

# Welcome to Hong Kong



**InvestHK**

The Government of the Hong Kong  
Special Administrative Region

**HONG KONG.**  
RIGHT PLACE. RIGHT TIME.



## Hong Kong: The Gateway to China

West Midlands Economic Forum, The Belfry

Friday July 6<sup>th</sup> 2012

**David Parker, Head of Investment Promotion**

# About InvestHK

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## The Department for Foreign Direct Investment

- Support for Midlands businesses to set up & expand in Hong Kong
- Our aim is for Midlands companies to make an informed choice and put the **right part of your business in Hong Kong for the right reasons in order to be more competitive and make more profit**
- Provide free advice and customised services to help Midlands businesses succeed

Planning

Set-up

Launch

Expansion



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# Invest Hong Kong: how we can help

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Enjoy our free services

- Latest **information** on business environment and opportunities
- Personalised service from our UK in London
- **Contacts** for all aspects of business establishment
- Arranging tailored **visit programmes hosted by InvestHK**
- **Support and assistance** with visa applications, trade regulations etc.
- **Public relations** services during your launch/expansion
- **Advice** on settling in Hong Kong – housing, schooling, healthcare



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# Hong Kong: How to use the Hong Kong Advantage

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## Most common business activities by overseas businesses

- Sales and Marketing  
*e.g. local and region sales and marketing operation to promote your own products and services to international buyers*
- Research & Development  
*e.g. HK Science Park, Cyberport, testing new retail product*
- Sourcing and Procurement  
*e.g. access of most dynamic exhibitions, fairs, and events to obtain newest products*
- Regional Office/Regional HQ Management  
*e.g. location to manage Far East agents, suppliers and manufacturing*
- Treasury Functions  
*e.g. Regional or Global Financial and Foreign Exchange Management*



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# InvestHK Sector Specialist Teams

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- Business & Professional Service
- Consumer Products
- Financial Services
- ICT
- Innovation & Technology
- Creative Industries
- Tourism & Hospitality
- Transportation & Industrial



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# Opportunities for SMEs from the West Midlands

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## Key Markets

- Hong Kong > A dynamic consumer market
- Hong Kong + Mainland China
- Hong Kong + Asia
- Mainland China Going Global



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# One Country, Two Systems



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# Hong Kong – Asia's World City

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- Free port
- Most free economy in the World
- Low Tax or No Tax
- More than 40 million (and growing!) visitors to Hong Kong per year.
- Over 28 million Mainland Chinese visitors per year.
- Shopping Heaven – Luxury Brands.
- World-class logistics & infrastructure
- Financial Services Index – 3<sup>rd</sup> Globally.
- Professional Services
- Large pool of tri-lingual and capable talent
- International, Transparent & Efficient
- Hong Kong a testing ground **before** entering Mainland China – minimising risk



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# Greater Pearl River Delta

- **Population** 55.26Mn > Spain, Canada
- **Exports** US\$387Bn > Italy, UK, Canada (more than 27% of China's exports)
- **GDP** US\$665Bn > Indonesia, Sweden, Saudi Arabia
- **Land area** 56,000 sq. km < Ireland, Panama (less than 1% of China's land area)

- Exports would rank 7<sup>th</sup> globally
- GDP would rank 18<sup>th</sup> globally



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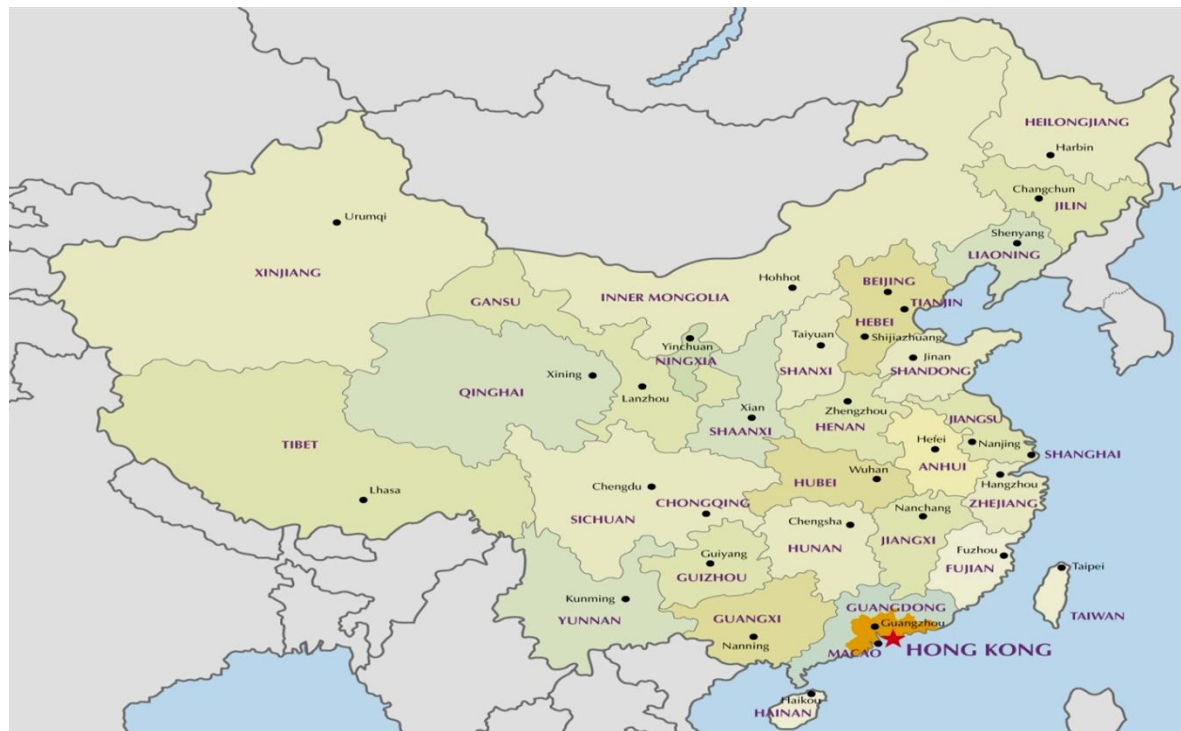
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# Hong Kong + China

