

**Hong Kong: Your Super-Connector to Asia**

# **Windows of Opportunity**



**Andrew Yui**  
**Director, Canada**  
**Hong Kong Trade Development Council**

# The China Century

## E-Commerce

Largest market in the world.  
US\$600 million in 2015.

## Retail Sales in 2015

US\$4.313 trillion

## Red Wine

Biggest market in the world.  
1.86 billion bottles consumed  
in 2013, up 136% over 5 years



## Cars

Largest market in  
the world. Import  
over 1.4 million  
cars in 2014, annual  
growth at 22%

## Online Games

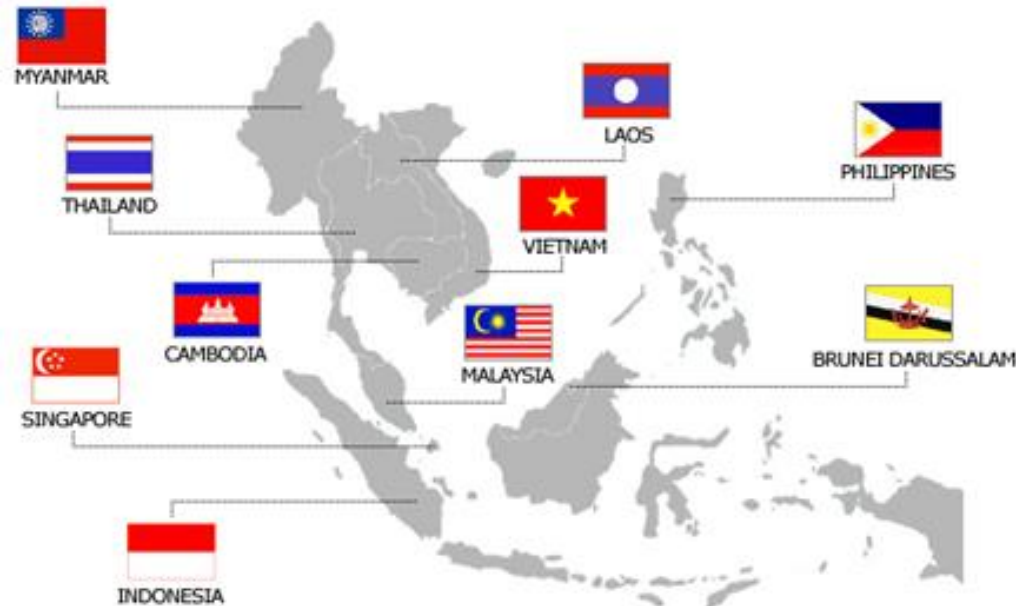
US\$20 billion spending  
in 2014, up 23% from  
2013

## Chinese tourists

120 million visits abroad  
in 2015.

