Quarters 土地、 辦事處樓宇 及職員宿舍	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 汽車 及船舶	Operating Assets and Exhibition Stand Systems 經營資產 及展覽 攤位裝置	Total 總額
(HK\$'000)	(港幣千元)						
2012/13							
<u>Cost</u>	<u>原值</u>						
At 1.4.2012	於2012年4月1日	1,481,419	699,189	413,305	5,080	136,970	2,735,963
Additions	增置	-	-	32,342	800	17,513	50,655
Disposals	出售	-	-	(9,668)	-	(4,732)	(14,400)
At 31.3.2013	於2013年3月31日	1,481,419	699,189	435,979	5,880	149,751	2,772,218
<u>Accumulated Depreciation</u>	<u>累積折舊</u>						
At 1.4.2012	於2012年4月1日	232,653	180,388	297,583	3,976	117,814	832,414
Depreciation of HKCEC Atrium Link Extension	香港會議展覽中心 中庭擴建的折舊	77,510	-	-	-	-	77,510
Depreciation of Other Property, Plant and Equipment	其他物業、設備及 器材的折舊	-	13,741	44,293	462	10,478	68,974
Depreciation written back on Disposals	出售時撥回	-	-	(9,623)	-	(4,666)	(14,289)
At 31.3.2013	於2013年3月31日	310,163	194,129	332,253	4,438	123,626	964,609
<u>Net Book Value</u>	<u>賬面淨值</u>						
At 31.3.2013	於2013年3月31日	1,171,256	505,060	103,726	1,442	26,125	1,807,609

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

7. PROPERTY, PLANT AND EQUIPMENT (Cont'd)
(b) HKTDC (Cont'd)

(HK\$'000)	(港幣千元)	HKCEC	Land, Office	Furniture,	Motor	Operating	Total
		Atrium Link Extension	Buildings and Staff Quarters	Equipment, Fitting and Leasehold Improvements	Vehicles and Vessels	Assets and Exhibition Stand Systems	
		香港會議展覽中心中庭擴建	土地、辦事處樓宇及職員宿舍	傢俬、設備、裝置及租賃樓宇內部裝修	汽車及船舶	經營資產及展覽攤位裝置	總額
2011/12							
Cost	原值						
At 1.4.2011	於2011年4月1日	1,479,154	684,265	396,888	4,742	130,592	2,695,641
Additions	增置	2,265	14,924	25,359	638	9,710	52,896
Disposals	出售	-	-	(8,942)	(300)	(3,332)	(12,574)
At 31.3.2012	於2012年3月31日	1,481,419	699,189	413,305	5,080	136,970	2,735,963
Accumulated Depreciation	累積折舊						
At 1.4.2011	於2011年4月1日	154,919	167,263	264,462	3,840	113,552	704,036
Depreciation of HKCEC Atrium Link Extension	香港會議展覽中心中庭擴建的折舊	77,734	-	-	-	-	77,734
Depreciation of Other Property, Plant and Equipment	其他物業、設備及器材的折舊	-	13,125	42,053	436	7,536	63,150
Depreciation written back on Disposals	出售時撥回	-	-	(8,932)	(300)	(3,274)	(12,506)
At 31.3.2012	於2012年3月31日	232,653	180,388	297,583	3,976	117,814	832,414
Net Book Value	賬面淨值						
At 31.3.2012	於2012年3月31日	1,248,766	518,801	115,722	1,104	19,156	1,903,549

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)	The Group/HKTDC 本集團/本局	
		2013	2012
On leases of between 30 to 61 years (2012: 30 to 61 years)	租約30至61年 (2012年度: 30至61年)	53,382	54,818
At beginning of the year	年初	54,818	56,254
Amortisation	攤銷	(1,436)	(1,436)
At end of the year	年終	53,382	54,818

7. 物業、設備及器材(續)
(b) 本局(續)

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指預付經營租賃款項。其賬面淨值分析如下：

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

9. INVESTMENT IN AND BALANCES WITH SUBSIDIARIES

9. 投資附屬公司及結餘款項

(HK\$'000)	(港幣千元)	HKTDC 本局	
		2013	2012
Unlisted shares, at cost	非上市股份·按成本	22,800	22,800
Loan to a subsidiary	貸款予附屬公司	52,600	60,600
		75,400	83,400
Less: Impairment	扣除: 減值	(25,040)	(15,165)
		50,360	68,235
Amount due from a subsidiary	應收附屬公司款項	11,795	678
Amount due to the subsidiary	應付附屬公司款項	(903)	(8,574)

(a) HKTDC (Japan) Limited

HKTDC's wholly-owned subsidiary, HKTDC (Japan) Limited, was incorporated in Hong Kong and holds a property in Japan which is leased to HKTDC.

The authorised and paid-up share capital of HKTDC (Japan) Limited directly held by HKTDC as at 31 March 2013 and 2012 was HK\$22,800,000, divided into 22,800,000 shares of HK\$1 each.

The loan to HKTDC (Japan) Limited is unsecured, has no fixed terms of repayment, denominated in Hong Kong dollars, and, for the year ended 31 March 2013, interest was charged at a rate of 1.6% per annum (2012: 1.7% per annum) and the carrying amount at the year end approximates its fair value.

The amount due to HKTDC (Japan) Limited is unsecured, interest free and repayable on demand. The carrying amount at the year end is included in "Accounts Payable, Accruals and Receipts in Advance" in the balance sheet and the balance approximates its fair value, is denominated in Hong Kong dollars.

