

**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 October 2013. 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 Organization (WTO). It also represents HKC as a Member of the Advisory Centre on WTO Law (ACWL), and as a participant of the Trade Committee of the Organization for Economic Cooperation and Development (OECD) in Paris.

Commercial Relations

2. The Ninth Ministerial Conference (MC9) of the WTO was held in Bali, Indonesia, from 3 to 7 December 2013. It delivered a “Bali package” which comprised the Agreement on Trade Facilitation (TFA) and Ministerial Decisions on agriculture, development and Least Developed Countries (LDC) issues. Ministers also mandated WTO Members to prepare a work programme on the remaining Doha Development Agenda issues by the end of 2014. Since the beginning of this year, Members have been working to implement the TFA and other Ministerial Decisions, and discussing the parameters of the work programme. HKC has been actively participating in the process.

3. On the TFA, a Preparatory Committee on Trade Facilitation was established to ensure the expeditious entry into force of the agreement and to prepare for its efficient operation. HKC was the first Member to notify the Committee of its pledge to fully implement the TFA upon its entry into force. On agriculture, there has been some progress in the negotiations on tariff rate quotas and export competition, but detailed discussions on public stockholding for food security only began in September 2014. As regards the development and LDC issues, Ministers adopted at MC9 a number of decisions including those aimed at boosting LDC Members’ trade. Since WTO Members have missed the deadline of 31 July 2014 to open the TFA for formal acceptance, Members are now deliberating on how to take forward the implementation of the TFA and other decisions.

4. HKC is one of the 27 participants of the plurilateral negotiations on expanding the product coverage of the Information Technology Agreement. Although negotiation has been suspended pending more favourable offers from one participant, all Members, including HKC, have reiterated their support for an early conclusion of the negotiations.

5. 23 WTO Members, including HKC, who seek more ambitious liberalisation in services trade, have taken a plurilateral approach to negotiate a Trade in Services Agreement (TISA). On the basis of WTO's existing General Agreement on Trade in Services, TISA aims to improve market access and develop new and enhanced disciplines in all services sectors. By September 2014, eight rounds of formal negotiations have been conducted with sustained momentum.

6. HKC is one of the 14 WTO Members participating in the plurilateral negotiations on the Environmental Goods Agreement (EGA). The first two rounds of EGA negotiations were held in July and September 2014 respectively. Exports of environmental goods will benefit from elimination or reduction of tariffs upon the implementation of the EGA.

7. In addition to trade negotiations, the Geneva ETO also contributes to the work of various regular WTO committees and bodies. Our officers served as Chairpersons of two Committees, on Budget, Finance and Administration (up to April 2014) and on Customs Valuation (from May 2014), in their personal capacities. At the Trade Policy Review Body, we have taken part in the peer reviews of other Members. HKC's own trade policy review will be held in November 2014. Separately, the revised Agreement on Government Procurement came into force on 6 April 2014. HKC was one of the first parties to ratify the agreement.

8. Outside the WTO, the Geneva ETO participated in the work of the Trade Committee of the OECD throughout the past year. We also 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 2014 and at the informal Ministerial Meeting hosted by Australia in the margins of that meeting.

Looking ahead

9. 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. As an active Member of the WTO, we shall intensify work on the negotiation fronts and help broker deliverables. In parallel, we will continue to contribute to the work of the OECD and the ACWL.

Report on the Work of the Washington ETO

The Washington ETO closely monitors the political and economic development in the United States of America (US) and reports to Hong Kong on legislative proposals, government policies, executive and regulatory actions that may affect Hong Kong. It represents Hong Kong's trade and economic interest in the US and actively promotes bilateral cooperation between the two economies.

Commercial Relations

2. The US is Hong Kong's second largest trading partner and Hong Kong was the ninth largest market for US exports in 2013. In October 2013, our business community actively participated in the inaugural SelectUSA Investment Summit organised by the US Department of Commerce in Washington DC. The HKSAR government signed a tax information exchange agreement with the US in March 2014 and announced that discussion of an inter-governmental agreement to facilitate compliance with the US Foreign Account Tax Compliance Act by financial institutions in Hong Kong was substantially concluded in May 2014. After a thorough food safety review, certain restrictions on importation of US beef products into Hong Kong were further relaxed with effect from June 2014.

3. An important aspect of the Washington ETO's work is to strengthen Hong Kong's audience building work by engaging federal agencies, Congressional Members and staffers, think-tanks, the media, the academia, the business community, former Hong Kong residents and other opinion formers. It assures our contacts of Hong Kong's commitment to free trade and economic freedom, as well as promotes our position as the premier international financial centre, one of the most business friendly cities and the gateway to Mainland China and the Asia Pacific region. Bearing in mind the externally oriented nature of our economy, the Washington ETO also monitors and reports on significant domestic US issues and its relations with key trading partners that may have implications on Hong Kong. These include trade issues and disputes with Mainland China, bilateral and regional free trade agreement negotiations, US fiscal and monetary policies, and implementation of major reform initiatives on financial services and taxation.

Public Relations

4. On a regular basis, the Washington ETO reaches out to its interlocutors to brief them on Hong Kong's latest development, including the implementation of "One Country, Two Systems", and to address issues of concern raised by them. Through its PR activities, the Washington ETO maintains and expands a broad network of contacts with different sectors in the US. These activities include the annual spring reception held in February 2014 to celebrate the Chinese New Year. PR events were held in October 2013 and May 2014 respectively for networking with the US business community and young professionals. Taking the opportunity of the visit of the Chairman of the Hong Kong Science and Technology Parks Corporation in March 2014, the ETO hosted a reception to reach out to high-tech firms and start-up companies in the Greater DC Area to promote our innovation and technology initiatives. The Washington ETO also hosted a large scale reception in July 2014 to showcase Hong Kong's arts and culture. The event marked the opening of the 19th Annual "Made in Hong Kong" Film Festival organized in conjunction with the Smithsonian Institution's Freer Gallery of Art, promoted the vision of the West Kowloon Cultural District, and celebrated Hong Kong's first participation in the Smithsonian Folklife Festival, in which an iconic bamboo flower plaque designed by Hong Kong artist Danny Yung and constructed by Hong Kong scaffolding craftsmen was prominently displayed at the National Mall between the Capitol and the Washington Monument. The event reinforced Hong Kong's image as an open, creative, diverse and pluralistic society.

5. High level visits by senior HKSAR government officials to Washington DC provide a focal point on Hong Kong's strengths in various economic sectors. The Washington ETO helped organise the visits of the Financial Secretary, the Secretary for Financial Services and the Treasury, and the Secretary for the Environment in October 2013, April and September 2014 respectively. They met with the Chair of the Federal Reserve System, think-tankers, business chambers and/or senior officials from the federal government to provide them with an update of Hong Kong's key economic, financial and environmental initiatives, such as off-shore Renminbi business, Shanghai-Hong Kong Stock Connect and pollution control measures.

6. In addition to his liaison work in Washington DC, the Commissioner for Economic and Trade Affairs to the United States made regular visits to various states and cities across the US to call on senior state and local government officials/legislators, deliver speeches to regional

chambers of commerce and university faculty/students, as well as give interviews and briefings to the media. He highlighted Hong Kong's attractiveness not just as an excellent location for doing business but also an exciting, energetic city for young professionals and entrepreneurs to live in and to pursue a successful career.

Looking Ahead

7. The Washington ETO will continue to strengthen and expand its network of contacts in Washington DC to promote a more balanced and comprehensive understanding of Hong Kong and to encourage closer cooperation with different sectors of the US. It is envisaged that the US political landscape and personalities in Congress and at the state level may change after the mid-term elections in November 2014. The ETO will closely monitor the situation and adjust our liaison and PR strategy as necessary.

