

**Replies to supplementary questions raised by Finance Committee Members in examining the
Estimates of Expenditure 2013-14**

**Director of Bureau : Secretary for Commerce and Economic Development
Session No. : 11**

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S-CEDB(CIT)02	S089	LEUNG, Kenneth	152	(2) Commerce and Industry
S-CEDB(CIT)03	S076	TANG Ka-piu	152	(3) Subvention: Hong Kong Trade Development Council
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S-CEDB(CIT)08	S081	TANG Ka-piu	152	(3) Subvention: Hong Kong Trade Development Council
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S-CEDB(CIT)10	S083	WONG Kwok-hing	152	(6) Travel and Tourism
S-CEDB(CIT)11	SV042	WONG Ting-kwong	152	(3) Subvention: Hong Kong Trade Development Council

**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-CEDB(CIT)01

Question Serial No.

SV041

Head: 152 Government Secretariat: Commerce
and Economic Development Bureau
(Commerce, Industry and Tourism Branch)

Subhead (No. & title):

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Commerce and Economic Development
(Commerce, Industry and Tourism)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

Pursuant to reply no. CEDB(CIT)121, the Administration is requested to provide information relating to the attractions within the Marine Park as a tourist destination and the resources allocated in promoting the development of leisure agriculture and fishery trades.

Asked by: Hon. HO Chun-yin, Steven

Reply:

The Agriculture, Fisheries and Conservation Department (AFCD) manages and protects marine parks and marine reserves under the Marine Parks Ordinance (Cap. 476) for the purpose of nature conservation, recreation, nature-based tourism and education. To promote nature-based tourism compatible with marine parks regulations, the AFCD provides different types of facilities for marine parks visitors, such as information boards and sign boards to show the map of marine parks and other information. The AFCD installs mooring buoys for temporary fixing of small vessels near the coral areas without anchoring. Boundary buoys and poles are also used to mark the seaward boundaries of marine parks, with a view to reminding visitors to observe relevant regulations when they enter these parks.

The Hong Kong Tourism Board (HKTB) has been promoting through various channels Hong Kong's marine parks including Sha Chau and Lung Kwu Chau Marine Park, as well as Yan Chau Tong Marine Park, Tung Ping Chau Marine Park and Hoi Ha Wan Marine Park which are parts of the Hong Kong Global Geopark of China. The HKTB also promotes guided green tours organised by the local travel trade, the itineraries of which include Yan Chau Tong Marine Park.

The AFCD has launched, in collaboration with relevant stakeholders, a pilot scheme on marine-based guided tours in various water areas of Hong Kong to promote marine conservation and help fishermen venture into ecotourism. The scheme covers the culture and practices of fishermen communities as well as the marine ecological and geological features of Hong Kong. In 2013-14, the AFCD has earmarked \$4 million and two staff for the pilot scheme and for providing training courses to fishermen on recreational fishing.

Name in block letters: ANDREW HY WONG

Post Title: Permanent Secretary for Commerce and Economic
Development (Commerce, Industry and Tourism)

Date: 17.4.2013

**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-CEDB(CIT)02

Question Serial No.

S089

Head: 152 Government Secretariat: Commerce
and Economic Development Bureau
(Commerce, Industry and Tourism Branch)

Subhead (No. & title):

Programme: (2) Commerce and Industry

Controlling Officer: Permanent Secretary for Commerce and Economic Development
(Commerce, Industry and Tourism)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

In respect of the reply provided by the Administration on “Dedicated Fund on Branding, Upgrading and Domestic Sales”, most of the enterprises funded under the Enterprise Support Programme did not provide information on their annual turnover. As for organisations funded under the Organisation Support Programme, even none provided information in this regard. If it is not the turnover of an enterprise that the Administration would refer to as the basis for determining whether an applicant enterprise/organisation falls under the definition of small and medium enterprises, what criteria would be adopted for such purpose? If no relevant criteria have been established, does it mean that theoretically enterprises of any size can apply for funding under the Fund and that the only difference is a ceiling has been set for the fund to be granted?

