

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

**Report on the Work of  
HKSAR Government's Offices in the Mainland and Taiwan**

This paper gives an account of the work undertaken by the Office of the Government of the HKSAR in Beijing and the Hong Kong Economic and Trade Offices in Guangdong, Shanghai and Chengdu between June 2011 and September 2012, as well as the work of the Hong Kong Economic, Trade and Cultural Office (Taiwan) between December 2011 and September 2012. Details of the work of these five Offices are set out in Annexes 1 to 5.

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## **Report on the Work of the Office of the Government of the Hong Kong Special Administrative Region in Beijing**

The main functions of the Office of the Government of the Hong Kong Special Administrative Region in Beijing (BJO) are to (a) enhance liaison and communication between the Government of the Hong Kong Special Administrative Region (HKSARG), the Central People's Government (CPG) and Mainland authorities in the 15 provinces/municipalities/autonomous regions<sup>1</sup> under its coverage, (b) promote Hong Kong in general and particularly over economic and trade relations with the 15 provinces/municipalities/autonomous regions, (c) handle immigration related matters, and (d) provide assistance to Hong Kong residents in distress.

### **Liaison with CPG, Mainland Authorities and HK Fraternities**

2. BJO provided regular reports to relevant bureaux and departments of HKSARG to facilitate them to have timely understanding of the policies and developments in the Mainland and assess possible implications on Hong Kong. Examples include the National 12<sup>th</sup> Five-Year Plan, Renminbi cross-border trade settlement and financial policies, the latest economic data, as well as important regulations and news regarding food safety, labour, trade and tax regulations etc. BJO helped HKSARG liaise with the CPG and other Mainland authorities on relevant regulations and policies. BJO also helped arranged calls and/or provided logistics support to major visits by HKSARG's officials.

3. BJO continued to work with Mainland offices of the Hong Kong Trade Development Council (HKTDC), Hong Kong Tourism Board, Hong Kong Exchanges and Clearing Limited, and major Hong Kong-related business chambers and professional groups, as well as Hong Kong people in Beijing. For example, we jointly organised a "Seminar on Beijing Value-added Tax Pilot Reform" in September 2012 with the Hong Kong Chamber of Commerce in China (HKCCC) for Hong Kong business enterprises based in Beijing. We also co-organised a seminar with Beijing Municipal Government and the HKCCC in April 2012 on sharing of views and experience in conducting business in Beijing. Apart from maintaining regular liaison with the organisations comprising Hong Kong members either living or working in Beijing, we also supported activities held in Renmin University, Peking University, and Tsinghua University organised by Hong Kong students and provided Hong Kong students with information on civil service recruitment exercises during the period.

### **Commercial Relations**

4. BJO monitored closely the Mainland regulations in respect of professional services, corporate taxation and social insurances etc. which are related to Hong Kong businesses, and kept Hong Kong businesses and relevant bureaux and departments updated. BJO also kept in close contact with Mainland authorities to understand the latest development on economic and trade policies and their implications on Hong Kong.

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<sup>1</sup> The 15 provinces/municipalities/autonomous regions under BJO's coverage are Beijing, Tianjin, Hebei, Henan, Shandong, Shanxi, Liaoning, Jilin, Heilongjiang, Inner Mongolia, Xinjiang, Gansu, Ningxia, Qinghai and Tibet.

5. During the report period, BJO participated in a number of trade activities held in the regions under its coverage. For instance, BJO assisted in organising the “15<sup>th</sup> Beijing-Hong Kong Economic Co-operation Symposium” held in Beijing in November 2011 to promote trade and economic co-operation between the two places. BJO participated in the “18<sup>th</sup> & 19<sup>th</sup> China Tianjin Investment and Trade Fair”, the “7<sup>th</sup> China Henan International Investment and Trade Fair”, and the “7<sup>th</sup> and 8<sup>th</sup> China Jilin Northeast Asia Investment and Trade Expo”, etc. BJO also attended a number of trade fairs held in Inner Mongolia, Heilongjiang, Liaoning, Jilin, Shandong, Qinghai, Ningxia, Xinjiang, etc. to strengthen our ties with the relevant local authorities, commercial units and enterprises. On the other hand, BJO assisted in the arrangement of the attendance of the HKSARG principal officials in trade promotion events held in Hong Kong by Beijing, Hebei, Inner Mongolia, Shandong, Heilongjiang and Henan governments, etc. The preparatory work for the “16<sup>th</sup> Beijing-Hong Kong Economic Co-operation Symposium” tentatively scheduled for November 2012 in Hong Kong has also commenced.

### **Investment Promotion**

6. On the task of attracting Mainland enterprises to establish and invest in Hong Kong, the North China Investment Promotion Unit of BJO has endeavoured to proactively liaise and visit potential enterprises, relevant commercial and industrial organisations to introduce the advantages of Hong Kong as a place for investment and a platform for extending operation overseas. We provided the interested enterprises with comprehensive assistance and consultation services. Between June 2011 and September 2012, the North China Investment Promotion Unit of BJO proactively reached out to 621 companies. As a result, 111 prospective and 51 live projects were generated and 26 projects were completed with companies coming to Hong Kong to establish their businesses. On investment promotion events, BJO organised or attended 73 industry-specific or investment seminars and exhibitions. For instance, BJO organised investment promotion seminars to highlight the strengths and business friendly environment of Hong Kong for Beijing enterprises in October 2011 and September 2012; for Tangshan enterprises in Hebei Province in May 2012; and for the enterprises in Taiyuan, Shanxi Province and Hohhot, Inner Mongolia Autonomous Region in June 2012. All these seminars were well received.

### **Public Relations**

7. To enhance the understanding of people in the Mainland about Hong Kong, BJO staged a total of 22 exhibitions at major trade fairs in the provinces, municipalities and autonomous regions under BJO’s purview during the report period. The exhibitions featured the economic strengths and opportunities of Hong Kong, including the four pillar industries, six priority industries and the large scale development or infrastructure projects etc. The exhibitions attracted about 600 000 visitors.

8. To celebrate the 15<sup>th</sup> Anniversary of the establishment of the HKSAR, BJO organised the “Towards a Better Future” exhibition at the National Museum of China in Beijing from June 27 to July 11. The exhibition showcased Hong Kong’s vigorous city landscape, latest developments of different sectors as well as future development plans. Over 100 000 people visited the exhibition.

9. To reach out to the wider Mainland community, BJO co-produced with the China National Radio regular weekly radio programmes and co-operated with the People’s Daily Online to produce a dedicated website respectively to promote Hong Kong. The radio programmes spanned over 31 provinces/municipalities/autonomous regions in the Mainland

whereas the average monthly hit rate of the website exceeded 800 000. In the report period, BJO also sponsored or supported cultural events, such as dance performance and film festivals from Hong Kong, to promote cultural exchange between Hong Kong and Beijing.

