



## Hong Kong Update and Outlook: Your Export Business with China

Monday, March 16<sup>th</sup> 2009, 4:00 – 6:30 pm

Osec - Business Network Switzerland, Stampfenbachstrasse 85, Zurich, Room Europa



### Programme

All presentations at the Business Round Table will be held in English.

#### 16:30 Welcome addresses

*Mr. Daniel Küng, CEO*

Osec – Business Network Switzerland, Zurich

*Mrs. Susan Horváth, Executive Director*

Swiss-Chinese Chamber of Commerce, Zurich

Swiss-Hong Kong Business Association Zurich

#### 16:40 Hong Kong, the Sales and Marketing Hub for Swiss Enterprises to Tackle the China Market

*Mr. Winchell Cheung, Director, Germany & Central Europe*

Hong Kong Trade Development Council, Frankfurt

#### 17:00 Hong Kong – Legal Track to China

*Dr. Esther Nägeli, LL.M., MBA*

Nägeli Attorneys-at-Law, Zurich, Switzerland

Vice President, Swiss-Hong Kong Business Association

#### 17:20 Professional Services that Hong Kong can provide you in Doing Business in China

*Mr. Stephen Wong, Director*

Hong Kong Economic and Trade Office in Berlin, Germany

The Government of the Hong Kong Special Administrative Region

#### 17:40 Questions & Answers

#### 17:50 Networking & Cocktails

#### 18:30 End of event

Company  
Contact Person  
Fax: Fax No.

Business Round Table

## Hong Kong Update and Outlook: Your Export Business with China

### Invitation

**Monday, March 16<sup>th</sup> 2009**

**4:00 – 6:30 pm**

**Business Network Switzerland  
Stampfenbachstrasse 85, Zurich  
Room Europa**

Participation is free of charge.  
Registration is necessary.

The event is kindly supported by



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### Fax Reply

#### Hong Kong Update and Outlook: Your Export Business with China

Please register by sending a copy of the completed form to the Hong Kong Trade Development Council, Frankfurt, Germany until Thursday, March 12<sup>th</sup> 2009

**by fax: +49 69 95772-200 or by E-mail: frankfurt.office@hktdc.org**

Company: \_\_\_\_\_

Participant's Name: \_\_\_\_\_

Accompanied by (1 guest/participant): \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

I do not wish to receive any further fax information from the Hong Kong Trade Development Council.

# Hong Kong Update and Outlook: Your Export Business with China

## Programme

### 16:00 Registration

### 16:30 Welcome address and moderation

Mrs. Susan Horváth, *Executive Director*  
Swiss-Chinese Chamber of Commerce  
Swiss-Hong Kong Business Association  
Zürich, Switzerland

All presentations at the Business Round Table will be held in English.

### 16:40 Hong Kong, the Sales and Marketing Hub for Swiss Enterprises to Tackle the China Market

Mr. Winchell Cheung, *Director, Germany & Central Europe*  
Hong Kong Trade Development Council, Frankfurt

### 17:00 Professional Services that Hong Kong can provide you in Doing Business in China

Mr. Stephen Wong, *Director*  
Hong Kong Economic and Trade Office in Berlin, Germany  
The Government of the Hong Kong Special Administrative Region

### 17:20 Questions & Answers

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### 18:30 End of event

## Background

Hong Kong has experienced a strong and broad-based economic boom in the recent years. The "one country, two systems" principle has worked to Hong Kong's advantage, allowing it to benefit from the Chinese mainland's massive growth, while maintaining its own autonomy. In 2008, it has achieved another year of economic expansion. Exports grew by 4.3 % and real GDP expanded by 4.3 % year-on-year in the first three quarters of 2008.

Hong Kong is considered as the world's freest and most service-oriented economy (service sectors accounting for more than 90 % of GDP). It is the world's second highest per capita holding of foreign exchange reserves and the second largest recipient of foreign direct investments (FDI) in Asia. Given this assets, Hong Kong has evolved into a business hub in the region and can function as risk-manager for doing business in China. The speakers will provide further insights into these topics.

## Hong Kong Trade Development Council (HKTDC)

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With more than 40 offices worldwide, including 11 in the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and Asia. The HKTDC also organises trade fairs and business missions to connect companies with opportunities in Hong Kong and the mainland, while providing information via trade publications, research reports and online.

## Hong Kong Economic and Trade Office, Berlin

The Hong Kong Special Administrative Region Government (HKSARG) has set up a new Hong Kong Economic and Trade Office (HKETO) in Berlin in early 2009. This is our first overseas representative office to be established since Hong Kong's reunification with China in 1997. HKETO, Berlin is the official HKSARG representative for Hong Kong in commercial relations and other economic and trade matters in Germany – our largest trading partner in Europe – as well as in Austria, the Czech Republic, Hungary, Poland, the Slovak Republic, Slovenia and Switzerland.