

think  
ASIA  
think  
HONG  
KONG



**REPORT**

September 2016  
Germany

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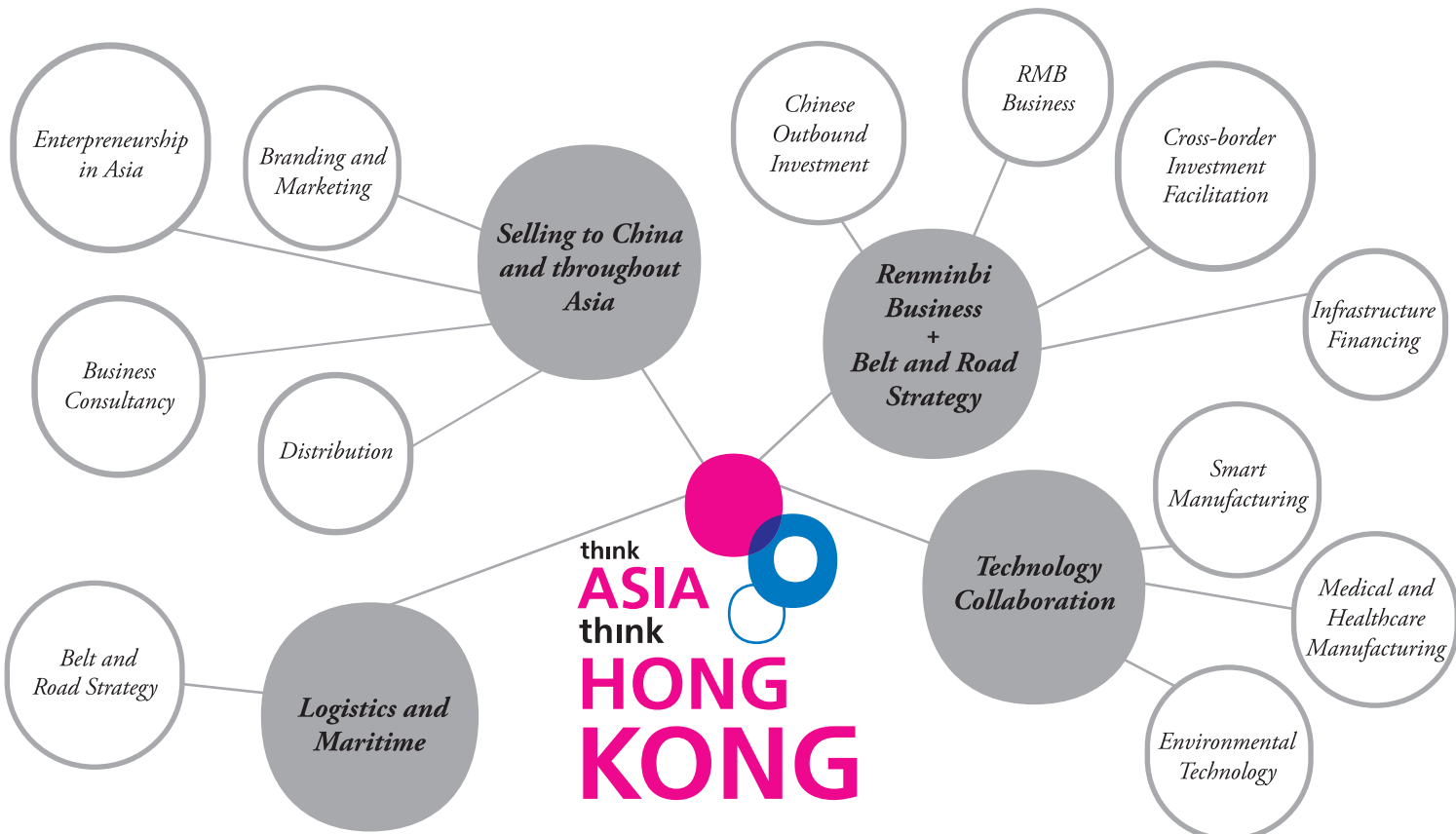
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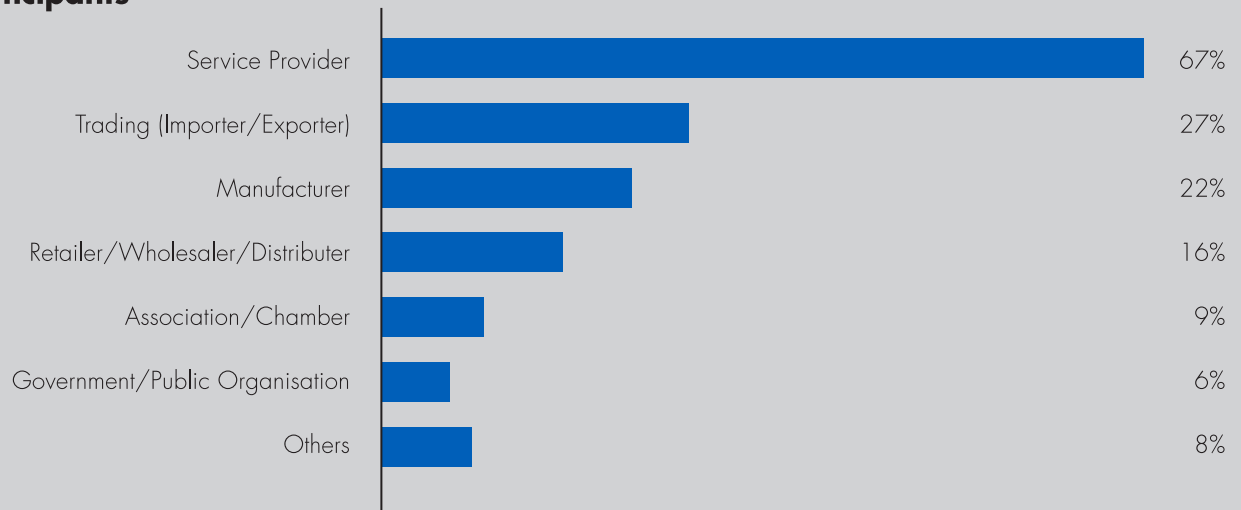


