

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

**Reports on the Work of the Overseas
Hong Kong Economic and Trade Offices**

This paper informs Members of the work of the 11 overseas Economic and Trade Offices (ETO) since our last report in November 2012. The work reports of individual ETOs are set out in the following Appendices -

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Report on the Work of the Geneva ETO

The principal function of the Geneva ETO is to represent Hong Kong, China (HKC) as a Member of the World Trade Organisation (WTO). It also represents HKC as a Member in the Advisory Centre of WTO Law, and as a participant of the Trade Committee of the Organisation for Economic Cooperation and Development (OECD) in Paris.

Commercial Relations

2. The Ninth Ministerial Conference (MC9) of the WTO will be held in Bali, Indonesia, from 3 to 6 December 2013 and Members have considerably stepped up efforts to draw up a package of deliverables for the conference. The three main proposed areas for Bali deliverables are: trade facilitation; agriculture; and special and differential treatment and least developed country (LDC) issues, and HKC has been participating actively in all these three areas.

3. Trade facilitation is the most important pillar of the MC9 package. In 2013, the Chairman of the Negotiating Group on Trade Facilitation appointed four Heads of Delegation (including that from HKC) to lead several rounds of intensive negotiations, with a view to finalising the agreement as soon as possible. There has been steady but slow progress, and more work needs to be done urgently to resolve the substantial differences among members on some of the draft provisions.

4. On issues of special interest to developing and LDC Members, the relevant Committee has been holding intensive consultations since mid-2012 trying to take forward the discussions on the so called Monitoring Mechanism and the 28 Cancun Agreement-specific proposals to operationalise various special and differential treatment provisions in the WTO Agreements. HKC, together with other middle-ground Members, has been actively playing a bridging role in the negotiations to try to help Members find constructive solutions. On LDC issues specifically, the LDC Group has been very late to table operational proposals for many of the elements of their package and this is a considerable concern.

5. HKC has also been closely following the development of negotiations on agriculture, which is always a central issue in WTO negotiations. As this is also one of the three pillars for MC9, intensive technical sessions, consultations and negotiations have been conducted

since autumn 2012 with a view to finding common ground amongst the very diverse interests in such matters like public stockholding for food security; export subsidies and financing support; and tariff rate quota administration.

6. Members have also been working hard to launch negotiations on expanding the Information Technology Agreement (ITA). A group of Members, including HKC, has held over twelve rounds of informal meetings with a view to drawing up a draft consolidated product list, which is now under consideration by all Members. HKC has actively participated in the negotiations and it is hoped that the ITA II expansion may form one of the deliverables in the Bali package.

7. In respect of services negotiations, a number of Members who are more ambitious in furthering trade liberalisation, including HKC, has embarked on an initiative to negotiate a stand-alone agreement amongst the participants which might ultimately be multilateralised. Proposals discussed so far have encompassed a wide spectrum of service sectors, including financial services, maritime transportation services and professional services. Eight rounds of discussion have been held since early 2012 and the group has expanded to include 23 members. There remains a shared willingness to further intensify the discussions in the coming period.

8. In addition to the negotiating agenda, the Geneva ETO continued to participate in the work of regular WTO committees and bodies. HKC participated actively in discussions, mainly through the work of the Trade Policy Review Body, that could strengthen the WTO's capability in monitoring trade developments of Members, especially those which might lead to greater protectionism. We also continued to participate extensively in the peer reviews of other Members' trade policies. Like other Members, we were consulted on, and involved with, the selection of the new Director-General who assumed duty in September 2013. We have also been taking part in the negotiations on the improvement and clarification of the Dispute Settlement Understanding. In his personal capacity, the Permanent Representative, Geneva was elected as the Chairman of the Committee on Budget, Finance and Administration for 2013.

9. Outside the WTO, the Geneva ETO participated in the work of the Trade Committee of the OECD throughout the past year. We supported the attendance of the Secretary for Commerce and Economic Development at the Trade Session of the OECD Ministerial Council Meeting in Paris in May 2013 and the informal Ministerial Meeting hosted by Australia in the

margins of that meeting. In addition, we also participated in the work of the Advisory Centre of WTO Law.

Looking ahead

10. In the coming year, the Geneva ETO will continue to advance and defend the commercial interests of HKC, and uphold the systemic value of the multilateral trading system and the WTO. The trade policy review of HKC, which is amongst 15 reviews scheduled by the WTO for 2014, will be one of the platforms to defend and showcase the strength of our trade policies. We shall intensify work in individual negotiation fronts that could inject additional impetus to the WTO. Depending on the outcome of MC9, we will take follow-up action as appropriate, and will continue to serve as an active pro-system Member to help broker deliverables that can enrich the rules-based world trade system. In parallel, we will continue to contribute to the work of the OECD and the Advisory Centre of WTO Law.

Hong Kong Economic and Trade Office, Geneva
October 2013

Report on the Work of the Washington ETO

The main functions of the Washington ETO are to monitor political and economic developments of the United States of America (US), including legislative proposals, executive actions and general sentiments in the US capital that may affect Hong Kong, and to represent Hong Kong's economic interests in the US capital. The Washington ETO also promotes Hong Kong's image as an international city with a vibrant and free economy, as well as a diverse and law-abiding community under the "One Country, Two Systems" principle.

US Political and Economic Landscape

2. Having sworn in for his second term in January, President Obama highlighted in his annual State of the Union Address in February that his Administration's priorities would be on immigration reform, climate change, voting rights and gun control, while appealing for support to avoid the sequester¹ and reduce the deficit through spending cuts and additional taxes. In July, President Obama proposed a grand bargain for middle-class jobs, offering to cut corporate income taxes and a preferred tax rate for manufacturers in exchange for new investment in infrastructure and education. President Obama considered that these measures would create new jobs, particularly for the middle class, and help spur economic growth. With both the Democrats and the Republicans maintaining their respective majority control in the Senate and the House, it remains to be seen whether the US Administration could break the gridlock and strike compromises with the two chambers on these various initiatives.

3. As the US Administration and Congress could not work out a compromise, the sequester took effect in March and is expected to slow down the US economic growth by 0.6% in 2013. Congress could not reach agreement on raising the federal deficit, leading to reinstatement of the statutory limit on federal debt at around US\$16.7 trillion in May. The US Administration has been deploying extraordinary measures to manage the federal government's finances to avoid default on its debt obligations, but expects to exhaust its borrowing capacity by 17 October. Meanwhile, the US federal government has been partially shut down since 1 October (with

¹ The sequester is a package of automatic across-the-board spending cuts of US\$1.2 trillion for fiscal years 2013 - 2021, as Congress could not reach agreement on a deficit reduction plan in November 2011.

the exception of designated or essential services like postal, social security, airports, military) as Congress has yet to pass an appropriation bill or a temporary resolution to fund government spending in the new financial year commencing from October. Around 800,000 of the 2.9 million federal civilian employees have been furloughed across the US as a result. The House Republicans continue to demand President Obama's new healthcare programmes be delayed or repealed as a key condition to end the shutdown but President Obama and the Democrats are adamantly against this. There have been no signs of ending the shutdown yet. Many analysts expect the shutdown to last until at least 17 October when the US Administration and Congress would be under enormous pressure to work out a packaged deal to resolve simultaneously the government shutdown and debt ceiling. In the event that the debt ceiling issue could not be resolved by 17 October, the US Government would default its payment obligations for the first time. This could deal a serious blow to the US credit rating and undermine the US economy with rippling impact on the recovery of the global economy. The adverse impact arising from government shutdown will also become more prevalent in the coming days, affecting not only the US but also its on-going work with other economies.

4. The US economic recovery continues at a moderate pace. The US real GDP grew by 1.8% in the first half of 2013, as compared with the 2.2% growth rate in 2012. The International Monetary Fund (IMF) revised downward in July its forecast for US economic growth from 1.9% to 1.7% in 2013. The unemployment rate dropped to 7.3% in August 2013, the lowest level since December 2008. Job creation has continued for 42 consecutive months, with 7.5 million jobs added over this period. US exports in goods and services grew by 2.1% for the first half of 2013 over the same period last year and US trade deficit against its trading partners has improved by 13% due to decrease in imports. The Federal Reserve Board (Fed) announced in 2012 a third round of quantitative easing (QE3), maintaining the short-term interest rates at exceptionally low levels, and pledged to continue to purchase agency mortgage-backed securities until the outlook for the labour market has improved substantially. In September, the Fed revised downwards its economic growth forecast for the US from 2.3-2.6% to 2.0-2.3% in 2013, and from 3.0-3.5% to 2.9-3.1% in 2014. Private-sector economists have estimated that a weeklong federal government shutdown could slow economic growth in the fourth quarter of 2013 by over 0.25%, while a longer shutdown could have a substantially greater effect.

5. On the trade front, the US Administration has stepped up its negotiation efforts on trade and investment with other countries. While it

continues to focus on the Trans-Pacific Partnership (TPP)² negotiations with a view to concluding it in 2013, the US has also kicked off negotiations in July with the European Union on the Transatlantic Trade and Investment Partnership (TTIP) with the target of completing the talks by end 2014.

6. Immigration reform is a priority for President Obama. The Senate already passed in June a comprehensive immigration reform legislation, which amongst others embodies a provision that would make Hong Kong eligible for designation for participation in the US Visa Waiver Program (VWP)³ (the Hong Kong provision). House Democrats have introduced a similar immigration reform bill in October in the House. The way forward however remains highly uncertain as House Republicans have pledged repeatedly that they will not take up the House Democrats' bill. According to the US Administration, until and unless both chambers have passed an identical bill that covers the Hong Kong provision and the President has signed it into law, Hong Kong would not be eligible for being considered as a participant in the VWP.