Hong Kong Economic and Trade Office, Washington, DC
October 2014

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 states of the United States of America (US)¹. In 2013, New York State has maintained its position as the biggest trading partner of Hong Kong among all 50 states in the US, with exports from New York State to Hong Kong reaching US\$9.3 billion, representing an increase of close to 5% compared to 2012.

Commercial Relations

2. The New York ETO has arranged programmes for various senior officials visiting the Eastern US during the reporting period. In October 2013, the Financial Secretary (FS) visited New York City (NYC) to promote Hong Kong's strengths as an international financial centre. During his visit, he met with the President of the Federal Reserve Bank (FRB) of New York Mr William Dudley as well as other heavyweights in the US financial sector. He also officiated at a Hong Kong Reception at the American Institute of Architects to celebrate Hong Kong's architecture and to promote Hong Kong as a liveable city.

3. In September 2014, the Secretary for the Environment conducted his first official visit to New York to participate in the C40 Cities Climate Leadership Group meetings and to visit green buildings in NYC, and met with relevant agencies to learn about their experience in promoting energy efficiency. In November 2013, the Commissioner of the Independent Commission Against Corruption also visited NYC to meet with senior representatives of the NYC Government and the United Nations, etc. to exchange views on anti-corruption issues and to promote Hong Kong's strengths, including our clean government and a level playing field for businesses. Furthermore, arrangements were made for various visits to Florida by the Under Secretary for Education, the Solicitor General and the Commissioner for Tourism during the reporting period.

4. In addition, the New York ETO helped organise programmes for and facilitated visits by various advisory and statutory bodies as well as

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.

notable personalities from Hong Kong. During the reporting period, it has organised/supported speaking events in NYC for the Chairperson of the Women's Commission Mrs Stella Lau; the Convenor of the Working Group on Overseas Community under the Basic Law Promotion Steering Committee Dr Eugene Chan; the Chief Executive of the Hong Kong Exchanges and Clearing Ltd Mr Charles Li; and the President of Hong Kong Polytechnic University Professor Timothy Tong to promote the many competitive edges of Hong Kong.

5. 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 to the United States (C,USA) and the Director of the New York ETO (D(NY)) conducted visits to eight different 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 and cultural hub.

6. The above visits had resulted in increasing ties between Hong Kong and States in the Eastern US. For example, the States of Missouri and Florida have separately established their international trade offices in Hong Kong during the reporting period to promote closer relations with Hong Kong and the Greater China region. We also see a number of visits to Hong Kong by important US political leaders, state officials, businessmen and prominent academics over the past year, e.g. Dr James Bullard, President of the FRB of St Louis and Mr Charles Evans, President of the FRB of Chicago both visited Hong Kong in 2014. Furthermore, the Secretary of Agriculture of Vermont Chuck Ross and the Secretary of Commerce of Florida Gray Swoope visited Hong Kong in November 2013 and March 2014, and met with senior officials of the Commerce and Economic Development Bureau and Invest Hong Kong (InvestHK) respectively. In December 2013, the Governor of Massachusetts Deval Patrick visited Hong Kong, which was followed by the signing of a Memorandum of Understanding between the Hong Kong Trade Development Council and the Massachusetts Office of International Trade and Investment in January 2014.

² Including Florida, Georgia, Illinois, Massachusetts, Missouri, New Jersey, New York and Wisconsin.

Public Relations

7. Noting a close to 150% increase in exports from Massachusetts to Hong Kong in 2013, the New York ETO held a large scale publicity campaign in Massachusetts entitled “Hong Kong Celebrates Massachusetts” in June 2014 to further promote economic and cultural ties between Hong Kong and Massachusetts, which included the Hong Kong Ballet’s performance at the Jacob’s Pillow Dance Festival. To recognise the importance of Hong Kong to Massachusetts, the Governor of Massachusetts proclaimed 13 June 2014 as “Hong Kong Day”, which was celebrated by a large scale reception held at the State House of Massachusetts.

8. On the cultural front, the New York ETO sponsored and supported the Hong Kong Dragon Boat Festivals in Boston, New York and Atlanta in June, August and September 2014 respectively. For major strategic cities like NYC, Atlanta and Miami, the New York ETO hosted annual spring receptions in February 2014 to renew ties and expand its network. The New York ETO also organised a Hong Kong Cup Chinese Speech Contest in October 2013 to encourage university students in the Eastern US to learn more about Hong Kong culture, and helped promote Hong Kong music talents in four concerts, which were held in various world renowned venues in NYC such as the Carnegie Hall. To promote Hong Kong’s performing arts, the New York ETO organised a speaking event in honour of Mr Danny Yung, Artistic Director of Zuni Icosahedron on his visit to NYC in July 2014, during which he spoke about his latest works, including his flower plaque project at the Smithsonian Folklife Festival.

9. The New York ETO also held several large-scale film events throughout the reporting period. These included the “Enchanting New Hong Kong Cinema” Film Festival in Boston; the “Hong Kong Forever!” film series and the “Tribute to Sir Run Run Shaw” film series under the New York Asian Film Festival, which was officiated by Hong Kong comedy queen Sandra Ng and Hong Kong directors Felix Chong and Alan Mak; the premiere of award-winning film “The Way We Dance” in Boston and New York, which was officiated by Hong Kong emerging director Adam Wong; as well as retrospectives of the films by Master Lau Kar Leung in Chicago and NYC. Furthermore, a retrospective of eight outstanding films by Hong Kong director Patrick Lung Kong was held in the Museum of the Moving Image in New York in August 2014, which was also attended by another Hong Kong director, Tsui Hark.

Investment Promotion

10. The Investment Promotion Unit (IPU) of the New York ETO conducted an extensive investment promotion program in Eastern US, which not only focused on traditionally strong business sectors, but also aimed at early stage, entrepreneurial companies with overseas investment potential. During the reporting period, the IPU met with 306 companies and assisted 32 companies to establish business operations in Hong Kong. IPU staff also participated in major investment promotion conferences and forums, sponsored the Silicon Dragon NY 2014 as part of InvestHK's Startmeup programme, and led four investment missions organised by the InvestHK Headquarters during the reporting period.

Looking Ahead

11. In the last quarter of 2014, the New York ETO will be organising the FS's visit to Boston and New York, as well as the first ever Stephen Chow film retrospective at the Brooklyn Academy of Music. 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, and will help promote the Hong Kong Ballet's performance in Minnesota in November.

Hong Kong Economic and Trade Office, New York
October 2014

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 US.

2. In 2013, merchandise exports from these 19 states to Hong Kong amounted to about US\$20.2 billion, accounting for 47.5% of the US total. Compared to 2012, exports from this region grew by 15% (US\$2.7 billion), faster than the nation as a whole². Three of the five states³ with the highest value of exports to Hong Kong were located in the West. Computers and electronics, transportation equipment, agricultural and food products, primary metals, chemicals and machineries were among the top exports from these western states to Hong Kong.

Commercial Relations

3. During the period under report, the Director of the San Francisco ETO (D(SF)), accompanying the Commissioner for Economic and Trade Affairs to the United States or on her own, visited over 20 cities in eight western states⁴. They called on senior state and city government officials, leaders of state legislatures and business organisations, academics and think-tankers to update them on both economic and political developments in Hong Kong. They also gave media interviews, and spoke at local chambers of commerce and universities to explain the unique strengths of Hong Kong under “One Country, Two Systems” and its prominence as a two-way gateway facilitating investments into and out of Mainland China.

4. In May 2014, the San Francisco ETO took advantage of the Secretary for Financial Services and the Treasury (SFST)’s visit to draw the San Francisco Bay Area business community’s attention to the key role played by Hong Kong in the internationalisation of Renminbi (RMB). At

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 Total merchandise exports from the US to Hong Kong grew by 13% from US\$37.5 billion in 2012 to US\$42.5 billion in 2013.

³ The five states, in descending order of the value of their respective goods export to Hong Kong, were New York, California, Utah, Washington and Massachusetts.

