



Trade Relations Between Hong Kong and Germany Keep Growing Stronger and Stronger

(14 December 2010) Hong Kong and Germany have enjoyed robust bilateral trade relations for decades on a varied range of products and services. Adding to the city's enduring advantages, Hong Kong's year-round trade events give a boost to its position as Asia's business hub, bringing 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 Germany were valued at EUR\$6.5 billion (US\$8.5 billion). The major export categories included toys, games & sporting goods and telecommunications equipment & parts, each of which comprised about 12% of the total; followed by textile fabrics, electrical apparatus, electric power machinery, semi-conductors, electronic valves & tubes.

Reciprocally, Germany's exports to Hong Kong jumped by 20% to EUR\$4.6 billion (US\$6 billion) in the first ten months of 2010. Products included passenger motor cars, which amounted to EUR\$532 million (US\$693 million) and comprised 11% of the total; followed by telecommunications equipment & parts, semi-conductors, electronic valves & tubes, and textile & leather machinery.

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

Bilateral trade between the two regions are growing stronger and stronger. There are several hundred German companies currently operating in Hong Kong. Mr Chau, speaking at a meeting with media, said, "Most of these companies have set up their regional offices here, utilising Hong Kong as a base for doing business not only with the Chinese mainland, but also with Japan, Korea and other markets in the region."

"They are joined by almost 1,300 international companies that have set up their regional headquarters in Hong Kong, and 2,400 companies that have set up regional offices in the city, according to a 2010 survey by the Hong

Kong Census & Statistics Department. Hong Kong is the proven choice as Asia's business capital. As Asia will be the focus in the 21st century, Hong Kong will be an important two-way platform for doing business in and out of the region," Mr Chau continued.

Portfolio of Strong Fairs

The HKTDC organises more than 30 world-class international trade fairs in Hong Kong each year, 10 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.

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