Commercial Relations

7. Over the reporting period, the Washington ETO continued to help foster Hong Kong-US commercial relations through engaging federal agencies, Congressional Members and staffers, and other opinion-formers to discuss matters of common interests; facilitating bilateral trade; monitoring development including legislative and administrative initiatives that might affect Hong Kong; and encouraging US enterprises to make use of the platform of Hong Kong as the “super-connector” between Mainland China and the US in tapping the market in the Asia Pacific region. Bearing in mind Mainland China and the US are Hong Kong's largest trading partners and Hong Kong's special relationship with Mainland China, the Washington ETO also closely monitored various issues affecting the development of their economic and trade relations.

² TPP is a multilateral free trade agreement that aims to further liberalise trade among economies of the Asia-Pacific region. Negotiating parties include 12 economies, viz. Australia, Brunei Darussalam, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore, the US, and Vietnam.

³ The VWP allows nationals of designated countries to visit the US visa-free for tourism or business for a stay of up to 90 days. At present, 37 economies participate in the VWP. Under current US laws, only countries that meet various requirements may be considered by the US Administration for designation under the VWP. Such requirements include enhanced law enforcement and security-related data sharing with the US; having a US visa refusal rate of less than 3%; maintenance of high counterterrorism, law enforcement, border control and document security standards, amongst others.

8. The Washington ETO continued to keep a close eye on and report significant developments which might potentially affect the trade and economic relationship between the US and its key trading partners. These issues included, among others, proposals to enhance enforcement of US trade laws; bilateral, regional and multilateral trade negotiations involving the US and its trading partners; major trade disputes involving the US and Mainland China; the US position on Renminbi; the US fiscal and monetary policies; implementation of major reform initiatives under the US Dodd-Frank Wall Street Reform and Consumer Protection Act⁴ and the Foreign Account Tax Compliance Act (FATCA)⁵. The Washington ETO liaised closely with the US Administration, the Congress and the business community with a view to gaining an updated understanding of the developments and explaining their impacts on Hong Kong.

Public Relations

9. The Washington ETO engaged its interlocutors on a regular basis to update them on various developments in Hong Kong. They were assured that Hong Kong continued to enjoy a high degree of autonomy under the “One Country, Two Systems” principle and abide by the rule of law. In addition to liaising with interlocutors in Washington, D.C., the Commissioner for Economic and Trade Affairs, USA (C,USA) made regular visits to various cities across the US to call on senior state and local government officials, state legislature leaders, business leaders, members of the academia and think-tanks; to conduct talks at chambers of commerce and universities; and to give media interviews to explain Hong Kong’s latest developments and business opportunities for the US.

10. The Washington ETO organised a spring reception in Washington, D.C. in February to celebrate the Chinese New Year. From June to August, the Washington ETO organised, in conjunction with the Smithsonian Institution’s Freer Gallery of Art, the Annual “Made in Hong Kong” Film Festival to promote Hong Kong movies in Washington, D.C.

11. The Washington ETO also helped organise programmes for and facilitated visits by senior officials from Hong Kong when they visited

⁴ The Dodd-Frank Wall Street Reform and Consumer Protection Act, a response to the financial crisis of 2008, aims at promoting a safer, more stable financial system focused on sustainable growth and job creation; putting in place a dedicated watchdog for consumers; bringing the derivatives market under regulatory oversight and providing new tools for winding down failing financial institutions without putting the economy in jeopardy.

⁵ FATCA, aiming at combating offshore tax evasion by US taxpayers, requires financial institutions outside of the US to report to the US Government information about financial accounts held by US taxpayers, or by foreign entities in which US taxpayers hold a substantial ownership interest.

Washington, D.C., e.g. the visits by the Financial Secretary in October and by the Secretary for Financial Services and the Treasury in April during which they met with the Fed Chairman, and senior officials from the federal government to exchange views on the global economic outlook and the impact of US fiscal and financial reforms.

Looking Ahead

12. The US landscape in the coming months would be shaped by the interplay of a number of key developments, e.g. the debt ceiling, tax reform, sequester, and future of QE3 on the economic front, the government shutdown and mid-term elections in November 2014 on the political front. Meanwhile, the US Administration has been trying to boost export from and investment into the US through various means, including pressing ahead with trade negotiations on regional and plurilateral fronts, e.g. TPP and TTIP, stepping up its trade enforcement against trade barriers to American exports and foreign government subsidy on exports to the US, resorting more to the dispute settlement mechanism under the World Trade Organization to address trade frictions, especially those with China, encouraging insourcing of manufacturing activities as well as providing a nationwide investment promotion platform (e.g. organising the SelectUSA 2013 Investment Summit). The Washington ETO would continue to keep a close eye on these developments which are likely to carry read-across implications in the other parts of the globe, and their potential ramifications on Hong Kong.

13. We will also continue to expand our network with the various sectors in Washington, D.C. with a view to promoting better understanding of the latest developments of Hong Kong and to encouraging and facilitating more exchanges, visits, and cooperation between the US and Hong Kong.

Hong Kong Economic and Trade Office, Washington, D.C.
October 2013

Report on the Work of the New York ETO

The New York ETO is responsible for promoting the economic and trade interests of Hong Kong, and strengthening economic ties and network between Hong Kong and 31 eastern states¹ of the United States of America (US). In 2012, exports from New York State to Hong Kong amounted to US\$8.9 billion, representing an increase of 10% compared to 2011, making New York State the biggest trading partner of Hong Kong among all 50 states in the US.

Commercial Relations

2. The New York ETO has arranged programs for various senior officials visiting the Eastern US during the reporting period. In June 2013, the Chief Executive (CE) and the Secretary for Commerce and Economic Development (SCED) led a delegation of over 200 businessmen to attend the “Think Asia Think Hong Kong” Symposium in New York and promote Hong Kong-US ties. During the visit, the CE and SCED attended a total of 16 different events, including speaking engagements hosted by the Hong Kong Association of New York, the National Committee on US-China Relations and the Asia Society. They also met with New York City Mayor Michael Bloomberg, top executives of the Federal Reserve Bank (FRB) of New York, the New York Stock Exchange (NYSE), and leading figures in the business sector. Furthermore, SCED co-hosted a press conference with Hong Kong film star Jackie Chan to promote the creative industry of Hong Kong.

3. In April 2013, the Secretary for Financial Services and the Treasury (SFST) conducted his first official visit to Chicago to update the business sector on the latest developments in Hong Kong and to meet with heavyweights in the US financial sector, including the President of the FRB of Chicago. In addition to officiating at the New York ETO’s spring reception, SFST spoke at the Booth School of Business of the University of Chicago, which announced in July 2013 its decision to relocate its Asia campus to Hong Kong.

¹ Namely the States of Alabama, Arkansas, Connecticut, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Carolina, Tennessee, Vermont, Virginia, West Virginia, and Wisconsin.

4. In March 2013, the Secretary for Education (SED) together with the Chairman of the Hong Kong Examinations and Assessment Authority led a delegation to visit New York to promote Hong Kong's strengths as an education hub. They met with senior management of the New York State Department of Education as well as various universities to brief them on the successful implementation of the new senior secondary curriculum and exchange views on education policies. In the same month, the Executive Director of the Hong Kong Tourism Board visited Miami to promote cruise tourism in Hong Kong.

5. In addition, the New York ETO helped organize programmes for and facilitated visits by senior officials and advisory and statutory bodies from Hong Kong when they visited New York, e.g. the Chief Executive of the Hong Kong Monetary Authority, the Under Secretary for Financial Services and the Treasury, the Under Secretary for the Environment, the Secretary-General of the University Grants Committee; the Chairperson of the Women's Commission; and a delegation led by the Chairperson of the Elderly Commission.

6. The New York ETO has continued to step up its efforts to reach out to the business community, political and government leaders, major universities, art and cultural institutions and the media in Eastern US. During the reporting period, the Commissioner for Economic and Trade Affairs, USA (C,USA) and the Director of the New York ETO (D(NY)) conducted visits to 26 cities in 15 states². They called on senior state and local government officials including governors, cabinet secretaries and mayors; state legislators; academia; think-tanks; and business leaders, and conducted speaking engagements and media interviews with a view to promoting closer bilateral ties and Hong Kong as an international financial, trading, logistics and cultural hub. To strengthen ties between Hong Kong and the State of Florida, the New York ETO has also supported the establishment of the Hong Kong Association of Florida (HKAFI).

7. Many of the above visits had borne fruit, as evidenced by the reciprocal visits to Hong Kong by US political leaders, state officials, businessmen and prominent academics over the past year, e.g. Mr William Dudley, President of the FRB of New York; and Mr Charles Evans, President of the FRB of Chicago. The New York ETO provided

² The key cities include Hartford and New Haven, Connecticut; Wilmington, Delaware; Miami, Florida; Atlanta, Georgia; Chicago, Illinois; Des Moines and Cedar Falls, Iowa; Portland, Augusta and Lewiston, Maine; Baltimore, Maryland; Boston, Saugus and Cambridge, Massachusetts; Detroit, Southfield and Dearborn, Michigan; Jackson, Starkville, and Columbus, Mississippi; Trenton, New Jersey; New York City, New York; Philadelphia, Pennsylvania; and Burlington and Montpelier, Vermont.

information, recommendations and assistance in scheduling meetings for these visitors/delegations.

Public Relations

8. The New York ETO helped promote the debut concert of the Hong Kong Sinfonietta in Lincoln Centre in October 2012. In the ensuing month, the office sponsored a month-long Hong Kong film festival in the Gene Siskel Film Center in Chicago and gave support to the first Manhattan-Hong Kong Music Festival. The festival marked the first collaboration between Hong Kong musicians led by the Hong Kong Arts Development Council and their counterparts in the Manhattan School of Music. The New York ETO also collaborated with the American Institute of Architects (AIA) New York Chapter in staging the exhibition “Hong Kong at 15” commemorating the 15th anniversary of the establishment of the Hong Kong Special Administrative Region. The exhibition featured Hong Kong landmark buildings designed by American architects and ran for nearly two months at the AIA New York Center from December 2012.