## Gateway to the Mainland

“No other city in the world can help overseas investors manage the risks inherent in entering Chinese Mainland markets as well as Hong Kong”

Source: E.E. Scott, First Choice Hong Kong – Your Asia Pacific Platform

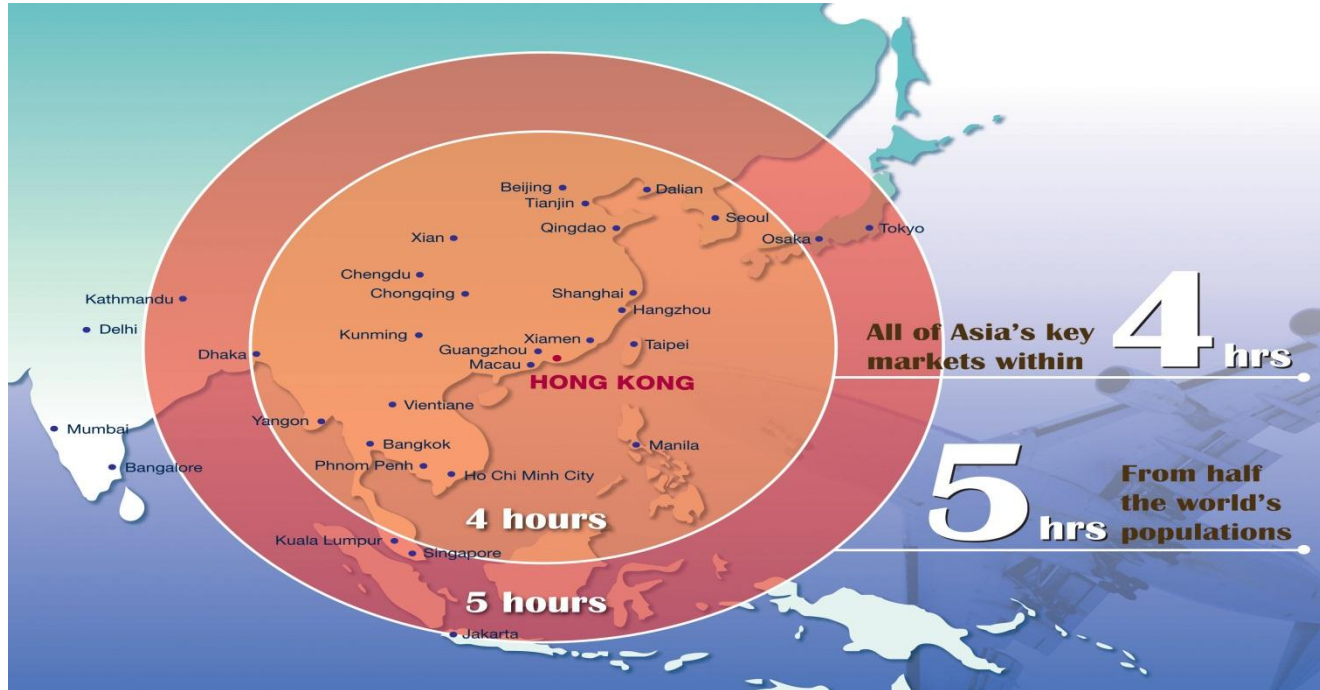


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# Hong Kong + Asia Opportunities



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# Setting Up a Business in Hong Kong

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- Company Name & Structure
- Incorporation of Company
- Company Registration
- Bank Account
- Premises
- Immigration, Visa & Employment



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# Thank You

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