

Unleashing Canada-Hong Kong-Asia Business Potentials

Andrew Yui
Director, Canada
Hong Kong Trade Development Council

The China Opportunity

Wealthy Households:

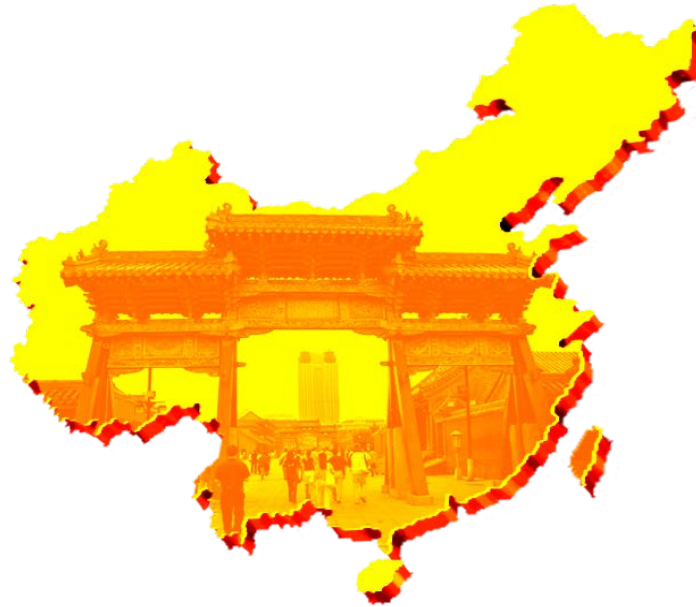
2015: 4.4 million

Health Food & Natural Supplement Market:

US\$85 billion

Packaged Food Market:

US\$ 254 billion



Cosmetics Market:

US\$ 23 billion

Wine : A major importer

2004: 40,000 cases of light wine

2015: 124,922 cases

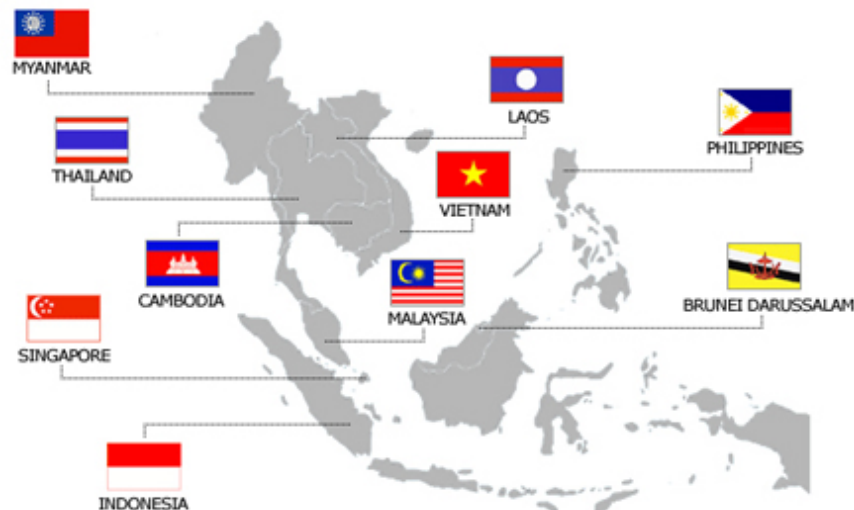
Furniture Market:

US\$28 billion

Footwear Market:

US\$46 billion

The ASEAN Opportunity



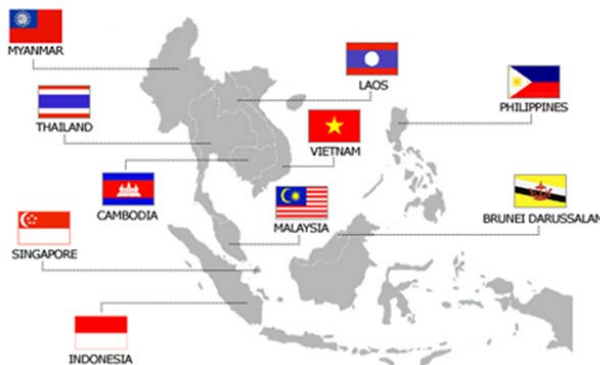
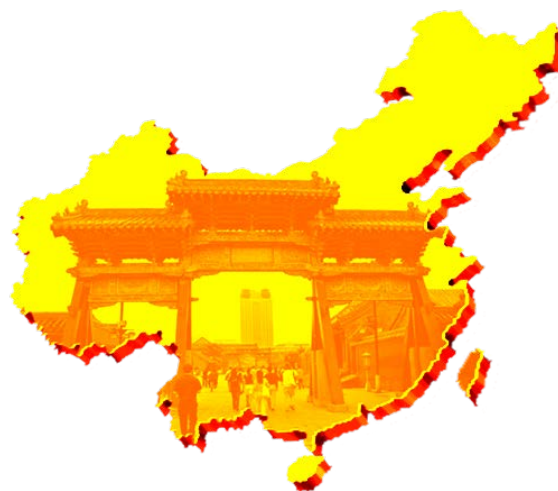
600 Million:
Population &
Market Size

Below 30:
Half of the Population

75 Million:
Middle Class Families

Unleashing Canada-Hong Kong-Asia Business Potentials

Opportunities Risks



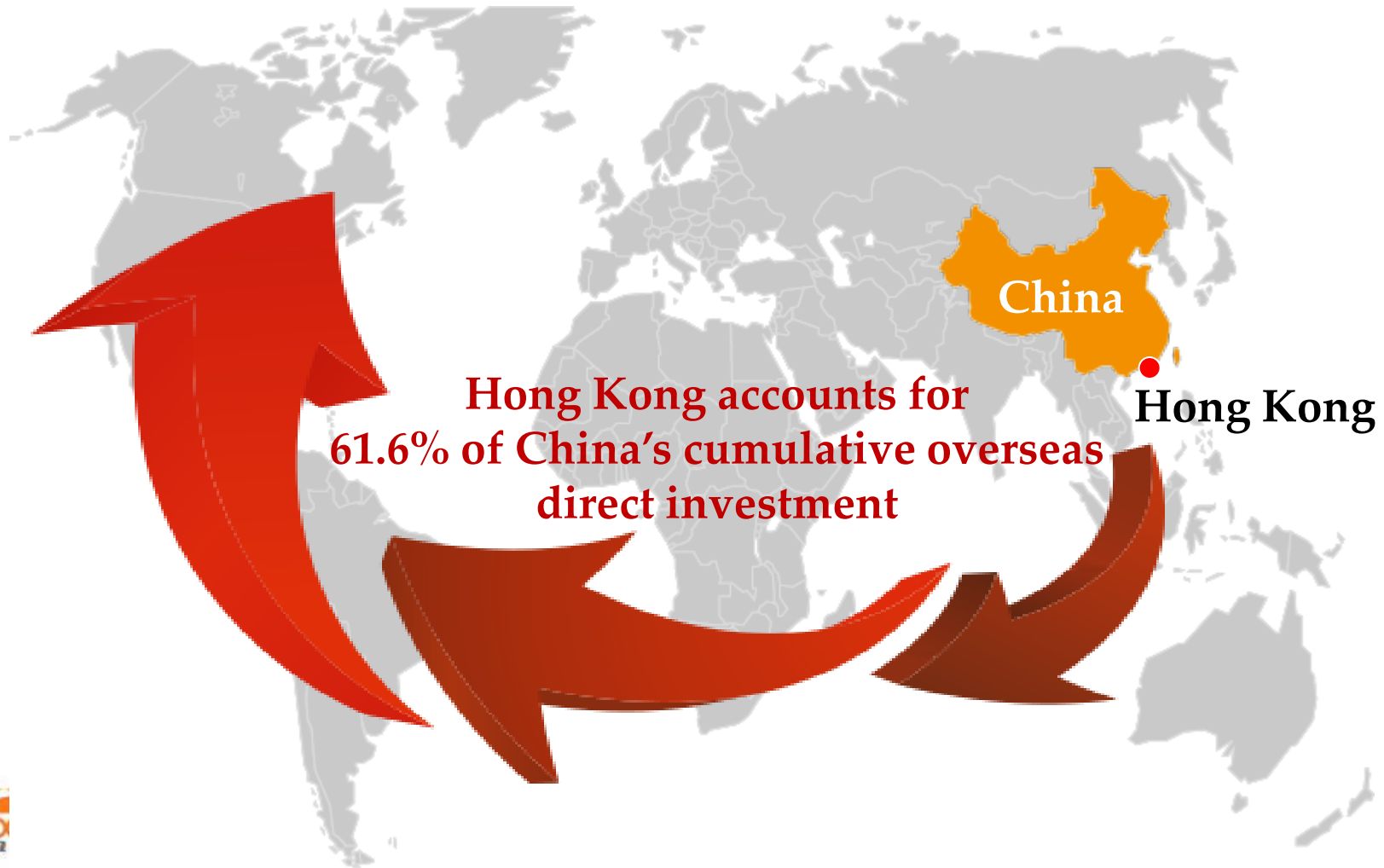
Hong Kong: An international city in Asia