⁴ Key cities visited include Carlsbad, Irvine, Los Angeles, Pasadena, Sacramento and San Diego in California; Honolulu in Hawaii; Olathe, Topeka and Wichita in Kansas; Billings, Bozeman, Helena and Missoula in Montana; Salem and Portland in Oregon; Dallas and Plano in Texas; Salt Lake City in Utah; Seattle and Tacoma in Washington.

the business luncheon and panel discussion organised by the ETO in San Francisco, SFST told the story behind the emergence of Hong Kong as the world's largest offshore RMB center. He discussed with the audience how cooperation between Hong Kong and other financial centres around the world could contribute to the wider circulation of the Mainland currency and benefit businesses that trade with or invest in the Mainland. During his visit, SFST also called on the Mayor of San Francisco and visited major financial corporations in the Bay Area.

5. In September 2014, the Secretary for the Environment visited Seattle for an exchange of experience in promoting energy efficiency and green building design. He spoke at a luncheon organised by the San Francisco ETO to members of the Seattle business community and executives of clean technology enterprises about related developments and opportunities in Hong Kong and the Greater China region. During his short stay, he also visited the Seattle City Office of Sustainability and Environment, Seattle City Light, Bullitt Center and the International Living Future Institute, besides touring noteworthy green buildings in the city.

6. To foster exchange and relationship building, the San Francisco ETO also arranged speaking opportunities and meetings in San Diego, San Francisco and the Silicon Valley of California for visiting delegations from the University Grants Committee, Hong Kong Science Park, Hong Kong Cyberport and the TiE Hong Kong Chapter. For the same purpose, the ETO helped delegations/individuals from the governments and legislatures, academic institutions and business organisations of California, Oregon, Nevada and Washington State plan their visits to Hong Kong.

Public Relations

7. This past year, the San Francisco ETO expanded its efforts in promoting Hong Kong films to the cities of Dallas and Los Angeles. In addition to sponsoring the international film festivals in Portland, San Francisco and Seattle, the ETO forged new partnerships with the Dallas Film Society and the Film Independent in Los Angeles collaborating on international and Hong Kong film events. In addition, the ETO continued to work with the San Francisco Film Society and presented the "Hong Kong Cinema" in San Francisco in October 2013.

8. In support of visiting artists and arts groups from Hong Kong, the San Francisco ETO sponsored the recitals of the Hong Kong Children's Symphony Orchestra in Seattle and Portland in July and hosted a reception in honour of Mr Danny Yung of Zuni Icosahedron in San Francisco in August. D(SF) also officiated at the opening of an exhibition by disabled

artists co-organised by i-dArt of Tung Wah Group of Hospitals, Chinese American Museum and the Chinese Parents Association for the Disabled of Los Angeles on 9 August. The ETO helped promote the four-month-long exhibition among its contacts in Southern California.

9. Riding on the excitement generated by the launch of a new non-stop flight from Dallas Fort-Worth (DFW) to Hong Kong, the San Francisco ETO presented an interactive “Journey to Hong Kong” exhibition at the DFW International Airport in the month of July. The exhibition featured exceptional experiences and attractions Hong Kong offered to US visitors. The San Francisco ETO hosted annual Spring Receptions in San Francisco, Dallas and Los Angeles in February to celebrate the Chinese New Year. It also continued to sponsor the San Francisco International Dragon Boat Festival in September to promote the increasingly popular sports that spread overseas from Hong Kong.

Investment Promotion

10. Over the last 12 months, the Investment Promotion Unit (IPU) of the San Francisco ETO met with 263 companies and assisted 21 companies in establishing their business operations in Hong Kong. It organised investment promotion visits for Invest Hong Kong directorates in Austin, Honolulu and San Francisco, and participated in the South by Southwest Interactive Expo in Austin, Cleantech Forum in San Francisco, TiEcon in Santa Clara and BIO Conference in San Diego, together with delegations from Hong Kong. In June and July, the IPU carried out an extensive marketing campaign to promote the 2014 StartmeupHK venture programme and competition in the US West, with very encouraging response.

Looking Ahead

11. In light of 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. Considering the strengths of the western states, innovation and technology, arts and culture as well as food and wine will remain its primary promotion foci in the coming year.

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 Turkey¹.

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 HKSAR Government where necessary. We provide reports regularly on the high-level summits of EU leaders and closely monitor the agenda and priorities set by the EU in particular those related to economic growth, competitiveness and job creation, subjects which have been EU's focus as it emerges from the financial crisis.

3. During the reporting period, the 28 EU Member States held elections (every five years) to select their respective national representatives in the European Parliament (EP). These elections were held between 22 May and 25 May 2014. The majority of the seats in the EP remained in the centre-right and centre-left parties but there has been a notable increase in the number of seats held by the "Eurosceptic parties". Although still a relative minority, the rise of the influence of the "Eurosceptic parties" in the EP was expected to have an impact on further European integration in various aspects. We would continue to report on the formation of the new EC and the policy priorities set by its President. The new Commissioners are expected to take up their positions in November 2014.

4. On trade issues, we monitored EC's trade remedy measures against Chinese products (e.g. anti-dumping and anti-subsidy duties against

¹ All the countries are EU Member States except Turkey which is negotiating its accession to the EU.

Chinese solar panels) and its customs enforcement of intellectual property rights. We also followed EU's negotiations on bilateral agreements with other trading partners, including the investment agreement with China and the Transatlantic Trade and Investment Partnership Agreement with the United States. Regarding financial services, we kept a watching brief on issues related to the structural reform of the banking sector, single supervisory mechanism and bank resolution mechanism.

5. The Brussels ETO arranged visits of Hong Kong senior government officials to countries under its purview. In November 2013, the Financial Secretary visited Paris to meet with the French Minister of Economy and Finance, speak at a high-level Renminbi business forum and network with the Hong Kong community and business leaders in France. In May 2014, the Chief Executive (CE) visited Brussels to meet with political leaders of the EU and Belgium. He also had meetings with business leaders in Europe and Belgium to brief them on Hong Kong's role as the super-connector for European and Belgian enterprises wishing to enter the Asian and Mainland China markets. The CE also attended a reception for the Hong Kong community in Belgium, kept them abreast of the latest developments in Hong Kong and encouraged them and their children to keep their ties with and seek opportunities in Hong Kong.

6. Other visits assisted included those made by a delegation comprising judges and judicial officers from the High Court to Brussels and Luxembourg in December 2013 and another delegation from the Competition Commission to Paris and Brussels in March 2014. In March 2014, the Secretary for the Environment and a group of Legislative Council Members visited Amsterdam and The Hague to study the latest technology and practices of waste management in the Netherlands. In May 2014, the Secretary for Education led a delegation to visit Brussels to learn about the latest developments in higher education and vocational training in the EU. In June 2014, the Secretary for Transport and Housing together with some members of the Hong Kong Maritime Industry Council participated at Posidonia 2014 in Athens to promote the maritime industry of Hong Kong.

7. In addition, the Brussels ETO collaborated with Invest Hong Kong, the Hong Kong Trade Development Council (HKTDC) and other local business associations to organise luncheons, seminars, receptions or dinners in 14 cities² to promote Hong Kong and its role as a gateway to the Mainland and Asian markets.

2 These cities were Athens, Brussels, Bucharest, Enschede, Kortrijk, Milan, Mont-Saint-Guibert, Paris, Rome, Sofia, Thessaloniki, Venice, Zagreb and Zoetermeer.

8. The Brussels ETO supported the first participation of the Hong Kong publishing and printing sector in the Bologna Children's Book Fair, the largest of its kind in the world, held in Italy in March 2014. We also supported the Hong Kong Design Centre on hosting an exhibition during the Milan Design Week 2014 in April 2014. The exhibition showcased designs from young Hong Kong design talents as well as featuring a special video wall production showing Hong Kong street images.