US\$100 billion spending

# The Asia Century



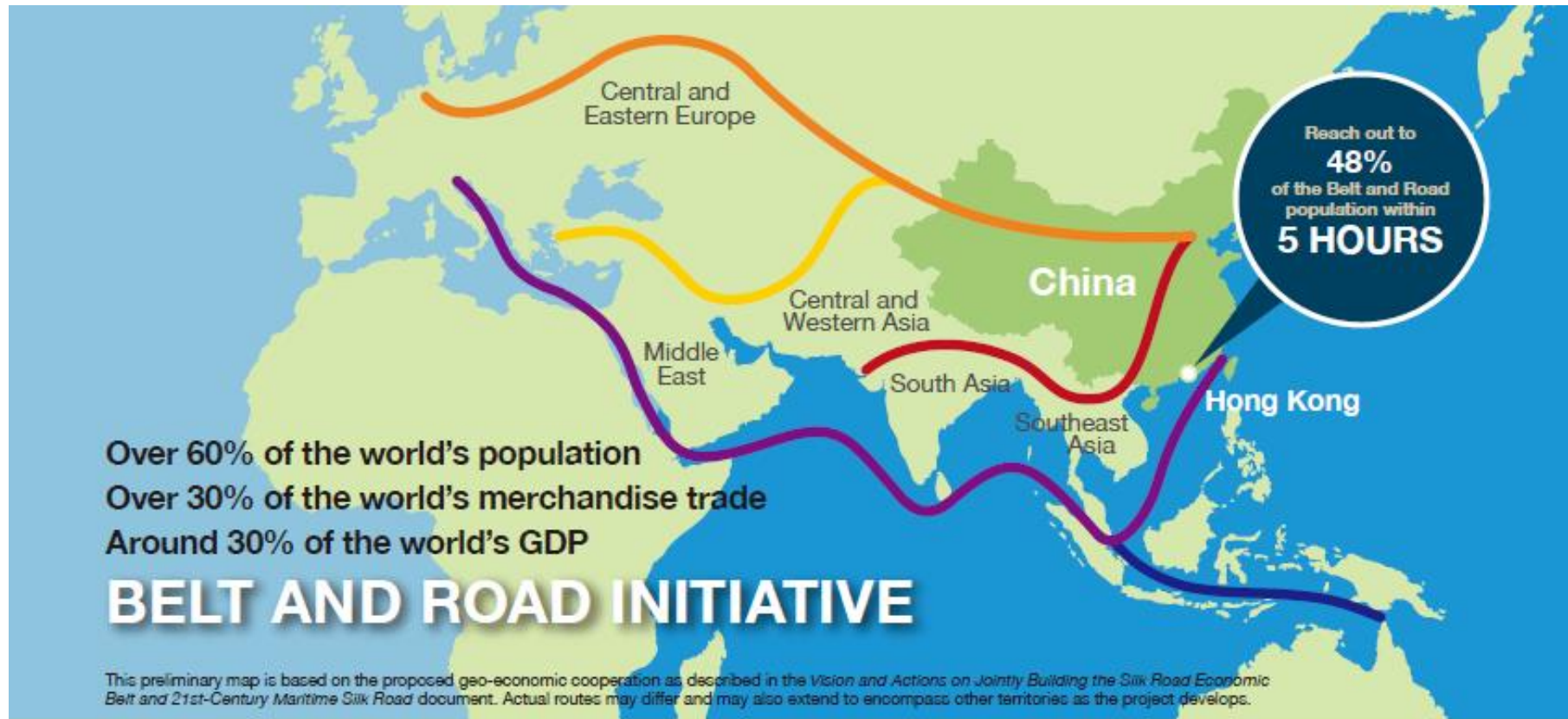
4.9%:  
GDP growth  
for 2016

600 million:  
Population &  
market size

Below 30 years of age:  
Half of the population

150 million:  
Middle class  
population

# The Belt and Road Century

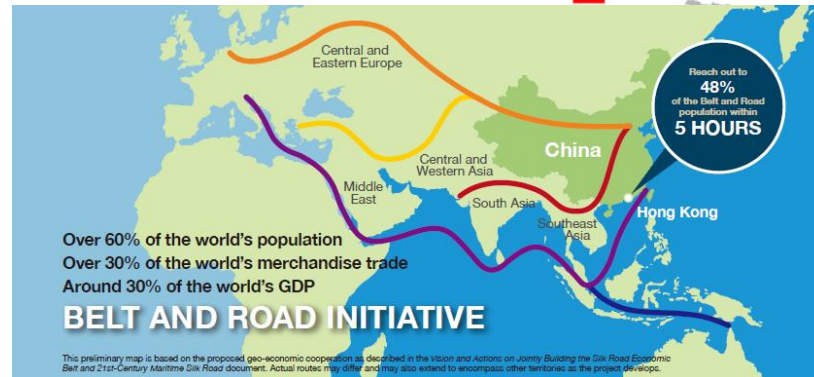
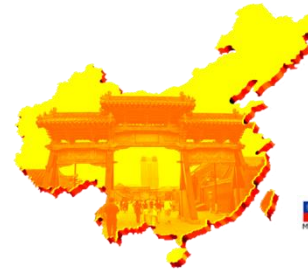


# Opportunities and Risks

*Capitalize on the Opportunities .....*



think  
ASIA  
think  
HONG  
KONG



*...Manage the Risks*



# Hong Kong: International City in Asia

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The Asian city that speaks your language



... the language of *international business*

# Your Business Plan

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**Market Intelligence**

**Business Partners**

**Going to the Market**



# Hong Kong Trade Development Council

- Hong Kong statutory body
- Over 40 offices globally
- Helps international businesses explore opportunities in and through Hong Kong





# Windows of Opportunity



## Annual **Canadian** ICT Mission to Hong Kong

Multiplier Partners at Your Service



Government of Canada  
Consulate General of Canada

Gouvernement du Canada  
Consulat général du Canada



Hong Kong Economic and Trade Office (Toronto)  
*We work across Canada*



港  
加  
商  
會



# Windows of Opportunity



## Annual **Canadian** ICT Mission to Hong Kong

### Productive Programme

- Industrial Briefing
- ICT Expo – Exhibition
- Canadian ICT Seminar
- Pre-arranged One-on-one **Business Meetings**