9. In early 2013, the New York ETO hosted its annual spring receptions in New York City, Atlanta, Miami and Chicago to renew ties and expand its network in these key cities. The reception at Miami also served as the inaugural reception for the HK AFL. At the community level, the New York ETO sponsored and supported the Hong Kong Dragon Boat Festivals from June to September in Boston, Philadelphia, Atlanta and New York, with the latter heralded by the bell ringing ceremony at the NYSE in August 2013.

10. Leveraging on its 30th anniversary in 2013, the New York ETO organized a number of public relations programs including out-of-state visits to promote Hong Kong at the State level this year. Mississippi Governor Phil Bryant proclaimed 23 January 2013 as the inaugural “Hong Kong Day” in connection with the visit of C,USA and D(NY). Maine Governor Paul LePage proclaimed 7 May 2013 the first “Hong Kong Day” to celebrate the State’s robust bilateral trade ties with Hong Kong. The New York ETO also held the first-ever “Hong Kong Day” reception in May 2013 in the State House of Massachusetts, which was well attended by over 300 guests, including state/local politicians and officials, and was recognized by a citation from Massachusetts Governor Deval Patrick. Connecticut Governor Dannel Malloy also delivered a keynote address at a gala dinner sponsored by the New York ETO in March 2013 to commemorate the 30th anniversary of the New York ETO. In Vermont,

Governor Peter Shumlin issued a proclamation in July 2013 to recognize Hong Kong's importance as the State's third largest export market.

11. The New York ETO held several large-scale film events between June and August 2013, including the annual New York Asian Film Festival which presented a record of 25 Hong Kong award-winning films. The program started with the largest-ever retrospective of Jackie Chan's films in North America in Lincoln Centre in June. Mr Chan attended the opening of the retrospective and received a Star Asia Lifetime Achievement Award. Hong Kong directors Herman Yau, Andrew Lau and Yan Yan Mak; screenwriter Erica Li, and Canto pop groups Grasshopper and Softly also attended the festival. This was followed by the retrospective of nine outstanding films and the screening of "The Grandmaster" by Hong Kong director Wong Kar-wai in the Museum of Moving Image (MoMI) in New York and in the Museum of Fine Arts, Boston, both in August 2013. The New York ETO hosted a reception to welcome the internationally acclaimed director at MoMI. All the film events, in particular those with the presence of Hong Kong directors and artistes, received warm audience response and wide media coverage.

12. To promote Hong Kong and to attract talents to work in Hong Kong upon graduation, the New York ETO has continued to reach out to universities (e.g. Yale University and University of Pennsylvania) through talks, receptions and special events like the Hong Kong Cup Chinese Speech Contest in October 2012 and the Hong Kong Student Reception in February 2013. To nurture artistic talents and foster cultural exchanges, the New York ETO launched three fellowship grants in conjunction with the Asian Cultural Council in September 2013 to provide for opportunities for three outstanding artists from Hong Kong to embark on artist-in-residency programs in New York in 2014.

Investment Promotion

13. The Investment Promotion Unit (IPU) of the New York ETO pursued an intensive investment promotion program targeted at those locations and sectors in the US East with high outward investment potential. During the reporting period, the IPU met with 266 companies and assisted 25 companies to establish business operations in Hong Kong. IPU staff had also participated in major investment symposiums and forums including the Wharton Private Equity and Venture Capital Forum, the Bloomberg Global Market Summit, the Argyle Executive Forums, and was a sponsor of the Alpha Institute's Chief Investment Officer Summit.

Looking Ahead

14. In the last quarter of 2013, the New York ETO will be organizing the Financial Secretary's visit to New York and the third Hong Kong Cup Chinese Speech Contest. In addition, we will sponsor the AIA's architectural exhibition that features urbanism in Hong Kong among five global cities from October 2013 to January 2014. We will also maintain our drive to promote Hong Kong's strengths through out-of-state visits by C,USA and D(NY) and various outreach activities.

Hong Kong Economic and Trade Office, New York
October 2013

Report on the Work of the San Francisco ETO

The San Francisco ETO is responsible for promoting the economic and trade relations between Hong Kong and the 19 western states¹ in the United States of America (US).

2. In 2012, exports of merchandise from these 19 states to Hong Kong amounted to US\$17.5 billion, accounting for 46% of the US total. Compared to 2011, the figure grew by 4.8% (US\$800 million), more than the growth rate of the nation's goods exports to Hong Kong as a whole (2.8%). Four of the five states² with the highest value of exports to Hong Kong were located in the West. Computers and electronics, transportation equipment, agricultural and food products, metals, chemicals and machineries were among the top exports from this region.

Commercial Relations

3. Apart from raising Hong Kong's profile as the premier gateway to Asia, the San Francisco ETO focused on promoting Hong Kong as the hub for innovation and technology, culture and creative industries as well as Asia's burgeoning wine trade over the past year. In June, the San Francisco ETO took advantage of the Secretary for Commerce and Economic Development (SCED)'s visit to draw attention to Hong Kong's rising prominence as a nurturing ground for technology start-ups as well as creative talents. During his two and a half days in California, SCED addressed a business luncheon for the technology community in Silicon Valley, highlighting Hong Kong's substantial potential in intellectual property trading and management. To accentuate the vibrant arts scene in Hong Kong, SCED spoke at a reception in San Francisco honoring Hong Kong artist Lam Tung-pang, and a luncheon in Los Angeles bringing together arts education and creative industries leaders. On top of meetings with government officials and business leaders, SCED officiated at the opening of both the "Think Asia, Think Hong Kong" Symposium (TATHK) organized by the Hong Kong Trade Development Council and the "Hong Kong Live at The Grove" promotion organized by the Hong

¹ Namely the States of Alaska, Arizona, California, Colorado, Hawaii, Idaho, Kansas, Oklahoma, Oregon, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Texas, Utah, Washington and Wyoming.

² The five states, in descending order of the value of their respective goods export to Hong Kong, were New York, California, Utah, Washington and Texas.

Kong Tourism Board in Los Angeles. He also paid visits to two technology companies and two arts education institutions.

4. Throughout the period under report, the San Francisco ETO continued to reach out to the business community, political and government leaders, academic institutions, think-tanks and the media across the western part of the US. The Commissioner for Economic and Trade Affairs, USA (C,USA) and the Director of the San Francisco ETO (D(SF)) jointly or individually visited over 20 cities in eight western states³. They called on senior state and city government officials, leaders of state legislatures and business organizations, academics and think-tankers to foster economic and trade ties between Hong Kong and the respective states/cities. They also gave media interviews/briefings, and spoke at local chambers of commerce and universities to explain the unique strengths of Hong Kong as a Special Administrative Region of China.

5. To promote wine business opportunities in Hong Kong, the San Francisco ETO organized a business lunch with wineries in Temecula and a wine seminar in Walla Walla of Washington State in June and August respectively. D(SF) spoke at the above two events as well as a wine tasting reception organized by the Hong Kong Association of Southern California in September. During their duty visits, C,USA and/or D(SF) also called on wine associations of wine-producing regions in California, Colorado, South Dakota, Texas, and Washington.

6. To foster exchanges and relationship building, the San Francisco ETO arranged speaking opportunities and meetings in San Francisco and Los Angeles for visiting academia and business delegations from Hong Kong. For visitors to Hong Kong, we provided information, recommendations and assistance in scheduling meetings to delegations/individuals from state governments and legislatures, academic institutions and business organizations in the West, including the Governors of Oregon and South Dakota.

Public Relations

7. To celebrate the Chinese New Year, the San Francisco ETO hosted three Spring Receptions in San Francisco, Seattle and Los Angeles in February.

³ Key cities include Irvine, Lake Elsinore, Los Angeles, Riverside, Sacramento, San Diego, San Francisco and Temecula in California; Denver in Colorado; Honolulu in Hawaii; Las Vegas in Nevada; Bismarck and Fargo in North Dakota; Pierre and Sioux Fall in South Dakota; Dallas and Houston in Texas; Olympia, Seattle and Walla Walla in Washington; and Cheyenne in Wyoming.

8. In its continuing effort to promote Hong Kong films and culture, the San Francisco ETO presented the Third Hong Kong Cinema in San Francisco, a festival dedicated to Hong Kong movie, in early October. In addition, we sponsored the San Francisco International Film Festival, the Seattle International Film Festival, and the San Francisco International Dragon Boat Festival again. We were also the title sponsor of Hong Kong artist's Lam Tung-pang's debut exhibition in San Francisco organized by the Chinese Culture Foundation.

Investment Promotion

9. Over the last 12 months, the Investment Promotion Unit (IPU) of the San Francisco ETO visited over 250 companies and assisted 18 companies to establish new business or expand their operations in Hong Kong. Besides organizing business functions in Portland of Oregon State, Houston and the Silicon Valley for the Director-General and Assistant Directors-General of Invest Hong Kong, the IPU also hosted networking events in Silicon Valley for visiting delegations led by Hong Kong Cyberport, Hong Kong Science and Technology Parks and The Indus Entrepreneurs Hong Kong Chapter.

Looking Ahead

10. Riding on the region's growing interest in Asia, the San Francisco ETO will continue to enhance the awareness and understanding of Hong Kong as the vital link between the US and Asia through promotional events and regular visits to key cities across the western part of the country.

Hong Kong Economic and Trade Office, San Francisco
October 2013

Report on the Work of the Brussels ETO

The Brussels ETO represents Hong Kong's economic and trade interests in the European Union (EU). It is also responsible for promoting Hong Kong's bilateral economic and trade relations with 15 European countries, namely Belgium, Bulgaria, Croatia, Cyprus, France, Greece, Ireland, Italy, Luxembourg, Malta, the Netherlands, Portugal, Romania, Spain and Turkey.

Commercial Relations

2. The Brussels ETO maintains regular dialogue with the European Commission (EC) on trade, customs and other trade-related subjects that are of interest to Hong Kong. We also monitor new legislations and administrative rules originating in the EU which may have an impact on the commercial interests of Hong Kong and Hong Kong companies, and make representations to the EC on behalf of the Hong Kong Special Administrative Region (HKSAR) Government where necessary.

