



HONG KONG ADVANTAGES



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CONTENTS

2	Asia's Business Services Centre
8	Asia's Financial Capital
12	The Region's Logistics and Maritime Hub
16	An Oasis of World-class Professional Services
20	Protecting and Trading Intellectual Property in Hong Kong
24	The Bridgehead for Chinese Outbound Investment
28	Hong Kong: Asia's Licensing and Franchising Platform
32	Where Creativity Means Good Business
36	A Film and Digital Services Powerhouse
40	Hong Kong: Asia's Lifestyle Trendsetter
42	Our Offices
44	How the HKTDC Can Help



Asia's Business Services Centre

Increasingly recognised as Asia's business services hub, Hong Kong provides international companies with a full suite of resources to help them succeed. With the world's most services-oriented economy and a central Asian location, Hong Kong stands ready to serve overseas businesses seeking opportunities in the region.









GUANGZHONG

- World's freest economy: low and simple taxes, transparent business environment, minimal red tape
- Strong IPR and rule of law
- "One Country, Two Systems" framework with China means high degree of legal and economic autonomy
- Among the easiest places in the world to do business (World Bank Report)
- Prime location: On China's southern coast, within five hours flying time to half the world's population
- Chinese and international talent with entrepreneurial drive
- Technology savvy
- Strong work ethic

GUANGZHONG





Financial Services

ASIA'S FINANCIAL CAPITAL

As a global financial centre in Asia, Hong Kong serves as China's international financial hub. The city is also a leading asset and wealth management centre in Asia, a gateway to more than 4.7 million high-net-worth individuals.

- The largest offshore renminbi centre globally (total deposits of about Rmb 1 trillion)
- World's largest offshore capital raising hub for Chinese mainland enterprises (About 1,000 mainland enterprises listed in Hong Kong accounting for around 60% of total market cap)
- The region's second-largest private equity market
- One of the world's largest IPO centres
- Annual Asian Financial Forum (www.asianfinancialforum.com) draws global financial and business heavyweights



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Logistics & Maritime Services



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THE REGION'S LOGISTICS & MARITIME HUB

Located in the heart of the globe's most economically promising region, Hong Kong's logistics capabilities have created its reputation as a global "command and control centre", providing efficient links to the Chinese mainland, Asia and the rest of the world. Hong Kong is:

- The world's busiest air cargo hub
- One of the world's busiest seaports
- Home to over 700 shipping-related companies, providing a variety of maritime services including ship management, maritime arbitration, ship broking, shipping finance and marine insurance
- Ranked amongst the top 5 shipping registers in the world



Scan here for an
accompanying short video.

The background of the page is a solid blue color. On the right side, there are several white and light blue geometric shapes. These include a large white square in the upper right, a smaller white square below it, and a light blue curved shape that overlaps the white squares and extends towards the bottom right. The text "Professional Services" is positioned on the left side of the page, centered vertically between the two white squares.

Professional Services



AN OASIS OF WORLD-CLASS PROFESSIONAL SERVICES

Hong Kong's professional services providers are plentiful and internationally experienced due to their extensive global exposure. A magnet for top professional talent operating in an open and transparent market, the free port of Hong Kong offers:

- An international services community, home to almost 4,000 regional headquarters and regional offices
- More than 5,000 businesses providing accounting, auditing, book keeping and tax consultancy services
- A legal system that complies with international law and is underpinned by an independent judiciary
- The Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA), which offers Hong Kong professional services providers preferential access to the Chinese mainland market.



Scan here for an
accompanying short video.



The background consists of several overlapping rectangular blocks in shades of orange and yellow. A large, dark orange rectangle is on the left. A medium, bright orange rectangle is in the center, overlapping the dark one. A large, light yellow rectangle is on the right, overlapping the bright orange one. The text 'IP Services' is centered in white.