Public Relations

9. The Brussels ETO in collaboration with the HKTDC and other local business associations organised receptions from January to March 2014 in 13 cities³ to celebrate the Chinese New Year. A total of around 2 000 guests from the political, business and cultural circles as well as the Hong Kong community attended these events. To promote Hong Kong's music talents and Chinese culture, a young pianist and child prodigy born in Hong Kong, Mr Aristo Sham, two professional marimba performers Miss Adilia Yip and Miss Fiona Foo who were studying music in Belgium, and a musical group from Hong Kong, "SIU2", were invited to perform at the receptions in different cities.

10. To promote Hong Kong films in Europe, we organised the Hong Kong Film Panorama 2014 in Amsterdam, Barcelona, Bordeaux, Florence, Istanbul, Izmir, Lisbon, Madrid and Porto. We also provided sponsorship for and hosted receptions to honour Hong Kong films in major international film festivals, namely, the Brussels International Fantastic Film Festival in Belgium, the Udine Far East Film Festival in Italy, the Vic Asian Summer Film Festival and the Sitges International Fantastic Film Festival in Spain.

11. Apart from Hong Kong movies, the Brussels ETO also supported other forms of arts and cultural exchanges between Hong Kong and Europe. We made use of our networking reception in Rome in October 2013 to exhibit selected paintings of a Hong Kong artist, Ms Clementine Chan, who was holding her personal exhibition in Rome during that period. We supported the Hong Kong Piano Marathon Concert held in Pordenone, Italy in which three young piano talents from the Hong Kong Academy for Performing Arts (HKAPA) played a repertoire of classical music in February 2014. We helped line up a young Hong Kong violist from HKAPA, Ms Lai Tin-wai, to join a one-week master class and perform at the Rome Chamber Music Festival held in June 2014. We also supported

3 These cities were Barcelona, Brussels, Bucharest, Dublin, Istanbul, Lisbon, Madrid, Milan, Paris, Sofia, The Hague, Venice and Zagreb.

the City Contemporary Dance Company to perform in the Fabbrica Europa Festival held in Florence, Italy in June 2014.

12. Jointly with the Hong Kong Tourism Board, we participated in the Bordeaux Wine Festival in June 2014 to promote wine trade, tourism and comics industry. The Hong Kong booth was decorated as a Hong Kong tea café serving dim sums and milk tea. At the same time, we set up a display of some comic books and figurines from Hong Kong to illustrate our talents in the comics industry. In September 2014, we also sponsored and participated for the fourth consecutive year in the Dragon Boat Festival in Antwerp, Belgium. We would continue our efforts in promoting Hong Kong's tourism and culture in the coming year.

13. 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, we organised or participated in four events with Hong Kong businessmen, professionals and students in Brussels and Paris. We also sponsored a golf tournament organised by one of the oldest associations of Hong Kong businessmen residing in Belgium to strengthen ties with its members.

Investment Promotion

14. 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.

15. During the reporting period, the IPU met with 235 companies and multipliers that were interested in setting up an operation in Hong Kong, and helped 34 companies initiate the process of setting up a company in Hong Kong. During the same period, 19 companies set up new offices in Hong Kong with the help of the IPU.

Looking Ahead

16. With the formation of the new EC, there might be changes to the EU current agenda, policies and priorities that might bring benefits to or

impact on the economic and trade interests of Hong Kong. In particular, we will carefully watch the progress of EU reforms in financial services and report on their implications for Hong Kong. As more European companies are eyeing business and market opportunities emerging from Asia and China, we will step up our efforts in promoting Hong Kong as a super-connector for them to do business in this region. We will also actively promote Hong Kong as the regional hub for arts, culture and creative industries.

Hong Kong Economic and Trade Office, Brussels
October 2014

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, businesses, academic, cultural and media sectors, etc. and updates them on the latest developments in Hong Kong through regular exchanges, visits, seminars and receptions. During the reporting period, the London ETO has, either on its own or in collaboration with the Hong Kong Trade Development Council (HKTDC), Invest Hong Kong (InvestHK), Hong Kong Science and Technology Parks Corporation, local trade associations or other organisations, organised and supported 30 seminars/receptions in Birmingham, Copenhagen, Helsinki, London, Moscow, Oslo, St Petersburg and Stockholm to promote Hong Kong's advantages and opportunities as a springboard to Mainland China and other parts of Asia.

3. High-level official exchanges help strengthen bilateral ties and commercial relations. The London ETO organised and supported nine visits by senior officials during the reporting period. These include the Secretary for Home Affairs (SHA)'s visit to Moscow in October 2013; the Financial Secretary (FS)'s visit to London in November 2013; the Secretary for Education (SED)'s visit to London in January 2014; the Secretary for the Environment's visit to Swindon, Bristol, London, Copenhagen and Malmö in March 2014; the Chief Executive (CE)'s visit to Stockholm in May 2014; the Secretary for Food and Health's visit to London in May 2014; SED's visit to Helsinki in May 2014; the Under Secretary for Transport and Housing's visit to London in June 2014; as well as the Secretary for Transport and Housing's visit to London in September 2014. In addition, the London ETO provided support to two visits by delegations of the Legislative Council.

Public Relations

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

5. In October 2013, the HKSAR Government organised "Hong Kong Week" in Moscow, Russia to promote the unique and diversified Hong Kong culture to the Russian audience and deepen Hong Kong's cultural links with Russia. "Hong Kong Week" comprised an exhibition about Hong Kong entitled "A Journey to Hong Kong", an ensemble concert by the Hong Kong Chinese Orchestra and a Hong Kong film festival. SHA officiated at the opening ceremony of the exhibition and attended the ensemble concert.

6. In the UK, the London ETO organised in August 2014 a Cantonese opera performance in London which was led by Yuen Siu-fai, an acclaimed Cantonese opera maestro from Hong Kong, and supported his performance troupe's participation in the Edinburgh Festival Fringe by hosting a reception in Edinburgh. The London ETO also sponsors the Hong Kong film programme of Asia Triennial Manchester which runs from September to November 2014. Earlier in the year, with the support of the London ETO, a Hong Kong fusion band SIU2 performed during the annual Chinese New Year (CNY) celebration organised by the Chinese communities in Trafalgar Square in London in February.

7. In the Nordic region, the London ETO sponsored performances by the City Contemporary Dance Company (CCDC) from Hong Kong in Oslo, Norway in August 2014, where the CCDC performed a play by renowned Norwegian playwright Henrik Ibsen. The London ETO also invited Trey Lee, a renowned Hong Kong cellist, to perform at its CNY receptions in Finland and Sweden in January 2014.

8. From February to June 2014, the London ETO organised the third "Hong Kong: A Dream Destination for University Study" 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. 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.

9. During the reporting period, Hong Kong was also featured in several high-profile events in London. In June 2014, the London ETO once again 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 2013 with a float focusing on comic and animation characters from Hong Kong, thereby promoting Hong Kong's creative industries.

10. In addition, the London ETO hosted CNY seminars/receptions in countries under its purview from January to February 2014 and participated in the annual CNY celebration organised by the Chinese communities in London. During the reporting period, the London ETO also organised or supported business seminars or receptions in Copenhagen, Helsinki, London, Moscow and Stockholm encouraging local businessmen to make use of Hong Kong as the platform to enter Mainland China and Asia. In particular, the London ETO, HKTDC and Royal Sweden Hong Kong Business Council co-organised a gala dinner in Stockholm, Sweden during the CE's visit to the city in May 2014 to promote cooperation between Hong Kong and Sweden on design, innovation and technology. The CE delivered a keynote speech during the dinner.

11. During the reporting period, nine visitors including a group of five All Party Parliamentary China Group members of the UK Parliament visited Hong Kong under the HKSARG'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. Four 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 London ETO.