Asked by: Hon. LEUNG, Kenneth

Reply:

The Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund) comprises the Enterprise Support Programme (ESP) and the Organisation Support Programme (OSP).

The target group for assistance under the ESP is not limited to small and medium enterprises (SMEs). All non-listed enterprises registered in Hong Kong under the Business Registration Ordinance (Chapter 310) with substantive business operations in Hong Kong are eligible to apply. In other words, the size or turnover of the applicant enterprises are not part of the eligibility criteria. Having said that, since most of the enterprises in Hong Kong are SMEs¹, we expect that the enterprises funded under the ESP are mostly SMEs.

¹ SMEs refer to any manufacturing enterprises which employ fewer than 100 persons, or any non-manufacturing enterprises which employ fewer than 50 persons.

The OSP provides funding support to non-profit-distributing organisations (e.g. trade and industrial organisations, professional bodies or research institutes) to undertake projects which can assist Hong Kong enterprises in general or in specific sectors in developing their brands, upgrading and restructuring their business operations, and promoting domestic sales in the Mainland. We do not have any restriction on the size of the applicant non-profit-distributing organisations.

Name in block letters: ANDREW HY WONG

Post Title: Permanent Secretary for Commerce and Economic
Development (Commerce, Industry and Tourism)

Date: 17.4.2013

**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-CEDB(CIT)03

Question Serial No.

S076

Head: 152 Government Secretariat: Commerce
and Economic Development Bureau
(Commerce, Industry and Tourism Branch)

Subhead (No. & title):

Programme: (3) Subvention: Hong Kong Trade Development Council

Controlling Officer: Permanent Secretary for Commerce and Economic Development
(Commerce, Industry and Tourism)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

According to Reply Serial No. CEDB(CIT)156, the Hong Kong Trade Development Council (TDC) successfully assisted a number of small and medium enterprises (SMEs) in exploring new production areas in the past 3 years. In this connection, I would like to ask the Bureau the follow-up questions listed below:

- (a) What was the role of local labour in the above successful cases of assisting SMEs? Among all cases, has local labour been benefited at any level?
- (b) If the Bureau continues to assist SMEs in establishing new production lines outside Hong Kong, what is the figure in respect of the number of related job losses locally?

Asked by: Hon. TANG Ka-piu

Reply:

Hong Kong Trade Development Council (TDC) mainly assists Hong Kong companies, which currently set up factories in the Pearl River Delta region, to explore new manufacturing base(s), including the areas outside the Pearl River Delta region and overseas. This initiative should not cause any loss of jobs to Hong Kong. On the contrary, many manufacturers may need to employ additional staff and thus may bring new employment opportunities to our local labour as a result of the relocation of production line. For example, the manufacturers may need to use the logistics service in Hong Kong more, and they may also need to employ more Hong Kong staff who are relatively more experienced and skilled, to take up the training and management work at the new production base.

Name in block letters: ANDREW HY WONG

Post Title: Permanent Secretary for Commerce and Economic
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Date: 17.4.2013

**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-CEDB(CIT)04

Question Serial No.

S077

Head: 152 Government Secretariat: Commerce
and Economic Development Bureau
(Commerce, Industry and Tourism Branch)

Subhead (No. & title):

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Commerce and Economic Development
(Commerce, Industry and Tourism)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

According to Reply Serial No. CEDB(CIT)337, the Bureau said that a considerable number of civil servants would have to be recruited after the completion of the Kai Tak Cruise Terminal. In fact, the operation of the new cruise terminal requires a huge shipping workforce in addition to civil servants. In this connection, please further inform this Committee:

- (a) of the estimated gross tonnage of ships to be handled annually by the Kai Tak Cruise Terminal after the completion of the first berth, and
- (b) of the number of job vacancies to be created in the local shipping industry in relation to the first and second berths of the new cruise terminal. Please provide a breakdown based on the table below.