(a) HKTDC (Japan) Limited

本局的全資附屬公司HKTDC (Japan) Limited於香港註冊成立，在日本持有一項已租予本局的物業。

於2013年3月31日及2012年3月31日，HKTDC (Japan) Limited的法定及繳足股本為港幣2,280萬元，分為每股面值港幣1元的股份合共2,280萬股，由本局持有。

貸款予HKTDC (Japan) Limited為無抵押、無固定還款期，以港幣為單位，並於截至2013年3月31日止年度按年利率1.6厘計息(2012年度: 1.7厘)。其賬面值與其公平值相若。

應付HKTDC (Japan) Limited款項為無抵押、免利息及需求時還款。年終賬面值已列在資產負債表中的「應付賬款、應計項目及預收款項」內，結餘款額以港幣為單位，與其公平值相若。

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

9. INVESTMENT IN AND BALANCES WITH SUBSIDIARIES (Cont'd)

(b) HKTDC Limited

HKTDC's wholly-owned subsidiary, HKTDC Limited, was incorporated in Hong Kong to carry out promotional activities and has established two branches, Design Gallery shops outside Hong Kong and two wholly-foreign owned enterprises in The People's Republic of China ("PRC").

The authorised share capital of HKTDC Limited as at 31 March 2013 and 2012 was HK\$100,000,000, divided into 100,000,000 shares of HK\$1 each. The issued and paid-up capital of HKTDC Limited directly held by HKTDC as at 31 March 2013 was HK\$1 (2012: HK\$1).

The amount due from HKTDC Limited is unsecured, interest free and repayable on demand. The carrying amount at the year end is included in "Accounts Receivable, Deposits and Prepayments" in the balance sheet and the balance approximates its fair value, is denominated in Hong Kong dollars.

Details of the wholly-foreign owned enterprises of HKTDC Limited as at 31 March 2013 are as follows:

Name 名稱	Place of Incorporation and Operations 註冊成立及營運地點	Particulars of Registered and Paid Up Capital 已發行及繳足資本 HK\$ 港幣	Interest Held Directly 直接持有權益	Principal Activities 主要業務
Guangzhou Gang Mao Consultancy and Management Company Limited 廣州港貿諮詢管理有限公司	PRC 中國	3,460,000	100%	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	PRC 中國	12,320,000	100%	Wholesale and retail 批發零售

9. 投資附屬公司及結餘款項(續)

(b) 香港貿發局有限公司

本局的全資附屬公司香港貿發局有限公司在香港註冊成立，專責推廣香港對外貿易，並於香港以外設立了兩間支行和多間設計廊，以及於中華人民共和國(「中國」)成立兩間外商獨資企業。

於2013年3月31日及2012年3月31日，香港貿發局有限公司的法定股本為港幣1億元，分為每股面值港幣1元的股份合共1億股。於2013年3月31日，發行及繳足股本為港幣1元(2012年度：港幣1元)，由本局持有。

應收香港貿發局有限公司賬項為無抵押、免利息及需求時還款。年終賬面值已列在資產負債表中的「應收賬項、訂金及預付款項」內，結餘款額與其公平值相若並以港幣為單位。

於2013年3月31日香港貿發局有限公司的外商獨資企業的詳情如下：

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)	The Group 本集團 2013	2012	HKTDC 本局 2013	2012
Accounts receivable	應收賬項	105,132	96,134	104,743	95,006
Deposits and prepayments	訂金及預付款項	177,683	137,934	174,575	135,738
Other receivables	其他應收賬項	51,091	36,512	62,422	36,636
		333,906	270,580	341,740	267,380

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)	The Group 本集團 2013	2012	HKTDC 本局 2013	2012
Performing – within credit term	信貸期限以內	100,170	94,608	99,781	93,480
Balances past due but not impaired	逾期但不需減值 的結餘				
– Up to three months	– 三個月或以下	4,275	1,520	4,275	1,520
– Three to six months	– 三至六個月	11	6	11	6
– More than six months	– 多於六個月	676	–	676	–
		105,132	96,134	104,743	95,006

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.

逾期但不需減值的應收賬項，是與有良好記錄及從沒有拖欠的獨立客戶有關。

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)	The Group 本集團 2013	2012	HKTDC 本局 2013	2012
Hong Kong dollars	港幣	302,825	247,826	314,621	245,666
Euro	歐元	9,317	8,874	9,317	8,874
United States dollars	美元	8,124	5,234	8,124	5,234
Other foreign currencies	其他外幣	13,640	8,646	9,678	7,606
		333,906	270,580	341,740	267,380

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

11. FIXED-INCOME AND EQUITY SECURITIES

(HK\$'000)	(港幣千元)	The Group/HKTDC 本集團/本局	
		2013	2012
Fixed-income Securities	固定收益證券	1,177,039	1,140,130
Equity Securities	股本證券	436,965	376,409
Financial Derivatives	金融衍生工具	7,206	(17)
		1,621,210	1,516,522

The fixed-income and equity securities are designated and accounted for as financial assets at fair value through profit or loss, 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.

12. DERIVATIVE FINANCIAL INSTRUMENTS

(HK\$'000)	(港幣千元)	The Group/HKTDC 本集團/本局	
		2013	2012
Non-Current Liabilities as per Balance Sheets	資產負債表內之非流動資產		
Interest rate swap contracts – cash flow hedges	利率掉期合約—現金流量對沖	1,355	6,218
Current Liabilities as per Balance Sheets	資產負債表內之流動負債		
Interest rate swap contracts – cash flow hedges	利率掉期合約—現金流量對沖	5,418	5,035
Forward foreign exchange contracts – cash flow hedges	遠期外匯合約—現金流量對沖	6,831	1,993
Total	總計	12,249	7,028

11. 固定收益及股本證券

固定收益及股本證券為按公平值透過損益記賬的金融資產。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. 衍生金融工具

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

12. DERIVATIVE FINANCIAL INSTRUMENTS (Cont'd)

(a) Forward Foreign Exchange Contracts

The notional principal amounts of the outstanding forward foreign exchange contracts as at 31 March 2013 were US\$42.53 million (equivalent to HK\$331.77 million) (2012: US\$49.16 million (equivalent to HK\$383.45 million)) would be exchanged into mainly Renminbi, Euro, Swiss Franc and Japanese Yen of HK\$113.65 million, HK\$87.69 million, HK\$49.21 million and HK\$39.45 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 exchange contracts as of 31 March 2013 and 2012, 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 loss of HK\$0.42 million (2012: HK\$0.59 million).