12. 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

13. During the reporting period, the Investment Promotion Unit (IPU) of the London ETO met with 258 companies and assisted 36 companies in establishing their business operations in Hong Kong. The IPU continues to be one of the most active overseas units of InvestHK, 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 FS's visit to Tech City in London in November 2013. The IPU also organised UK Roadshows in collaboration with local partners in June 2014. These roadshows included the cities of Liverpool and Edinburgh, culminating with the European Launch of StartmeupHK 2014 venture programme in London's Canary Wharf financial district. In July 2014, the IPU also participated in the UK's International Festival of Business in the city of Liverpool, speaking at "Think Asia, Think Hong Kong" seminar. In September 2014, a roundtable discussion and a networking reception jointly organised with the South Wales Chamber of Commerce took place in Cardiff.

Looking Ahead

14. 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 Sweden were enhanced with the CE's visit to Stockholm in May 2014. Relations with the UK were also strengthened with the FS' visit to London in November 2013. The Secretary for Justice will visit London in October 2014 to further enhance cooperation with the UK. In addition, relations with Russia continue to expand following SHA's visit to Moscow in October 2013.

15. On top of promoting Hong Kong as an international financial and business centre as well as the ideal gateway to Mainland 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.

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. Either on our own or in collaboration with the Hong Kong Trade Development Council (HKTDC), Invest Hong Kong (InvestHK) and other local business associations, the Berlin ETO organised and supported business luncheons as well as took part in seminars and conferences in Berlin, Dusseldorf, Frankfurt, Hannover, Leipzig, Magdeburg, Nuremberg, Pforzheim and Stuttgart (Germany), Vienna (Austria), Warsaw (Poland) and Zurich (Switzerland) during the reporting period to promote Hong Kong as the gateway to China and Asia, a leading trading, logistics and creative industry hub as well as a green city.

3. The Berlin ETO also arranged visits of senior government officials to countries under its purview. In January 2014, the Secretary for Commerce and Economic Development visited Zurich and met with the city's senior government officials, entrepreneurs and academics to foster closer cooperation between the two cities, and promoted Hong Kong as a great place to do business at a business luncheon jointly hosted by the Berlin ETO, the HKTDC and Swiss-Hong Kong Business Association.

4. The Chief Secretary for Administration (CS) visited Austria and Germany in May 2014. In Vienna, the CS met with senior government officials to promote bilateral ties, attended a business luncheon organised by the Austrian Federal Economic Chamber to promote opportunities in Hong Kong for Austrian companies, and visited cultural institutions. In Berlin, the CS met with senior officials and Members of Parliament to promote Hong Kong-German bilateral ties, visited cultural facilities and heritage projects and received briefings on Germany's vocational education and training system. She also officiated at a Gala Dinner and the opening night of the Hong Kong Film Festival organised by the Berlin ETO, and witnessed the signing of a memorandum of understanding on the mutual

use of automated immigration clearance service between Hong Kong and Germany. In Frankfurt, the CS spoke at a business luncheon jointly organised by the Berlin ETO and the HKTDC, and visited environmental, art and health-care facilities and institutions.

5. The Berlin ETO continued to monitor and report developments on issues of interest to Hong Kong, and supported other government bureaux and departments by researching relevant policies and practices in the host countries on selected subjects.

Public Relations

6. The Berlin ETO, in collaboration with the HKTDC and local chambers of commerce, hosted 11 annual Chinese New Year receptions between February and March 2014 to update our contacts on the latest developments in Hong Kong and the successful implementation of the “One Country, Two Systems”. Some 1 800 guests from diplomatic, political and business circles attended the receptions. In some of the receptions, cultural performances by young Hong Kong artists were staged. To outreach to the Hong Kong community in Berlin, a Chinese New Year gathering was organised in January 2014. A reception was also organised in Bern in June 2014 to celebrate the 17th anniversary of the establishment of the HKSAR.

7. The Berlin ETO also staged various events to promote Hong Kong’s cultural and creative industries. Hong Kong film festivals were held in Hamburg and Berlin, and the Berlin ETO also sponsored the screening of Hong Kong films at the Five Flavours Film Festival in Warsaw and the FILMASIA in Prague. An opening reception was hosted at the “anything goes” exhibition in Berlin, which featured artworks of students from the Academy of Visual Arts of the Hong Kong Baptist University. The Berlin ETO also supported the Hong Kong Harmonica Association in participating in the 7th World Harmonica Festival in Trossingen, Germany.

8. At a networking forum organised by the Berlin state government for embassies and representative offices in Berlin on 10 September 2014, the Berlin ETO staged an exhibition on “Hong Kong’s Evolving Harbour” to promote the latest infrastructure development in Hong Kong.

9. During the reporting period, the Berlin ETO sponsored seven journalists and five other visitors to visit Hong Kong and see first-hand developments in the city. Some of the journalists covered specific events

like the Asian Financial Forum and the International IT Fest. The Berlin ETO also maintained regular liaison with the media and arranged interviews for the Director of the Berlin ETO and visiting Principal Officials.

Investment Promotion

10. The Investment Promotion Unit (IPU) of the Berlin ETO continued to enhance Hong Kong's profile by hosting business seminars in cooperation with local business chambers and other multipliers, and made presentations on Hong Kong's advantages at events organised by outside organisations. Together with the Department of Foreign Trade and Economic Cooperation of Guangdong Province, the Macao Trade and Investment Promotion Institute and InvestHK, the IPU helped organise a joint promotion seminar "Hong Kong, Guangdong and Macau: Your Business Partners in China" in Berlin.

11. The IPU also actively arranged meetings with potential companies interested in establishing and/or expanding their business presence in Hong Kong. During the reporting period, the IPU met with 180 companies and assisted 22 companies in establishing business operations in Hong Kong.

Looking Ahead

12. The Berlin ETO will continue to maintain close liaison with our interlocutors and organise promotion events 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, and step up our efforts in promoting Hong Kong as the gateway for doing business in Asia.

Hong Kong Economic and Trade Office, Berlin
October 2014

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 closer economic and trade relations between Hong Kong and Japan, and between Hong Kong and Korea, through actively engaging politicians, government officials, business and opinion leaders, academics and the media in the two countries, keeping them abreast of the latest political and economic situation in Hong Kong, and clarifying any misunderstanding.

3. The Principal Hong Kong Economic and Trade Representative (Tokyo) chairs a Hong Kong Family Meeting to coordinate and achieve greater synergy and impact of promotion activities of the Tokyo ETO, Hong Kong Trade Development Council (HKTDC), Hong Kong Tourism Board (HKTB) and Invest Hong Kong (InvestHK) in Japan. In order to raise Hong Kong's profile and image in various parts of Japan and Korea, we have been making conscious efforts to reach out to different regions of both countries. With the support from Hong Kong Family members and local partners, such as local governments and chambers of commerce and industry, we organised business promotion seminars in Fukuoka, Nagoya, Yamanashi in Japan and Daegu in Korea during the reporting period, to promote the many advantages and opportunities of doing business in and through Hong Kong with Mainland China, Asia and other parts of the world. On each visit, the opportunity was taken to call on the Prefecture or Provincial Governor, City Mayor, Chairman or President of the Chamber of Commerce and Industry and related organisations, and to conduct a media interview.

4. In view of the low ebb in Sino-Japanese relations and misconceptions of some Japanese people about Hong Kong, we have been emphasising that Hong Kong remains a vibrant, cosmopolitan, free and open society which is safe, friendly and welcoming for visitors from Japan and around the world whether they come for business, for study or for pleasure. This message has been reiterated in our publicity materials, speeches and liaison with interlocutors and contacts and is well received.