# Windows of Opportunity



## Annual **Canadian** ICT Mission to Hong Kong

### Canadian Pavilion @ ICT Expo



- Trade Visitors: 30,610
- Asia: 12,053 (40%)
- Outside HK: 17,615 (58%)

# Windows of Opportunity



## Annual **Canadian** ICT Mission to Hong Kong

### Canadian ICT Partnering Seminar





# Windows of Opportunity



## Annual **Canadian** ICT Mission to Hong Kong

### Pre-arranged Business Appointments



# Windows of Opportunity



Government of Canada  
Consulate General of Canada

Gouvernement du Canada  
Consulat général du Canada



Hong Kong Economic and Trade Office (Toronto)  
We work across Canada



香港貿發局

ēcotech  
Québec



The Chartered  
Institute of Logistics  
and Transport



INVESTMENT INDUSTRY ASSOCIATION OF CANADA  
ASSOCIATION CANADIENNE DU COMMERCE DES VALEURS MOBILIÈRES



貿發局

# Windows of Opportunity

**Finance & Investment (Jan)**

**Education (February)**

**Film (Mar)**

**ICT (Apr)**

**Medical (May)**

**Food (Aug)**

**Belt and Road (Sept)**

**Environment (Oct)**

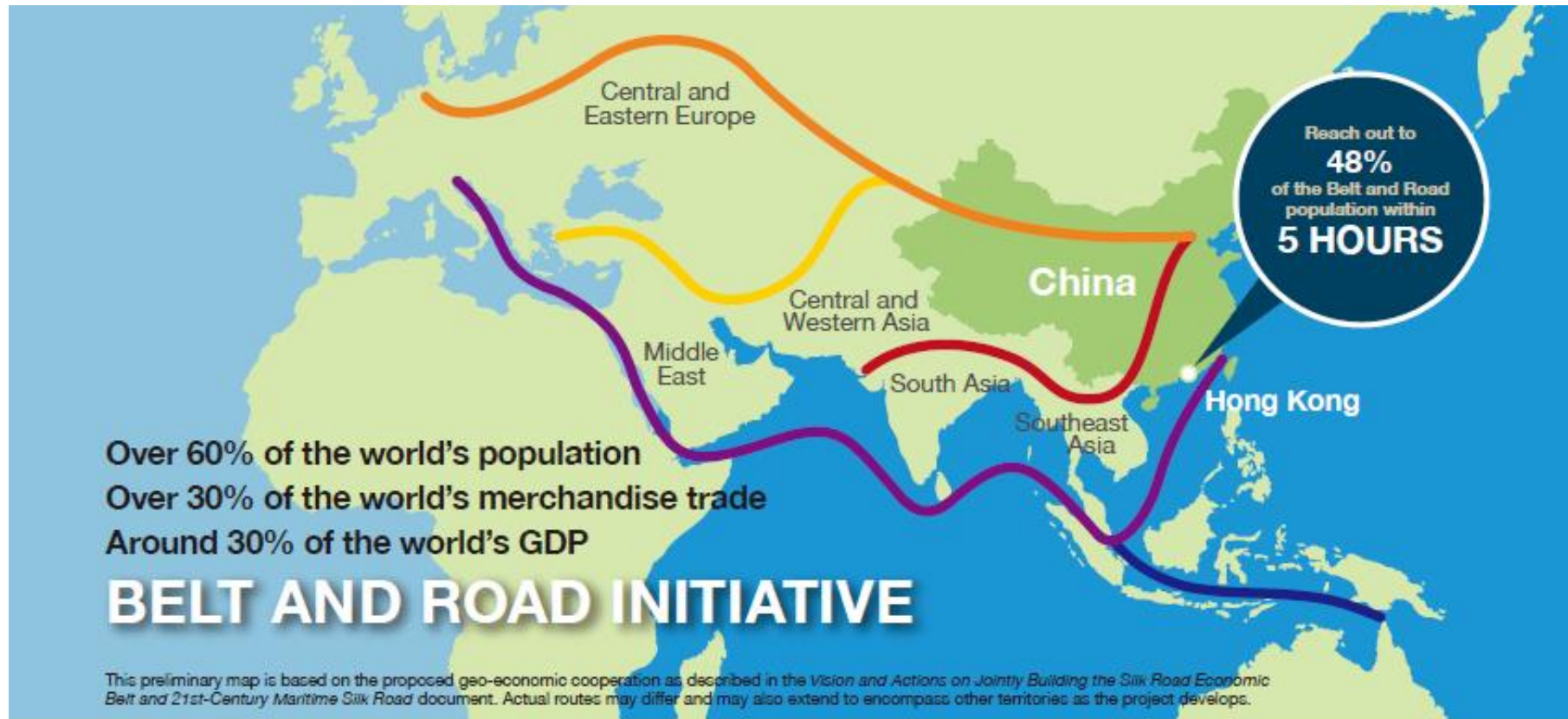
**Logistics (Nov), Wine (Nov)**

**IP Trading/Technology (Dec)**





# The Belt and Road Century





# Capture Belt and Road Opportunities via Hong Kong:



Capture  