3. During the reporting period, the eurozone sovereign debt crisis remained one of the biggest threats to the recovery of global economy. We provided reports on major developments in the EU regarding this subject, particularly the bail-out arrangement for Cyprus in March 2013 which involved the new proposal of a levy on ordinary savings in banks, as well as other measures taken by the EC, European Central Bank, International Monetary Fund and the 27 EU member states to tackle the crisis. Moreover, we reported on the EU's measures to combat youth unemployment across the continent and to restore credit flows particularly measure supporting small and medium-sized enterprises (SMEs) amidst the difficult business environment.

4. We also followed and reported on developments in the financial services regulatory reforms proposed by the EU. These included the proposed regulations on banking supervision and financial transaction tax on the trading of financial instruments.

5. On trade issues, we monitored the EC's legislative proposals for strengthening control on anti-dumping and anti-subsidy acts, trade remedy measures against Chinese products (e.g. anti-dumping duties against Chinese solar panels), and the EU-wide patent legislation and customs enforcement that aim at safeguarding intellectual property rights.

6. We assisted in organising the sixth annual structured dialogue meeting between the EC and the HKSAR Government which took place in Brussels in December 2012. The meeting covered issues ranging from economic relations to education, competition policy and innovation and technology. There were also constructive exchanges on the regulatory reform of the financial services sector, EU banking union and the latest development of Hong Kong's renminbi business.

7. The Brussels ETO arranged visits of Hong Kong senior government officials to countries under its purview. In November 2012, the Chief Secretary for Administration (CS) visited Madrid and Barcelona for meetings with senior government officials and the business community in Spain. The CS signed two bilateral agreements with the Spanish government on mutual legal assistance in criminal matters and on transfer of sentenced persons respectively, and a Memorandum of Understanding with the City of Barcelona on urban planning and waterfront development.

8. In April 2013, the Secretary for Justice visited The Hague, the Netherlands, to attend a conference to mark the 120th anniversary of the Hague Conference on Private International Law. The organisation opened its Asia-Pacific Regional Office in Hong Kong in December 2012. He also visited the Permanent Court of Arbitration and met a group of Hong Kong students studying in the Netherlands.

9. Other visits included visits by the Secretary for Commerce and Economic Development (SCED) in May 2013 to Brussels and Paris and the Secretary for Transport and Housing (STH) in June 2013 to Belgium and Italy. SCED met with senior EU and Belgian government officials in Brussels, as well as the local business and Hong Kong communities in Belgium. In Paris, in addition to bilateral meetings with Ministers of the French government, he attended the Ministerial Council Meeting of the Organisation for Co-operation and Economic Development and an Informal Ministerial Meeting for Members of the World Trade Organisation. In June 2013, STH, together with members of the Hong Kong Logistics Development Council visited Brussels, Florence and Milan to promote Hong Kong as the regional logistics hub in Asia. In September 2013, the Permanent Secretary for Financial Services and the Treasury (Financial Services) visited Luxembourg and the Netherlands to attend the Annual Conference of the International Organization of Securities Commissions and promote the Renminbi business and asset management services of Hong Kong.

10. In addition, the Brussels ETO collaborated with the Hong Kong Trade Development Council (HKTDC) and other local business associations to organise luncheons, seminars, receptions or dinners in ten cities to promote Hong Kong and its role as a gateway to the Mainland and Asian markets. These cities included Amsterdam, Brussels, Bucharest, Florence, Lisbon, Luxembourg, Madrid, Milan, Paris and Venice.

11. The Brussels ETO organised the “Hong Kong Week in Burgundy” in Dijon and nearby cities in the Burgundy Region of France in November 2012. To promote closer economic and cultural links between Hong Kong and Burgundy, a number of events were held, including a Hong Kong photo exhibition, wine trading seminar with expert speakers from Hong Kong, concert by RTHK Quartet and the Burgundy-based Manfred Quartet, and gala dinner prepared by chefs from Hong Kong’s Chinese Cuisine Training Institute of the Vocational Training Council. To strengthen the ties between the Burgundy Region and Hong Kong and to make use of Hong Kong’s strategic position as the gateway to the Mainland market, the Regional Council of Burgundy relocated its representative office from Singapore to Hong Kong in May 2013.

Public Relations

12. The Brussels ETO in collaboration with the HKTDC and other local business associations organised receptions from January to March 2013 in 11 cities, namely, Ankara, Barcelona, Brussels, Dublin, The Hague, Luxembourg, Lisbon, Madrid, Milan, Paris and Venice, to celebrate the Chinese New Year. A total of around 2 000 guests from the political, business and cultural circles attended these events. The Hong Kong Chinese Orchestra Ensemble was invited to perform at some of the receptions to showcase Hong Kong music talents and promote Chinese culture.

13. To promote Hong Kong films in Europe, we organised the Hong Kong Film Panorama 2012/2013 in eight cities, namely Amsterdam, Barcelona, Bordeaux, Brussels, Florence, Lisbon, Madrid and Rome. We also hosted receptions to honour Hong Kong films during major international film festivals in Italy and Spain.

14. Apart from Hong Kong movies, the Brussels ETO also supported other forms of arts and cultural exchange between Hong Kong and Europe. We sponsored the exhibition and performance of Kwok Man-ho (Frog King), a renowned Hong Kong performing artist, in Brussels in April 2013. To echo the Business of Design Week in Hong Kong, which has Belgium

as the partner country this year, we collaborated with Design September, a flagship design event in Belgium, and the Hong Kong Ambassadors of Design to organise a Hong Kong fashion exhibition in Brussels in September 2013. We also sponsored for the third consecutive year the Dragon Boat Festival in Antwerp, Belgium, held in September 2013, to continue our efforts in promoting Hong Kong's culture and tourism. Together with the Hong Kong Tourism Board, we helped arrange for a lion-dancing performance in a world-class equestrian event, "Gucci Grand Prix Masters" in Paris in December 2012, and for a French journalist's visit to attend the Hong Kong edition, "Longines Hong Kong Masters", from 28 February to 2 March 2013, to promote Hong Kong's MICE (meetings, incentives, conventions and exhibitions) industry and tourism.

15. To promote higher education in Hong Kong among European counterparts, the Brussels ETO sponsored a policy seminar on higher education in Hong Kong organised by the Academic Cooperation Association in Brussels. We also organised three briefings or exchange sessions for university students in Belgium and the Netherlands to promote Hong Kong and encourage them to study and/or work in our city.

16. The Brussels ETO continued to maintain close liaison with the Hong Kong communities in countries under our purview to keep them abreast of Hong Kong's latest development and offer our assistance as appropriate. In addition to day-to-day contacts, the Brussels ETO organised or participated in five events with Hong Kong businessmen and students in Brussels, The Hague, Paris and Rotterdam. It also sponsored a golf tournament organised by an association of Hong Kong businessmen residing in Belgium to strengthen ties with its members.

Investment Promotion

17. The Investment Promotion Unit (IPU) of the Brussels ETO continued to develop market awareness and visibility of Hong Kong by partnering with major event organisers and local multipliers. Apart from speaking at business seminars co-organised by the Brussels ETO and the HKTDC, staff of the IPU also spoke at events organised by outside associations or multipliers regarding Hong Kong's strategic advantages and sat on review panels as expert juror to screen promising start-ups from the EU.

18. During the reporting period, the IPU met with 264 companies and multipliers that were interested in setting up an operation in Hong Kong, and helped 29 companies initiate the process of setting up a company in

Hong Kong. During the same period, 13 companies set up new offices in Hong Kong with the help of the IPU.

Looking Ahead

19. The eurozone sovereign debt crisis and regulatory reforms in the EU's financial and trade sectors will remain important areas for close monitoring. We will continue to liaise closely with counterparts in the European institutions and governments to defend Hong Kong's interests and report on developments in the EU that may have implications on Hong Kong. As more European companies are turning to the emerging markets in Asia, we will step up our efforts in promoting Hong Kong as the gateway for doing business in Asia. We will also increase our promotion on Hong Kong's other advantages in the non-trade related areas.

Hong Kong Economic and Trade Office, Brussels
October 2013

Report on the Work of the London ETO

The London ETO is responsible for promoting Hong Kong's bilateral relations with nine countries, namely Denmark, Estonia, Finland, Latvia, Lithuania, Norway, Russia, Sweden, and the United Kingdom (UK).

Commercial Relations

2. The London ETO maintains close liaison with contacts in the respective governments, trade organisations, business, academic and media sectors and updates them on the latest developments in Hong Kong through regular exchanges, visits and seminars. In collaboration with the Hong Kong Trade Development Council, Invest Hong Kong (InvestHK) and local trade associations, the London ETO organised and supported 27 seminars/receptions in Bergen, Copenhagen, Gothenburg, Helsinki, Liverpool, London, Lund, Moscow, Oslo, St Petersburg, Salford, Stockholm and Vilnius during the reporting period to promote Hong Kong's advantages and opportunities as a springboard to the region.

3. High-level official exchanges help strengthen bilateral ties and commercial relations. The London ETO organised and supported six visits during the reporting period. These include the Chief Secretary for Administration (CS)'s visit to London in November 2012; the Financial Secretary (FS)'s visit to Moscow and St Petersburg in September 2013; the Secretary for Justice (SJ)'s visit to London in September 2013; the Secretary for Security's visit to London in May 2013; the Secretary for Food and Health's visit to London in May 2013; as well as the Secretary for Education's visit to London in January 2013. The London ETO also assisted in the visit by the President of the Legislative Council to London in June 2013.

Public Relations

4. To promote Hong Kong's advantages as an international business and financial centre, as well as to showcase Hong Kong as an art and cultural hub and an ideal destination for university study, the London ETO organised and supported various public relations and cultural events during the reporting period.

5. To promote Hong Kong's status as a major art hub, the London ETO supported the first-ever Hong Kong Pavilion at Masterpiece London in June 2013, which is a major annual exhibition of art, antiques and design. To showcase Hong Kong's outstanding performing art scene, the London ETO hosted a concert by the Hong Kong Children's Choir in London in July 2013.

