



**Asia-Pacific
Economic Cooperation**

2019/SMEWG/WKSP/005

Session 2.1

Hong Kong Trade Development Council

Submitted by: Hong Kong, China



APEC
CHILE 2019

**Capacity Building Workshop on APEC Micro,
Small, and Medium Enterprises Marketplace
Utilization**

**Manila, Philippines
30-31 October 2019**

CAPACITY BUILDING WORKSHOP

APEC MSMEs Marketplace Utilization

Maribeth Barros

Manila Consultant Office

Hong Kong Trade Development Council

30-31 October 2019



Hong Kong Trade Development Council (HKTDC)

- **A Hong Kong, China statutory body established in 1966**
- **Helps international businesses explore opportunities in and through Hong Kong, China**
- **Promotes Hong Kong, China as Asia's business platform and services hub**
- **More than 50 offices globally, including 13 in Mainland China**



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<https://www.linkedin.com/company/hong-kong-trade-development-council>



Assists international companies and investors to explore and enter new markets on the Chinese mainland and throughout Asia



Facilitates Chinese outbound investment in both mature and emerging markets



Connects businesses worldwide with Hong Kong, China partners, including product suppliers and services providers



Provides market intelligence



Mission

The HKTDC's mission is to create opportunities for Hong Kong, China companies. We focus on delivering value by promoting trade in goods and services, while connecting the world's SMEs through Hong Kong's, China business platform. In striving to be the best trade promotion organization in the world, the HKTDC is committed to:

- developing and expanding new frontiers by exploring, learning and innovating
- creating and delivering value to our customers
- building on Hong Kong's, China economic success through global business
- maintaining trust, respect and openness in all our relationships

HKTDC Manila Consultant Office

- Established in December 2017
- Located at the 2nd Floor, Congressional Town Center Building, Congressional Avenue, Barangay Bahay Toro, Quezon City

HKTDC Manila Consultant Office

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 HKTDC Manila

Our Role

- Explore & Connect
 - Showcase Hong Kong, China Services
 - Enhance Hong Kong, China SME's Capabilities

OUR WORK

Explore & Connect



- The HKTDC organizes more than 300 promotion activities and over 610 networking events, and received more than 610 incoming missions in 2018/19, connecting about 80,000 Hong Kong, China companies with its database of 6.8 million mainland and overseas enterprises and multipliers.
- The HKTDC responds to latest global and regional economic developments and policies to help Hong Kong, China SMEs capture new opportunities. With Mainland China's Belt and Road Initiative presenting tremendous potential in new markets, the HKTDC provides Belt and Road related market intelligence and creates business platforms to help Hong Kong, China businesses navigate a world of new opportunities through Hong Kong, China.

The HKTDC 4-in-1 Integrated Marketplace

Connecting global buyers with quality suppliers

Product Magazines

Industry-specific sourcing guides



"HKTDC Marketplace" App

Sourcing on the go



Award-winning Online Marketplace

- *hktdc.com Sourcing*
- *Exhibition Online*
- *hktdc.com Small Orders*

World-class Trade Fairs



World-Class Trade Fairs All Year Round

37
world-class
exhibitions

39,600+
exhibitors

83
countries/
regions

772,000+
trade visitors

209
countries/
regions

HKTDC – Leading Exhibition Organiser in Asia

- **Largest trade fair organiser in Hong Kong, China**
- **First exhibition:** Hong Kong Fashion Week in 1970
- Organise **36 fairs** a year
- **39,000+ exhibitors** from over 90 countries and regions
- **750,000+ buyers** from over 200 countries and regions

World's Leading Marketplaces



Lighting Fair
(Autumn)

+



Outdoor &
Tech Light
Expo



Electronics Fair
(Autumn)

+



electronicAsia



Watch &
Clock Fair



Gifts &
Premium Fair



Jewellery
Show

+



Diamond, Gem &
Pearl Show

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**WORLD'S
LARGEST**



Houseware
Fair



Toys & Games
Fair



FILMART



Licensing
Show



Electronics Fair
(Spring)



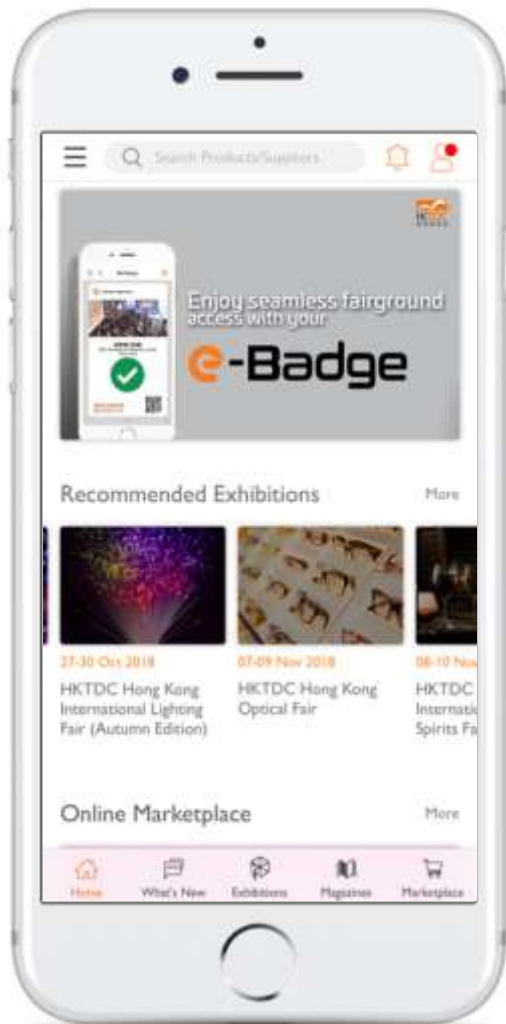
Fashion Week

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ASIA'S LARGEST

Sourcing on the go

Get our all-in-one sourcing app



HKTDC Marketplace



- ☑ Source products/services, contact suppliers
- ☑ View HKTDC exhibition info, pre-register, get e-Badge
- ☑ Download product magazines
- ☑ Customise news feeds
- ☑ Earn reward points

hktdc.com Sourcing

The online marketplace you can trust

sourcing.hktdc.com

130,000+

quality suppliers, including HKTDC trade fair exhibitors and product magazine advertisers