(b) Interest Rate Swap Contracts

The notional principal amounts of the outstanding interest rate swap contracts as at 31 March 2013 were HK\$300 million (2012: HK\$300 million) with expiry date on 30 June 2014.

The fixed interest rates of interest rate swap contracts for the year ended 31 March 2013 vary from 2.185% to 2.2175% (2012: 2.185% to 2.2175%). Gains or losses relate to effective hedges on interest rate swap contracts as of 31 March 2013 are recognised in the Consolidated Statement of Comprehensive Income and the Hedging Reserve in equity (note 19). Such gains or losses will be continuously released to the Consolidated Income and Expenditure Account at each loan installment until the full repayment of the bank borrowings (note 14).

There was no ineffective portion to be recognised in the Consolidated Income and Expenditure Account from interest rate swap cash flow hedges for the years ended 31 March 2013 and 2012.

12. 衍生金融工具(續)

(a) 遠期外匯合約

於2013年3月31日，仍未結算遠期外匯合約的設定本金金額為4,253萬美元(相當於港幣3億3,177萬元)(2012年度：4,916萬美元(相當於港幣3億8,345萬元))。此等主要是以已決定的匯率對換作人民幣、歐元、瑞士法郎和日元，分別為港幣1億1,365萬元、港幣8,769萬元、港幣4,921萬元和港幣3,945萬元。

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12個月內的多個日期產生。於2013年及2012年3月31日，就遠期外匯合同的有效部份在權益內的對沖儲備中確認的利得和損失(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虧損金額為港幣42萬元(2012年度：港幣59萬元)。

(b) 利率掉期合約

於2013年3月31日，仍未結算的利率掉期合約的設定本金金額為港幣3億元(2012年度：港幣3億元)。到期日為2014年6月30日。

於本年度，定息利率介乎2.185厘至2.2175厘(2012年度：2.185厘至2.2175厘)。於2013年3月31日，就利率掉期合約的有效部份的收益或虧損在綜合全面收益表及權益內的對沖儲備中確認(附註19)。該收益或虧損將會繼續轉回綜合收支表直至完全償還銀行借貸為止(附註14)。

於截至2013年及2012年3月31日止之年度，並無利率掉期現金流量對沖的無效部份於綜合收支表中確認。

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

13. CASH AND BANK BALANCES

13. 現金及銀行結存

(HK\$' 000)	(港幣千元)	The Group 本集團		HKTDC 本局	
		2013	2012	2013	2012
Time deposits held at banks	銀行定期存款	522,435	506,359	522,435	506,359
Deposits held by fund managers for investments	投資經理持有作投資用的現金存款	92,397	100,848	92,397	100,848
Imprest accounts for overseas promotional projects	海外推廣計劃定額備用賬	3,399	13,387	3,399	13,387
Cash, saving and current accounts	庫存現金、儲蓄及支票戶口結存	137,303	141,056	123,137	138,764
		755,534	761,650	741,368	759,358

As at 31 March 2013, the effective interest rate on short-term bank deposits was 1.0% per annum (2012: 1.6% per annum). These deposits have maturity periods ranging from 30 to 90 days (2012: ranging from 30 to 90 days).

短期銀行存款於2013年3月31日的實際年利率為1.0厘(2012年度: 1.6厘)。此等存款的平均到期日介乎30日至90日(2012年度: 30日至90日)。

The carrying amounts of the cash and bank balances were denominated in the following currencies:

現金及銀行結存的賬面值以下列貨幣為單位:

(HK\$' 000)	(港幣千元)	The Group 本集團		HKTDC 本局	
		2013	2012	2013	2012
Hong Kong dollars	港幣	79,180	55,549	66,118	54,328
Euro	歐元	43,433	22,266	43,433	22,266
United States dollars	美元	597,177	649,606	597,177	649,606
Other foreign currencies	其他外幣	35,744	34,229	34,640	33,158
		755,534	761,650	741,368	759,358

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

14. BANK BORROWINGS AND FINANCE COSTS

14. 銀行貸款及財務費用

HKTDC has entered into an unsecured bank loan facility arrangement for HK\$720 million to partly finance the construction 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 balance sheet date was 1.6% (2012: 1.5%). 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:

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，帶浮動利率。於年結日的實際年利率為1.6厘(2012年度: 1.5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:

(HK\$' 000)	(港幣千元)	The Group/HKTDC 本集團/本局	
		2013	2012
One Month	一個月	150,000	222,000
Three Months	三個月	300,000	300,000
		450,000	522,000

The bank loan is repayable in quarterly installments for a period of 10 years commencing from July 2009. The carrying amount at the year end approximates its fair value and repayable as follows:

貸款將於2009年7月起10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)	The Group/HKTDC 本集團/本局	
		2013	2012
Within one year	一年以下	72,000	72,000
Between one to two years	一至二年內	72,000	72,000
Between two to five years	二至五年內	216,000	216,000
After five years	五年以上	90,000	162,000
		450,000	522,000

As at 31 March 2013, HK\$300 million (2012: HK\$300 million) of HKTDC's total borrowings bore effectively a fixed rate under the interest rate swap contracts (note 12), and the remaining bore floating interest rates.

