

Press release from the Hong Kong Economic and Trade Office, London

Seminar: Hong Kong and Fujian: Your Winning Formula in China

17 April 2008

International Convention Centre, Birmingham

13 March 2008: UK businesses wanting to find out how to develop and grow sourcing and manufacturing links with Hong Kong and Fujian Province in China will have the chance to hear first hand how to do it at a seminar in Birmingham on April 17. The seminar, organised by Hong Kong's investment promotion agency InvestHK; the Fujian Department of Foreign Trade and Economic Cooperation (DOFTEC); and the Hong Kong Economic and Trade Office will be held at the International Convention Centre, Birmingham.

The seminar will feature case studies and practical tips on how to capitalise on the opportunities in China. Delegates will learn how their companies can benefit from establishing their regional headquarters in Hong Kong and using this strategic location to oversee their manufacturing facilities and sales operations in the Pan-Pearl River Delta (PPRD) region, of which Fujian is a key part. This dual offer links the advantages of competitive manufacturing and sourcing in the PPRD region, alongside the ease of setting up in Hong Kong, Asia's most business-friendly city.

Key speakers include Mr Alan Durham, Director of Coventry & Warwickshire Chamber of Commerce; Ms Sarah Wu, Director General, Hong Kong Economic and Trade Office (London); Mr Mike Rowse, Director-General of InvestHK; and Mr Zhang Qiu, Deputy Director-General, Fujian DOFTEC.

Mr Mike Rowse, Director-General of InvestHK said: "Hong Kong is a natural entry point for British companies to explore Asia, and a logical place from which to manage Asian-wide operations. More than 1,000 British companies are already doing business in our city, and for more than one-third of these it's their regional headquarters or offices. As the Pan-Pearl River Delta region, including the vibrant Fujian Province, continues to flourish it offers new opportunities for Hong Kong-based companies, especially in the service industries which provide invaluable support to business concerns across southern China."

Mr Zhang Qiu, Deputy Director-General, Fujian DOFTEC said: "Lying between two major economic regions – the Pearl River Delta and the Yangtze River Delta - Fujian is a high-flier among Chinese provinces. Our pillar industries include automotive, information technology, mechanical parts, oil and chemical engineering. At present, there are 170 British companies in the Fujian province, with a contractual investment amounting to nearly USD2 billion. As the economy continues to grow in China, the business ties between Fujian and UK will be closer."

Other speakers will include experienced business leaders and experts from Hong Kong and Fujian, who will give a first-hand perspective on developing and growing business in Hong Kong and the Chinese mainland. Lawyers, accountants and other professional specialists will present case studies and provide free advice on a range of China business issues, including tax, setting up a company and protecting intellectual property.

The PPRD region, popularly known as "9+2", consists of nine provinces, Fujian, Jiangxi, Hunan, Guangdong, Guangxi, Hainan, Sichuan, Guizhou and Yunnan, plus the two Special Administrative Regions Hong Kong and Macau. It has a population of 460 million, one third of China's total, and its GDP totalled USD1,039 billion. The Pearl River Delta itself is described by some as the factory of the world, and with an area equivalent to UK, France, Germany, Italy and Spain combined it contributes about a third of China's exports.

For further information on the seminar and to register, visit the website:

<http://www.overseaspromotion.com/hkfujian2008/>

-Ends-

For more information, please contact:
Alasdair Crewe +44(0)20-7290-8200
Hong Kong Economic and Trade Office, London
Email: alasdair_crewe@hketolondon.gov.hk;
Website: www.hketolondon.gov.hk