

Hong Kong Economic and Trade Office, London

The Hong Kong Economic and Trade Office in London is the official representation of the Government of the Hong Kong Special Administrative Region (HKSAR) in the United Kingdom. The London Office is one of the 11 Economic and Trade Offices of the HKSAR Government around the world. It is responsible for promoting Hong Kong's economic and trade relations with the United Kingdom, Switzerland, Norway, Russia and the 10 new European Union Member States – Cyprus, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, the Slovak Republic and Slovenia – together with the applicant countries of Bulgaria, Croatia and Romania.

Hong Kong Trade Development Council (HKTDC)

The Trade Development Council (HKTDC) is the statutory organisation promoting Hong Kong's external trade in goods and services. Their mission is to grow Hong Kong's business in international trade and increase the critical mass of international firms using Hong Kong's trade platform. They create opportunities for Hong Kong-based businesses and their international partners, most of which are small and medium-sized enterprises (SMEs) They facilitate them through marketing activities, business matching, market intelligence and SME development programmes. They have more than 40 offices around the world.

Information and various services can be obtained at:

Hong Kong Business Associations Worldwide
www.hkfederation.org.hk

Hong Kong Trade Development Council (TDC)
www.tdctrade.com

Government of the Hong Kong Special Administrative Region
www.info.gov.hk

Swiss Consulate General in Hong Kong
www.eda.admin.ch/hongkong

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E-mail info@swisshongkong.ch



Invitation

Seminar on

“Hong Kong - Turning China into Opportunity”

Tuesday, February 21st 2006

15:00 – 17:00 h
Zunfthaus zur Meisen, Münsterhof 20, 8001 Zurich

(Registration necessary; reply-slip enclosed)

The event is kindly supported by



Hong Kong - Turning China into Opportunity

In January 2006, Hong Kong has been ranked the world's freest economy by the Heritage Foundation for the 12th consecutive year. In 2005, HK's stock market raised US\$37.8 billion, ranking 4th worldwide and 1st in Asia. To enhance its position as Asia's asset management centre, Hong Kong has just abolished estate duty and proposes to exempt offshore funds from profits tax. These exciting developments will be covered by speakers in the seminar.

Hong Kong – Asia's Trade Fair Capital

Hong Kong is unsurpassed as Asia's trade fair capital. Since the opening of the extended Hong Kong Convention and Exhibition Centre in 1997, Hong Kong evolved into the most important trade fair centre in the Asia-Pacific with more than 90 international events each year. And Hong Kong will further power ahead as Asia's trade fair capital. In December 2005, Hong Kong's second major exhibition centre - the AsiaWorld-Expo - opened its doors with 70,000 square metres of space at the International Airport on Lantau Island. It has more than 25 events booked for this year and will host the ITU World Telecom show which is expected to attract an estimated 1.5 million visitors. Additionally, another vital infrastructure project is under way. The Hong Kong Trade Development Council will build an expanded structure between the HKCEC's two buildings, creating 40% more exhibition space - and this additional space is urgently needed. The project will be completed by early 2009. In her presentation, Ms. Buscher will point out how Hong Kong is strengthening its position as Asia's trade fair hub in an extremely competitive environment and how Swiss entrepreneurs can use Hong Kong's international trade fairs as their springboard into the mainland Chinese market.

Programme

- 15.00 Registration**
- 15.15 Welcome address**
Dr. Kurt Moser
President Swiss-Hong Kong Business Association
- 15.20 Furthering Hong Kong's Position as International Financial Centre**
(presentation in English)
Mrs. Carrie Lam
Director General, Hong Kong Economic & Trade Office, London
The Government of the Hong Kong S.A.R.
- 15.35 Messestandort Hong Kong auf Expansionskurs**
(presentation in German)
Ms. Lore Buscher
Regional Director, Hong Kong Trade Development Council,
Central & Eastern Europe, Frankfurt
- 15.55 Intellectual Property Rights – How Foreign Enterprises can Protect their Intellectual Property in China**
(presentation in English)
Dr. Esther Nägeli, LL.M., MBA
Nägeli Attorneys-at-Law, Zurich
Vice President, Swiss-Hong Kong Business Association
- 16.15 (title of speech to be confirmed)**
Mr. Hans Ulrich Kleiner
Head Global Real Estate, Asset Management Department
Swiss Re
- 16.30 (to be confirmed)**
Speaker from SGS
- 16.45 Questions & Answers**
- 17.00 Closing of Seminar**

REPLY SLIP (registration necessary)

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Hong Kong Special Administrative Region Government

Hong Kong Trade Development Council

Swiss-Hong Kong Business Association

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(followed by Chinese New Year Reception)

Registration necessary

Please reply by 16th February 2006

to Swiss-Hong Kong Business Association, Zurich

by fax: 044-421 38 89

(for questions call: 044-421 38 88)

Limited admission. Registration on first come, first served basis.

I / we will attend the **seminar only** (15.00–17.00).

I / we will attend the **seminar and Chinese New Year reception** (15.00–19.00).

I / we will attend the **Chinese New Year reception only** (17.30–19.00).

Name:

Company:

Address:

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Phone:

Name of Guest:

Date: Signature:

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