### **Immigration-related Matters and Assistance Rendered**

10. Immigration matters handled by BJO include processing applications for entry to Hong Kong, liaising and maintaining contacts with counterparts in relevant departments on matters relating to application for Chinese nationality in Hong Kong, conducting negotiations on visa-free access with foreign diplomatic missions in Beijing, handling enquiries on immigration matters, and providing practical assistance to Hong Kong residents who have lost their documents or encountered personal safety problems in the Mainland. Between June 2011 and September 2012, BJO received a total of 289 requests for assistance from Hong Kong residents in distress in the Mainland. Of these, 94 cases involved the loss of travel documents or monies, 183 cases were from persons who were involved in traffic accidents, injured, sick or whose relatives had passed away in the Mainland, etc, and the remaining 12 cases involved the detention of Hong Kong residents in the Mainland. In addition, BJO processed 9 425 entry applications and handled 27 587 enquiries.

11. Since March 2001, BJO has started an arrangement to provide emergency financial assistance to Hong Kong residents in the Mainland who have lost their monies and who could not seek immediately from their family members the financial assistance. BJO could advance a reasonable amount of money to the persons in need subject to their undertaking to repay the advanced sum in full and return to Hong Kong immediately. Between June 2011 and September 2012, there were 8 such assistance cases where emergency financial assistance was provided.

12. BJO also handles cases other than those concerning loss of travel documents and personal safety. Between June 2011 and September 2012, BJO handled a total of 8 cases on business and trade disputes, 11 cases on matters relating to real estate in the Mainland, 77 cases on matters relating to administrative, law enforcement and judicial agencies in the Mainland and 19 other cases mainly by making referrals to and following up the cases with the relevant Mainland authorities.

### **Looking Ahead**

13. BJO will continue to promote Hong Kong in the 15 provinces/municipalities/autonomous regions under its coverage and liaise with the governments of these provinces/municipalities/autonomous regions in respect of economic, trade and other matters with a view to enhancing trade, investment, cultural exchanges and communications etc. between Hong Kong and the Mainland. BJO will also strive to strengthen the services, information and other support, as appropriate, to the Hong Kong people living, working or studying in Beijing. BJO will continue to monitor developments in major policies and initiatives in the Mainland and report to relevant bureaux and departments in a timely manner for assessment on the implications on Hong Kong.

## **Report on the Work of the Hong Kong Economic and Trade Office in Guangdong**

The Hong Kong Economic and Trade Office in Guangdong (GDETO) is responsible for handling economic and trade matters between the Hong Kong Special Administrative Region (HKSAR) and the five provinces/region of Fujian, Jiangxi, Guangdong, Guangxi and Hainan (the five provinces/region), and seeks to attract investment into Hong Kong. GDETO (including its Shenzhen Liaison Unit and Fujian Liaison Unit) continues to strengthen liaison with local government authorities, non-government organisations, as well as trade associations to provide support to Hong Kong enterprises in the five provinces/region, and disseminate information on relevant Mainland policies and measures. GDETO also solicits views and suggestions from Hong Kong enterprises and helps reflect them to the relevant authorities. Besides, GDETO handles enquiries and request for assistance from Hong Kong residents in the five provinces/region.

2. Hong Kong business organisations stationed in the five provinces/region and industry and trade associations are our essential working partners. We work closely together to provide better services to Hong Kong enterprises and assist them in looking for investment opportunities in the Mainland. The tenth Gala Dinner for Hong Kong enterprises operating in the Pearl River Delta (PRD) region was held in Shunde District of Foshan in December 2011. About 1 000 Hong Kong businessmen attended the event.

3. Over the past year or so, we continued to provide logistical support to major meetings/activities held in the five provinces/region under GDETO's coverage, including the Seventh Pan-PRD Regional Co-operation and Development Forum, the Opening Ceremony of the 110th China Import and Export Fair, the Boao Forum for Asia Annual Conference 2012, the 15th and 16th China International Fair for Investment and Trade, etc. With the growing economic relation between Hong Kong and the Mainland in recent years, we assisted government departments on both sides in planning and co-ordinating a number of mutual visits by senior officials from the two places.

### **Commercial Relations**

4. GDETO continued its efforts in providing Hong Kong enterprises with a wide range of services to facilitate their business operation in the five provinces/region. The weekly GDETO Newsletters provided the latest information on the rules and regulations as well as economic and trade-related development in the five provinces/region. It also publicised the various activities organised by GDETO.

5. GDETO organised a number of activities to promote the business development of Hong Kong enterprises in the five provinces/region and enhance their understanding of relevant rules and regulations in the Mainland. These activities covered a variety of topics of concern among Hong Kong businessmen, e.g. transformation and upgrading of enterprises, customs-related policies and measures, adjustment of minimum wage standard of Guangdong Province, labour policies and tax issues, etc. They included -

- Seminar on “Policies to facilitate Transformation and Upgrading of Hong Kong-invested Enterprises in Guangdong” in Guangzhou on 7 March 2012;

- Forum on “Latest Facilitation Measures implemented by the Customs” in Guangzhou on 15 June 2012; and
- Three “Exchange Sessions with Heads of Hong Kong Industry and Trade Organisations” in Shenzhen on 17 June 2011, 16 December 2011 and 10 July 2012 respectively.

6. Separately, GDETO co-organised with the Dongguan Municipal Government and Hong Kong’s industry and trade associations the eighth to tenth meeting of the “Joint Conference on the Transformation and Upgrading of Hong Kong-invested Enterprises in Dongguan” on 8 June 2011, 29 November 2011 and 6 June 2012 respectively in Hong Kong. The meetings discussed issues of concern of Hong Kong enterprises, and reviewed the difficulties experienced by them in their course of transformation and upgrading.

7. GDETO continued to actively assist Hong Kong enterprises in reflecting their common concerns to the relevant local government authorities and taking follow-up actions. More important issues included adjustment of minimum wage standard of Guangdong Province, labour policies, transformation and upgrading of enterprises, expanding domestic sales market and outward processing arrangements, etc.

### **Investment Promotion**

8. One of the major duties of GDETO is to promote the positive image of Hong Kong, and Hong Kong as the ideal platform for enterprises in the five provinces/region under GDETO’s coverage to expand their businesses and go global. Through building up and maintaining strategic working relationship with the relevant local government authorities and local industry and trade organisations in the five provinces/region, we have continued to contact, attract and assist enterprises to invest in Hong Kong.