6. Hong Kong has a vibrant film industry. To promote Hong Kong films, the London ETO organised a Hong Kong film festival in Moscow titled "Euphoria: Made in Hong Kong" in October 2012. We also supported the 23rd Stockholm Film Festival in November 2012 and sponsored the Hong Kong Focus at the Terracotta Far East Film Festival in London in June 2013. Renowned film industry figures from Hong Kong were invited to attend these festivals.

7. In mid-2013, the London ETO organised the second "Hong Kong: A Dream Destination for University Study" Competition (the Competition) to encourage more UK students to study in Hong Kong. Winners were awarded free trips to attend summer schools at universities in Hong Kong, and one of the winners of the 2012 Competition has decided to pursue her full time tertiary study in Hong Kong after experiencing the university life in Hong Kong during the summer programme.

8. During the reporting period, Hong Kong was featured in several high-profile events in London. In June 2013, the London ETO supported the annual London Hong Kong Dragon Boat Festival. The London ETO also took part in the Lord Mayor's Show in the City of London in November 2012 with a float featuring Cantonese Opera performers and a mobile replica of Cantonese Opera house. In addition, the London ETO hosted Chinese New Year (CNY) seminars/receptions in countries under its purview from February to March 2013 and participated in the annual CNY celebration organised by the Chinese communities in London, said to be the biggest CNY event outside Asia. During the reporting period, the London ETO also supported business seminars and receptions in Gothenburg, Oslo, Stockholm and Vilnius, encouraging local businessmen to make use of Hong Kong as the platform to enter China and Asia.

9. During the reporting period, 13 visitors including a group of five All Party Parliamentary China Group members of the UK Parliament visited Hong Kong under the Administration's Sponsored Visitors Programme. They were given a wide range of briefings by government bureaux/departments and relevant organisations on the latest developments in Hong Kong. Three sponsored journalists visited Hong Kong under

government sponsorship to understand the latest development in Hong Kong. The London ETO also maintained regular liaison with the media, and arranged meetings with the media for visiting senior officials from Hong Kong and for the Director-General of the London ETO.

10. In addition, the London ETO continued to maintain close liaison with Hong Kong communities in countries under its purview to keep them updated of Hong Kong's latest development, understand their concerns and offer assistance as appropriate. For instance, the London ETO spoke at luncheons and dinners attended by Hong Kong business community active in the UK, as well as supported events organised by Hong Kong student bodies at universities in the UK.

Investment Promotion

11. The Investment Promotion Unit (IPU) of the London ETO met 277 companies and successfully assisted 29 companies to set up in Hong Kong in 2012. The IPU continues to be active both in its participation of high-profile business seminars organised by the London ETO or outside organisations, and in organising meetings between senior officials of InvestHK and senior business executives of companies. A notable highlight was the UK Roadshow organised by the IPU in collaboration with local partners across the UK, taking place in London, the North-West of England, Scotland and the Channel Island of Jersey.

Looking Ahead

12. Hong Kong's bilateral relations with countries under the London ETO's purview have been growing from strength to strength. Bilateral relations between Hong Kong and the UK were strengthened with the CS and SJ's visits to London in November 2012 and September 2013 respectively. The FS will visit London in November 2013 to further enhance bilateral ties. Bilateral relations with Russia also continue to expand and become more diversified following the FS' visit in September 2013 as well as the visit by the Secretary for Home Affairs in October 2013.

13. On top of promoting Hong Kong as an international financial and business centre as well as the ideal gateway to China and Asia, the London ETO will also continue to promote Hong Kong's soft strengths in its publicity efforts, such as Hong Kong's unique fusion of Eastern and Western cultures, vibrant art scene, creativity and greenery. The London

ETO will continue to promote Hong Kong through business promotion, public relations and cultural events.

Hong Kong Economic and Trade Office, London
October 2013

Report on the Work of the Berlin ETO

The Berlin ETO is responsible for promoting Hong Kong's bilateral economic and trade relations with eight central and eastern European countries, namely Austria, the Czech Republic, Germany, Hungary, Poland, the Slovak Republic, Slovenia and Switzerland.

Commercial Relations

2. The Berlin ETO maintains close contact with the business community, political and government leaders, academics, think-tanks, the media, art and cultural institutions, and updates them on the latest developments in Hong Kong through regular exchanges, visits and seminars. Either on our own or in collaboration with the Hong Kong Trade Development Council (HKTDC), Invest Hong Kong and other local business associations, the Berlin ETO organized and supported business luncheons or seminars in Berlin, Bremen, Frankfurt, Hamburg and Munich (Germany); Vienna (Austria), Bratislava (Slovak Republic), Ljubljana (Slovenia), Geneva and Zurich (Switzerland) to promote Hong Kong's advantages as the gateway to China and China's global financial centre, and as a trading, logistics and creative industry hub.

3. The Berlin ETO also arranged visits of senior government officials to the countries under its purview. In November 2012, the Secretary for Financial Services and the Treasury (SFST) visited Switzerland to promote Hong Kong's unique position as China's global financial centre and how the Swiss financial sector could leverage the city's platform to expand into Asia. During the visit, SFST also took the opportunity to meet with his counterparts including senior government officials, senior representatives of the national bank, financial regulatory authorities, as well as leading banking and business associations.

4. Other principal official visits included one by the Secretary for Security to Berlin in May 2013 to discuss issues of common interest such as international cooperation on cross-border crimes, immigration matters and asylum issues; the Secretary for Food and Health's visit to a Chinese medicine clinic in Kötzing (Germany) prior to attending the World Health Assembly in Geneva in May 2013; and the visit of a delegation from the Hong Kong Logistics Development Council led by the Secretary for Transport and Housing to a leading logistics company in Frankfurt and Bonn in June 2013.

5. The Berlin ETO continued to keep a close eye on and report significant developments on issues of interest to Hong Kong, such as measures to tackle the eurozone debt crisis, implementation of financial services regulatory reform and tax information exchange agreement. We also provided support to other government bureaux and departments in conducting researches into relevant policies and practices in the host countries on selected subjects.

Public Relations

6. As in previous years, the Berlin ETO in collaboration with the HKTDC and the local chambers of commerce hosted 11 Chinese New Year receptions between February and March 2013 to update our contacts in the respective countries and cities on the latest developments in Hong Kong and the successful implementation of the “One Country, Two Systems”. Over 1 800 guests from the diplomatic, political and business circles attended the receptions. In some of the receptions we also staged cultural performances by the Hong Kong Chinese Orchestra and a young pianist from Hong Kong to showcase our local talents. The Berlin ETO further organized a reception in Bern in June 2013 to celebrate the 16th anniversary of the establishment of the HKSAR.

7. The Berlin ETO also staged various cultural events to promote Hong Kong’s cultural and creative industries as well as to promote cultural and professional exchanges. Following the ones held earlier in Berlin, Dusseldorf and Hamburg, a Hong Kong film festival was held in October 2012 in Vienna. We also supported a theatre play by the Tang Shu-wing Theatre Studio in July 2013 in Berlin and a concert performance by a Hong Kong-based band, Noughts & Exes, in August 2013 during the annual Water Music Festival (WMF) organized by the House of World Cultures (HKW) in Berlin. Through our liaison, the HKW offered a three-month internship position to a young art administrator recommended by the Hong Kong Arts Development Council to assist in the organization of the 2013 WMF.

8. During the bi-annual Asia-Pacific Weeks in Berlin co-organised by the Berlin state government in June 2013, the Berlin ETO organized a seminar “Creative City: Design and Arts Scene in Hong Kong”. The seminar featured speakers from both Hong Kong and Berlin, who elaborated on Hong Kong’s unique cultural vibrancy and explored the potential for further cooperation. On the same day, the Berlin ETO hosted a reception in the exhibition area of the Hong Kong Ambassadors of

Design (HKAoD) at the DMY International Design Festival Berlin 2013, where the HKAoD presented the works of a young design delegation from Hong Kong.

9. To promote Hong Kong as a wine marketing and distribution hub, four Chinese cuisine demonstrations and wine matching events were organized in October 2012 in Austria, Germany and Hungary, with the participation of the Vocational Training Council's Chinese Cuisine Training Institute and local wine institutes. Following these events, the Berlin ETO was invited by the German Wine Institute to join hands in its annual media event to present a Chinese cuisine and wine-pairing lunch in Mainz in April 2013, to promote Hong Kong as Asia's culinary capital and wine trading centre.

10. To promote Hong Kong's image and to reach out to the mass audience through electronic media, two new episodes of the television documentary "Mythos Hong Kong" were produced and broadcast on the German national news channel, n-tv, in December 2012 and January 2013. Sponsored by the Berlin ETO, the first episode focused on Hong Kong's latest economic developments. The second episode featured the latest political developments and tourism, covering interviews with the Chief Secretary for Administration and the President of the Legislative Council. The documentary has attracted about 540 000 viewers and will be re-broadcast in the third quarter of 2013.

11. During the reporting period, the Berlin ETO sponsored seven journalists and five other visitors to Hong Kong to see first-hand the various developments taking place in Hong Kong. Some of the journalists covered specific festivals and events, such as the Business of Design Week in December 2012 and the Asian Financial Forum in January 2013. The Berlin ETO also maintained regular liaison with the media and arranged interviews for the Director of the Berlin ETO during his duty visits.

Investment Promotion

12. The Investment Promotion Unit (IPU) of the Berlin ETO continued to enhance the profile of Hong Kong by hosting business seminars in cooperation with local business chambers and other multipliers. Furthermore, the IPU made presentations which focused on Hong Kong's advantages at events organised by outside organisations. On the occasion of the visit of the Director-General of Investment Promotion in January 2013, the IPU co-organised a business luncheon with the Austrian Federal

Economic Chamber in Vienna to promote the advantages of setting up businesses in Hong Kong.