Hong Kong: The Asian city that speaks your language



... the language of *international business*

China: Growing Outward Investment Trend



Expanding Use of RMB

China's External Transaction in 2014: Settled in RMB

Trade

20%

FDI

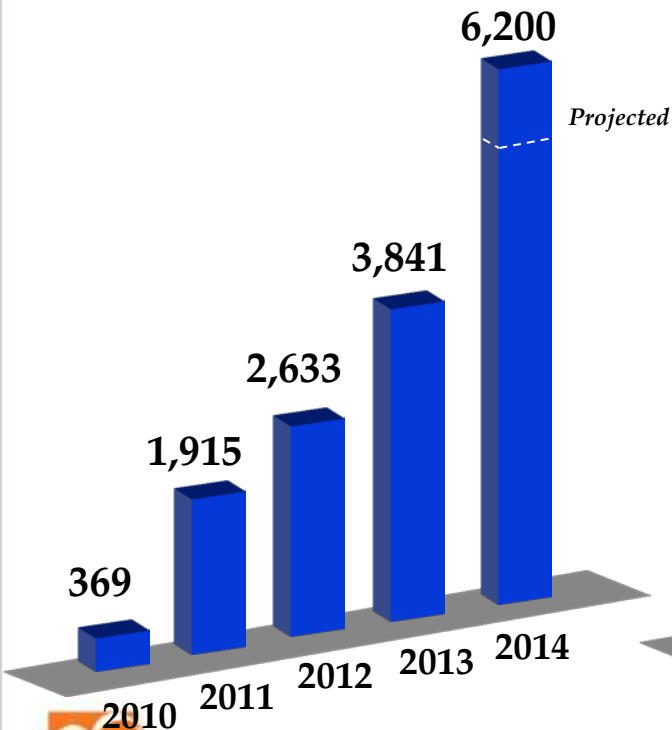
31%



Hong Kong Global Hub for Offshore RMB Business

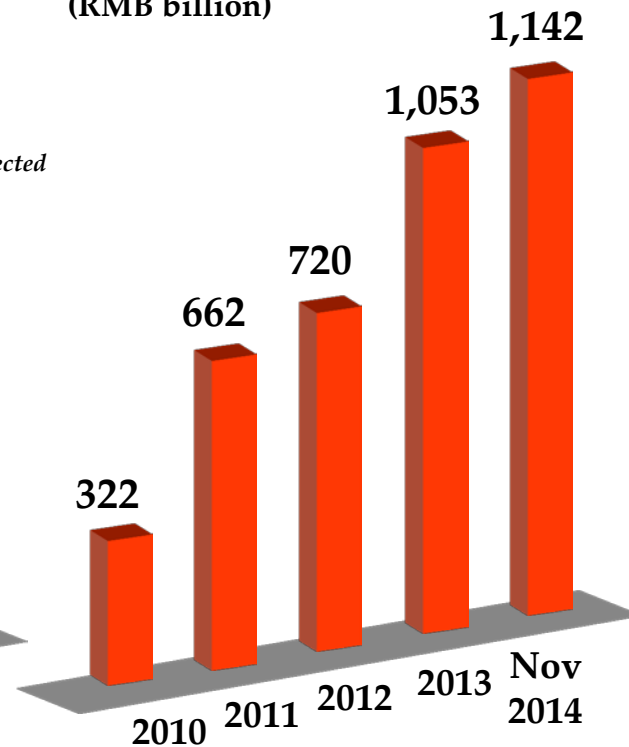
Most Active RMB Trade Settlement Hub

RMB trade settlement
(RMB billion)