於2013年3月31日，貸款總額其中的港幣3億元(2012年度: 港幣3億元)與利率掉期合約完全對沖並以定息計算(附註12)。餘額以浮動利息計算。

Interest expense recognised in the Consolidated Income and Expenditure Account for the year ended 31 March 2013 amounted to HK\$7.84 million (2012: HK\$8.04 million).

於截至2013年3月31日止之年度，綜合收支表確認的利息費用為港幣784萬元(2012年度: 港幣804萬元)。

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)	The Group 本集團		HKTDC 本局	
		2013	2012	2013	2012
Accounts payable	應付賬款	3,400	21,655	3,400	21,655
Receipts in advance due within one year	一年以下預收款項	634,914	596,831	634,822	596,406
Accruals	應計項目	324,224	264,635	320,950	261,577
Other payables	其他應付賬款	136,729	122,660	135,683	130,049
		1,099,267	1,005,781	1,094,855	1,009,687

Receipts in advance comprised:

預收款項包括：

(HK\$' 000)	(港幣千元)	The Group 本集團		HKTDC 本局	
		2013	2012	2013	2012
Within one year included in "Accounts Payable, Accruals and Receipts in Advance"	一年以下包括在「應付賬款、應計項目及預收款項」	634,914	596,831	634,822	596,406
After one year on balance sheets as "Non-current Liabilities"	一年以上於資產負債表列為「非流動負債」	110,520	145,416	110,520	145,416
		745,434	742,247	745,342	741,822

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)	The Group 本集團		HKTDC 本局	
		2013	2012	2013	2012
Hong Kong dollars	港幣	57,796	78,479	58,675	86,495
Renminbi	人民幣	63,903	55,260	63,903	55,260
Euro	歐元	6,109	911	6,109	911
United States dollars	美元	8,743	7,575	8,743	7,575
Other foreign currencies	其他外幣	3,578	2,090	1,653	1,463
		140,129	144,315	139,083	151,704

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

16. GENERAL FUND

16. 普通資金

(a) The Group

(a) 本集團

(HK\$' 000)	(港幣千元)	2013			2012
		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
Balance brought forward	承前結餘	546,454	782,643	1,329,097	1,312,263
Transfer to Consolidated Income and Expenditure Account	撥往綜合收支表	–	(39,961)	(39,961)	(70,039)
Transfer from Reserve Fund (Note 17)	撥自儲備資金(附註17)	29,386	19,618	49,004	70,403
Transfer from Exhibition Contracting Services Fund (Note 18)	撥自展覽服務資金(附註18)	–	2,825	2,825	14,205
Transfer from Other Specific Funds (Note 19)	撥自其他特定資金(附註19)	–	–	–	2,265
Balance carried forward	轉撥下年度結餘	575,840	765,125	1,340,965	1,329,097

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

16. GENERAL FUND (Cont'd)
(b) HKTDC

		2013			2012
		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	546,454	709,601	1,256,055	1,238,651
Transfer to Income and Expenditure Account	撥往收支表	-	(45,250)	(45,250)	(71,281)
Transfer from Reserve Fund (Note 17)	撥自儲備資金 (附註17)	29,386	22,559	51,945	72,215
Transfer from Exhibition Contracting Services Fund (Note 18)	撥自展覽服務資金 (附註18)	-	2,825	2,825	14,205
Transfer from Other Specific Funds (Note 19)	撥自其他特定資金 (附註19)	-	-	-	2,265
Balance carried forward	轉撥下年度結餘	575,840	689,735	1,265,575	1,256,055

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.

16. 普通資金(續)
(b) 本局

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

		The Group 本集團		HKTDC 本局	
(HK\$'000)	(港幣千元)	2013	2012	2013	2012
Balance brought forward	承前結餘	1,099,095	1,097,498	1,052,373	1,052,588
Transfer to General Fund (Note 16)	撥往普通資金(附註16)	(49,004)	(70,403)	(51,945)	(72,215)
Transfer from Convention and Exhibition Centre Fund (Note 19)	撥自香港會議展覽中心資金 (附註19)	69,735	72,000	69,735	72,000
Balance carried forward	轉撥下年度結餘	1,119,826	1,099,095	1,070,163	1,052,373

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.

根據香港貿易發展局條例第VI部分第22(2)條關於本局財務準備及報告的規定，本局須公佈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

		The Group/HKTDC 本集團/本局	
(HK\$'000)	(港幣千元)	2013	2012
Balance brought forward	承前結餘	149,577	163,782
Transfer (to)/from General Fund (Note 16)	撥(往)/自普通資金(附註16)		
- Acquisition of operating assets	- 購置經營資產	(17,653)	(25,416)
- Depreciation/amortisation of operating assets	- 經營資產折舊/攤銷	14,762	11,153
- Written-down value of operating assets on disposal	- 出售經營資產的撇減值	66	58
		(2,825)	(14,205)
Balance carried forward	轉撥下年度結餘	146,752	149,577