9. From June 2011 to September 2012, GDETO conducted 416 meetings with Mainland enterprises, and provided advice and assistance to them for setting up a presence or expanding their existing business in Hong Kong. During this period, GDETO generated 136 prospective projects and 46 live projects, completed 22 projects, and organised a total of 18 investment promotion activities. Major promotional activities organised by GDETO included -

- A promotional campaign in cities of the Economic Zone on the West Coast of the Taiwan Strait (the Haixi Economic Zone) falling within the coverage of GDETO under the title “Showcasing Hong Kong’s Advantages and Promoting the Prosperity of the Haixi Economic Zone” from May 2011 to March 2012. The promotional campaign was staged in Fuzhou (during 31 May-4 June 2011), Quanzhou (during 27 September-1 October 2011) and Xiamen (during 27 February-4 March 2012). During the campaign, a series of programmes, including opening ceremonies, banquets, seminars/exchange forums (covering Hong Kong’s investment environment and Hong Kong service industries) and photo exhibitions etc, were held to promote Hong Kong with a view to enhancing co-operation and exchange between Hong Kong and the Haixi Economic Zone on all fronts;
- A CEO Dinner entitled “Hong Kong – The Platform to Go Global” co-organised with InvestHK in Shantou in July 2011;

- Investment promotion seminars titled “Hong Kong – Your Platform to Go Global” co-organised with InvestHK, Department of Outward Investment and Economic Co-operation of the Ministry of Commerce and other co-organisers in September 2011 and September 2012 during the 15<sup>th</sup> and 16<sup>th</sup> China International Fair for Investment and Trade respectively in Xiamen;
- Investment promotional activities titled “Hong Kong – Your Platform to Go Global”, including a CEO Luncheon in Guangzhou, a CEO Roundtable in Dongguan and a CEO Dinner in Huizhou co-organised with InvestHK in March 2012;
- A seminar titled “Hong Kong – The Platform to Go Global” co-organised with InvestHK in Nanchang in July 2012; and
- An investment promotion seminar co-organised with InvestHK, the Finance Affairs Office of the People’s Government of Guangdong Province and other co-organisers in September 2012 in Shantou to promote HK as a platform for enterprises in Guangdong East to go global and for listing and capital raising.

## **Public Relations**

10. The Chief Executive (CE) and other Principal Officials conducted frequent visits to the five provinces/region which have helped foster connections between the HKSAR Government and the Mainland authorities. The highlights of such visits included CE’s participation in the Opening Ceremony of the Shenzhen 26<sup>th</sup> Summer Universiade in August 2011, the Opening Ceremony of the 110<sup>th</sup> China Import and Export Fair in Guangzhou in October 2011, and the 15<sup>th</sup> Plenary of the Hong Kong/Guangdong Co-operation Joint Conference in Guangzhou in September 2012, Guangdong, etc. GDETO co-ordinated media plans to facilitate local and Hong Kong media to cover the visits, where appropriate.

11. During the report period, GDETO organised a cocktail reception to celebrate the 14<sup>th</sup> anniversary of the establishment of the HKSAR, a gala dinner to celebrate the ninth anniversary of GDETO, and a cocktail reception to celebrate the 15<sup>th</sup> anniversary of the establishment of the HKSAR and the tenth anniversary of GDETO in Guangzhou in July 2011, October 2011 and August 2012 respectively. We invited representatives from the government departments in the five provinces/region, the commerce and industry sector and relevant organisations to attend the above functions with a view to strengthening our ties with them.

12. During the report period, GDETO also received a number of study missions from Hong Kong students and briefed them of our work. Moreover, the Director of GDETO gave interviews to reporters of major Mainland newspapers and Hong Kong reporters stationed in the Mainland to brief them on the work of GDETO, including the promotion of Hong Kong’s economic and trade development in the region.

## **Shenzhen Liaison Unit**

13. The Shenzhen Liaison Unit further strengthens the co-operation between Hong Kong and Guangdong and that between Hong Kong and Shenzhen by enhancing liaison with the Shenzhen Municipal Government, non-government organisations and trade associations and providing support to Hong Kong residents and enterprises in Shenzhen.

14. During the Shenzhen 26th Summer Universiade in August 2011, the Shenzhen Liaison Unit provided support and facilitation to participants arriving and departing from Shenzhen via Hong Kong. It also provided logistical support to the attendance of the Chief Executive and the Chief Secretary for Administration at the Opening Ceremony and the Closing Ceremony respectively.

15. One of the Shenzhen Liaison Unit's major areas of work has been to facilitate co-operation between Hong Kong and Shenzhen in the promotion of service industries in Qianhai, to monitor promulgation of new policies, legislation and regulations in relation to the development of Qianhai, and to organise Hong Kong business delegations' visits to Qianhai and participation in seminars on policies relating to Qianhai.

### **Fujian Liaison Unit**

16. To capitalise on the opportunities in the Haixi Economic Zone and to strengthen and deepen our multi-faceted co-operation with Fujian, GDETO set up the Fujian Liaison Unit in February 2012.

17. Since its establishment, the Fujian Liaison Unit has strengthened liaison on the co-operation between Hong Kong and Fujian, with particular focus on the business opportunities arising from the development of the Pingtan Comprehensive Experimental Zone. It also participated in a number of major activities held in Fujian, including the Cross-Straits Fair for Economy and Trade, the China Cross-Straits Technology and Projects Fair, and the China International Fair for Investment and Trade. It co-organised a seminar on the Mainland's value-added tax reform with the Fuzhou Association of Enterprises with Foreign Investment in September 2012.

### **Others**

18. Immigration matters handled by GDETO included handling enquiries on immigration-related matters, and providing practical assistance to Hong Kong residents who have lost their travel documents or encountered personal safety problems in areas under the coverage of GDETO. Between June 2011 and September 2012, GDETO received a total of 307 requests for assistance from Hong Kong residents in distress in the Mainland. Of these, 19 cases involved the loss of travel documents or monies, 274 cases were from persons who were in danger, involved in traffic accidents, injured, sick or whose relatives had passed away in the Mainland, etc, and the remaining 14 cases involved the detention of Hong Kong residents in the Mainland. In addition, GDETO handled 1 426 enquires.

19. GDETO also handles cases other than those concerning loss of travel documents and personal safety. Between June 2011 and September 2012, GDETO handled a total of 50 cases on economic and trade-related matters, and 58 cases on real estate, land compensation and other issues, by making referrals to and following up on the cases with the relevant Mainland authorities.

### **Looking Ahead**

20. In the light of the close liaison and co-operation between the HKSAR and the Mainland provinces/cities in the areas of finance, economy and trade, infrastructure development, environmental protection, medical and public health services, culture and education, etc, GDETO will continue to play a pivotal bridging role between Hong Kong and



the five provinces/region, enhancing liaison with relevant Mainland authorities and assisting in the HKSAR Government's efforts in implementing the complementing work relating to the National 12<sup>th</sup> Five-Year Plan, the Outline of the Plan for the Reform and Development of the Pearl River Delta, and the Framework Agreement on Hong Kong/Guangdong Co-operation.

21. GDETO plans to organise the "Fujian Xiamen Hong Kong Week" in Xiamen, Fujian Province from 30 April to 5 May 2013. The event aims to enhance and deepen the communication and co-operation between Hong Kong and the Fujian Province in the areas of economy and trade, culture, tourism, etc. The event would also help promote Hong Kong to the local community, build the overall branding image of Hong Kong and assist Hong Kong enterprises in establishing and promoting their brands and developing domestic sales. A number of proposed activities to be held during the "Hong Kong Week" include -

- "2013 Hong Kong Trendy Products Expo, Fujian Xiamen" to be organised by the Chinese Manufacturers' Association of Hong Kong;
- CEPA Seminar;
- Investment Promotion Seminar; and
- Hong Kong Overview Exhibition, etc.