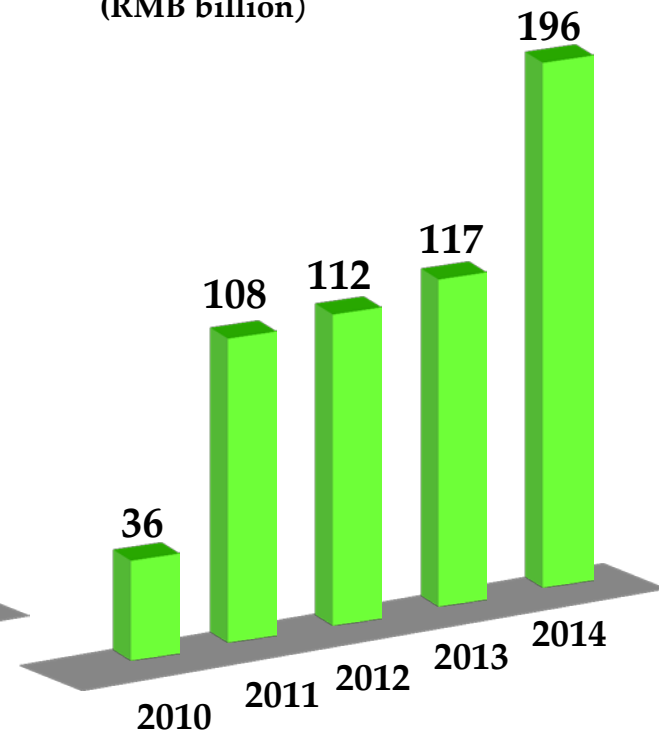
Largest Offshore RMB Liquidity Pool

RMB deposits
(RMB billion)



Largest Offshore RMB Bond Market

RMB bond issuance
(RMB billion)



Your Business Plan

Market Intelligence

Business Partners

Going to the Market



Hong Kong Trade Development Council (HKTDC) – Global Network

Head Office: Hong Kong

Europe:
11 Offices

Americas:
7 Offices

Middle East & Africa:
2 Offices



Chinese Mainland:
13 Offices

Rest of Asia:
10 Offices

Australia:
1 Office

Hong Kong Trade Development Council (HKTDC)

Market Intelligence

Business Matching

Missions and Trade Fairs



Effective Sourcing & Marketing Platform

HKTDC Fairs



Unrivalled Scale



Winning Internationality



**Unparalleled
Multitude
of Brand Names**



**Lifestyle &
Marketing
Activities Galore**



**Publicity
Spotlight**



**World-class
Standards**



**Global Network
Beyond Compare**

37 Windows of Opportunity

Multiplier-Partners



Government of Canada
Consulate General of Canada

Gouvernement du Canada
Consulat général du Canada



Hong Kong Economic &
Trade Office (Canada)
Hong Kong Special Administrative
Region Government



HKTDCC
香港貿發局



37 Windows of Opportunity

Finance (Jan)

Education (Feb)

Film (March)

ICT (April)

Medical Devices (May)

Food (August)

Clean Tech (October)

Logistics (November)

Wine (November)

IP Trading (December)