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

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

19. OTHER SPECIFIC FUNDS
(a) The Group19. 其他特定資金
(a) 本集團

		2013					2012	
		Hedging Reserve	Retirement Benefit Scheme	Capital Assets	Exhibition Stand Systems	Convention And Exhibition Centre	Total	Total
(HK\$'000)	(港幣千元)	對沖儲備	退休福利計劃	資本性資產	展覽攤位裝置	會議展覽中心	總額	總額
Balance brought forward	承前結餘	(13,246)	88,796	76,401	53,428	199,366	404,745	375,168
Transfer to Reserve Fund (Note 17)	撥往儲備資金(附註17)	-	-	-	-	(69,735)	(69,735)	(72,000)
Transfer from/(to) Consolidated Income and Expenditure Account	撥自/(往)綜合收支表							
- Interest income	- 利息收入	-	-	-	-	1,748	1,748	2,933
- Gain from investment in fixed-income and equity securities	- 投資收益	-	-	4,025	2,815	-	6,840	4,731
- Ineffective portion of cash flow hedge	- 現金流量對沖的無效部份	419	-	-	-	-	419	593
- Cash contribution net of actuarial retirement benefit expenses	- 現金供款扣除精算退休福利支出淨值	-	(8,656)	-	-	-	(8,656)	10,420
- Fund utilised for HKCEC Phase III studies	- 香港會議展覽中心三期研究支出	-	-	-	-	(910)	(910)	(1,304)
- Surplus from HKCEC Operation	- 香港會議展覽中心營運盈餘	-	-	-	-	112,563	112,563	103,149
		419	(8,656)	4,025	2,815	113,401	112,004	120,522
Other Comprehensive Income	其他全面收益							
- Realisation of cash flow hedges	- 現金流量對沖變現	14,835	-	-	-	-	14,835	(1,845)
- Fair value loss on forward foreign currency contracts at year end	- 年終遠期外匯合約公平值虧損	(8,839)	-	-	-	-	(8,839)	(3,582)
- Fair value loss on interest rate swap contracts at year end	- 年終利率掉期合約公平值虧損	(6,773)	-	-	-	-	(6,773)	(11,253)
		(777)	-	-	-	-	(777)	(16,680)
Transfer to General Fund (Note 16)	撥往普通資金(附註16)							
- HKCEC Atrium Link Extension	- 香港會議展覽中心中庭擴建	-	-	-	-	-	-	(2,265)
Balance carried forward	轉撥下年度結餘	(13,604)	80,140	80,426	56,243	243,032	446,237	404,745

19. OTHER SPECIFIC FUNDS (Cont'd)
(b) HKTDC19. 其他特定資金(續)
(b) 本局

		2013					2012		
		Hedging Reserve	Retirement Benefit Scheme	Capital Assets	Exhibition Stand Systems	Investment In Subsidiary	Convention And Exhibition Centre	Total	Total
(HK\$'000)	(港幣千元)	對沖儲備	退休福利計劃	資本性資產	展覽攤位裝置	投資附屬公司	會議展覽中心	總額	總額
Balance brought forward	承前結餘	(13,246)	88,796	76,401	53,428	105,559	199,366	510,304	479,068
Transfer to Reserve Fund (Note 17)	撥往儲備資金(附註17)	-	-	-	-	-	(69,735)	(69,735)	(72,000)
Transfer from/(to) Income and Expenditure Account	撥自/(往)綜合收支表								
- Interest income	- 利息收入	-	-	-	-	-	1,748	1,748	2,933
- Gain from investment in fixed-income and equity securities	- 投資收益	-	-	4,025	2,815	2,419	-	9,259	6,390
- Ineffective portion of cash flow hedge	- 現金流量對沖的無效部份	419	-	-	-	-	-	419	593
- Cash contribution net of actuarial retirement benefit expenses	- 現金供款扣除精算退休福利支出淨值	-	(8,656)	-	-	-	-	(8,656)	10,420
- Impairment loss of investment in a subsidiary	- 投資附屬公司減值虧損	-	-	-	-	(9,875)	-	(9,875)	-
- Fund utilised for HKCEC Phase III studies	- 香港會議展覽中心三期研究支出	-	-	-	-	-	(910)	(910)	(1,304)
- Surplus from HKCEC Operation	- 香港會議展覽中心營運盈餘	-	-	-	-	-	112,563	112,563	103,149
		419	(8,656)	4,025	2,815	(7,456)	113,401	104,548	122,181
Other Comprehensive Income	其他全面收益								
- Realisation of cash flow hedges	- 現金流量對沖變現	14,835	-	-	-	-	-	14,835	(1,845)
- Fair value loss on forward foreign currency contracts at year end	- 年終遠期外匯合約公平值虧損	(8,839)	-	-	-	-	-	(8,839)	(3,582)
- Fair value loss on interest rate swap contracts at year end	- 年終利率掉期合約公平值虧損	(6,773)	-	-	-	-	-	(6,773)	(11,253)
		(777)	-	-	-	-	-	(777)	(16,680)
Transfer to General Fund (Note 16)	撥往普通資金(附註16)								
- HKCEC Atrium Link Extension	- 香港會議展覽中心中庭擴建	-	-	-	-	-	-	-	(2,265)
Balance carried forward	轉撥下年度結餘	(13,604)	80,140	80,426	56,243	98,103	243,032	544,340	510,304

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 Fund represents the Group's contribution to the scheme net of actuarial retirement benefit expenses charged to the Consolidated Income and Expenditure Account.

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入綜合收支表。

退休福利計劃資金乃指本集團對計劃在扣除已計入綜合收支表的精算退休福利支出的淨值額之供款。

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至普通資金。

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，藉此提高本集團海外貿易拓展活動的形象。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

(a) Capital Commitments

(HK\$'000)	(港幣千元)	The Group/HKTDC 本集團/本局	
		2013	2012
Contracted But Not Provided For	已簽約但未撥備		
Property, Plant and Equipment	物業、設備及器材	4,525	-

(b) Operating Lease Commitments

Future aggregate minimum operating lease commitments in respect of office premises and staff quarters at 31 March were payable as follows:

(HK\$'000)	(港幣千元)	The Group 本集團	
		2013	2012
Not later than one year	一年以內	21,362	13,053
Later than one year and not later than five years	第二至第五年內	12,673	9,803
		34,035	22,856

Future aggregate minimum operating lease receivables in respect of properties at 31 March were as follows:

(HK\$'000)	(港幣千元)	The Group 本集團	
		2013	2012
Not later than one year	一年以內	6,321	3,410
Later than one year and not later than five years	第二至第五年內	7,393	586
		13,714	3,996

20. 承擔

(a) 資本承擔

The Group/HKTDC
本集團/本局

2013 2012

4,525 -

(b) 經營租約承擔

於3月31日，根據有關辦事處及職員宿舍的經營租約而須於未來支付的最低租賃付款總額如下：

The Group
本集團

2013 2012

21,362 13,053

12,673 9,803

34,035 22,856

於3月31日，根據有關物業的經營租約而於未來應收的最低租金總額如下：

The Group
本集團

2013 2012

6,321 3,410

7,393 586

13,714 3,996

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

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 nominated by the Chief Executive, the HKSAR Government has significant influence in making financial and operational policy decisions and is regarded as the Group's related party. In addition to the subvention payable to HKTDC disclosed elsewhere in these 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)	2013	2012
The Hong Kong Shippers' Council	香港付貨人委員會	6,101	5,873
Hong Kong/Japan Business Co-operation Committee	港日經濟合作委員會	144	656

21. 關聯人士披露

本局依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。除本財務報告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。

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

PRINCIPAL BANKERS

Bank of China Group
Bank of East Asia Limited
Bank of Tokyo-Mitsubishi UFJ Limited
Citibank, N.A.
Dah Sing Bank Limited
Hongkong & Shanghai Banking Corporation Limited
Standard Chartered Bank

核數師

羅兵咸永道會計師事務所

主要銀行

中銀集團
東亞銀行
三菱東京UFJ銀行
花旗銀行
大新銀行
香港上海滙豐銀行
渣打銀行

The Year Ahead 未來計劃

The coming fiscal year will represent the final year in the HKTDC's current three-year plan, which covers the period from 2011/12 to 2013/14.

The objectives remain consistent with the previous fiscal year. They are:

- Help Hong Kong companies maximise opportunities created by the reshaping of the global economy
- Champion Hong Kong's role as Asia's central business district for the global economy
- Sharpen the HKTDC's capabilities to serve and nurture a new breed of SMEs

The main priority for 2013/14 will be to identify new markets for Hong Kong SMEs, while strengthening their competitiveness by upgrading their operations or helping them relocate their manufacturing base to lower-cost alternatives.

Other key priorities for the HKTDC during this period include assisting overseas companies to enter the Chinese mainland through Hong Kong, while helping mainland companies expand their international operations via the city. This will be underpinned by the promotion of business-services anchor events in Hong Kong and signature promotions in mature markets.

The mainland remains an important destination for Hong Kong manufacturers to build their brands, and the HKTDC will help local companies access this market through consumer shows, expansion of the Design Gallery network and online offerings.

With South and Southeast Asia representing key markets for our manufacturers and services providers, the HKTDC will conduct signature promotions in Indonesia and India, as well as trade events in Malaysia and Vietnam.

來年是香港貿發局現正推行的三年計劃之最後一年，該三年計劃涵蓋2011/12至2013/14年度。

我們來年的工作目標與上個財政年度一致，包括：

- 協助香港企業掌握環球經濟重整帶來的新商機
- 鞏固香港作為全球經濟的亞洲核心商業區
- 加強貿發局服務及培育新一代中小企的能力

2013/14年度，貿發局的首要工作是為本港中小企尋找有潛力的新市場，同時提高他們的營運效率，或協助他們把生產基地遷移至成本較低的地區，以提升本身的競爭力。

貿發局並將積極協助海外企業利用香港的平台進軍內地市場，同時協助內地公司透過香港拓展環球業務。貿發局將通過在香港舉辦推廣各種商業服務的活動，以及在成熟市場舉辦旗艦活動來達成此目標。

中國內地是香港製造商推廣其品牌的重要市場，香港貿發局致力在內地舉辦購物展、開設更多香港設計廊分店及透過網上平台支援港商開拓內地市場。

南亞及東南亞也是香港製造業及服務業者的重要市場，貿發局將在印尼及印度舉辦大型的推廣活動，並且於馬來西亞和越南組織貿易活動。

Council Members 理事會成員

as of 31 March 2013
截至2013年3月31日

CHAIRMAN

Jack So, *GBS, OBE, JP*

EX-OFFICIO MEMBERS

The Honourable Sir CK Chow
Chairman
Hong Kong General Chamber of Commerce

Dr Roy Chung, *BBS, JP*
Chairman
Federation of Hong Kong Industries

Benjamin Hung, *JP*
Chairman
The Hong Kong Association of Banks

The Honourable Gregory So, *GBS, JP*
Secretary for Commerce & Economic Development
Hong Kong SAR Government

Irons Sze, *JP*
President
The Chinese Manufacturers' Association of Hong Kong

The Honourable James Tien, *GBS, JP*
Chairman
Hong Kong Tourism Board

Michael Wong, *JP*
Director of Information Services
Hong Kong SAR Government

Dr Charles Yeung, *SBS, JP*
Chairman
The Chinese General Chamber of Commerce

主席

蘇澤光先生 (金紫荊星章、OBE、太平紳士)

當然成員

周松崗爵士
香港總商會主席

鍾志平博士 (銅紫荊星章、太平紳士)
香港工業總會主席

洪丕正先生 (太平紳士)
香港銀行公會主席

蘇錦樑先生 (金紫荊星章、太平紳士)
商務及經濟發展局局長
香港特別行政區政府

施榮懷先生 (太平紳士)
香港中華廠商聯合會會長

田北俊議員 (金紫荊星章、太平紳士)
香港旅遊發展局主席

黃偉綸先生 (太平紳士)
新聞處處長
香港特別行政區政府

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*
Chief Executive Officer
YGM Trading Ltd