13. The IPU also actively arranged meetings with potential companies interested in establishing and/or expanding their business presence in Hong Kong. Between October 2012 and September 2013, the IPU successfully supported 19 companies to establish business operations in Hong Kong.

Looking Ahead

14. The Berlin ETO will continue to maintain close liaison with our interlocutors and organise various kinds of promotion events in the eight countries covered by the ETO to further strengthen our bilateral ties and enhance Hong Kong's profile. We will also continue to monitor and report developments that may have implications for Hong Kong's economic and trade interests. As more European companies are turning to the emerging markets in Asia, we will step up our efforts in promoting Hong Kong as the gateway for doing business in Asia.

Hong Kong Economic and Trade Office, Berlin
October 2013

Report on the Work of the Tokyo ETO

The Tokyo ETO promotes closer economic and trade ties, understanding and cooperation, cultural and tourism exchange with Japan and the Republic of Korea (Korea).

Commercial Relations

2. The Tokyo ETO fosters Hong Kong's economic and trade relations with Japan and Korea through actively engaging politicians, government officials, business leaders, academics, opinion formers and the media in the two countries, and keeping them informed of the latest political and economic situation in Hong Kong. Apart from organizing activities in Tokyo, the Principal Hong Kong Economic and Trade Representative (Tokyo) (PRT) also conducts duty visits to different prefectures and cities in Japan and Korea.

3. To achieve greater synergy and impact of promotion activities of the Tokyo ETO, the Hong Kong Trade Development Council, the Hong Kong Tourism Board and Invest Hong Kong (Invest HK) in Japan, PRT chairs a Hong Kong Family Meeting for better coordination of their efforts. With their support and that of local prefecture and city governments, and chambers of commerce and industry, we organised business promotion seminars in Oita, Niigata and Yokohama in Japan during the reporting period to promote the many advantages and opportunities of doing business in Hong Kong, and through Hong Kong, with the Mainland and Asia as well as the rest of the world. On each visit, the opportunity was taken to call on the Prefecture Governor, City Mayor, Chairman/President of the Chamber of Commerce and Industry, and to conduct an interview with the local media.

4. In the light of the recent Sino-Japanese relations and misconceptions of some Japanese people about Hong Kong, we have been emphasizing that Hong Kong is a free and cosmopolitan city which is safe, hospitable and welcoming for visitors and businessmen from around the world, including the Japanese. This message has been reiterated in our publicity materials, speeches and liaison with interlocutors and contacts.

5. To facilitate high level exchanges and enhance bilateral relations with the two countries, we supported visits from and to Hong Kong by senior officials, legislators and other people on both sides. These included

duty visits of Principal Officials, viz. the Financial Secretary to Tokyo (October 2012), the Secretary for Environment (SEN) to Seoul (April 2013), the Secretary for Education (SED) to Seoul (May 2013), the Secretary for Transport and Housing to Tokyo (September 2013) and the Secretary for Financial Services and the Treasury to Seoul (October 2013). The Legislative Council Panel on Environmental Affairs also visited Seoul in April 2013 and a joint visit programme on waste management was arranged together with SEN's delegation. With our assistance, the Legislative Council Subcommittee on Poverty visited Tokyo in August 2013 to study various services to help the poor. Other visits were also made by officials from the Food and Health Bureau to Yokohama (November 2012), Constitutional and Mainland Affairs Bureau to Seoul (November 2012), Registration and Electoral Office to Seoul (December 2012), Drainage Services Department to Tokyo, Kanagawa Prefecture and Busan (February 2013 and August 2013), Environmental Protection Department to Tokyo (May 2013), and Environment Bureau to Daegu (October 2013). We also assisted 31 visits by delegations from Japan and Korea including government officials, politicians, academics, business and community leaders, research institutes and public organisations.

6. The Tokyo ETO assisted four political, academic and public organisation leaders and three journalists to visit Hong Kong under Information Services Department's Sponsored Visitors Programme.

Public Relations

7. We held a number of public relations events and initiatives to raise Hong Kong's profile and to mark the 25th anniversary of the establishment of the Tokyo ETO. Major ones included a spring dinner reception in Tokyo co-organised with the Hong Kong Trade Development Council (HKTDC), and a summer reception in Tokyo to update our local contacts on the latest developments of Hong Kong. To address the misconceptions about Hong Kong, a newspaper supplement was published in the English and Japanese versions of a prominent Japanese news group. Stories and sharing of personal experience of Hong Kong by some Japanese figures in different fields were featured.

8. To showcase Hong Kong as a hub of culture and creativity, we promoted Hong Kong films at the Busan International Film Festival (October 2012), the Osaka Asia Film Festival (March 2013), and the Fukuoka International Film Festival/East Asian Film Festival (September 2013) and raised Hong Kong's profile through sponsoring and co-organising events and hosting Hong Kong Night Receptions, and providing

a platform for Hong Kong film industry practitioners to exchange views and network with counterparts from overseas. We also supported the first solo art exhibition by a Hong Kong artist in Korea (February 2013) and co-organised with the Hong Kong Tourism Board (HKTB) another exhibition by Korean artists who created art works from their impressions of Hong Kong after a visit (July 2013). Both exhibitions attracted a lot of publicity and media coverage.

9. Our participation in the Fukuoka International Film Festival/East Asian Film Festival forms part of a major joint promotion effort by the Hong Kong family in Fukuoka and Kyushu. Other major elements include a large scale business seminar led by the HKTDC and a consumer fair and a seminar for the travel trade led by the HKTB in October 2013.

10. The Tokyo ETO continued to sponsor the annual “International Dragon Boat Race – Hong Kong Cup” in Yokohama in June 2013 and the concerts of the Hong Kong-based Asian Youth Orchestra in Kamakura, Osaka and Tokyo in August 2013. We also supported the Asia Music Association’s concert, which was performed by winners of the Japan-Hong Kong International Music Competition organised by the Japan Hong Kong Musicians Alliance, in Zushi, Kanagawa Prefecture.

11. We organized the Hong Kong Cup All Japan University Students English Speech Contest to enhance understanding of Hong Kong among university students. Promotional talks were given at universities and winners were awarded a tour to Hong Kong with an exchange programme at The University of Science and Technology.

12. The Tokyo ETO has stepped up its efforts in liaising with Hong Kong people in both Japan and Korea. Two gatherings were held in Tokyo (December 2012 and May 2013), the first ever gathering was held in Osaka (March 2013), and another first gathering of Hong Kong students was held in Seoul during SED’s visit (May 2013).

Investment Promotion

13. During the reporting period, the Investment Promotion Unit (IPU) of the Tokyo ETO conducted visits to Oita, Nagano, Yamanashi, Aichi and Sapporo of Japan, to brief local chambers of commerce and relevant government offices on the latest investment environment in Hong Kong, and to meet potential investors. The team also set up a booth display and made a talk at the Messe Nagoya, one of the largest Cross-Industrial Trade Fairs in Japan, as one of the participants targeting visitors from various

industries. Support was given to 26 companies in either setting up a new company or expanding its existing business operations in Hong Kong.

Looking Ahead

14. The Tokyo ETO will continue to promote Hong Kong and foster closer bilateral relations with both Japan and Korea through government-to-government contacts, business promotion, cultural and public relations events. We will coordinate the efforts of InvestHK, the HKTDC and the HKTB in major events and publicity to maximise reach and impact, and leverage on visits of Principal Officials or Hong Kong delegations to widen the network and cultivate relationship.

Hong Kong Economic and Trade Office, Tokyo
October 2013

Report on the Work of the Sydney ETO

The Sydney ETO is responsible for promoting Hong Kong's bilateral economic and trade relations with Australia and New Zealand.

Commercial Relations

2. The Sydney ETO continued to promote Hong Kong as the best gateway to China. The unique advantages of Hong Kong were promoted through seminars and networking activities, such as the Chinese New Year functions, organized in collaboration with various chapters of the Hong Kong Australia Business Association, the Hong Kong New Zealand Business Association, Invest Hong Kong, the Hong Kong Trade Development Council, and government, business, professional and community organizations throughout Australia/New Zealand.

3. The Sydney ETO continued to proactively reach out to political leaders. Regular contact is maintained with a wide range of politicians at federal, state and major municipal levels, covering all key parties. The Sydney ETO continued to issue "The Director's Report" on a six-weekly interval to Members of the Australian and New Zealand Hong Kong Parliamentary Friendship Groups to update them on developments in Hong Kong, and our activities, etc.

4. Arrangements were made for the visits by the Permanent Secretary for Commerce and Economic Development (Communications and Technology) and the Secretary for Education (SED) to Australia in March and July 2013 respectively, and visits by the Chief Justice and the Secretary for Commerce and Economic Development (SCED) to New Zealand in March and August 2013 respectively. During his visit, SCED had dinner with the New Zealand-Hong Kong Parliamentary Friendship Group. During the reporting period, two Australian ministers (the then Foreign Minister, Bob Carr and the then Deputy Prime Minister and Treasurer, Wayne Swan) and four New Zealand ministers (Minister of Foreign Affairs, Murray McCully; Minister of Commerce, Craig Foss; Deputy Prime Minister and Minister of Finance, Bill English; and Justice Minister, Judith Collins) visited Hong Kong. The Convenor of the New Zealand-Hong Kong Parliamentary Friendship Group, John Hayes, also visited Hong Kong as sponsored visitor.

5. Before New South Wales (NSW) Premier Barry O'Farrell started his trade mission to China including Hong Kong in June 2013, the Sydney ETO assisted in arranging a morning reception in the State Parliament for the Premier with a group of Hong Kong diaspora, including representatives from the media, financial services, accounting, legal, education and IT sectors, community and charity workers, as well as students. The reception provided a good opportunity for attendees to exchange views with the Premier on the Hong Kong-NSW relationship.