IP Services



PROTECTING AND TRADING INTELLECTUAL PROPERTY IN HONG KONG

Hong Kong has long experience in handling IP transactions, and serves as the preferred regional marketplace for IP trading and technology transfers. Hong Kong advantages include:

- Local laws compliant with WTO's Agreement on Trade-Related Aspects of IP rights
- Technology trading expertise
- Annual Business of IP Asia Forum (www.bipasiaforum.com) brings globally renowned speakers and industry players to discuss IP opportunities
- The online Asia IP Exchange (www.asiaipex.com), owned and managed by the HKTDC, serves as a one-stop online IP trading platform



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Chinese Outbound Investment



THE BRIDGEHEAD FOR CHINESE OUTBOUND INVESTMENT

Chinese enterprises are increasingly looking to expand and upgrade themselves by taking up investment and partnership opportunities in overseas markets via Hong Kong, particularly in such sectors as advanced technologies, intellectual property and consumer brands. Hong Kong and the Chinese mainland are the largest investors in each other's economies, with almost 60 per cent of the mainland's cumulative outbound investment channelled to or through Hong Kong. The Hong Kong gateway includes:

- Full spectrum of world-class legal, financial and business services
- Low and simple tax system
- Independent legal system that protects intellectual property
- Liberal trade and investment regimes
- Familiarity with facilitating the business needs of Chinese investors



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Licensing & Franchising Platform





HONG KONG: ASIA'S LICENSING & FRANCHISING PLATFORM

Hong Kong is a top choice among international licensors and licensing agents as the strategic base to expand their licensing business in Asia, particularly the Chinese mainland, one of the world's fastest growing markets for licensed goods.

- Annual Hong Kong International Licensing Show (<http://hklicensingshow.hktdc.com>) is widely recognised as the largest event of its kind in Asia
- The HKTDC Hong Kong International Franchising Show (<http://www.hktdc.com/fair/hkifs-en/>) draws keen interest
- Hong Kong hosts some 120 franchises; more than half of which are foreign-based
- Top global licensors such as Warner Bros, Mattel, Sanrio and the National Basketball Association have regional headquarters or offices in Hong Kong



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Creative Services

WHERE CREATIVITY MEANS GOOD BUSINESS

Hong Kong is an international melting pot of design, marketing and branding talent. Beyond East meets West, Hong Kong is where the world meets Asia. Hong Kong features:

- More than 39,200 cultural and creative-industry related establishments
- Some 200,000 people who work in the city's creative-related industries, and are adept at applying international trends to suit Chinese mainland market tastes
- The HKTDC Inno Design Tech Expo (<http://innodesigntechexpo.hktdc.com>) gathers new innovation, technology and creativity from around the world and highlights new opportunities in emerging Asia
- The HKTDC Hong Kong Fashion Week for Fall/Winter (www.hktdc.com/fair/hkfashionweekfw-en/), the largest show of its kind in Asia
- CENTRESTAGE (www.centrestage.com.hk), an international fashion brand promotion and launch platform



Scan here for an
accompanying short video.



The background features a minimalist geometric design. It consists of several overlapping squares and rectangles in two shades of purple: a medium, muted purple and a darker, more saturated purple. These shapes are arranged in a way that creates a sense of depth and modernity. A prominent white square is located in the upper right quadrant, and a white vertical rectangle is positioned in the lower right. The overall composition is clean and contemporary.