Dr Jonathan Choi, *BBS, JP*
Chairman
Sun Wah Group

The Honourable Jeffrey Lam, *GBS, SBS, JP*
Managing Director
Forward Winsome Industries Ltd

Stanley Lau, *BBS, MH, JP*
Managing Director
Renley Watch Manufacturing Company Ltd

MEMBERS APPOINTED BY THE CHIEF EXECUTIVE

Philip Chen, *GBS, SBS, JP*
Managing Director
Hang Lung Properties Ltd

Ayesha M Lau
Partner in Charge, Tax – HKSAR
KPMG

The Honourable Andrew Leung, *GBS, JP*
Chairman
Sun Hing Knitting Factory Ltd

Tom Tang, *JP*
Managing Director
TTM Technologies Enterprises (HK) Ltd

Jennifer Woo
Chairman & CEO
The Lane Crawford Joyce Group

Dr Royce Yuen, *JP*
Managing Director
Lifestyle Federation Ltd

提名成員

陳淑玲女士 (太平紳士)
YGM貿易有限公司行政總裁

蔡冠深博士 (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、銀紫荊星章、太平紳士)
永和實業有限公司董事長

劉展灝先生 (銅紫荊星章、榮譽勳章、太平紳士)
連年錶業有限公司董事總經理

由行政長官委任的成員

陳南祿先生 (金紫荊星章、銀紫荊星章、太平紳士)
恒隆地產有限公司董事總經理

劉麥嘉軒女士
畢馬威會計師事務所
香港特別行政區稅務主管合夥人

梁君彥議員 (金紫荊星章、太平紳士)
新興織造廠有限公司主席

唐慶年先生 (太平紳士)
迅達科技企業(香港)有限公司董事總經理

吳宗恩小姐
Chairman & CEO
The Lane Crawford Joyce Group

袁文俊博士 (太平紳士)
時尚聯盟有限公司董事總經理

Membership of Committees 委員會成員

as of 31 March 2013

截至2013年3月31日

STAFF & FINANCE COMMITTEE

The Honourable Andrew Leung, *GBS, JP (Chairman)*
 Shirley Chan, *JP*
 Dr Roy Chung, *BBS, JP*
 Benjamin Hung, *JP*
 The Honourable Jeffrey Lam, *GBS, SBS, JP*
 Stanley Lau, *BBS, MH, JP*
 The Honourable Gregory So, *GBS, JP*
 Irons Sze, *JP*
 Tom Tang, *JP*
 Dr Royce Yuen, *JP*
 Fred Lam, *JP*

AUDIT COMMITTEE

The Honourable Andrew Leung, *GBS, JP (Chairman)*
 Dr Jonathan Choi, *BBS, JP*
 The Honourable Jeffrey Lam, *GBS, SBS, JP*

PRODUCT PROMOTION PROGRAMME COMMITTEE

The Honourable Jeffrey Lam, *GBS, SBS, JP (Chairman)*
 Professor KB Chan, *MH*
 Charles Chan, *BBS, JP*
 Bob Chong, *BBS*
 Anthony Keung
 Stanley Lau, *BBS, MH, JP*
 The Honourable Andrew Leung, *GBS, JP*
 The Honourable Gregory So, *GBS, JP*
 Cliff K Sun, *BBS, JP*
 Tom Tang, *JP*
 Michael Wong, *JP*
 CK Yeung
 Fred Lam, *JP*

SERVICE PROMOTION PROGRAMME COMMITTEE

Dr Jonathan Choi, *BBS, JP (Chairman)*
 Nicholas Brooke, *SBS, BBS, JP*
 Viveca Chan
 Philip Chen, *GBS, SBS, JP*
 Ayesha M Lau
 Professor Patrick Lau, *SBS, JP*
 The Honourable Gregory So, *GBS, JP*
 James E Thompson, *GBS*
 Michael Wong, *JP*
 Dr Royce Yuen, *JP*
 Fred Lam, *JP*

職員及財務委員會

梁君彥議員 金紫荊星章、太平紳士 (主席)
 陳淑玲女士 太平紳士
 鍾志平博士 銅紫荊星章、太平紳士
 洪丕正先生 太平紳士
 林健鋒議員 金紫荊星章、銀紫荊星章、太平紳士
 劉展灝先生 銅紫荊星章、榮譽勳章、太平紳士
 蘇錦樑先生 金紫荊星章、太平紳士
 施榮懷先生 太平紳士
 唐慶年先生 太平紳士
 袁文俊博士 太平紳士
 林天福先生 太平紳士

審核委員會

梁君彥議員 金紫荊星章、太平紳士 (主席)
 蔡冠深博士 銅紫荊星章、太平紳士
 林健鋒議員 金紫荊星章、銀紫荊星章、太平紳士

製造業拓展計劃委員會

林健鋒議員 金紫荊星章、銀紫荊星章、太平紳士 (主席)
 陳其鏞教授 榮譽勳章
 陳聖澤先生 銅紫荊星章、太平紳士
 莊學海先生 銅紫荊星章
 姜炳蘇先生
 劉展灝先生 銅紫荊星章、榮譽勳章、太平紳士
 梁君彥議員 金紫荊星章、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
 唐慶年先生 太平紳士
 黃偉綸先生 太平紳士
 楊子江先生
 林天福先生 太平紳士

服務業拓展計劃委員會

蔡冠深博士 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
 陳一枏女士
 陳南祿先生 金紫荊星章、銀紫荊星章、太平紳士
 劉麥嘉軒女士
 劉秀成教授 銀紫荊星章、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
 黃偉綸先生 太平紳士
 袁文俊博士 太平紳士
 林天福先生 太平紳士