Public Relations

6. To promote our physical presence in Sydney, for the first time our office building Hong Kong House participated in the Sydney Open – biennially presented by the Historic Houses Trust showcasing Sydney's architectural and heritage heart. Over 1 000 people visited our spectacular old building during the one day event in November 2012. There were Hong Kong photos on display throughout the building along with talks and a lucky draw.

7. A coffee table book about Hong Kong House commissioned by the Sydney ETO was launched in November 2012 around the time of the Sydney Open. Copies of the book were distributed to major libraries around Australia, as well as to our Very Important Person contacts.

8. The Sydney ETO continued to promote Hong Kong House among not-for-profit organisations as an ideal venue for their events and activities. A number of talks, seminars and exhibitions continued to be held in our building.

9. The Sydney ETO has developed and started to implement a Youth Strategy to target young people in Australia and New Zealand in our promotion of Hong Kong. This is to ensure the continued relevance of Hong Kong to local business, academia, sports, culture and tourism as young people move into positions of influence.

10. The Sydney ETO continued to engage local students for summer internships; organise career talks with student associations, various chapters of the Hong Kong Australia Business Association and their Young Professionals Alliance; participate in career fairs; and seek speaking opportunities at featured lectures and seminars. The Director of the Sydney ETO signed up to become an Asia Literacy Ambassador to help Australian secondary school students better understand Hong Kong.

11. To tie in with the visit by SED, the Sydney ETO organized an exhibition at the University of Melbourne to promote Hong Kong as a destination for exchange studies. The exhibition was subsequently set up at seven other universities around Australia in 2013/14.

12. To reach out to more young people and a wider audience, the Sydney ETO sponsored the Hong Kong New South Wales Schoolboys Sevens 2013 Championship in April - September 2013. Information about Hong Kong was distributed via information kits and Facebook engagement.

13. The Sydney ETO continued to explore and enhance the use of social media to reach out to the general public. While continuing to make use of our ever-growing Facebook site, we have also started our LinkedIn page to connect with various professional sectors with more targeted business related information.

14. On the cultural front, the Sydney ETO sponsored Hong Kong film components at the Golden Koala Chinese Film Festival (Sydney, Melbourne and Brisbane), OzAsia Festival (Adelaide) and the Hong Kong Festival (Auckland and Wellington). We also participated in the City of Sydney Chinese New Year Dragon Boat Races and the Lantern Festivals in Auckland and Christchurch.

Investment Promotion

15. The Investment Promotion Unit of the Sydney ETO continued to identify and assist potential Australian and New Zealand companies to establish and/or expand their business presence in Hong Kong. During the reporting period, 40 new projects have been generated and 14 projects completed.

Looking Ahead

16. The Sydney ETO will continue to reach out to political leaders, government officials, the business community and academics to promote Hong Kong. We will continue to develop our Youth Strategy, use social media to promote Hong Kong, and further collaborate with other Hong Kong and Australian/New Zealand organizations to explore new formats of activities to raise the awareness and understanding of Hong Kong. The general election of Australia was held on 7 September 2013. We will closely monitor the policy directions of the new government, particularly on areas which may impact on Hong Kong.

Hong Kong Economic and Trade Office, Sydney
October 2013

Report on the Work of the Singapore ETO

The Singapore ETO is responsible for promoting bilateral economic, trade and cultural relations between Hong Kong and the ten member countries of the Association of Southeast Asian Nations (ASEAN)¹.

2. In 2012, ASEAN has continued to be Hong Kong's second largest trading partner taken as a bloc, since 2010. Trade between ASEAN and Hong Kong increased by 6% year-on-year from 2008 to 2012. In their own right, five of the ASEAN member countries, i.e. Singapore, Thailand, Malaysia, Vietnam and the Philippines were among Hong Kong's top 20 trading partners in 2012. In addition, more investment from Hong Kong is going into the emerging markets within ASEAN in view of the low cost base and huge growth potential. The Singapore ETO's efforts in promoting the "One Country, Two Systems" principle, Hong Kong as an international financial centre and business hub, and a travel destination worldwide continued during the past year. In particular, a key focus of our work was to deepen Hong Kong's integration with ASEAN.

Commercial Relations

3. During the reporting period, the Singapore ETO continued to promote commercial relations in our traditional markets. For example, the Director of the Singapore ETO (D(SG)) delivered a statement of Hong Kong at the 69th Session of the United Nations Economic and Social Commission for Asia and the Pacific in Bangkok, Thailand, to update participants on Hong Kong's latest developments and its work in building resilience to major economic crises and natural disasters. In addition, the Singapore ETO organised an ASEAN-Hong Kong Business Forum in Singapore to look into the global and regional supply chains, in particular the complementary roles of Hong Kong and Singapore in the development of the East Asia market. In addition, the Singapore ETO actively promoted, among others, Hong Kong as an international financial centre, the premier offshore Renminbi centre and related business opportunities on many occasions, including three luncheons in Singapore and Thailand in collaboration with Singapore's oldest think-tank, the Singapore Institute of International Affairs (SIIA), and the Hong Kong Trade Development Council (HKTDC). The Singapore ETO also, through regular contacts, renewed the rapport with key interlocutors in governments, chambers of

¹ The ten ASEAN member countries are Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam.

commerce, business communities, academia and think-tanks in these economies.

4. Apart from the traditional markets, the Singapore ETO continued to explore and tap the emerging markets in ASEAN. After making the first official visits to Cambodia and Myanmar last year, the Singapore ETO, with the support of the HKTDC, organized in June 2013 a high level delegation of some 20 members from Hong Kong's business, professional and financial services sectors led by the Financial Secretary (FS) to visit the two countries to renew and establish ties, and better understand their economic outlook, investment environment and business opportunities. During the visit, they met with the Prime Minister of Cambodia, the President of Myanmar and other senior officials and representatives in the financial and economic sectors in the two countries. The FS also addressed a business luncheon co-organized by the Singapore ETO and the HKTDC in Phnom Penh and Yangon respectively to update the business community on the latest situation and business advantages in Hong Kong.

5. In addition, the Singapore ETO organized a visit by a delegation of the Travel Industry Council of Hong Kong and travel agents, led by the Secretary for Commerce and Economic Development (SCED), to Lombok, a new tourist destination in Indonesia, to discuss more tourism exchanges. For emerging markets, capacity building is a key issue. The Singapore ETO has been working on a number of initiatives including inviting the Clothing Industry Training Authority of Hong Kong to provide technical advice to the Garment Manufacturers Association of Cambodia in order to help the establishment of a garment manufacturing training centre in Cambodia.

6. As reported last year, Hong Kong submitted a formal request in November 2011 for joining the China – ASEAN Free Trade Area (CAFTA). In April 2013, the ASEAN Leaders endorsed the recommendation of ASEAN Economic Ministers to pursue a bilateral Free Trade Agreement (FTA) with Hong Kong instead. Hong Kong accepted the counter-proposal as joining CAFTA and establishing a bilateral FTA with ASEAN are two different pathways to the same goal of fostering closer economic integration with ASEAN. We hope to commence formal negotiations in early 2014.

Public Relations

7. Senior officials' exchange is another important element in strengthening bilateral ties between Hong Kong and ASEAN. In

July/August 2013, the Chief Secretary (CS) for Administration visited Singapore to meet with top officials, including Singapore's Prime Minister and the Emeritus Senior Minister. She toured community, tourism, education, housing and cultural facilities and delivered a speech at a luncheon co-organized by the Singapore ETO and SIIA. In September 2013, the CS visited Bangkok, Thailand and met with the Thai Prime Minister, the Thai Deputy Prime Minister cum Finance Minister and other senior officials. She visited the Bangkok Mass Transit System, a hospital and the Bangkok office of the United Nations Educational, Scientific and Cultural Organization (UNESCO) where she exchanged views with representatives of UNESCO, ASEAN University Network and the Southeast Asian Ministers of Education Organisation. She also spoke at a business luncheon co-organized by the Singapore ETO and the HKTDC.

8. Apart from the abovementioned visits, the Singapore ETO also organized and supported nine visits of seven other Principal Officials (POs) (including the Secretary for Justice) to ASEAN during the reporting period. The Singapore ETO also arranged for the Chairman of the Council of Presidential Adviser of Singapore to visit Hong Kong in January 2013 under the Hong Kong Special Administrative Region (HKSAR) Government's Sponsored Visitors Programme.

9. The year of 2012 celebrated the 15th anniversary of the establishment of the HKSAR. To commemorate this special occasion, the Singapore ETO organized the Hong Kong Festival 2012 from October to November 2012 in Singapore. The Hong Kong Festival 2012 aimed to showcase Hong Kong's vibrant and diverse arts and culture and its status as a premier business destination. The festival hosted a series of events including a wine and dine launch event; a theatrical performance with the participation of theatre practitioners from Hong Kong, Japan, Mainland China and Singapore; a Gala Dinner, graced by SCED, featuring performances from Hong Kong Arts Festival with the attendance of more than 400 guests; a business forum, during which SCED delivered a keynote speech on global and regional supply chains; and a dragon boat race with champion teams from Hong Kong and Singapore competing in the festive sports.

10. The Singapore ETO continued its efforts to promote cultural exchanges between Hong Kong and ASEAN. It organized the first ever Hong Kong Film Week in Ho Chi Minh City, Vietnam during the reporting period. The film festival attracted wide local media coverage and aroused the locals' attention and interest in appreciating Hong Kong culture as enshrined in Hong Kong movies. The Singapore ETO also sponsored the

Asian Youth Orchestra (AYO) concert tour in Asia in August 2013. A joint reception was organized for the concert in Singapore with three other sponsoring organizations of the AYO performances to provide wider networking opportunities.

11. In July 2013, D(SG) led a delegation of some 100 creative entrepreneurs and arts practitioners from ASEAN to attend a four-day conference, Asia On The Edge (AOTE) 2013, in Hong Kong. The event, co-organized by the Singapore ETO, the Hong Kong Fringe Club, the Old Parliament House Limited (Singapore) and Intermedia Global (Singapore), served as a platform for creative leaders in the region to exchange and share experience and ideas and to explore business opportunities. AOTE is an annual event initiated in 2008 by the Old Parliament House Limited. With the support of the Singapore ETO, the event was brought to Hong Kong for the first time.

