

“Journey from Washington
State to Hong Kong”

Rafael “Ray” Cardenas
Hand Crafted Spirits
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Self - Introduction

- WHO IS RAFAEL CARDENAS?



My Granddaughter Grace Cardenas



Business Introduction

- **THE HAND CRAFTED SPIRITS STORY**
- **PRODUCT LINE**
- **SPIRITS MARKET (U.S.A VS. H.K.)**



Why Hong Kong?

- **“HONG KONG IS BUSINESS,
BUSINESS IS HONG KONG.”**



Setting Up in Hong Kong

- **THE PROCESS**
- **TIME AND FINANCIAL COMMITMENT**
- **OFFICE SPACE (RENT, LOCATION IN HONG KONG)**
- **NECESSARY DOCUMENTATION, LICENSES, FEES, ETC.**
- **CUSTOMS AND TAXES (U.S.A. VS. H.K.)**



How to market your company in Hong Kong

- Trade shows
- HKTDC wine & spirits fair
- Japan wine & gourmet fair
- Distributor / agent relationships



Exporting Tips

- **DOING BUSINESS : U.S.A. VS. H.K.**
- **RESEARCH CULTURE AND BUSINESS PROTOCOL**
- **TRANSPORTATION ISSUES**
- **KNOW YOUR PRODUCTS AND SERVICES**
- **DEFINE BUDGET**



Available Resources

- **HKTDC (WWW.HKTDC.COM)**
 - QUASI GOVERNMENT AGENCY PROMOTING BILATERAL TRADE
- **INVEST HK (WWW.INVESTHK.GOV.HK)**
 - PROVIDES ASSISTANCE TO CORPORATIONS LOOKING FOR INVESTMENT OPPORTUNITIES IN HK
- **HKAW**
 - DEVELOP RELATIONSHIPS FOR THOSE WHO HAVE AN INTEREST WITHIN THE STATES, HK, AND CHINA
- **US DEPARTMENT OF COMMERCE**
- **OTHER US DOMESTIC RESOURCES**





HAND CRAFTED SPIRITS

Unique Premium American Distilled Spirits

Rafael "Ray" Cardenas
Manager

World Trade Center
2211 Elliott Avenue, Suite 200
Seattle, Washington 98121-1692
USA

Tel: 206.678.2590
handcraftedspirits@gmail.com