



in co-operation with

Swiss-Chinese Chamber of Commerce
economiesuisse
osec business network switzerland
Chambre vaudoise du commerce et de l'industrie
Zürcher Handelskammer

is pleased to invite you to

HONG KONG YOUR FAST TRACK TO CHINA

two free of charge seminars on the assets of Hong Kong as selling and sourcing base for SME's operations in China and the joint support system offered to Swiss SMEs by the Hong Kong Trade and Development Council (HKTDC) and the Consulate General of Switzerland in Hong Kong

with

- Frederick Lam, Executive Director (Designate) of HKTDC
- François Barras, Consul General of Switzerland in Hong Kong
- Peter Lau, Chairman and Chief Executive, Giordano International Limited
 - Fanny Ting, Marketing Director, Victorinox Hong Kong Ltd.
 - Marc Ronca, Attorney-at-Law, Schellenberg Wittmer, Zurich, former President, Swiss-Chinese Chamber of Commerce

Lausanne:

Monday, April 19, 2004 at 16.30 at the Beau-Rivage Palace Hotel
(parking available)

Zurich:

Tuesday, April 20, 2004 at 16.30 at the Swissôtel
(parking available, two minutes walking distance from Zürich-Oerlikon train station)



followed by a cocktail offered by

Hong Kong Trade Development Council

Please send this form to the Swiss-Hong Kong Business Association **by fax: 01-421 38 89** or send a copy to: Höschgasse 83, 8008 Zürich, not later than Wednesday, April 14, 2004

**First-come-first-served*

I shall attend the seminar in Lausanne Zurich

Last Name: First name:

Company name:

Name of accompanying guests (if any):

Address:

Telephone: Signature:



Seminar on

“Hong Kong – Your Fast Track to China”

April 19, 2004 in Lausanne / April 20, 2004 in Zurich

The new CEPA free trade deal between Hong Kong and China makes it easier for Swiss companies to access business opportunities in China through Hong Kong. This seminar will help you understand more about how CEPA works and how Hong Kong can help your business. You will also get acquainted with the joint support system offered to Swiss SMEs by the Hong Kong Trade Development Council and the Consulate General of Hong Kong. Business experts from Hong Kong and Switzerland will give practical advice on developing and managing a successful China business strategy.

For more details on CEPA, please click: <http://www.tdctrade.com/cepa/>

Seminar Programme

16:00-16:30 **Registration**

16:30-16:35 **Welcome remarks**

Lausanne: Ms. Silvia Zamora, City Councillor & Director for Health,
Welfare and Environment

Zurich: Dr. Kurt Moser, President, Swiss-Hong Kong Business Association

16:35-16:40 **Opening remarks**

by Mr. Andrew Leung JP, Director-General of Hong Kong Economic & Trade Office in London

Keynote Speeches:

16:40-17:00 **Managing your China risk: How Hong Kong’s Free Trade deal (Cepa) helps you**

by Mr. Frederick Lam, Executive Director (Designate)
Hong Kong Trade Development Council

17:00-17:20 **The role of the Consulate General in supporting Swiss SMEs**

by Mr. François Barras, Consul General of Switzerland in Hong Kong

Panel Discussion:

17:20-17:35 **Hong Kong and the Pearl River Delta: The heart of China’s sourcing and selling boom**

by Mr. Peter Lau, Chairman and Chief Executive, Giordano International Limited

17:35-17:50 **China: One Nation, Multi Markets**

by Ms. Fanny Ting, Marketing Director, Victorinox Hong Kong Ltd.

17:50-18:05 **Legal advice for doing business in China: A Swiss perspective**

by Mr. Marc Ronca, Attorney-at-Law, Schellenberg Wittmer, Zurich
former President, Swiss-Chinese Chamber of Commerce

18:05-18:35 **Q & A**

18:35 **End of seminar**

18:35–20:00 **Cocktail reception for networking**