22. We will continue our efforts in facilitating inward investment of potential enterprises from the five provinces/region into Hong Kong and in encouraging Mainland enterprises to use Hong Kong as their base to open up international markets.

**Report on the Work of  
the Hong Kong Economic and Trade Office in Shanghai  
of the Government of the Hong Kong Special Administrative Region**

The main functions of the Hong Kong Economic and Trade Office in Shanghai (SHETO) are to (a) enhance liaison and communication between the Government of the Hong Kong Special Administrative Region (HKSARG) and the Mainland authorities in the Municipality of Shanghai and the four provinces of Jiangsu, Zhejiang, Anhui and Hubei (the region); (b) promote Hong Kong and enhance economic and trade co-operation between Hong Kong and the region; and (c) provide appropriate assistance to Hong Kong enterprises and residents operating, working and living in the region.

### **Commercial Relations**

2. The Commercial Relations (CR) Unit of SHETO continued to work with stakeholders in Hong Kong and the region to promote Hong Kong's business sector and help them explore business opportunities in the Mainland. Our work included:

- (a) supporting industry delegations and study missions from Hong Kong to visit the region to deepen their understanding of the business and investment environment in the region. For example, in September and November 2011 respectively, SHETO accompanied two Hong Kong trade delegations to visit Nanjing, Yancheng and Nantong of Jiangsu Province. During the November trip, SHETO organised a seminar with the Chinese General Chamber of Commerce (CGCC) on Jiangsu/Hong Kong Co-operation and Development on 16 November 2011. Besides, in April 2012, SHETO also accompanied the delegation of CGCC to visit Hangzhou of Zhejiang Province;
- (b) encouraging and promoting economic and trade exchanges between Hong Kong and the region. For example, in September 2011, SHETO participated in the "Changzhou/Hong Kong Bilateral Investment Seminar" to promote economic co-operation between Hong Kong and Changzhou of Jiangsu Province. In November 2011, SHETO addressed in the "Seminar on the Development of Hong Kong and Shanghai in 2015 during the Twelfth Five-Year Plan" organised by Shanghai Academy of Social Sciences. In March 2012, SHETO addressed in the 1<sup>st</sup> Shanghai/Hong Kong Commercial Mediation Conference to promote co-operation in the legal sector between the two cities. In October 2011 and September 2012, SHETO attended the Ningbo-Hong Kong Economic Co-operation Forum held in Hong Kong and Ningbo respectively. The forum covered many areas of co-operation between the two places, including economic and trade, maritime transport, medical and cultural;
- (c) providing support and assistance for Hong Kong trade sector to explore the business opportunities of Mainland domestic sales market. Activities conducted by SHETO included being the supporting organisation for Hong Kong Productivity Council's "China Domestic Sales East China Project", and actively participating in the production of the "China Domestic Sales Guidebook – East China" and referring relevant enterprises for interviews.

SHETO also supported and attended the kick-off ceremony in July 2011 and the launching ceremony of the guidebook in July 2012;

- (d) providing assistance to provinces and cities in the region in organising trade promotion activities in Hong Kong and organising courtesy calls on senior HKSARG officials for the visiting Mainland officials. For example, SHETO assisted in the co-ordination of economic and trade promotion activities in Hong Kong during the visits of Jiangsu Party Secretary Luo Zhijun and Hubei Governor Wang Guosheng's visit to Hong Kong in July and November 2011 respectively. Besides, the CR Division also assisted in the preparation of the Sixth Shanghai and Hong Kong Metropolis Development Seminar held in Hong Kong in September 2011 and lining up of relevant visit programs for the Shanghai delegation. In August 2012, SHETO also assisted in lining up relevant programs for Hubei Deputy Party Secretary Zhang Changer and Vice Governor Zhang Tong to visit Hong Kong;
- (e) maintaining close relation with Hong Kong trade associations and related communities in the region, in particular, Hong Kong China Chamber of Commerce – Shanghai (HKCCC) and co-organising with them several signature events around topics of concern to Hong Kong enterprises. In July 2011, we organised a joint seminar on Hong Kong's Opportunities and Challenges in Shanghai under the Twelfth Five-Year Plan with the HKCCC and invited the Hon. Paul Chan (the then Legislative Councillor) to address in the seminar. In February 2012, we arranged a briefing to update HKCCC members on the latest development of CEPA Supplement VIII and the Second Plenary Session of Hong Kong/Shanghai Economic and Trade Co-operation Conference. In June 2012, in collaboration with HKCCC and the Hong Kong Institute of Certified Public Accountants, we organised a seminar on the "Pilot Program of Levying Value Added Tax in Lieu of Business Tax". In August 2012, Jiangsu Provincial Hong Kong and Macao Affairs Office set up the Jiangsu Hong Kong-invested Company Service Association to enhance support for Hong Kong enterprises located in Jiangsu Province. SHETO attended the inauguration ceremony and provided advice during the setting up process. In September 2012, SHETO organised a session for Secretary of Commerce and Economic Development to meet with the Hong Kong communities to listen to their views and concerns. 16 representatives from various Hong Kong organisations/communities joined the meet-up session ;
- (f) providing timely reports to relevant HKSARG bureaux and departments, and keep Hong Kong businesses and trade organisations informed, through newsletters and special notices, of the latest economic and trade policies, regulations and measures in the region. From June 2011 to 30 September 2012, SHETO issued 171 circulars/newsletters to the Hong Kong businesses and trade sector to keep them abreast of the latest economic policies/regulations of the Mainland; and
- (g) monitoring the views of Hong Kong enterprises on Mainland policies and regulations that might have impact on their business, and reflecting their views to relevant Mainland authorities for consideration where appropriate. Examples included the Social Insurance Law and the Pilot Program of Levying Value-Added Tax in Lieu of Business Tax which are of interest to the Hong Kong business sector.

3. SHETO continued to facilitate further co-operation between Hong Kong and Shanghai under the framework of the Hong Kong/Shanghai Economic and Trade Co-operation Conference set up in October 2003. The Chief Executive led a HKSARG delegation to meet with the Shanghai Mayor Han Zheng and Shanghai officials to attend the Second Meeting of the Conference held on 5 January 2012 in Shanghai. Both sides agreed to enhance co-operation in nine areas (namely commerce, trade and investment; financial services; civil aviation, maritime transport and logistics; tourism, convention and exhibition industries; innovation and technology; cultural and creative industries and sports; exchange of professionals; education, medical and health care; and youth and social development) and four co-operation agreements were signed on commerce and trade, culture, exchange of civil servants and hospital management.