5. We also ride on high level exchanges to extend Hong Kong's network in Japan and Korea and to enhance bilateral relations with the two countries. We facilitated the duty visits of Principal Officials from Hong Kong to Seoul, viz. the Secretary for Financial Services and the Treasury in October 2013, the Secretary for Justice in November 2013, the Secretary for Commerce and Economic Development in February 2014 and the Secretary for Home Affairs in September 2014. Leveraging on the visit of the Hong Kong-Japan Business Cooperation Committee to Tokyo in March 2014, we organised a high level breakfast meeting with the Japan Hong Kong Parliamentarian League (JHKPL), which comprised Diet members interested in Hong Kong, and advanced Japan's relations with Hong Kong. In August 2014, we arranged the JHKPL's visit to Hong Kong to enhance their understanding of Hong Kong's latest developments.

6. Apart from high level exchanges, we continued to provide assistance to other official or working level visits between Hong Kong and Japan or Korea, such as the Under Secretary for Environment's visit to Daegu in October 2013, the Under Secretary for Education's visit to Tokyo in June 2014, visits to Hong Kong by governors, mayors, and research, study or training delegations, etc. In addition, the Tokyo ETO assisted eight political, academic and public organisation leaders and four journalists to visit Hong Kong under ISD's sponsored programmes.

Public Relations

7. During the reporting period, we held a number of public relations events and initiatives to raise Hong Kong's profile. Major ones included a large scale spring reception in Tokyo in February 2014 co-organised with the HKTDC, and a summer reception in Tokyo in July 2014 to update our local contacts on the latest developments of Hong Kong. A newspaper supplement was also 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 to address some possible misconceptions about Hong Kong held by Japanese people.

8. To showcase Hong Kong as a hub of culture and creativity, we promoted Hong Kong films at the Osaka Asia Film Festival (March 2014) and raised Hong Kong's profile through sponsoring and co-organising events, hosting a Hong Kong Night Reception, and providing a platform for Hong Kong film industry practitioners to exchange views and network with counterparts from overseas.

9. In conjunction with the Osaka Asian Film Festival, we organised an exhibition entitled “Hong Kong in Miniature” (15 to 23 March, 2014) in Osaka. The exhibition aimed at enhancing interest in and understanding of Hong Kong’s way of life and culture. It featured 38 miniature models that captured various aspects of life in Hong Kong including buildings, stores, restaurants and festivals with their unique attractions. The delicate and exquisite models were very appealing to the Japanese audience. 31 000 people visited the exhibition and very positive feedback was received.

10. On arts and culture, the Tokyo ETO continued to sponsor the annual “International Dragon Boat Race – Hong Kong Cup” in Yokohama in June 2014 and the concerts of the Hong Kong-based Asian Youth Orchestra in Tokyo, Ayase and Osaka in August 2014. We also provided support to the Fukuoka City in relation to the Fukuoka Prize Award Ceremony in September 2014 at which a Hong Kong artist, Mr Danny Yung, was awarded the Arts and Culture Prize. In Korea, we collaborated with the HKTB in co-organising an exhibition by Korean artists who created art works from their impressions of Hong Kong after their visit. The exhibition was well received as many viewers were not aware that Hong Kong was also a city rich in arts, culture and creativity.

11. We organised the Hong Kong Cup All Japan University Students English Speech Contest from September to December 2013 to enhance interest and knowledge of Hong Kong among university students. Promotional talks were given at universities, and winners were awarded a tour to Hong Kong with a 10-day exchange programme at the Chinese University of Hong Kong in March 2014. The contest for 2014-15, kicked off in September 2014, has been enhanced to become a student ambassador programme. Students are invited to give presentations in English on selected topics about Hong Kong, and the winning students will be named student ambassadors.

12. To promote Hong Kong as a wine hub, we co-organised with the HKTB (Seoul) an event in Korea in October 2013 at Jarasum International Jazz Festival 2013. About 15 000 people visited the Hong Kong wine promotion booth, with 1 600 participating in wine tasting and lucky roulette event for the promotion of Hong Kong.

13. As our on-going efforts, the Tokyo ETO has continued to liaise with Hong Kong people living, working or studying in Japan. Two gatherings were held in Tokyo (November 2013 and May 2014) and one in Osaka (March 2014) to update them on developments in Hong Kong and

facilitate networking among themselves. These gatherings were popular and appreciated by Hong Kong people.

Investment Promotion

14. During the reporting period, the Investment Promotion Unit (IPU) of the Tokyo ETO conducted investment promotion visits to various places in Japan, including Fukuoka, Nagoya and Hamamatsu, to give speeches at seminars and brief local banks on the latest investment environment in Hong Kong.

15. The IPU arranged visit programmes for InvestHK head office sector teams on their investment promotional trips to Japan, by lining up meetings with potential investors and relevant industrial associations. The industries covered on these trips included Innovation & Technology, Tourism & Hospitality, and Transportation & Industrial. The IPU also organised a visit programme for the Director-General of Investment Promotion to meet with the Director-General, Invest Japan Department of Japan External Trade Organization and major venture capitalists to promote StartmeUp Hong Kong programme and to host a lunch gathering with the top management of major Japanese corporations.

16. In total, the IPU met with 159 companies and assisted 40 companies in establishing or expanding their business operations in Hong Kong.

Looking Ahead

17. 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, HKTDC and HKTBB in major events and partner with local organisations to maximise reach and impact, and leverage on visits of Principal Officials or Hong Kong delegations to widen the network and cultivate relationship.

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 premier gateway to China. The unique advantages of Hong Kong were promoted through business roadshows and seminars in major cities of Australia and New Zealand such as Melbourne, Brisbane, Auckland and Wellington. It supported the Hong Kong Australia Business Association (HKABA) and Hong Kong New Zealand Business Association (HKNZBA) in raising the profile of Hong Kong, including the organisation of Business Awards by the national office and the five chapters of HKABA and the Hong Kong Festival by HKNZBA. It also organised networking activities, such as hosting Chinese New Year receptions in eight major cities of Australia and New Zealand.

3. The Sydney ETO has reached out to political and government leaders. It maintained regular contacts with politicians at federal, state and major municipal levels. "The Director's Report" was compiled and circulated to federal parliamentarians of Australia and New Zealand on a regular basis to update them on developments in Hong Kong and the Sydney ETO's activities.

4. The Sydney ETO organised programmes for senior officials' visits to Australia and New Zealand. In March 2014, the Secretary for Education visited New Zealand to attend an international conference and witness the signing of cooperation arrangement between the Education Bureau and New Zealand Qualifications Authority on development of Qualifications Frameworks. In June 2014, the Secretary for Security visited New Zealand and Australia to exchange views with his counterparts on, among others, the refugee status determination procedures and skilled migration programmes in both countries, and met with the Hong Kong Friendship Groups of the New Zealand and Australian Parliaments. During the reporting period, two Australian ministers (Minister for Trade and Investment, Andrew Robb, and Minister for Foreign Affairs, Julie Bishop) and three New Zealand ministers (Prime Minister, John Key; Minister of

Foreign Affairs, Murray McCully; and Deputy Prime Minister and Minister of Finance, Bill English) visited Hong Kong.

5. The Sydney ETO continued to promote Hong Kong among young people in Australia and New Zealand. During the reporting period, it spoke at exchange and career talks; participated in exchange fairs and held roving exhibitions at various universities; and sponsored student activities.

Public Relations

6. The Sydney ETO has arranged talks, seminars and exhibitions at its office building, Hong Kong House, in order to raise Hong Kong's profile among the local community. It has also started the preparatory work for Hong Kong House to participate in the biennial Sydney Open in November 2014. In 2012, over 1 000 people visited Hong Kong House during this one-day event.

7. The Sydney ETO continued to make use of social media such as Facebook to reach out to the general public. It also connected with professional sectors with more targeted business related information through its LinkedIn page.

8. On the cultural front, the Sydney ETO sponsored Hong Kong film components at the Golden Koala Chinese Film Festival, Hong Kong style action film retrospective at the Queensland Art Gallery and Gallery of Modern Art, and the Melbourne International Film Festival. It also took part in the City of Sydney Chinese New Year Dragon Boat Races and supported the Auckland Lantern Festival and Christchurch Lantern Festival.