Belt and Road  
Opportunities  
via  
**HKTDC:**

Identify  
Potential  
Projects



Source  
project  
funding



Explore  
Potential  
Markets



Bridge you  
with right  
partners



Obtain  
market  
intelligence



# HOW?

We provide you with ONLINE and OFFLINE support!



[www.beltandroad.hk](http://www.beltandroad.hk)



[繁體](#) | [简体](#)



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What is Belt and Road Initiative

Country Profiles

News and Analyses

Videos

Case References

Official Documents

How Hong Kong Can Help

Advisory Service

Investment Projects

Events

Special Offer and Related Links

## Videos

### What does “Belt and Road” refer to - Video 2

The Belt and Road Initiative will extend from the Chinese mainland to Europe reaching more than 60 countries and 60 per cent of the world's population. Learn how you can find business opportunities under the new plan and how Hong Kong's business platform can help.

The Belt and Road (Summary Video 2)



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HKTDC  
香港貿發局

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# HOW?



## Belt and Road Summit Hong Kong



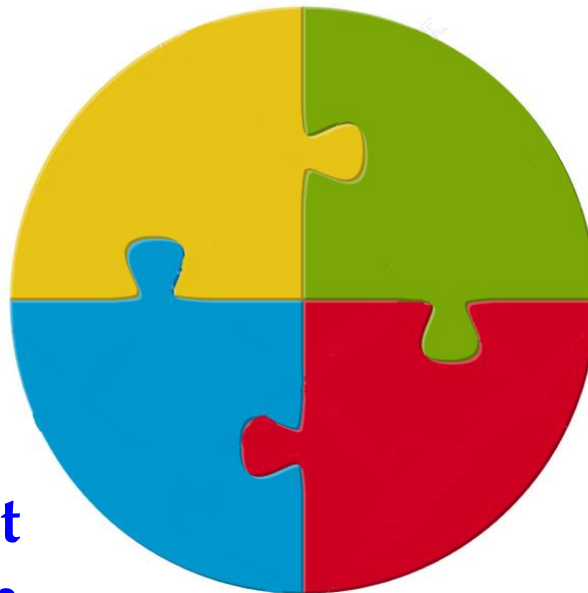
# HOW?