38th Window of Opportunity: Bringing Hong Kong and Asia to Canada

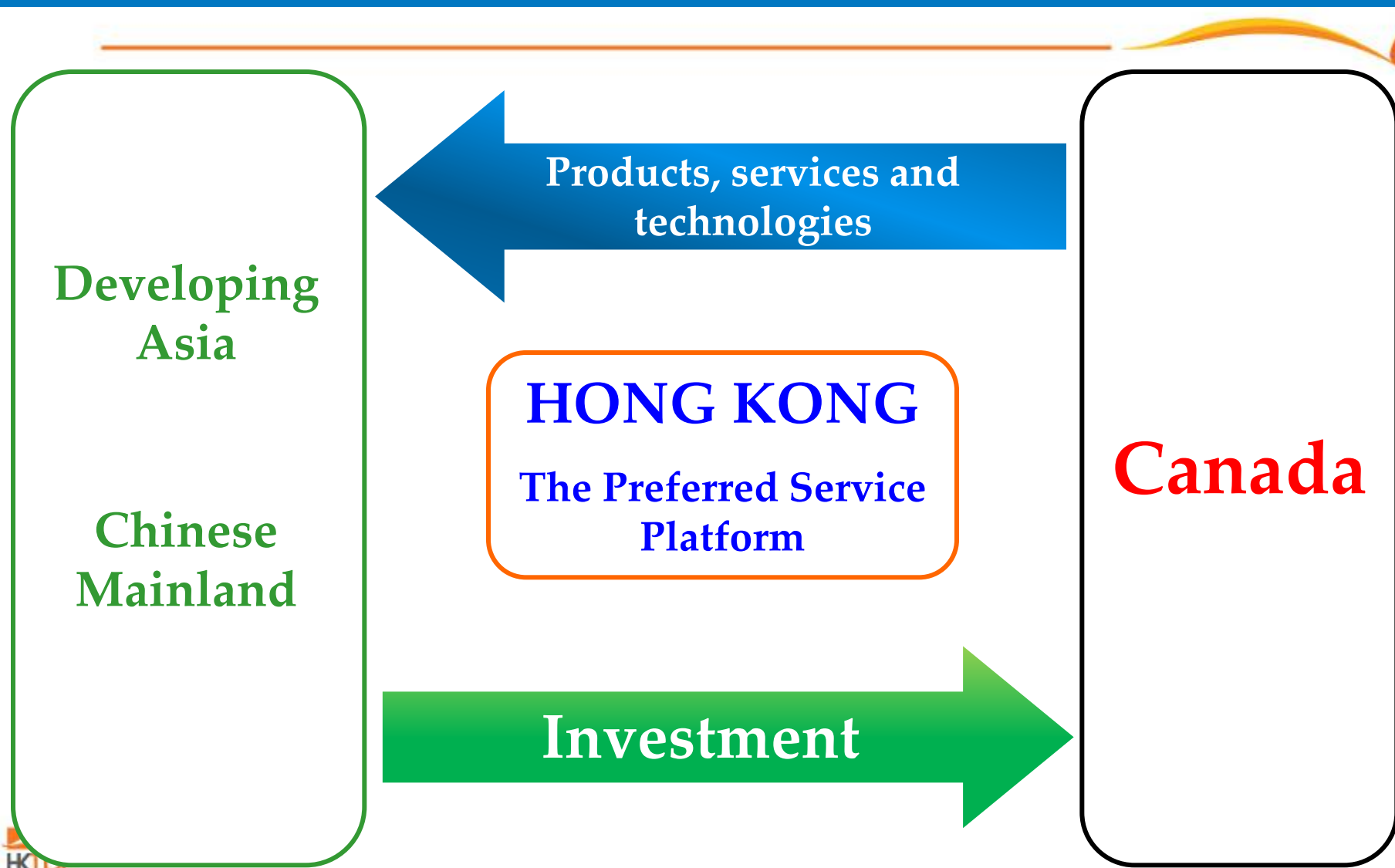
June 8, 2015, Toronto

think
ASIA
think
**HONG
KONG**

A graphic consisting of three overlapping circles: a solid pink circle at the top, a blue ring-shaped circle to its right, and a smaller blue ring-shaped circle below the pink one.