Ocean liner seamen	Engineers	Ship repairers	Berthing staff	Others (please specify)

Asked by: Hon. TANG Ka-piu

Reply:

(a) The first berth of the Kai Tak Cruise Terminal can accommodate the largest cruise ships in the world with gross tonnage up to 220 000 tonnes. The terminal operator has so far received 17 berthing requests during the period from June this year to April 2014. The gross tonnage of the cruise ships concerned ranges from 15 300 to 151 400 tonnes. The number of ship calls at the terminal after commissioning depends on various factors including the ship deployment plans of the cruise companies and the marketing strategies of the terminal operator. An accurate estimation cannot be made at this stage.

(b) Apart from boosting the development of cruise industry, the operation of the Kai Tak Cruise Terminal will also benefit other sectors including tourism, retail, hotel and catering, etc. With the commissioning of the Kai Tak Cruise Terminal and appropriate market strategies, it is estimated that the additional jobs generated by the whole cruise industry will be around 5 300 to 8 900 by 2023. We do not have further breakdown of the positions generated in individual trades of the shipping industry.

Name in block letters: ANDREW HY WONG

Post Title: Permanent Secretary for Commerce and Economic
Development (Commerce, Industry and Tourism)

Date: 17.4.2013

**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-CEDB(CIT)05

Question Serial No.

S078

Head: 152 Government Secretariat: Commerce and Economic Development Bureau
(Commerce, Industry and Tourism Branch) Subhead (No. & title):

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Commerce and Economic Development
(Commerce, Industry and Tourism)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

Pursuant to reply no. CEDB (CIT)154 which noted that the authorities concerned cannot provide relevant figures or information on the number and respective ratio of outbound tours categorised by long-haul and short-haul destinations because travel agents are currently not required to register the number of outbound tours with the Travel Industry Council of Hong Kong (TIC), please advise:

- (a) Why does not the TIC require the travel agents to register the number of outbound tours? Is it because of its limited ambit? Or is it because the Administration consider the registration unnecessary?
- (b) In fact, the above-mentioned figures are very useful for analyzing the service quality of outbound tours and formulating policies for monitoring outbound tours. As noted in the reply, the TIC received nearly 2,000 complaints a year about services of outbound tours between 2010 and 2012. The issue calls for serious consideration. Will the Administration require the travel agents to register the information with an authority, such as the Travel Industry Authority when it is established? If yes, what is the plan? If not, what are the reasons?

Asked by: Hon. TANG Ka-piu

Reply:

- (a) The Travel Industry Council of Hong Kong (TIC) has currently appropriate directives to regulate the operation of outbound tours, including requiring travel agents to register the itineraries of the tours with the TIC before selling these tours so as to ensure that travel agents will follow the TIC's rules in providing information to consumers before the latter sign up for the tours. Among the complaint cases regarding services of outbound tours handled by the TIC so far, there has not been any case of which the investigation progress was hindered due to the fact that travel agents were not required to register the number of outbound tours with the TIC. The TIC will only check with travel agents the number of tours and tour

participants for a particular destination where such a need arises (for example under a special situation when the Government issues an Outbound Travel Alert for that destination).

- (b) The figures provided in our reply CEDB(CIT)154 refer to the number of complaint items but not the number of complaint cases. As an individual complaint case may involve several items, the number of complaint cases about services of outbound tours between 2010 and 2012 should be much lower than the number of complaint items.

As regards the detailed rules and requirements under the new regulatory framework, they will have to be worked out after the establishment of the Travel Industry Authority, taking into account market needs at the time and the views of various stakeholders including travellers, tourism practitioners and trade operators.

Name in block letters: ANDREW HY WONG
Post Title: Permanent Secretary for Commerce and Economic
Development (Commerce, Industry and Tourism)
Date: 17.4.2013

**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-CEDB(CIT)06

Question Serial No.