### **Investment Promotion**

4. The Investment Promotion (IP) Unit of SHETO continued to actively promote Hong Kong's investment environment, proactively identify and approach Mainland companies and provide them with free one-stop services to assist them in investing or setting up operations in Hong Kong. From June 2011 to September 2012, the IP Division conducted 51 investment promotion visits, met with 420 companies, generated 73 prospective projects and 36 live projects. During this period, 25 projects were successfully completed.

5. In the report period, the IP Division completed a number of major investment promotion initiatives in the region, including:

- (a) organised the sector-focused investment promotion seminar in October 2011 in Ningbo entitled "Hong Kong – Platform to Go Global" for the transportation and logistics sector. Briefing on Hong Kong's investment environment was provided for the some 120 participants in the seminar;
- (b) organised the sector-focused investment promotion seminar in March 2012 in Wuhan entitled "Hong Kong – Platform to Go Global" for the innovation and technology sector. Briefing on Hong Kong's investment environment was provided for the some 150 participants in the seminar;
- (c) organised the investment promotion forum in May 2012 in Wuhan entitled "Hong Kong – Platform for Hubei Enterprises to Go Global". Over 100 participants in the seminar were briefed on Hong Kong's investment environment and business advantages by representatives from the Hong Kong Exchanges & Clearing Ltd, a Hong Kong bank, a Hong Kong testing and certification firm, and a Hong Kong legal and tax advisory firm ;
- (d) participated and set up exhibition booths in the 2012 Zhejiang Investment and Trade Symposium in June 2012 and the 2012 China Zhejiang Commercial Service Expo in September 2012 respectively;
- (e) organised the business roundtable in July 2012 in Shanghai entitled "Hong Kong – Platform to Go Global" for the consumer products sector. Briefing on Hong Kong's investment environment was provided for the some 80 participants in the seminar;
- (f) participated in Hong Kong Trade Development Council's 2012 SmartHK

programme in Hangzhou in August 2012 and co-organised with HKTDC a “Strategic Brand Building” seminar for Mainland enterprises interested in brand-building, upgrading, and investing in Hong Kong, presenting advantages on investing in Hong Kong ; and

- (g) organised/participated in 68 seminars/roundtables in the region promoting Hong Kong’s investment environment.

6. The IP Division also arranged visits to Hong Kong for Mainland officials and business leaders to learn about Hong Kong’s latest economic climate and investment environment. This included a visit of 35 enterprises from Eastern China region to a “Going Global Seminar” jointly organised by Invest Hong Kong and the Commercial Office of Economic Affairs Department of the Liaison Office of the Central Government at the Hong Kong Convention and Exhibition Service Centre on 22 August 2012.

### **Public Relations**

7. SHETO continued to organise activities in promoting Hong Kong, presenting Hong Kong’s latest development and the co-operation between Hong Kong and the region over trade, economic and other areas. During the report period, activities held by SHETO included:

- (a) held roving exhibitions in seven cities, namely, Shanghai; Nanjing, Suzhou and Wuxi in Jiangsu Province; and Hangzhou, Ningbo and Jiaying in Zhejiang Province between November 2011 and March 2012. Some 400 000 visitors were recorded;
- (b) held Spring Reception in Shanghai on 3 February 2012. About 200 guests from Shanghai, and the provinces of Jiangsu, Zhejiang, Anhui and Hubei joined the event. With SHETO’s arrangement, students from the School of Dance of the Hong Kong Academy For Performing Arts staged a performance before the guests, showcasing the cultural versatility of the Hong Kong youths;
- (c) held exhibitions from 30 July to 2 October 2012 covering nine cities in celebration of the 15<sup>th</sup> Anniversary of the establishment of the HKSAR to showcase the developments and achievements of Hong Kong in the past 15 years. The nine cities were Shanghai, Hangzhou and Wuzhou in Zhejiang Province, Nanjing and Yangzhou in Jiangsu Province, Hefei and Wuhu in Anhui Province and Wuhan and Xiangyang in Hubei Province;
- (d) received study missions from Hong Kong, comprising students from secondary to tertiary levels and briefed them on the work and functions of SHETO. In June 2012, SHETO provided assistance to Hong Kong university students participated in the “Pilot Scheme for Cross-border Study Tour for Post-secondary Financial Talents” to arrange and accompany part of their visit programme, and accompanied them to meet with Shanghai Vice Mayor Tu Guangshao. The pilot scheme is one of the co-operation programmes under the “Memorandum of Understanding Concerning Advancing Hong Kong-Shanghai Financial Co-operation” signed by Hong Kong and Shanghai in 2010;
- (e) organised, according to the work of the office and other relevant subject

matters, press interviews and gatherings targeting at the local media and Hong Kong journalists stationed in Shanghai. In order to broaden the scope of information dissemination, dedicated web pages of SHETO and hyperlinks to SHETO websites were created on two Mainland websites viz, the EASYDAY.com and the XinhuaNet (Shanghai Channel) from January to July 2012.

### **"2012 Hubei Wuhan Hong Kong Week"**

8. The HKSARG and the People's Government of the Hubei Province and the Wuhan Municipal jointly organised the "2012 Hubei Wuhan Hong Kong Week" (Hong Kong Week) between 27 April and 3 May 2012. The Hong Kong Week aimed to showcase Hong Kong's trendy fashion and creativity, promote the trendy and innovative aspects of Hong Kong products, services and industries and enhance the local community's understanding of HKSARG, hence assisting Hong Kong enterprises in building up their brand image and exploring the Mainland domestic sales market.

9. The Hong Kong Week activities included activities targeted at members of the general public (e.g. the 2012 Hong Kong Trendy Products Expo, Hong Kong Film Retrospective and the Creative Hong Kong Exhibition) as well as business-oriented functions (CEPA seminar, business matching event and investment promotion forum). During the week, activities were organised at more than 20 different spots in Wuhan, so as to generate a city-wide impact.

10. The highlight of the Hong Kong Week was the "2012 Hong Kong Trendy Products Expo, Wuhan" organised by the Chinese Manufacturers' Association of Hong Kong (CMA) with 240 exhibition booths and over 160 exhibitors. A showcase gallery displaying Hong Kong brand products was also set up, with the financial support from SME Development Fund of the Trade and Industry Department. The five-day Expo attracted more than 300 000 visitor count which was the highest number of record ever achieved by CMA in trade fairs in the Mainland.

11. The Hong Kong Week was a result of active participation, support and assistance from various parties in Hubei and Hong Kong. Apart from the HKSARG relevant government bureaux and departments, Hong Kong organisations participated in the event included the CMA, Hong Kong Tourism Board, Hong Kong Comics and Animation Federation, Hong Kong Furniture Association, the film industry representatives and the Hong Kong Police Band. The event was also joined by the Hong Kong groups in the Mainland, including the Hong Kong Chamber of Commerce in China-Wuhan as well as the Hong Kong enterprises and student representatives in Hubei/Wuhan/Shanghai.