邁向**亞洲**
首選**香港**

Think Asia, Think Hong Kong, June 8, 2015, Toronto



“Think Asia, Think HK” series



Sept 2011



May 2012



Jun 2013



Oct 2014



+



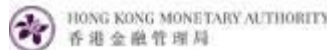
June 2015

TATHK 2015

Hong Kong Partners



Hong Kong Economic & Trade Office
New York



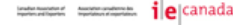
TATHK 2015

Canadian Partners



Foreign Affairs, Trade and Development Canada

Affaires étrangères, Commerce et Développement Canada



TATHK 2015, Toronto, Programme

June 8, 2015 (Monday) – Fairmont Royal York Hotel

8:45 am – 12:30 pm: Main Symposium

12:30 – 2 pm: Networking Lunch

**2 – 5:30 pm: Concurrent Thematic Sessions and
Business Matching Meetings**



THE *Fairmont*
ROYAL YORK

Opening Session -- Guests of Honour

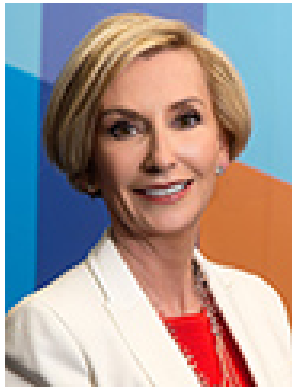


The Hon. C Y Leung, GBM, GBS, JP
The Chief Executive
Hong Kong Special Administrative Region of
the People's Republic of China



