

Hong Kong Economic and Trade Office

The Hong Kong SAR has 13 economic and trade offices (ETO) around the world with a remit to promote Hong Kong's economic and trade relations with our trading partners. In Europe, there are currently offices in Brussels and London, and plans are at an advanced stage for the opening of a new office in Berlin. This will boost Hong Kong's presence in Europe and help improve our ability to communicate with all the Member States of the European Union. There will be some changes among the three ETOs in Europe after the Berlin office is opened to improve our links with individual countries. In particular, the Brussels office will build up links with Switzerland.

Hong Kong Trade Development Council (HKTDC)

The Hong Kong Trade Development Council (HKTDC) is the statutory organisation for promoting Hong Kong's external trade in goods and services. The mission of the HKTDC is to grow Hong Kong's business in international trade and increase the critical mass of international firms using Hong Kong's trade platform. With over 40 offices worldwide, including 12 in China, the organisation understands the opportunities and challenges of international business.

Information and various services can be obtained at:

Hong Kong Business Associations Worldwide

www.hkfederation.org.hk

Hong Kong Trade Development Council

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

Swiss-Hong Kong Business Association

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Invitation

Seminar on

“Hong Kong – Your Best Partner for Doing Business in China”

Monday, March 19th 2007

15:00 – 17:00h

Zunfthaus zur Meisen, Münsterhof 20, 8001 Zurich

(Registration necessary; reply-slip enclosed)

The event is kindly supported by



Hong Kong – Your Best Partner for Doing Business in China

Hong Kong is springing into 2007 on a high note, having achieved another year of economic expansion and business optimism. The economy increased by 6.8 per cent year-on-year in the first three quarters of 2006. Against this background, the government has lifted its forecast of GDP growth to 6.5 per cent for the whole year.

And just recently, Hong Kong has been ranked the world's freest economy by the Heritage foundation for the 13th consecutive year - topping in four broad categories: trade, investment, financial freedom and property rights. Given these assets, Hong Kong has evolved into a business hub in the region and can function as a risk-manager for doing business in China. These topics will be covered by the seminar speakers.

High-Tech Hong Kong: Into a New Era

Fuelled by a surging economy, China's appetite for technology products and solutions has never been stronger – in particular, for popular innovations that improve energy, environmental and manufacturing efficiency. Equally, China-developed technologies are attracting interest across international markets. This two-way flow of innovation, investment and expertise has created a unique and growing technology market in Hong Kong. The city indeed is the marketplace of choice for Asia's technology sector. Supported by its advanced technology infrastructure, sophisticated business environment and tech-savvy professionals, Hong Kong companies have the experience and networks to connect ideas, people and capital across the region and the world. In her presentation, Ms. Buscher will point out the advantages of Hong Kong as technology marketplace and how its vibrant technology community can help Swiss entrepreneurs to get ahead.

Programme

(all presentations in English)

- 15.00 Registration**
- 15.15 Welcome address**
Dr. Kurt Moser
President, Swiss-Hong Kong Business Association
- 15.20 Hong Kong – Hub for Business**
Mr. Duncan Pescod
Special Representative
Hong Kong Economic & Trade Affairs to the European Communities, The Government of the Hong Kong S.A.R.
- 15.35 Managing Risks and Opportunities between Hong Kong and China**
Dr. Hans Jakob Roth
Consul General
Swiss Consulate General in Hong Kong S.A.R.
- 16.05 How Foreign Enterprises Can Protect Their Investments in China by Using Hong Kong as Entry Port - Risk Management from a Legal Point of View**
Dr. Esther Nägeli, LL.M., MBA
Nägeli Attorneys-at-Law, Zurich
Vice President, Swiss-Hong Kong Business Association
- 16.20 High-Tech Hong Kong: Into a New Era**
Ms. Lore Buscher
Regional Director, Central & Eastern Europe
Hong Kong Trade Development Council, Frankfurt
- 16.35 Questions & Answers**
- 17.00 Closing of Seminar**

REPLY SLIP (registration necessary)

Hong Kong Economic and Trade Office / Hong Kong S.A.R. Government
Hong Kong Trade Development Council
Swiss-Hong Kong Business Association

Monday, 19th March 2007 - Zunfthaus zur Meisen, Zurich

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

- I / we will attend the **seminar and Chinese New Year reception**
(15.00–19.30)

- I / we will attend the **Chinese New Year reception only** (17.30–19.30)

Name:

Company:

Address:

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Phone:

Name of Guest:

Date: Signature:

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Please reply by 14th March 2007
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.