12. With regard to publicity, we strove to achieve the widest and greatest promotional impact with the most effective resource utilisation by adopting different channels and various means and collaboration with different partners. Working with the Information Services Department, SHETO also arranged journalists of six provincial and municipal electronic and printed media bodies to conduct interviews in Hong Kong before the Hong Kong Week and to produce and broadcast the reports in a timely manner so as to create a good promotional atmosphere for the commencement of the event.

### **Assistance rendered to Hong Kong Residents**

13. During the reporting period, SHETO handled 4 assistance cases that concerned economic and trade-related matters and 77 cases on real estate and other issues, mainly by referring the cases to the relevant Mainland authorities and monitoring their development.

### **Looking Ahead**

14. In the coming year, SHETO will continue to pursue opportunities of co-operation between Hong Kong and Shanghai under the framework of the Hong Kong / Shanghai Economic and Trade Co-operation Conference. We will continue to promote Hong Kong in general and more specifically our excellent modern services and investment environment, CEPA liberalisation measures, successful implementation of the Basic Law and the principle of "One Country, Two Systems" etc, to the region. In particular, we will –

- (a) follow up on items under the Second Meeting of the Shanghai Hong Kong Economic and Trade Co-operation Conference;
- (b) organise trade forums and workshops on specific topics, sectors and industries;
- (c) strengthen liaison with Hong Kong enterprises and residents living in the Mainland and understand their circumstances and needs;
- (d) facilitate the implementation of CEPA;
- (e) enhance liaison with stakeholders and identify more publicity and promotion opportunities;
- (f) support and facilitate Hong Kong trade missions to visit the region and study business opportunities in the region; and
- (g) identify and attract Mainland enterprises to invest, set up operations, or list in Hong Kong.

## **Report on the Work of the Hong Kong Economic and Trade Office in Chengdu**

The main functions of the Hong Kong Economic and Trade Office in Chengdu (CDETO) are (a) to promote economic and trade co-operation and ties between the Hong Kong Special Administrative Region (HKSAR) and the five provinces of Sichuan, Yunnan, Guizhou, Hunan, Shaanxi and the Municipality of Chongqing, to provide support to Hong Kong enterprises and to attract Mainland enterprises to invest in Hong Kong; (b) to promote Hong Kong and to enhance liaison and communication between the HKSAR and the above places; and (c) to provide suitable assistance to Hong Kong residents in need.

### **Commercial Relations**

2. With a view to providing support to Hong Kong enterprises operating or intending to operate in the region covered, CDETO organised and participated in various economic and trade activities such as exchanges and visits, and also maintained close liaison and exchange with the relevant government departments and public bodies. Besides, CDETO disseminated the latest economic and trade policies and information in the region to the relevant government departments in Hong Kong, chambers of commerce in Hong Kong and Hong Kong enterprises through website and monthly newsletters.

3. During the report period, major events organised by CDETO include -

- (a) Organising networking dinner to meet and exchange with Hong Kong businessmen in Chengdu in June 2011;
- (b) Jointly organising a press conference with the Chongqing Foreign Trade & Economic Relations Commission (CQFTEC) on the findings of the study of “Closer Economic Partnership Arrangement (CEPA) Implementation in Chongqing” in December 2011;
- (c) Co-organising the “Chongqing–Hong Kong Week 2012” with Chongqing Municipal People’s Government in January 2012, during which a series of economic, trade and cultural events were held - assisting the Federation of Hong Kong Industries in organising “2012 Hong Kong Shopping Festival in Chongqing”; organising a CEPA Seminar jointly with the Trade and Industry Department and Chongqing CQFTEC; jointly organising the “2012 Chongqing-Hong Kong Financial Co-operation Seminar” with the Financial Services and the Treasury Bureau, InvestHK, Hong Kong Exchanges and Clearing Ltd, Financial Affairs Office of Chongqing Municipal People’s Government, CQFTEC, and the Chongqing State-Owned Assets Supervision and Administration Commission; co-ordinating the organisation of “Promotional Seminar on Advantageous Industries in Chongqing”; as well as setting up exhibition of “Faces of Hong Kong” to showcase Hong Kong’s brands and creativity, fostering economic and trade co-operation between Chongqing and Hong Kong;
- (d) With the witness of the representatives from the Department of Commerce of Shaanxi Province and Hong Kong and Macao Affairs Office (HKMAO) of



Shaanxi Provincial People's Government, kicking off the study of "CEPA Implementation in Shaanxi Province" by signing the contract with School of Economic and Finance of the Xi'an Jiaotong University in May 2012;

- (e) Assisting in the Secretary for Financial Services and Treasury's visit to Changsha and participation in the "7<sup>th</sup> Expo Central China 2012", where he met with officials from Hunan Province and Ministry of Commerce in May 2012;
- (f) Organising celebration ceremony to support the establishment of the "Hong Kong Chamber of Commerce in China – Chengdu" in June 2012, building a new platform for Sichuan-Hong Kong co-operation in trade and commerce.

### **Investment Promotion**

4. CDETO continued to provide Mainland enterprises with a wide range of services to facilitate their business development in Hong Kong. CDETO also devoted much efforts to deepening their understanding of Hong Kong's advantages and attracting them to invest in Hong Kong. During the report period, CDETO visited 252 Mainland enterprises, initiated 8 new projects and completed 7 projects. Moreover, CDETO generated 34 prospective projects in the period, and assistance was provided to these enterprises in establishing operation in Hong Kong.

5. To update Mainland enterprises on Hong Kong's business environment and appealed to them to utilise Hong Kong's resources and advantages as a platform to tap the international market, CDETO in collaboration with InvestHK, Hong Kong Exchanges and Clearing Ltd, the Department of Commerce of Hunan Province, the Financial Affairs Office of Hunan Province, and the State-Owned Assets Supervision and Administration Commission of the People's Government of Hunan Province, organised the "2012 Hong Kong-Hunan Financial Co-operation Seminar" in August 2012. Response for the seminar was overwhelming, with over 200 representatives from the Hong Kong financial sector and local enterprises attended the event, facilitating financial exchanges and co-operation in the two areas.

6. CDETO also participated in other investment promotion activities to enhance its liaison with Mainland enterprises. They included the "19th and 20th China Import & Export Fair, Kunming" and the "6th and 7th South Asia Business Forum" held in Yunnan Province in June 2011 and June 2012, the "12th and 13th Western China International Fair" held in Sichuan Province in October 2011 and September 2012, and the "16th Investment & Trade Forum for Co-operation between East & West China" held in Shaanxi Province in April 2012. Besides, CDETO maintained close working relationship with the government departments and trade and industry organisations in the region covered in order to strengthen the liaison network, and assisted in arranging visits to Hong Kong for Mainland officials and business leaders to learn about Hong Kong's latest economic climate and investment environment.

7. In August 2011, the Secretary for Commerce & Economic Development and the Commissioner of Innovation and Technology attended the sixth meeting of the Mainland/Hong Kong Science and Technology Co-operation Committee held in Chengdu. CDETO assisted in organising and providing support to the visit.