The Hon. Ed Fast
Minister of International Trade
Canada

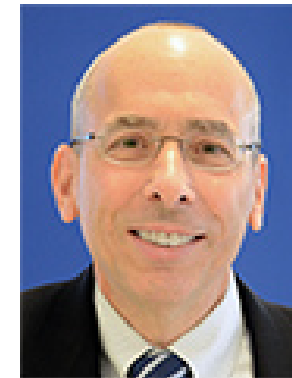
Plenary Session -- Canadian Speakers



Dr. Janet De Silva
President
Toronto Board of Trade

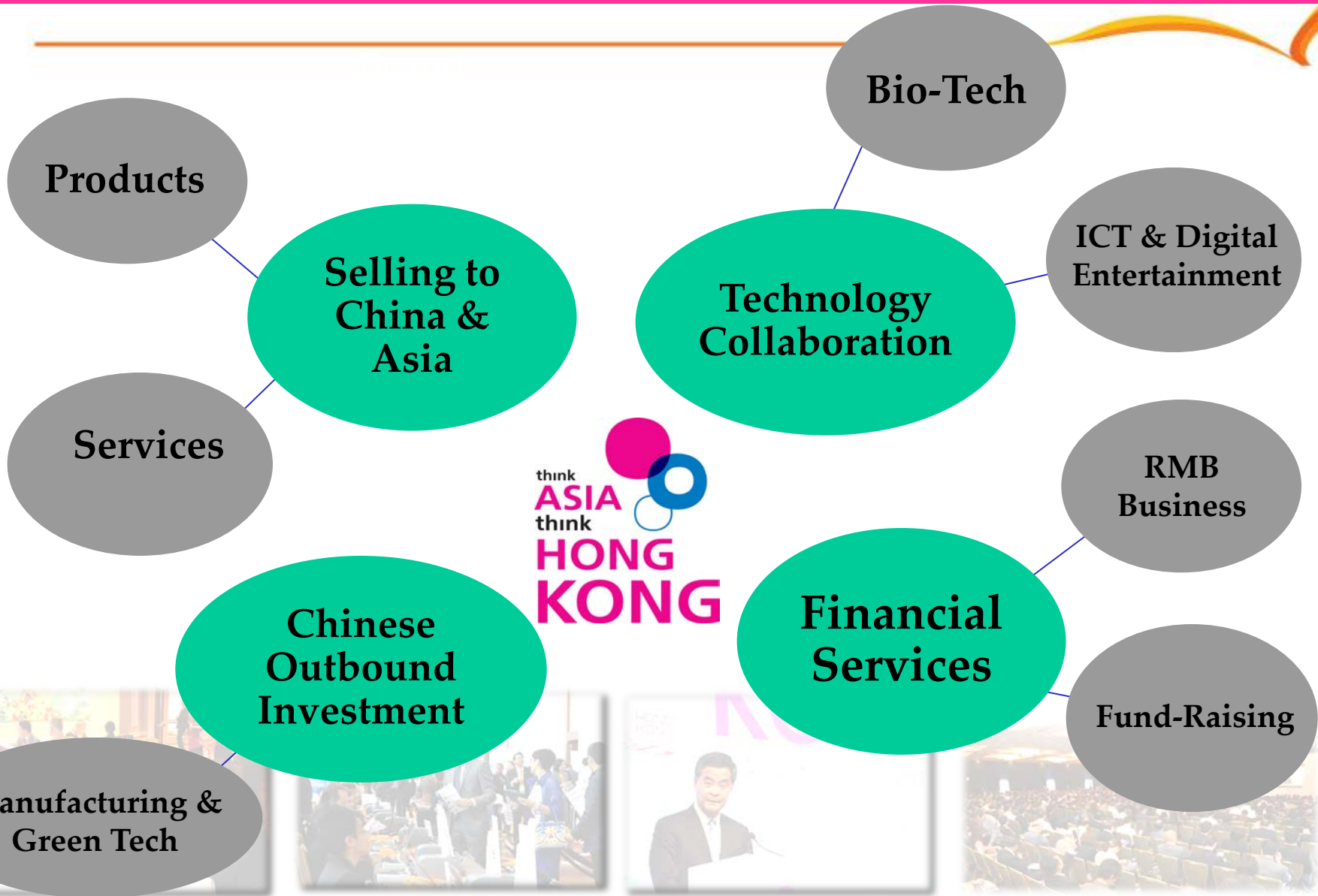


Donald Guloien
President and CEO
Manulife



Bob Agnes
Executive VP & General
Manager of Asia-Pacific
Operations
Mitel Networks Corp.

Concurrent Breakout Sessions



Finance Session -- Speakers



Ding Chen
Chairperson
Chinese Asset
Management Association
of Hong Kong



Norman Chan, GBS, JP
Chief Executive
Hong Kong Monetary
Authority

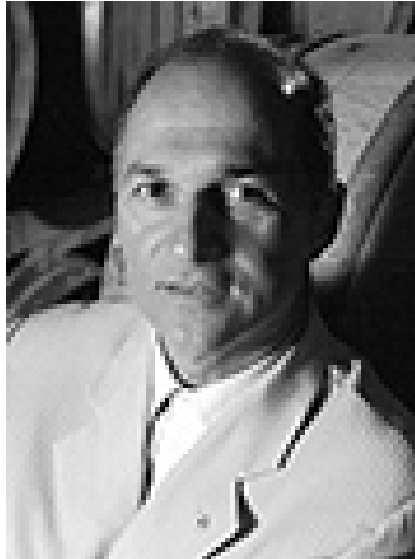


Romnesh Lamba
Co-Head of Global
Markets
Hong Kong Exchanges
and Clearing Ltd.

Selling to China and The Region -- Speakers



Rod Fong
President and
General Manager
Wing Wing Co Ltd.



Donald Ziraldo
President
Ziraldo Estate Wine



Les Mandelbaum
President
Umbra Ltd.

Technology Session -- Moderator



Prof Tsui Lap Chee
President
Victor and William Fung Foundation

TATHK 2015 Programmes

- Main symposium & Breakout sessions
- Free consultations by Hong Kong services providers
- Pre-arranged one-on-one business matching meetings
- Business missions to Toronto



Business Missions to Toronto

Chinese Outbound Investment

Automation and clean manufacturing technologies

With Guangdong

Food & Wine

Wine and gourmet products

ICT & DE / Technology

ICT / Digital Entertainment (DE) cooperation

TATHK 2015 – Business Support Zone

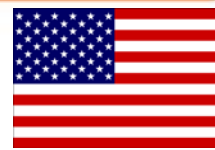


Free consultations on practical tips of doing business in Asia and the Chinese mainland

- Accounting services
- Legal services
- Marketing & Branding
- Financial services



“Think Asia, Think HK” series



No. of **attendees** at
symposium

930+

2,500+

2,300+

1,900+

No. of **Hong Kong
& mainland
delegates**

108

131

201

174

No. of **journalists**
attending the events

43

90+

80+

90+

No. of **Business
matching meetings**

560+

480+

900+

1,500+

Updated Information and Registration

Dedicated website:

www.thinkasiathinkhk.com/2015

HKTDC Toronto Office:

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juliana.yb.au@hktdc.org

416-366-3594

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Cathay Pacific Airways Special Prize

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Unleashing Canada-Hong Kong-Asia Business Potentials

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