Brampton Chinese Business Association

Event Alert

UNLEASH HONG KONG'S POTENTIAL - THINK ASIA, THINK HONG KONG

A unique workshop featuring the most current update on potentials and opportunities for expanding & growing your business in China & Asia.

May 5th (Tuesday), 2015

Hilton Garden Inn Toronto/Brampton
2648 Steeles Ave E, Brampton ON L6S 6J9 Canada

(9.00 am - 11.30 am)

Highlight: As Asia continues to grow in more ways and in more places, Canadian companies may possibly benefit from finding, even redefining, and the most appropriate strategic approaches for tapping extant and   emerging opportunities on Asia, including the Chinese regional markets. In their ongoing quest for international success, Canadian businesses, especially SMEs, are finding that Hong Kong, Asia's top international trade and financial centre, is able to strengthen and even fast-track their efforts. Hong   Kong speaks your *language*.

Those attending this event will also hear about a major mission to Canada from Hong Kong and the Chinese Mainland in June and will be able to obtain information on the pre-arrangements of customised individual meetings with the visiting delegates.

Introductions and Moderator – Economic Development Office, City of Brampton

Special presentations by:

➢ **Jeff Bowman – Chair, Economic Development Committee, City Council (***TBC***)**
   Opening remarks: Brampton – International Market
   To encourage and facilitate Brampton/Canadian companies to diversify their business to Asia and meet potential investors in a strategic, effective and efficient way

➢ **Gloria Lo, Director of the Hong Kong Economic and Trade Office in Canada**
   ➢ "*Unleash Hong Kong's potential – Think Asia, Think Hong Kong*"

   The Hong Kong Economic and Trade Office (HKETO) is the official representation of the Government of the Hong Kong Special Administrative Region in Canada, with the mandate to promote bilateral trade relations and various exchanges such as cultural and academic exchanges between Hong Kong and Canada.

Gloria will offer a briefing on the latest strategies, new initiatives and plans to further develop Hong Kong as the business hub in Asia for Canadian companies, the best place for Canadians to build and leverage their positions.

➢ *THINK ASIA THINK HONG KONG" briefing on a major mission to Canada from Hong Kong and the Chinese Mainland in June and will be able to obtain information on the pre-arrangements of customized individual meetings with the visiting delegates*

➢ **Andrew Yui, Director, Canada, Hong Kong Trade Development Council**
  ➢ *"The 38th Mega Window of Opportunity for Canadian Companies' Business Diversification to Asia*

  The **Hong Kong Trade Development Council** (HKTDC) is a statutory body established as the international marketing arm for Hong Kong-based manufacturers, traders and service providers. The organisation has more than 40 offices around the world, including 13 on the Chinese mainland. The HKTDC promotes Hong Kong as a platform for doing business with China and Asia, with opportunities in Hong Kong and on the mainland, while providing information via trade publications, research reports and online. The HKTDC also organises more than 30 fairs each year. Nine of these fairs are the biggest of their kind in Asia

➢ **Panel of 3: Business opportunities and success stories – HK Gateway, China partnership.** Speaker to share their Hong Kong /China success stories & experiences

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Time:	9.00-11.30am
Location:	Hilton Garden Inn Toronto/Brampton, 2648 Steeles Ave., Brampton ON L6S 6J9 Canada

Spaces are limited: Pre-Registration is required *(do not accept walk- in on Seminar day)*

Register today:

BCBA: Email: bcba@bcba-canada.com

Cost: BCBA Member: $15 (HST included)
       MCBA, OCBA, BBoT Member: $ 15 (HST included)
       Non Member $20.00 (HST included)
       Include:
       ✓ Breakfast Networking
       ✓ Workshop Registration

Brampton Chinese Business Association

HONG KONG

Hong Kong Economic and Trade Office (Toronto)
We work across Canada

HKTDC 香港貿發局

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ECONOMIC DEVELOPMENT

The Brampton
Board of Trade
Since 1887

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