## **Public Relations**

8. With the aim of boosting Hong Kong's image on the Mainland, CDETO continued with its role as a bridge between Hong Kong and the region we serve, through official visits, organising and taking part in economic and trade fairs, seminars and exhibitions.

9. During the report period, CDETO took part in five trade fairs held in Chongqing, Xi'an, Kunming and Chengdu respectively to promote services of the Office, Hong Kong as Asia's World City, the Basic Law and the "One Country, Two Systems", as well as the HKSAR's efforts to support the post-earthquake reconstruction in Sichuan.

10. CDETO also extended its traditional role in promoting trade and commerce into other fields such as culture and sports. Events held include-

- (a) In September 2011, CDETO, jointly with the Hong Kong and Macau Affairs Office (HKMAO) of Chengdu Municipal People's Government, invited Hong Kong Chinese Orchestra to Chengdu for performance in the concert of "Sound of Hong Kong Music in Mid-Autumn", visit to a school rebuilt from the earthquake and professional exchanges with local music academy; and
- (b) In October 2011, Hong Kong Badminton Association led a delegation of elite athlete to participate in the "1<sup>st</sup> Chengdu-Hongkong Cup - Badminton Elite Match", jointly organised by CDETO, HKMAO of Chengdu Municipal People's Government and Chengdu Sports Bureau. Funds were also raised for under-privileged families in Chengdu.

11. CDETO has also been active in fostering a close relationship with the local media through interviews, feature stories, press conferences, media briefings and tea-gatherings. Our bimonthly newsletter has enabled our key local contacts, including the media, to keep track of major events in Hong Kong and activities of CDETO. The diversity of the materials has facilitated better understanding and closer interaction between the Office and its counterparts in local governments, non-governmental organisations, chamber of commerce and the business sector.

## **Support to Post-earthquake Reconstruction Works in Sichuan Province**

12. During the reporting period, CDETO continued to play an active role in enhancing liaison between the HKSAR Government and the Sichuan Provincial Government in taking forward the reconstruction work supported by HKSAR in Sichuan Province. CDETO also provided support to the three-tier co-ordination mechanism agreed between the two governments in holding meetings on reconstruction matters.

13. During the reporting period, effective support was provided to a number of visits by Principal Officials from Hong Kong to Sichuan Province, including two visits by the Chief Secretary for Administration in January and May 2012, as well as visits by the Secretary for Development in April 2012 and by the Secretary for Food & Health in September 2011 and April 2012. CDETO also assisted in supporting a visit to Sichuan Province by a delegation of more than 800 Hong Kong teachers and students, led by Secretary for Education in November 2011. CDETO continued to act as a facilitator in the process to enable incoming visitors to have better understanding of the progress of the reconstruction projects funded by the HKSAR.

14. Furthermore, CDETO provided effective support to the leading government bureaux, departments and independent technical consultants engaged by the HKSAR Government, as well as professional volunteer consultants, on matters such as visits to the construction sites in Sichuan Province for monitoring project progress, meetings with the relevant departments of Sichuan Provincial Government and project owners, and the conduct of inspections to the completed reconstruction projects. In this area, CDETO liaised closely with Sichuan counterparts to ensure that Hong Kong visiting parties can discharge their monitoring duties effectively.

### **Chongqing Liaison Unit (CQLU)**

15. In view of the development opportunities in Chongqing and her unique position in the Western region, the Chief Executive proposed to set up a dedicated liaison unit in Chongqing in his Policy Address announced in October 2011. With the active assistance from the Chongqing Municipal People's Government, the preparatory work for the CQLU was successfully completed within a short period of time and CQLU began to operate in January 2012. The establishment of CQLU can further promote economic and trade exchange between Hong Kong and Chongqing. CQLU will also provide assistance more effectively to Hong Kong enterprises which wish to invest in Chongqing, and put up a "go global" platform for Chongqing enterprises which plan to be listed in Hong Kong or enter the overseas market.

16. Since its operation, major events involving CQLU include -

- (a) assisting in a visit by the Chief Secretary for Administration to Chongqing to foster co-operation with the two cities in January 2012;
- (b) setting up a booth in the 15th China Chongqing International Investment and Global Sourcing Fair to introduce the roles and functions of CQLU, the advantages of Hong Kong and information on investing in Hong Kong in May 2012;
- (c) attending the "Chongqing-Hong Kong Trade and Economic Co-operation Symposium" organised by the Chongqing Municipal People's Government and co-organised by Shui On Group, the Federation of Hong Kong Industries, the Chinese Manufacturers' Association of Hong Kong, the Chinese General Chamber of Commerce, and the Hong Kong General Chamber of Commerce. The Mayor of Chongqing introduced the latest development of Chongqing to over 50 representatives from the Chambers in September 2012. Both sides exchanged views on industrial and economic and trade co-operation between Chongqing and Hong Kong.

### **Assistance rendered to Hong Kong residents**

17. During the report period, CDETO received 17 assistance cases. Depending on the circumstances, CDETO made referrals to the relevant Mainland government departments for follow up in accordance with the established procedures, and monitored their development.

**Looking ahead**

18. Through participating in and organising various types of economic and trade activities, missions, studying the latest business environment and favourable policies, searching for and disseminating updated information to Hong Kong enterprises, CDETO, together with CQLU, will continue to maintain close ties with local government departments and business organisations, supporting Hong Kong enterprises to operate or extend their business in the region. Meanwhile, CDETO will continue to enhance liaison with the government departments and other organisations in the region covered, to promote Hong Kong as the best investment destination for Mainland enterprises, and to enhance exchange and co-operation between the HKSAR and the Mainland in different aspects. It will also assist in the HKSAR Government's efforts in implementing the complementing work relating to the National 12th Five-Year Plan. With regard to the support to post-earthquake reconstruction works in Sichuan Province, CDETO will continue to assist in the day-to-day liaison between the HKSAR Government, Sichuan Provincial Government and individual project owners to ensure the smooth completion and operation of the reconstruction projects.

Hong Kong Economic and Trade Office in Chengdu  
November 2012

## **Report of the Work of the Hong Kong Economic, Trade and Cultural Office (Taiwan)**

The Hong Kong Economic, Trade and Cultural Office (Taiwan) (HKETCO) started operation on 19 December 2011, and was officially opened on 15 May 2012. The functions of HKETCO are to (a) promote economic relations, investment, financial services and business exchanges, etc. between Hong Kong and Taiwan; (b) enhance cultural, education, tourism and other exchanges between Hong Kong and Taiwan; (c) strengthen cooperation between Hong Kong and Taiwan in areas such as technology, transport, medical services, public health and food safety, etc; (d) provide assistance to Hong Kong residents in Taiwan to the extent possible; (e) assist in handling matters relating to entry applications from Taiwanese residents where necessary; and (f) provide other relevant services.