12. In collaboration with the Hong Kong Tourism Board and the Macau Government Tourist Office, the Singapore ETO hosted two Chinese New Year receptions in February 2013 to celebrate this important Chinese festival with interlocutors in Singapore and Kuala Lumpur, Malaysia. At the reception held in Singapore, the Singapore ETO cooperated with the Singapore National Arts Council in staging performances by young winning musicians of the National Chinese Music Competition. The Singapore ETO also hosted a Hong Kong Movie Night cum Dinner Reception in Bangkok, Thailand in February 2013 in celebration of the Chinese New Year. To foster closer relationship with the Hong Kong community, the Singapore ETO from time to time held briefings and gatherings for visiting POs and D(SG) respectively to meet with Hong Kong people living and working in as well as Hong Kong students studying/undertaking internship in ASEAN countries.

13. In order to continue to strengthen the people-to-people exchanges between Hong Kong and ASEAN countries, the Singapore ETO initiated an internship scheme named “ASEAN Internship for University Students of Hong Kong” to encourage companies, chambers of commerce, international organizations, arts, cultural and media organisations, think-tanks as well as government agencies in ASEAN to provide internship opportunities to Hong Kong university students. The rationale behind is for the students to act as ambassadors of Hong Kong when they intern in ASEAN countries, and upon return to Hong Kong, become ambassadors of the respective ASEAN countries in Hong Kong. The scheme has met with good responses with more than 40 organizations already indicated interests, and is scheduled to commence officially in summer 2014.

14. To keep the media abreast of Hong Kong's latest developments, the Singapore ETO arranged two journalists from Vietnam and Malaysia to visit Hong Kong under the Sponsored Journalists Programme. Media interviews were also arranged for senior government officials from Hong Kong during their visits to the region as well as for D(SG) to share the latest developments in Hong Kong.

Investment Promotion

15. The Investment Promotion Unit (IPU) of the Singapore ETO was set up with one staff member in November 2011, and with two more team members coming on board towards the end of this year, the Unit will work at full steam in driving awareness of potential investors on the opportunities of Hong Kong and assisting companies to set up and/or expand their business presence in Hong Kong. During the reporting period, the IPU attended 30 international/major events and networking sessions in, among others, Singapore, Thailand, the Philippines and Brunei Darussalam to outreach to prospective companies. It met with 200 companies and is now handling 15 new live projects, with ten completed projects.

Looking head

16. In the coming year, the Singapore ETO will continue to enhance Hong Kong's presence in and integration with ASEAN. By renewing and establishing ties with key government officials, chambers of commerce, business communities, academia and think-tanks in ASEAN, the Singapore ETO will support the work relating to the negotiations of ASEAN-Hong Kong FTA, with a view to reaching an early conclusion. In addition, we will keep on promoting the strengths of Hong Kong, the importance of "One Country, Two Systems" principle and the Basic Law, and more exchanges between Hong Kong and ASEAN in various fronts.

Hong Kong Economic and Trade Office, Singapore
October 2013

Report on the Work of the Toronto ETO

The Toronto ETO promotes the profile of Hong Kong and the bilateral economic and trade relations between Hong Kong and Canada through joint efforts with relevant bodies.

Commercial Relations

2. During the reporting period, the Toronto ETO continued to promote Hong Kong as an international financial, trading and logistics centre and the unique business gateway to Mainland China and other parts of Asia, through speaking engagements and by organizing and supporting a series of business events. The Toronto ETO also made regular visits to major cities in Canada, calling on officials at the three levels of government, politicians, business and community leaders, local media, academia and think-tanks and providing them with updates on Hong Kong.

3. In June 2013, the Director-General of Invest Hong Kong (InvestHK) delivered the keynote address at the biennial National Forum organised by National Board of the Hong Kong-Canada Business Association, one of the largest bilateral business associations in Canada. Among other key speakers were the Canadian Consul General in Hong Kong and the Chinese Ambassador in Canada, who remarked on the unique role of Hong Kong in facilitating Sino-Canadian trade.

4. The Toronto ETO made joint efforts with the Hong Kong Trade Development Council (HKTDC) to promote the “Think Asia, Think Hong Kong” business seminar held in New York in June 2013. The Toronto ETO helped encourage Canadian business leaders in major cities to join a delegation to attend the New York event. Separately, the Confederation of Greater Toronto Chinese Business Association organised a trade mission to Hong Kong and the Mainland in December 2012. The Toronto ETO helped line up the trade mission’s Hong Kong programme which included visits to port facilities, Cyberport and West Kowloon Cultural District and meetings with InvestHK and the HKTDC.

5. Efforts were made to promote the economic freedom and favorable business environment in Hong Kong, as well as the strengths and potential of our traditional pillar industries and new industries. Some of the promotion events were organized in partnership with the HKTDC, the Hong Kong Tourism Board, local business bodies and relevant government

agencies, while InvestHK was engaged in following up on the interests of individual companies in establishing presence or expanding in Hong Kong. The Toronto ETO also supported the conduct of business competition and awards to showcase the success stories of Canadian entrepreneurs using Hong Kong as the platform for entering the Asian markets.

6. In October 2012, a number of industry leaders of the Information and Communication Technology (ICT) sector and government officials visited Montreal to receive the prestigious 2012 World Information Technology and Services Alliance Chairman's Award. The Toronto ETO partnered with local business bodies to organise a business luncheon to introduce the business potential of the ICT sector in Hong Kong.

7. On the promotion of Hong Kong as an international financial centre, we took the opportunity of the incoming visit by the Hong Kong Stock Exchange in March 2013 to organize business luncheons in major Canadian cities. The local business communities were briefed on the latest developments of the equity market in Hong Kong and the leading position of Hong Kong in fund raising for business.

8. On cultural and creative industry, through collaboration with the international film festivals in Toronto, Montreal and Vancouver, the Toronto ETO assisted in presenting Hong Kong films at their openings and special screenings. The promotion of Hong Kong's film industry this year was highlighted by the presentation of 33 Hong Kong films at "A Century of Chinese Cinema" organized by the Toronto International Film Festival from July to August 2013. A number of renowned film talents and film producers/directors participated in the event and exchanged with local media and industry. In May 2013, the Toronto ETO attended the C2 MTL (Commerce and Creativity in Montreal) held in Montreal, which is a signature event sponsored by the three levels of government in Quebec/Canada to showcase the value of design and creativity in business and commerce. On that occasion, the Toronto ETO provided interlocutors with updates on our West Kowloon Cultural District project and the latest developments in Hong Kong's cultural and creative industry.

9. On education, to help attract talents to Hong Kong, the Toronto ETO held exhibitions and participated in career talks/career fairs at major universities across the country to brief students about the latest economic situation in Hong Kong. We addressed their enquiries about Hong Kong's job market, opportunities for internship and more advanced studies, as well as the admission for talents and professionals. In March 2013, the Secretary for Education (SED) made an official visit to Toronto. With the

support by the Toronto ETO, SED met with government officials, university presidents, school principals, district school boards and other education bodies as well as students groups. SED also visited local technology and research institutes to promote Hong Kong as an innovation and research and development hub in Asia.

Public Relations

10. We conducted press conferences and arranged publicity for various promotion events relating to Hong Kong, and provided the Chinese media in Toronto and Vancouver with updates about Hong Kong through year-end briefing for the management, editorial staff and front line reporters. The Toronto ETO also engaged closely with the mainstream media. A number of major local press or journals including the National Post, Globe and Mail, La Presse, Ottawa Business Journal, and the Canadian Transportation & Logistics Magazine carried special supplements, reports and cover stories under various themes on Hong Kong. They highlighted the competitive edges of Hong Kong and featured Hong Kong as an international financial centre, a world port city, as well as the gateway to Mainland China and Asia. We also issued e-newsletters and e-bulletins on Hong Kong business news to our Canadian contacts across the country.

11. The Toronto ETO took the opportunities of the Chinese New Year celebrations, dragon boat festivals, street festivals and other community events held in major cities across Canada to put up publicity displays and exhibitions to promote Hong Kong. In addition, we worked with the Discovery Channel to produce four Hong Kong “Asia Tech” episodes for its popular “Daily Planet” programme. The Toronto ETO also collaborated with six Hong Kong universities’ alumni associations and the Association of Chinese Arts and Literary Contests to organize events to promote the Basic Law and the “One Country, Two Systems” principle among local students coming from Hong Kong and other parts of China.

12. The Toronto ETO supported a number of community events which carried Hong Kong features. We participated in two major events held by local bodies in Toronto to celebrate the arrival of a pair of giant panda from China, taking the opportunity to promote Hong Kong’s tourism industry and its strong connection with Canada. The Toronto ETO also collaborated with a local business body to organize an event under the theme “Rediscover Hong Kong”. It introduced the other side of Hong Kong as a green city, highlighting the city’s natural beauty, our green agenda and the business potential for clean technologies. Supported by the Home Affairs Bureau and the Department of Culture of Guangdong Province and with the

assistance by the Toronto ETO, the Hong Kong Dance Company staged its North American premiere of “Qingming Riverside” in Toronto in January 2013. The performance also helped showcase the achievements of Hong Kong in culture and performance arts.

Investment Promotion

13. The Investment Promotion Unit (IPU) of the Toronto ETO continued to facilitate Canadian companies to invest and expand in Hong Kong. During the reporting period, the IPU carried out over a hundred meetings with companies from various sectors across Canada, among which seven have opened or expanded their office in Hong Kong.

Looking ahead

14. The Toronto ETO will continue to promote the understanding of Canadian business communities about the excellent environment in Hong Kong for trade and investment. We shall also strengthen bilateral linkages between Hong Kong and Canada in the cultural and educational fronts to further raise the profile of Hong Kong in Canada.

Hong Kong Economic and Trade Office, Toronto
October 2013