Directorate and Senior Staff 總裁級及高級職員

as of 31 March 2013

截至2013年3月31日

EXECUTIVE DIRECTOR

Fred Lam, *JP*

DIRECTORATE

Benjamin Chau
 Deputy Executive Director

Margaret Fong
 Deputy Executive Director

Raymond Yip
 Assistant Executive Director

Clare Wong
 Assistant Executive Director

Lawrence Yipp
 Assistant Executive Director

SENIOR STAFF

Head Office

Ralph Chow
 William Chui
 Sophia Chong
 Jenny Koo
 Loretta Wan

Regional Offices

Stephen Wong
 Brian Ng
 Louis Ho
 Shigemi Furuta
 Perry Fung
 Dannie Chiu

總裁

林天福先生 (太平紳士)

總裁級職員

周啟良先生
 副總裁

方舜文女士
 副總裁

葉澤恩先生
 助理總裁

黃思慧女士
 助理總裁

葉永朝先生
 助理總裁

高級職員

總辦事處

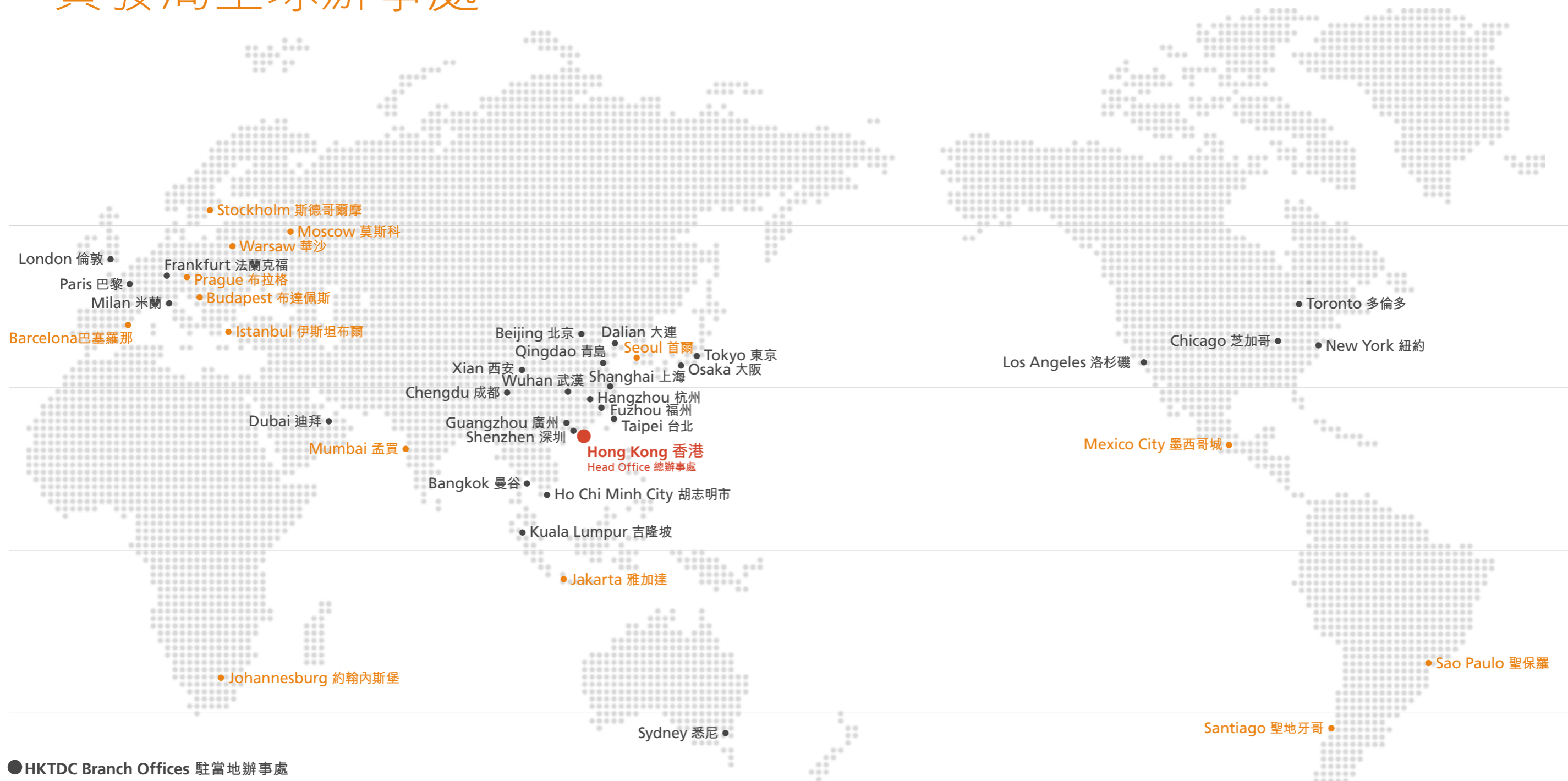
周瑞麒先生
 徐耀霖先生
 張淑芬女士
 古靜敏女士
 尹淑貞女士

區域辦事處

黃志強先生
 吳子衡先生
 何利昌先生
 古田茂美女士
 馮渤先生
 趙岩女士

The HKTDC Around the World

貿發局全球辦事處



● HKTDC Branch Offices 駐當地辦事處

● Consultant Offices 顧問辦事處

Online Annual Report: hktdc.com/annualreport2013/
年報網上版: hktdc.com/annualreport2013/



Hong Kong Trade Development Council - Head Office
38/F Office Tower, Convention Plaza
1 Harbour Road, Wan Chai, Hong Kong
Tel: (852) 1830 668 Fax: (852) 2824 0249 Email: hktdc@hktdc.org

www.hktdc.com

