



Trade Opportunities Between Hong Kong and Turkey Thriving

(9 December 2010) Trade between Hong Kong and Turkey has been thriving, as evidenced by the soaring import and export on a varied range of products and services. Hong Kong international trade fairs present an effective platform for buyers and suppliers in both economies to further develop their business activities.

In the first ten months of 2010, Hong Kong's total exports to Turkey were valued at TRY\$913 million (US\$606 million). The major export categories included telecommunications equipment & parts, which comprised 26% of the total; followed by watches & clocks, semi-conductors, electronic valves & tubes; computers and toys, games & sporting goods.

Reciprocally, Turkey exported TRY\$292 million (US\$194 million) worth of goods to Hong Kong in the first ten months of 2010. Jewellery, the biggest export category, recorded a 49% rise over the same period last year and comprised 14% of the total; followed by cotton fabrics, woven, iron/steel products, leather, fabrics and textile materials.

Mr Benjamin Chau, Deputy Executive Director of the Hong Kong Trade Development Council (HKTDC), is visiting Turkey for meetings with trade organisations and stakeholders in Istanbul to strengthen ties between Hong Kong and Turkey.

The bilateral trade between the two regions are continuing to grow. Approximately 10,000 Turkish companies are currently trading with Hong Kong. Mr Chau, speaking at a meeting with media, said, "When you are trying to find your way to sell to or buy from Asia, think of Hong Kong, as the chances are that a Hong Kong company is importing or supplying those goods daily through the world's busiest air cargo hub and one of the busiest container ports."

"The growing appetite for competitive consumer products in the Turkish market should not be neglected. This has created a huge market for sourcing from Asia. For many years, Turkish importers have been buying such consumer goods via their agents in Western Europe. However, spurred by the revival of the economy and the expansion of businesses, an increasing

number of Turkish companies are exploring direct sourcing opportunities from Asia," Mr Chau continued.

"With our knowledge of international business, Hong Kong provides overseas companies with a smarter and easier way to enter the Asian market. As Asia will be the focus in the 21st century, Hong Kong stages an important two-way platform for doing business in and out of the region," Mr Chau highlighted.

Portfolio of Strong Fairs

The HKTDC organises more than 30 world-class international trade fairs in Hong Kong each year, 10 of which are the largest in Asia, and 3 are the largest of their kind in the world. Those 3 fairs are the Hong Kong Gifts & Premium Fair, Hong Kong Watch & Clock Fair, and Hong Kong Electronics Fair (Autumn Edition).

In the first two quarters in 2011, the HKTDC will stage 16 trade shows. Some of the major shows include the Hong Kong Toys & Games Fair and Hong Kong Fashion Week for Fall/Winter in January, the Hong Kong International Jewellery Show in March, and the Hong Kong Electronics Fair (Spring Edition), Hong Kong Houseware Fair, Hong Kong International Home Textiles Fair, and the Hong Kong Gifts & Premium Fair in April.

Enhancing Its Hub Role

In addition to the internationally renowned sourcing trade fairs, the HKTDC has been developing a series of marketing-style fairs with a lifestyle focus in recent years. Following the great success of the Hong Kong International Wine & Spirits Fair launched in 2008 and the Hong Kong International Tea Fair debuted in 2009, the HKTDC will join hands with Paper Communications Exhibition Services to stage another new fair – the Better Living Expo next July.

"Hong Kong is a regional trendsetter, with a cosmopolitan lifestyle that has an extraordinary influence on the Chinese mainland and other parts of Asia," said Mr Chau. With such advantages, the new show could be an ideal platform for exhibitors to make an inroad to the regional market. "We also expect local and mainland traders to look for well-received products and services at the new expo, creating opportunities for future partnerships," according to Chau.

The new fair will feature lifestyle products and services in areas such as beauty and well-being, hobbies and learning, back-to-school items, and value shopping.

Media Enquiries

Please contact the HKTDC Istanbul Office:

Ms Perran Ersu

Tel: 90 212 287 4678

E-mail: istanbul.cosnsultant@hktcd.org