S079

Head: 152 Government Secretariat: Commerce and Economic Development Bureau
(Commerce, Industry and Tourism Branch) Subhead (No. & title):

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Commerce and Economic Development
(Commerce, Industry and Tourism)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

Pursuant to the reply no. CEDB (CIT)151, which noted that the number of complaints received by the Travel Industry Council of Hong Kong (TIC) about tours without accompanying escorts in the past 3 years were 5, 10 and 9 respectively, please further advise on the following:

- (a) How did the TIC handle these complaints?
- (b) There was no significant decline in the number of complaints received. Was it because the measures were ineffective? Have these measures been subject to review or improvement? If yes, what are the details? If not, what are the reasons?

Asked by: Hon. TANG Ka-piu

Reply:

- (a) On receiving a complaint about a tour without an accompanying escort, the Travel Industry Council of Hong Kong (TIC) would first ascertain the case details. If the complaint was lodged before the departure of a tour, the TIC would follow up the case with the travel agent immediately and explore if any measures could possibly be taken with a view to facilitating the settlement of the dispute before the tour departed. If the complaint was lodged after the tour had departed, the TIC would first follow its established mechanism to initiate mediation between the two parties. If the two parties could not reach consensus on the settlement agreement, the case could be referred to the Consumer Relations Committee (the Committee) of the TIC. The Committee would decide whether the travel agent should compensate the complainant, having regard to the actual loss suffered by the latter during the tour. Besides, in handling the complaint, the TIC would examine whether the travel agent had observed the TIC's directive by stipulating clearly in the itinerary the accompanying escort arrangement and making such arrangement accordingly.

- (b) In the past three years, the number of complaints received by the TIC about tours without accompanying escorts accounted for only around 1% of the total complaints from outbound travellers of the respective year. This is not a high ratio. Among the complaint cases handled, no violation of rules was involved and no travel agent was required by the Committee to provide compensation for its arrangement regarding accompanying escorts. In fact, there is already a TIC directive requiring travel agents to clearly make known to consumers about the accompanying escort arrangement before consumers sign up for a tour, so that they can make a suitable choice.

Name in block letters: ANDREW HY WONG
Post Title: Permanent Secretary for Commerce and Economic
Development (Commerce, Industry and Tourism)
Date: 17.4.2013

**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-CEDB(CIT)07

Question Serial No.

S080

Head: 152 Government Secretariat: Commerce and Economic Development Bureau
(Commerce, Industry and Tourism Branch) Subhead (No. & title):

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Commerce and Economic Development
(Commerce, Industry and Tourism)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

Part (d) of reply no. CEDB(CIT)153 provided statistics on the number of people employed by tourism and related industries in 2009 to 2011, which showed a continuous increase in the number of employees in tourism industry in the past 3 years. But the statistics for Quarterly Survey of Employment and Vacancies also showed a steady increase in the number of vacancies for selected tourism-related industries. Please further advise:

- (a) Given the boom in tourism industry, why was there a continuous increase in the number of vacancies in the industry? Is it because the statistics fails to give a full picture of the actual situation? Or is it because there is problem of high turnover rate in the industry?
- (b) Does the Administration have any plan to tackle the problem of high vacancies in the industry to prevent it from undermining the future development of the tourism industry in Hong Kong? If yes, what are the details and the estimated provision? If not, what are the reasons?

Asked by: Hon. TANG Ka-piu

Reply:

- (a) According to the definition adopted by the Census and Statistics Department, vacancies refer to unfilled job openings which are immediately available, and for which active recruitment steps are being taken on the survey reference date. Therefore, an increase in vacancies indeed reflects that employers are eager to hire. This is consistent with the good performance of the tourism sector in recent years. The decline in the unemployment rates for the retail sector as well as the accommodation and food services sectors over the past three years also reflects the vibrant labour market situation in tourism-related industries.

- (b) The Travel Industry Council of Hong Kong (TIC) has all along been assisting travel agents in staff recruitment through various channels. Taking last year as an example, the TIC organised a “Recruitment Day for Travel Agents” and set up recruitment booths at tourism-related career exhibitions. Besides, the TIC invited the Employees Retraining Board (ERB) to introduce its “Manpower Development Scheme” (the Scheme) to travel agents. The Scheme provides employers with free services, such as employee referral services, industry service programmes, tailor-made programmes and in-service staff training, etc. to help employers to meet their needs in recruitment, manpower training and development. The TIC has also uploaded onto its website the ERB’s General Vacancies Registration Form to facilitate travel agents to use the ERB’s free job matching and referral service. The above work has been carried out by the TIC and does not involve any provision or expenditure by the Commerce, Industry and Tourism Branch of the Commerce and Economic Development Bureau.