Investment Promotion

9. The Investment Promotion Unit (IPU) 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, the IPU met with 200 companies and assisted 25 companies in establishing their business operations in Hong Kong.

Looking Ahead

10. The Sydney ETO will continue to promote Hong Kong's bilateral relations with Australia and New Zealand. Apart from reaching out to

political leaders, government officials, business community and academics, it will continue to work closely with other Hong Kong and Australian/New Zealand organisations to raise Hong Kong's profile through business promotion, public relations and cultural events. It will also assist in organising senior officials' visits between Hong Kong and Australia as well as New Zealand with a view to strengthening further the bilateral ties.

Hong Kong Economic and Trade Office, Sydney
October 2014

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 2013, 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 10% year-on-year from 2009-2013. 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 2013. In addition, more investment from Hong Kong was 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, a centre for international legal and dispute resolution services in the Asia-Pacific region and a travel destination worldwide continued during the past year. In particular, a key focus of our work was to further 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, and venture into the emerging economies within ASEAN. For example, the Director of the Singapore ETO (D(SG)) delivered a speech at a seminar jointly organised by the Singapore ETO and the Asian Strategy and Leadership Institute (ASLI), Malaysia's leading think-tank, to promote the benefits of the Comprehensive Double Taxation Agreement (CDTA) between Hong Kong and Malaysia to the Malaysian business community in April 2014.

4. 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 a business forum on Hong Kong-ASEAN Regional Cooperation it co-organised with the Hong Kong Chinese General Chamber of Commerce, the Associated

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

Chinese Chambers of Commerce and Industry of Malaysia and ASLI in Kuala Lumpur, Malaysia in June 2014. During the visit of the Chief Secretary for Administration (CS) to Malaysia in June 2014, she delivered a keynote speech to a high-level audience of 250 at the said business forum to promote Hong Kong's strengths and its important roles in the regional development, as well as the mutual benefits that the Hong Kong-ASEAN Free Trade Agreement (FTA) being negotiated would bring to the concerned economies. The Singapore ETO also facilitated the negotiation of a Memorandum of Understanding (MOU) between the Malaysian Investment Development Authority (MIDA) and Invest Hong Kong to enhance cooperation on investment promotion, which was signed during the CS' visit.

5. The Singapore ETO sponsored the 7th ASEAN and Asian Forum organised by the Singapore Institute of International Affairs, Singapore's oldest independent think-tank, on 1 August 2014, during the visit of the Financial Secretary (FS) to Singapore in July/August 2014. The FS delivered a keynote address to a high-level audience of 260 on ASEAN-Hong Kong cooperation and engagement. The Singapore ETO also, through regular contacts as well as visits of senior officials to ASEAN, renewed the rapport developed with key interlocutors in governments, chambers of commerce, business communities, academia and think-tanks in these economies.

6. Apart from the traditional markets, the Singapore ETO continued to explore and tap the emerging markets in ASEAN. In collaboration with the Hong Kong Trade Development Council (HKTDC), the Singapore ETO organised two high-level delegations of the Hong Kong legal and arbitration community led by the Secretary for Justice (SJ) to Vietnam and Cambodia in February 2014 where the SJ spoke at two business seminars co-organised by the Department of Justice, the Singapore ETO and the HKTDC to promote Hong Kong's legal services and Hong Kong as a centre for international legal and dispute resolution services in the Asia-Pacific region.

7. The Singapore ETO arranged for the Secretary for Commerce and Economic Development (SCED) to deliver speeches at the 11th ASEAN Leadership Forum, a high-level annual forum held alongside the ASEAN Leaders' Summit, in May 2014 to promote stronger bilateral and economic ties between Hong Kong and member countries of ASEAN, and shared the mutual benefits that the Hong Kong-ASEAN FTA would bring to economies concerned. In 2013, the Singapore ETO provided support to Hong Kong, China's participation in various meetings of the Asia-Pacific

Economic Cooperation (APEC) held in Indonesia, including the APEC Economic Leaders' Meeting, the Finance Ministers' Meeting and APEC Ministerial Meeting attended by the Chief Executive (CE), the FS and SCED respectively; as well as the 9th Ministerial Conference of the World Trade Organization held in Indonesia.

8. During the reporting period, a major development was the commencement of the negotiation of the Hong Kong-ASEAN FTA in July 2014. The establishment of an FTA between ASEAN and Hong Kong would no doubt foster closer economic partnership between the two sides.

Public Relations

9. Senior officials' exchange is an important element in strengthening bilateral ties between Hong Kong and ASEAN. The Singapore ETO organised and supported nine visits of the CE and seven Principal Officials (including the CS, FS and SJ) to ASEAN during the reporting period. The Singapore ETO also arranged for the Chinese Ambassador to ASEAN, the Secretary-General of ASEAN and the Second Minister of Foreign Affairs and Trade of Brunei Darussalam to visit Hong Kong under Information Services Department's Sponsored Visitors Programme.

10. The Singapore ETO continued its efforts to promote cultural exchanges between Hong Kong and ASEAN. It sponsored a film retrospective "The Story of Kong Ngee" organised by the National Museum of Singapore, a review of Cantonese movies in the 1950s and 1960s starring leading Hong Kong casts and produced by the Kong Ngee Film Company founded by two Singaporean brothers. The Singapore ETO hosted a pre-event reception with some 250 guests to pay tribute to the Cantonese film industry and celebrate the film culture exchange between Hong Kong and Singapore.

11. To promote Hong Kong's rich and diverse arts scene, the Singapore ETO supported a number of cultural events in ASEAN. In January 2014, it sponsored a "Hong Kong Film Showcase" in Tropfest held in Penang, Malaysia to present Hong Kong's selected short films and videos. Tropfest is the world's largest short film festival and as part of its continuing global expansion, the festival was held in Asia for the first time. In March and May, the Singapore ETO invited its interlocutors in Singapore to two highly acclaimed Hong Kong theatrical performances, "The Mad Phoenix" and "I have a Date with Spring", respectively to promote Hong Kong's arts and culture. It also sponsored a concert staged by the Hong Kong Chinese Orchestra in Singapore, the last performance of which in

Southeast Asia was some 17 years ago. The concert has been included in the programme of the 2014 China-ASEAN Year of Cultural Exchange with an aim to promoting regional cultural exchanges.

12. In collaboration with the Hong Kong Tourism Board (HKTB), the Singapore ETO organised a week-long exhibition showcasing the evolution of Hong Kong's iconic Victoria Harbour in Singapore in February/March 2014. Entitled "Hong Kong's Evolving Harbour", the exhibition aimed to introduce major harbourfront enhancement projects along the shorelines of the Victoria Harbour, with a design inspired by the new Kai Tak Cruise Terminal. The exhibition drew more than 5 000 visitors.

13. To forge closer bilateral relations with Malaysia, the Singapore ETO organised a Hong Kong Week in Malaysia in June 2014 which comprised the "Hong Kong's Evolving Harbour Exhibition cum Travel Fair"; a forum on "Hong Kong-ASEAN Regional Cooperation"; and the "Spotlight Hong Kong in Penang" festival, to tie in with the CS' visit to Malaysia. The Singapore ETO staged the exhibition together with a travel fair organised by the HKTB to promote Hong Kong's latest harbourfront developments as well as the up and coming cruise tourism. The week-long exhibition attracted over 16 000 visitors. The "Spotlight Hong Kong in Penang" festival, co-organised by the Hong Kong Fringe Club and Georgetown Festival and sponsored by the Singapore ETO, comprised a wide range of cultural and arts components, including music and dance performance, movies, arts exhibition and a symposium on heritage conservation, arts and urban development. The festival provided a platform for exchanges for some 60 Hong Kong and 85 Malaysian artists and art administrators in culture and heritage, and attracted over 5 500 audiences.