Film & Digital Services



A FILM & DIGITAL SERVICES POWERHOUSE

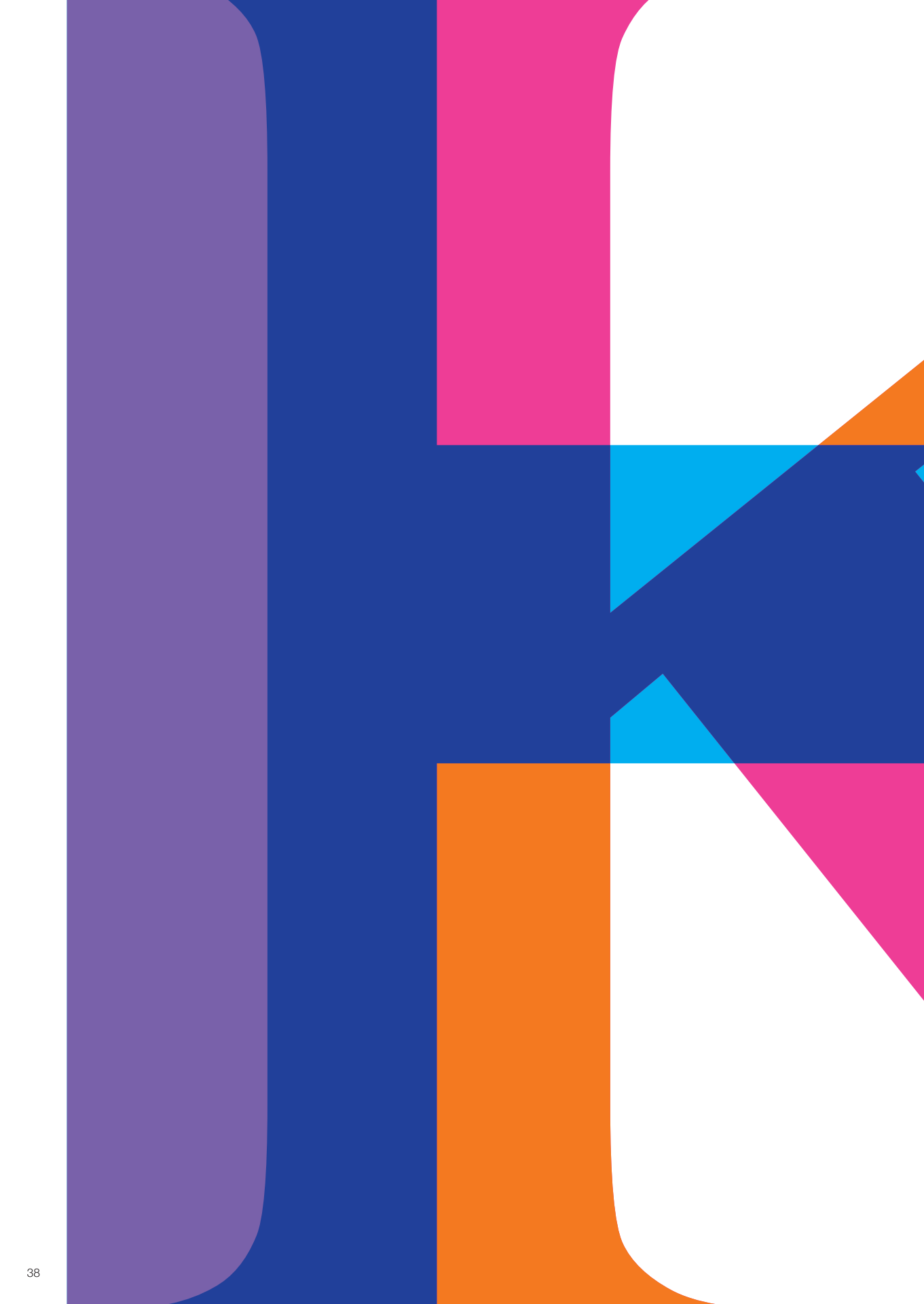
Hong Kong's film industry is one of the world's largest and most dynamic. With more than one billion potential moviegoers on its doorstep, Hong Kong is an ideal stage for local and international filmmakers to reach the Chinese mainland market.

- Hong Kong-mainland co-production ventures enjoy significant advantages under the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA)
- The HKTDC Hong Kong International Film and Television Market (FILMART) (www.hktdc.com/hkfilmart) is Asia's largest entertainment marketplace.



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accompanying short video.





The background features a vertical white line that divides the page. To the left of this line, there are large, overlapping geometric shapes in shades of blue and dark blue. To the right, there are orange and pink shapes. The overall design is modern and abstract.

Hong Kong Lifestyle



HONG KONG: ASIA'S LIFESTYLE TRENDSETTER

Today's senior executives factor lifestyles into the equation of where they do business. They choose Hong Kong for a number of reasons:

- The city is renowned as one of the world's safest
- 70 percent of Hong Kong is countryside, including pristine beaches and country parks
- World-class entertainment, sports, leisure and cultural activities all year round
- A shopping and dining paradise
- Well-developed information communications technology and uncensored Internet
- Around 50 international schools
- One of the best public transport systems in the world
- Excellent public and private healthcare system
- Multicultural and multilingual environment

OUR OFFICES

Wherever you are in the world, HKTDC representatives are not far away.

Contact us today to learn more about how Hong Kong can help realise Asia's growing business opportunities.



■ HKTDC Branch Offices ■ Consultant Offices

Online Hong Kong Advantages: <http://hkadvantages.hktcdc.com/en/>



HOW THE HKTDC CAN HELP

As Hong Kong's trade promotion arm, we are in the business of connecting people. We bring Hong Kong companies to the world, while we also bring the world to Hong Kong to do business on our platform.

We do this with help from our more than 40 offices worldwide, including 13 on the Chinese mainland. Together, we create opportunities for businesses by providing services to assist global trade and promote Hong Kong as a premier international gateway for doing business with the mainland and throughout Asia.