### **Commercial Relations**

2. Since its inception, HKETCO has been establishing contacts with the Taiwan authorities in charge of economic and trade affairs and major commercial and industry organisations (including the “Federation of Industries”, “General Chamber of Commerce”, “Association of Industry and Commerce”, “Association of Small and Medium Enterprises”, “External Trade and Development Council”, etc).

3. HKETCO has also been linking up with Hong Kong businessmen in Taiwan. Such work includes participating in the activities of the “Hong Kong Club in Taipei” and paying visits to various Hong Kong companies having invested in Taiwan. In addition, HKETCO has received a number of delegations from Hong Kong’s business sector and exchanged views with them on the prospects of developing closer economic ties between Hong Kong and Taiwan. HKETCO has handled 30 enquiries (up to October 2012) relating to Hong Kong-Taiwan commercial affairs.

4. In early April 2012, HKETCO helped publicise in Taiwan the simplified procedures adopted by the Hong Kong Customs under the “Hong Kong Facilitation Scheme for Cross-Straits Transshipment Cargoes” for the Cross-Straits Economic Cooperation Framework Agreement (ECFA). HKETCO issued a press release and notified pertinent chambers of commerce and industry associations, with a view to encouraging Taiwan’s businessmen to make use of the scheme.

5. On 25 September 2012, HKETCO assisted in organising a briefing by the Under Secretary for Financial Services and the Treasury and Director of the Hong Kong-Taiwan Economic and Cultural Cooperation and Promotion Council (ECCPC) for Taiwan’s financial sector on the development of Renminbi services in Hong Kong. More than 30 senior representatives from Taiwan’s major financial institutions attended the briefing.

### **Investment Promotion**

6. Staff of HKETCO’s Investment Promotion Division (IPD) reported duty in mid-March 2012. Its work focused on attracting Taiwan enterprises to invest in Hong Kong and make use of Hong Kong’s services and advantages to open up international market; and providing assistance and services to companies interested in investing in Hong Kong. From March to October 2012, the IPD of HKETCO visited 146 enterprises in various cities and counties in Taiwan, initiated 99 new projects, including 38 prospective projects, and completed six projects.

7. The IPD of HKETCO also assisted InvestHK in organising the “Creativity – Business Opportunities for Hong Kong and Taiwan” seminar in July 2012 in Taipei, with a view to encouraging Taiwan enterprises to leverage Hong Kong as a marketing platform for Taiwan’s creative industries. The Director-General of Investment Promotion attended the seminar and gave a speech. More than 160 enterprise representatives participated in the seminar.

8. Meanwhile, the IPD of HKETCO also attended several exhibitions of Taiwan’s important industries and built up connections with participating Taiwan enterprises, with a view to identifying prospective investors in Hong Kong.

### **Public Relations**

9. HKETCO has been gradually establishing contacts with Taiwan’s various sectors since its commencement of operation. Its targets include the Directors of the Taiwan-Hong Kong Economic and Cultural Cooperation Council (THEC), senior personnel of relevant Taiwan authorities, heads of city and county governments, commercial and industry organisations, cultural organisations, academic and research institutions, the media, Hong Kong companies investing in Taiwan, associations of Hong Kong residents, students from Hong Kong studying in Taiwan, etc.

10. Major publicity work of HKETCO includes–

- (a) assisting in publishing and distributing “Art & Culture @ Hong Kong” and “12 Hong Kong Moments” which introduce Hong Kong’s arts and culture and tourist attractions respectively;
- (b) publishing two booklets, namely “Relations between Hong Kong and the Mainland” and “Relations between Hong Kong and the International Community”, as well as distributing booklets and leaflets about Hong Kong, to facilitate communities in Taiwan in learning more about Hong Kong and understanding the achievements since the establishment of the HKSAR and our sustained status as a world city;
- (c) placing advertorials in newspapers and magazines to promote Hong Kong’s film industry and Hong Kong-Taiwan economic relations;
- (d) sponsoring two major cultural events in Taipei with the participation of Hong Kong cultural groups or performers. In such events, “Brand Hong Kong” and other Hong Kong-related publicity materials were displayed and distributed to the audience to promote the image of Hong Kong;
- (e) assisting in the publicity work of the free-of-charge online Pre-arrival Registration for Taiwan residents which came on stream from 1 September 2012. The measure aimed at further facilitating Taiwan residents visiting Hong Kong. HKETCO also initiated and supported associated tourism promotion activities;
- (f) receiving several Hong Kong visiting groups and participating in several discussion forums and talks organised by Taiwan’s non-governmental organisations, and exchanging views on strengthening economic and cultural

cooperation between Hong Kong and Taiwan; and

- (g) participating in over ten media interviews or gatherings to promote Hong Kong's strengths in commerce and culture. The Director of HKETCO also attended several major events as an officiating guest, e.g. the Taipei International Book Fair - Hong Kong Pavilion Launching Cocktail Party in February 2012.

### **Assistance Rendered to Hong Kong Residents**

11. In the period under report, HKETCO received 19 requests for assistance which were largely related to entering Hong Kong and exiting Taiwan, encountering traffic accidents and seeking legal help. We offered help in accordance with the circumstances, or referred them to the relevant Taiwan authorities for following up and monitored developments.

### **Supporting the Work of the Administration and the Hong Kong-Taiwan Economic and Cultural Cooperation and Promotion Council**

12. HKETCO also plays a proactive role in supporting the visits of ECCPC and HKSAR senior officials, including —

- (a) providing support to the visit by the Secretary for Constitutional and Mainland Affairs and Executive Vice Chairperson of ECCPC, to Taipei and Taichung on 2 to 4 February 2012;
- (b) making arrangements for the Financial Secretary, who was also the Honorary Chairperson of ECCPC, and the delegation of ECCPC Board of Directors to visit Taipei from 14 to 16 May 2012, and officiate at the opening of HKETCO;
- (c) making arrangements for the delegation of the ECCPC Board of Directors to visit Taiwan from 24 to 26 September 2012. The delegation attended the Third Joint Meeting with THEC and other related activities; and
- (d) assisting the Hong Kong-Taiwan Cultural Cooperation Committee (CCC) under ECCPC to organise "Hong Kong Week 2012" during 23 November to 2 December 2012 to promote Hong Kong's performing arts and culture to the Taiwan audience.

### **Looking Ahead**

13. HKETCO will continue to strengthen links with various sectors in Taiwan through participating in and organising commercial and cultural activities. HKETCO will continue to provide support actively to the Administration and ECCPC in promoting exchanges between Hong Kong and Taiwan, including co-organising the "Hong Kong Week 2012" in late November this year; facilitating Taiwan communities' understanding of Hong Kong's achievements since the establishment of HKSAR and our sustained status as a world city; promoting Hong Kong as a prime investment destination for Taiwan enterprises; fostering closer Hong Kong-Taiwan economic relations and supporting Hong Kong companies operating in Taiwan; and encouraging cultural exchanges between the two places.