14. Initiated by the Singapore ETO, the ASEAN Internship for University Students of Hong Kong Scheme kick-started its inaugural 2014 round with some 90 Hong Kong students taking up internships in some 30 host organisations in seven ASEAN member countries. The host organisations offering internships included the HKSAR Government and related agencies, ASEAN government-related agencies, international organisations, academic institutions, think-tanks, arts and cultural groups, NGOs and private companies, etc. The FS formally launched the Scheme at a ceremony held in Singapore in July 2014.

15. The Singapore ETO also out-reached proactively to key interlocutors in the region, including the Hong Kong community,

government officials, media, think-tanks, etc., to keep them abreast of the latest constitutional developments in Hong Kong.

16. The Singapore ETO arranged three journalists from Cambodia and Singapore to visit Hong Kong under the Sponsored Journalists Programme to help them understand more about Hong Kong's latest developments. 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 Hong Kong's latest developments.

Investment Promotion

17. As at 30 September 2014, the Investment Promotion Unit (IPU) of the Singapore ETO had met with 132 ASEAN companies and assisted 24 companies in establishing their business in Hong Kong during the same period. As part of its efforts to engage companies in ASEAN, the IPU organised ten investment promotion visits to Singapore, Brunei, Malaysia, Vietnam and the Philippines, and organised/presented at a number of outreach events such as the Seminar on Hong Kong Retail Sector (in Singapore) and the Seminar on the CDTA between Hong Kong and Malaysia (in Malaysia). Such events helped highlight the business opportunities in Hong Kong and the benefits of establishing a presence there. The IPU also worked on strengthening its partnership with similar Investment Promotion Agencies in the region, and arranged for the signing of a MOU between Malaysian investment agency, MIDA, and InvestHK.

Looking Ahead

18. In the coming year, the Singapore ETO will continue to enhance Hong Kong's presence in and further integration with ASEAN. By renewing and establishing ties with key government officials, chambers of commerce, business communities, academic and think-tanks in ASEAN, the Singapore ETO will continue to support the work relating to the negotiations of the Hong Kong-ASEAN FTA. 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 on various fronts.

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's strengths and its unique position as the gateway for Canadian businesses to venture into Mainland China and the Asia Pacific Region. We also maintained regular contacts with the three levels of government in Canada to provide them with updates on Hong Kong.

3. The Toronto ETO partnered with the Hong Kong Trade Development Council (HKTDC) to promote the business potential in Hong Kong through seminars and networking events held in major Canadian cities in Ontario, Quebec, Alberta, British Columbia, Manitoba and Saskatchewan. At these events, presentations were made to promote our economic pillars and the new industries as well as provide information on business facilitating measures by the government. There was also introduction about the advantages under the Hong Kong-Canada Comprehensive Avoidance of Double Taxation Agreement, which took effect in late 2013. In November 2013, the Toronto ETO held a breakfast seminar in the Parliament Hill in Ottawa, with a keynote delivered by a former Canadian federal minister who spoke about the use of Hong Kong as a business platform. At the event, the Toronto ETO also updated the Canadian parliamentarians, government officials, business leaders, academics and think-tanks on the successful implementation of "One Country, Two Systems".

4. To promote Hong Kong's financial services, the Toronto ETO took part in the business forums held by the M&A Club in Montreal and Quebec City in December 2013 and May 2014 respectively. We presented to business and financial professionals the position of Hong Kong as a major global financial centre, a premier Renminbi offshore business centre and a leading fund management hub in Asia. We also took part in other business events held by major local financial institutions in Toronto to introduce the latest development of Hong Kong's financial services.

5. The Toronto ETO participated in other business seminars held in Toronto and Kitchener in January and May 2014 respectively to introduce the favourable environment in Hong Kong for the information and communication technology industry. As for cultural and creative industry, we promoted Hong Kong's film industry through our support to major international films festivals held in Toronto, Vancouver and Montreal, which all featured the screening of Hong Kong's films.

6. In addition to the above, a series of events covering business promotion and other publicity projects were held with the theme "Hong Kong under Spotlight" from November 2013 to May 2014. The Toronto ETO collaborated with the Hong Kong-Canada Business Association (HKCBA) to launch the Hong Kong-Canada Business Achievement Award in November 2013. The initiative served to showcase the success stories of outstanding Canadian enterprises venturing into Hong Kong, thereby generating more business interests in our city.

7. The Secretary for Financial Services and the Treasury (SFST) made an official visit to Canada in late April 2014. During the visit, SFST met with the Canadian Finance Minister and senior officials of the Central Bank of Canada in Ottawa. He also met with financial services regulators, prominent business leaders, leading financial institutions, community leaders and university students in Toronto. SFST delivered a keynote speech on the development of Hong Kong's financial services at the presentation dinner for the Hong Kong-Canada Business Achievement Award.

Public Relations

8. The Toronto ETO continued to organise and participate in various publicity/community events and reach out to local community through our public relations network.

9. As part of the promotion of "Hong Kong under Spotlight", we held a "Hong Kong Spirit Film Gala" in Vancouver and Toronto from March to May 2014 in collaboration with the Vancouver International Film Centre and the Toronto Reel Asian International Film Festival respectively. Through the screening of six selected Hong Kong films, this special film event showcased Hong Kong's spirit and core values which underpin the success of our city. The Toronto ETO also supported the launching of an academic research project, namely "Hong Kong-Canada Crosscurrents", which was being carried out by several local universities across Canada to study the social, economic and cultural impacts by the flow of migrants

between the two places. Furthermore, in partnership with HKCBA and local universities, investment pitch competitions were organised for university students in Edmonton, Calgary and Montreal.

10. The Toronto ETO continued to organise information sessions and talks in major universities across Canada to arouse students' interests in Hong Kong. At these events, we briefed students on the latest development of Hong Kong, addressed their enquiries about the opportunities for further studies, internship and career development; and promoted the schemes for admission of talents and professionals to Hong Kong. As for Basic Law promotion, the Convenor of the Working Group on Overseas Community under the Basic Law Promotion Steering Committee visited Toronto in November 2013. He delivered a keynote on the implementation of the Basic Law at a business luncheon, and participated in the ceremony for the launching of a Basic Law Portal in the University of Toronto, which was a web-based research centre for reference materials on the Basic Law. He also met with local community leaders, academics and students. Meanwhile, the Toronto ETO collaborated with the Hong Kong universities alumni associations in Canada and other local bodies to organise Chinese debate, slogan writing and calligraphy competitions with themes relating to Hong Kong and the Basic Law.

11. The Toronto ETO also 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 promote Hong Kong through public speaking, displays and exhibitions. We also organised in conjunction with the Hong Kong Tourism Board celebration events in Toronto and Vancouver around spring to brief the local media and business community on the latest tourists and business attractions of Hong Kong. As part of our work to promote Hong Kong's culture and arts, we provided support for the performance by the Chung Ying Theatre Company in Toronto in July 2014 and by the Hong Kong Children's Symphony Orchestra in Toronto and Vancouver in the same month.

12. The Toronto ETO continued to engage closely with the mainstream media to enhance our publicity efforts. Year-end briefings were conducted for the media and a number of local magazines, including the Canadian Business Magazine, the Ottawa Business Journal and the Ottawa Life Magazine, which carried special supplements and reports highlighting Hong Kong's advantages.

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 met with 85 companies and assisted six companies in establishing their business operations in Hong Kong. The unit continued to attend and organise events, cooperate with multipliers to promote Hong Kong as a prime location for investment and doing business.

Looking ahead

14. The Toronto ETO will continue to leverage on the close relations between Hong Kong and Canada to promote business and trade as well as to facilitate cultural and other exchanges between the two places. In particular, we will provide support to the HKTDC for the organisation of major events in Toronto in June 2015 for the promotion of “Think Asia, Think Hong Kong”.

Hong Kong Economic and Trade Office, Toronto
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