Name in block letters: ANDREW HY WONG
Post Title: Permanent Secretary for Commerce and Economic
Development (Commerce, Industry and Tourism)
Date: 17.4.2013

**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-CEDB(CIT)08

Question Serial No.

S081

Head: 152 Government Secretariat: Commerce
and Economic Development Bureau
(Commerce, Industry and Tourism Branch)

Subhead (No. & title):

Programme: (3) Subvention: Hong Kong Trade Development Council

Controlling Officer: Permanent Secretary for Commerce and Economic Development
(Commerce, Industry and Tourism)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

According to Reply Serial No. CEDB(CIT)155, the Administration helped small and medium enterprises promote Hong Kong's products for export mainly through large-scale trade fairs. Did the Administration render support in the area of new product development, such as providing incentives for research and development?

Asked by: Hon. TANG Ka-piu

Reply:

Hong Kong Trade Development Council (TDC) has been encouraging local enterprises to develop new products and make use of the innovative technologies to add value for their products, through the organisation of a variety of activities. TDC stages its annual large-scale exhibitions such as the World SME Expo, Inno Design Tech Expo, International ICT Expo and Hong Kong International Licensing Show etc., to promote the innovative products and technologies of Hong Kong. TDC has also included elements to promote innovation as well as research and development among enterprises in other trade exhibitions. For example, the setting up of "Zone for Home-grown Innovations" and "Business of IP Zone" to promote the business opportunities for these innovative products. Besides, TDC also organises design competitions for various products such as fashion, lighting, and watch and clock etc., with a view to facilitating innovation development and helping the industry to find local talents. The Business of Intellectual Property Asia Forum, as well as the other new design or technology themed forums and sharing sessions on successful cases organised by TDC, also facilitate the promotion and exchange of views in the industry.

Name in block letters: ANDREW HY WONG

Post Title: Permanent Secretary for Commerce and Economic
Development (Commerce, Industry and Tourism)

Date: 17.4.2013

**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-CEDB(CIT)09

Question Serial No.

S082

Head: 152 Government Secretariat: Commerce
and Economic Development Bureau
(Commerce, Industry and Tourism Branch)

Subhead (No. & title):

Programme: (3) Subvention: Hong Kong Trade Development Council

Controlling Officer: Permanent Secretary for Commerce and Economic Development
(Commerce, Industry and Tourism)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

According to Reply Serial No. CEDB(CIT)156, the Hong Kong Trade Development Council does not have the relevant figures and information concerning the development of small and medium enterprises (SMEs) in emerging markets. As such, how does the Administration gauge the benefits brought by opening up these emerging markets? Does the Administration understand the development of SMEs operating in these markets?

Asked by: Hon. TANG Ka-piu

Reply:

The Hong Kong Trade Development Council (TDC) has been organising a variety of activities to assist local small and medium enterprises to explore emerging markets. As the participating enterprises are not required to report their business development to TDC afterwards, TDC is not able to provide the relevant statistics. However, according to TDC, the number of buyers from emerging markets attending its trade exhibitions in Hong Kong has achieved a significant growth in recent years. For example, a total of about 78 000 buyers from emerging markets attended TDC's some 30 trade exhibitions in Hong Kong in 2012, representing an increase of about 23% as compared with 2009. This indicates indirectly the benefits brought by opening up these emerging markets.

Name in block letters: ANDREW HY WONG

Post Title: Permanent Secretary for Commerce and Economic
Development (Commerce, Industry and Tourism)

Date: 17.4.2013

**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-CEDB(CIT)10

Question Serial No.