## Belt and Road Summit Hong Kong

Conference

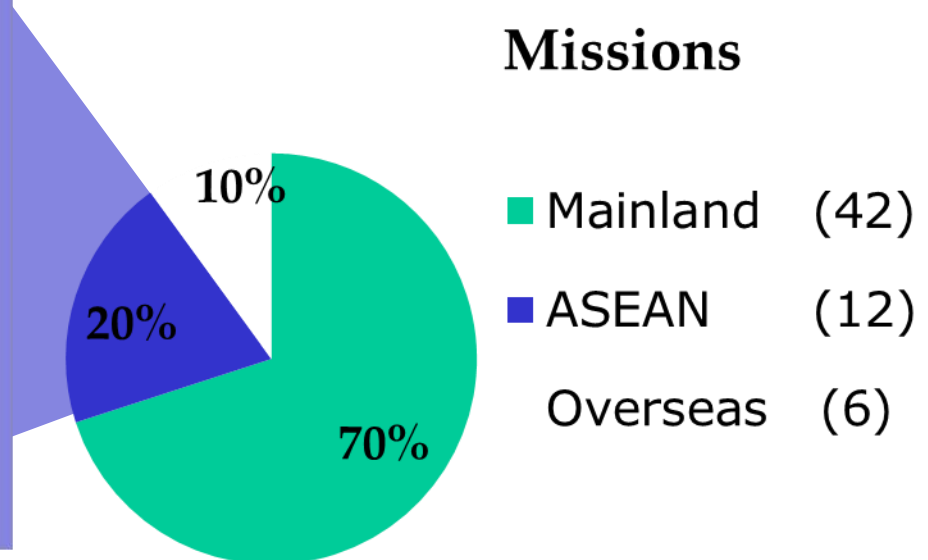
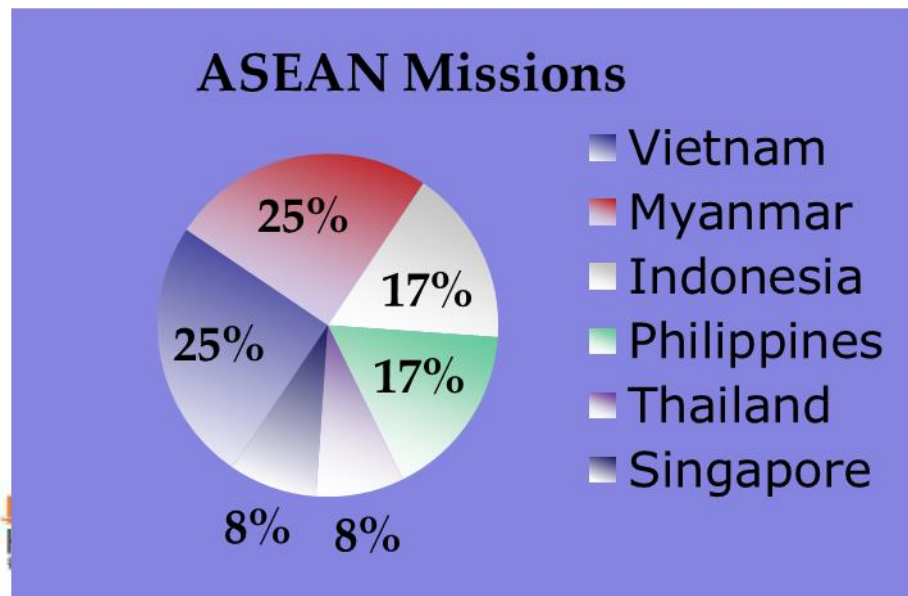
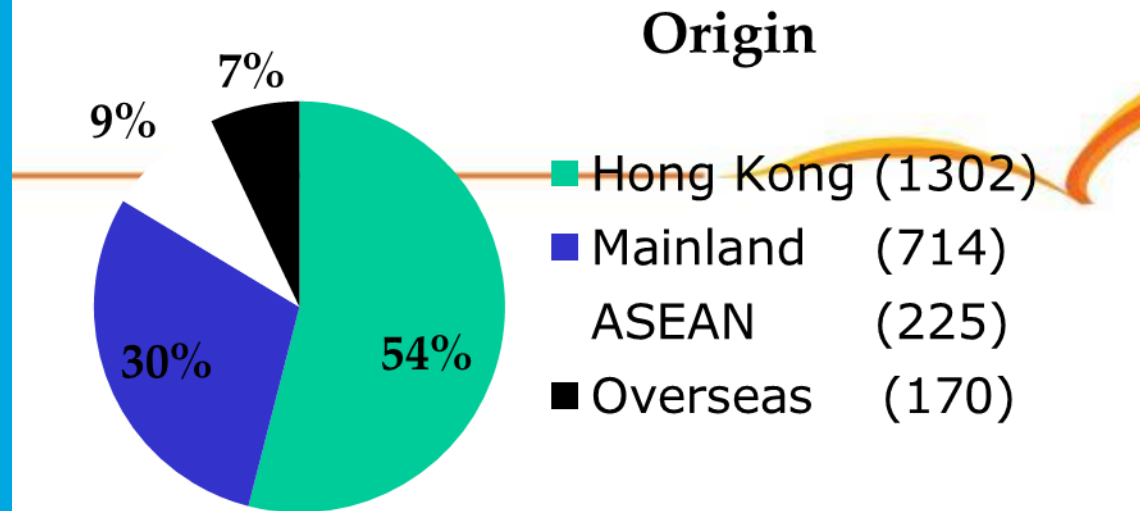
Concurrent  
Exhibition



Investment and  
Business Matching  
Workshops

Site Visits in  
Hong Kong and  
to the Chinese  
Mainland

# Audience Profile 2,400+



# Participants



## Audience Mix



Infrastructural Development



Banking and Financial



Logistics and Maritime Services



Professional Services



# Think Belt and Road, think Hong Kong



# Think Belt and Road, think Hong Kong



# Windows of Opportunity

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