2,000,000+

registered buyers, including HKTDC trade fair buyers



5M+ monthly visitor sessions

24M+ business connections generated annually

Product Magazines & Enterprise Yearbook

Sourcing guides for professional buyers



Product Magazines & Enterprise Yearbook

Sourcing guides for professional buyers

- **20+** magazines and industry supplements published every year
- **5,000,000+** readers from **200+** countries/ regions

Print Version



- Distribution at HKTDC exhibitions and overseas events
- Direct mail to subscribers

Online Version



- Distributed via email
- E-advertisements linked to advertisers' profile on *hktdc.com*

App Version



- World's first B2B magazines on mobile app
- Free download on HKTDC Marketplace App

Business Matching Service

Business begins with the right match

hktdc.com Buyer Meetings

One-on-one meetings for buyers and suppliers

hktdc.com Request for Quotations

Assists in sourcing and obtaining quotations from suppliers

Customised Business Matching

Connects global customers with HK business partners, arranged by industry specialists



Powered by:



HKTDC's proprietary database of Hong Kong companies



Industry experts with extensive business matching experience

OUR WORK

Showcasing Hong Kong, China Services

- **Positioning Hong Kong, China as Asia's central business district and lifestyle trendsetter, the HKTDC helps showcase the strengths of Hong Kong, China services sector to the world, encouraging overseas and mainland companies to utilize Hong Kong's, China services platform, bringing business opportunities to local services providers.**





- Asia's Global Financial Centre
- Asia's Licensing Leader
- Asia's Creative Hub
- Asia's IP Services Innovator
- World-class Logistics and Maritime Services

OUR WORK

Enhancing Hong Kong, China SME's Capabilities



SMEs are the backbone of Hong Kong's, China economy. To help them stay ahead in today's constantly evolving business landscape, the HKTDC offers SMEs the support services necessary to help them make informed business decisions.



- Market Intelligence
- Activities for Start Ups
- Smart Biz Expo
- Start Up Society
- Databank Listings
- Workshops and Seminars

How can HKTDC help the APEC countries?

- HKTDC can help the MSMEs of APEC countries through the following:
 - By participating in HKTDC international trade fairs and exhibitions
 - By making use of HKTDC platforms such as:
 - Online Marketplace
 - Product Magazines
 - By maximizing opportunities offered by HKTDC such as:
 - Business matching
 - Conferences
 - Workshops and seminars

HKTDC Fairs Where International Brands Converge (Exhibitors)

Tech Fairs



Lifestyle Fairs



Extensive Coverage in International Media



Electronics Fairs @ **WSJ** VIDEO



Toys & Games Fair @



The New York Times

THE ECONOMIC TIMES



REUTERS

VOGUE

CCTV.COM



鳳凰衛視
PHOENIX

Buyer Sponsorship Programme

Travel Sponsorship

HKTDC will sponsor your accommodation in Hong Kong



Mission Leader Sponsorship

HKTDC will sponsor your air ticket and accommodation in Hong Kong if you can bring a mission comprised of different companies.



Exhibitions : Houseware Fair



Well-Attended Exhibitions



Booth / Stand at the International Fair



Buyers' Attendance

HKTDC International ICT Expo



Toys & Games, Baby Products and Stationery Fairs



HKTDC HK Electronics Fair (Autumn Edition)
13- 16 October 2019



Buyer Quotes

HKTDC HK Electronics Fair (Autumn Edition) Oct 2019



Shawn Tennier, Owner, TDL, Canada

This is my fourth time visiting the Hong Kong Electronics Fair (Autumn Edition). **I have already placed with two of them for US\$25,000 worth of AI robotic vacuum cleaners and US\$50,000 worth of storage containers respectively. I love this fair because there are new and niche products that I cannot see at other electronics fairs and I like the quality of exhibitors here**" I feel safe being in Hong Kong and business is as usual here.



Hyun Joong Nam, Buyer, Electromart (Emart), Korea

Emart is the largest consumer electronics retailer in Korea which operates 150 stores. This is my first-time visit to the Hong Kong Electronics Fair (Autumn Edition). I have found five potential OEM suppliers from Hong Kong and Mainland China and they'll send me some samples. **The quantity for our first order will be 4,000 pieces. It is good for me to come to this fair because I can get good prices from mainland suppliers and also see the new trends.** After arriving in Hong Kong, I really feel that there is no problem to come here and it is a safe place to do business.

At the Manila Consultant Office...

- Our team of dedicated staff will be more than glad to assist the micro, small, and medium enterprises in facilitating your access to the platforms and services offered by HKTDC in whatever way we can corresponding to your needs –
 - As a start-up organization
 - As an exporter in need of promotional exposure in the international market
 - Business matching resources
 - Endless opportunities

An Invitation for everyone – We look forward to see you all at In Style Hong Kong 2020!



IN STYLE •
HONG KONG



IN STYLE •
HONG KONG
EXPO



IN STYLE •
HONG KONG
SYMPOSIUM



IN STYLE •
HONG KONG
CITYWIDE
PROMOTION

5-6 March 2020
Manila, the Philippines

Thank you! A pleasant day to everyone!

Your business
Our mission