S083

Head: 152 Government Secretariat: Commerce
and Economic Development Bureau
(Commerce, Industry and Tourism Branch)

Subhead (No. & title):

Programme: (6) Travel and Tourism

Controlling Officer: Permanent Secretary for Commerce and Economic Development
(Commerce, Industry and Tourism)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

According to Reply Serial No. CEDB(CIT)189, the Administration failed to respond clearly to the last part of the Question, i.e. "to ensure the participation of Hong Kong citizens in the major events funded by the Mega Events Fund". For instance, in a recent major soccer event funded by the Mega Events Fund, quite a number of citizens who aspired to participate in the event reflected that the price of the tickets was very dear; it was very difficult to secure a ticket due to the large number of potential participants; even if a ticket was secured smoothly, the location was most undesirable. In this regard, I further enquire whether the Administration will formulate measures to ensure the participation of Hong Kong citizens in the events concerned so as to prevent the recurrence of public-funded major events which are not readily accessible to Hong Kong citizens. If yes, what are the details? If not, what are the reasons?

Asked by: Hon. WONG Kwok-hing

Reply:

Due to the difference in size, nature and budget of each event, we consider that it is not appropriate to set down a broad rule for ticket sales such as stipulating the proportion of tickets, the price of individual tickets, or even the location of the seats that should be made available for local sale. In fact, we have been requiring the organisers of mega events to open the events to the public, and over half of the Mega Events Fund (MEF) supported events (including the Hong Kong Dragon Boat Carnival, the Dragon and Lion Dance Extravaganza and the Hong Kong Well-wishing Festival) are indeed free events. Nevertheless, the MEF Assessment Committee (AC) will, having regard to the circumstances of individual projects, consider whether there is the need to impose additional requirements, and to specify and adjust upward the number of tickets required to be made available for public sale in respect of certain types of events in future. The AC and the MEF Secretariat will

monitor the process of the organisation of the events to ensure that they are in line with the aim of the MEF, as well as other related requirements.

Name in block letters: ANDREW HY WONG

Post Title: Permanent Secretary for Commerce and Economic
Development (Commerce, Industry and Tourism)

Date: 17.4.2013

**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-CEDB(CIT)11

Question Serial No.

SV042

Head: 152 Government Secretariat: Commerce
and Economic Development Bureau
(Commerce, Industry and Tourism Branch)

Subhead (No. & title):

Programme: (3) Subvention : Hong Kong Trade Development Council

Controlling Officer: Permanent Secretary for Commerce and Economic Development
(Commerce, Industry and Tourism)

Director of Bureau: Secretary for Commerce and Economic Development

Question:

Pursuant to reply no. CEDB(CIT)193, the Administration is requested to provide the following information relating to the Design Gallery which was opened on 28 March 2013 in Shanghai:

- (a) daily patronage and daily turnover;
- (b) the response of customers and enterprises, and whether enterprises are active in joining the Gallery;
- (c) the number of enterprises successfully joined the Gallery and the number of applications received; and
- (d) the ways in which Hong Kong enterprises can join in the Gallery.

Asked by: Hon. WONG Ting-kwong

Reply:

The first Design Gallery shop-in-shop of the Hong Kong Trade Development Council (TDC) in Shanghai was soft-launched on March 28. According to the TDC, the shop-in-shop is located at a prominent location in the department store with good visitor traffic. Since the shop is not yet in full operation, it is too early to conclude on the customers' response at this stage.

According to the TDC, the initiative of setting up shops-in-shop is well received by Hong Kong enterprises. Although the TDC had received many applications, due to limited space, the TDC could only select 14 Hong Kong brands of gifts and houseware to showcase their products in the shop-in-shop. These products matched with the theme of the lifestyle section of the department store.

The TDC will set up more shops-in-shop in other Mainland cities for Hong Kong enterprises to showcase their products so as to assist them in tapping into the Mainland market. Hong Kong enterprises which are interested may contact the TDC and provide photos and details of their products for the TDC's consideration.

Name in block letters: ANDREW HY WONG

Post Title: Permanent Secretary for Commerce and Economic
Development (Commerce, Industry and Tourism)

Date: 17.4.2013