# Campaign Highlights

- Largest-ever campaign, covering Düsseldorf, Frankfurt, Hamburg and Munich in Germany
- 2 business missions covering Technology and Joint Investment
- 16 Hong Kong Partners
- 40+ journalists from Hong Kong and Germany
- Signing of Memorandum of Understanding between the government of Hessen and HKTDC
- 44 supporting organisations from Germany
- 100+ Hong Kong and Chinese mainland delegates
- 360+ distinguished Hong Kong Dinner guests
- 1560+ news clippings
- 460+ business matching meetings
- 1500+ trade participants



## Nature of Business of Participants



**99%** rated the overall event "Excellent" or "Good"

**90%** planned to visit Hong Kong to get to know Hong Kong's business environment

**85%** reflected that they would consider doing business through Hong Kong



*In times of globalisation and the rapid development of mainland China, Hong Kong gets more and more integrated into the southern China business networks... Hong Kong is a regional hub for business and above all of these, a reliable and important partner of us in Germany.*

**Mr Frank Horch**

Minister of Economy, Transport and Innovation, Free and Hanseatic City of Hamburg

*Hong Kong is a place of superlatives. It has developed into one of the most important financial places in the world, and plays an extraordinary role in transport and logistics to and from China.*

**Dr Herbert Jakoby**

Director of Department for International Economic Relations, Ministry of Economic Affairs, Energy and Industry, the State of North Rhine-Westphalia



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*Hong Kong is extremely welcoming all the multinational professionals. It is also a laboratory for the market of Asia Pacific, always changing and is very quick in adapting to different environments.*

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**Dr Martin Bruder Müller**

Vice Chairman of the Board of Executive Directors and Chief Technology Officer, BASF SE



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*Hong Kong has a sound and transparent legal system, solid infrastructure, simple tax system, flexibility and “can-do” mind-set... Hong Kong is a right spot to serve Asia.*

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**Mr Michael Hennig**

Managing Director and Chief Executive Officer, Aumund Asia (H.K.) Limited



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*Hong Kong is the capital of all overseas Chinese businesses in this world. Hong Kong plays an important part as an international financial, shipping and trade centre. It is the testing ground and show window – when Hong Kong customers buy something, it is in huge demand in mainland China the next day.*

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**Mr Hans Michael Jebsen**

Chairman, Jebsen & Co. Ltd.



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*Now the RMB Internationalisation and the Belt and Road Initiative will bring a wealth of huge opportunities for the whole world including companies in Germany. Hong Kong is well positioned as a super-connector between China and the whole world for the Belt and Road Initiative.*

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**Mr Li Jiuzhong**

Executive Director and Chief Risk Officer, Bank of China (Hong Kong) Limited



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*One of the great advantages of being based in Hong Kong is that not only it is a global base but also it is a base for Greater China, including Taiwan, mainland China and Hong Kong. There is an amazing amount of expertise in Hong Kong about how to do things in China.*

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**Mr James E. Thompson, GBS**

Chairman, Crown Worldwide Group



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*Operating under the “One Country, Two Systems”, Hong Kong is ideally situated to serve as not only the bridge, but also the catalyst to penetrate into this big market (of mainland China).*

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**Dr Royce Yuen, JP**

Chief Executive Officer, MaLogic Holdings Limited



# Over 1560 Media Clippings

2016年10月11日  
渣打助中企「走出去」有優勢  
洪丕正：做中外兩邊「駁腳」



## Startup Valley...



### Deutsche Startups Zusammenarbeit in verdeutlicht die Vor

Hongkong gilt in Asien als zentraler Business- und Investitionspunkt und die asiatische Weltweit, an die Metropole in der Weltweit Handels- und Investitionspunkt und zentrale Geschäfts- und Investitionspunkt und zentrale Geschäfts- und Investitionspunkt...

### 林鄭月娥：料港及法蘭克福有更多人幣業務合作

09月28日(三) 08:00



### 林鄭月娥指德國是歐洲國家中為香港最大的貿易夥伴

政務司司長林鄭月娥在德國出席由香港貿易發展局舉辦的「邁向亞洲 首選香港」活動時表示，德國是香港最大的歐洲貿易夥伴，貿易額香港優勢可繼續推動雙方合作。

## hket | 投資

2016年11月22日 星期二 17:47

即時新聞 報價 報章 周刊 電子報 投資 中國 名家專欄 TOPick 地圖

首頁 即時財經 即時推介 恆指攻略 大市 名家 宏觀經濟 業績

投資理財 金融

港幣競爭力排名跌 貿發局：毋須太悲觀 法治優勢一帶一路機遇 港在亞洲愈吃重

2016年10月5日 01:00 星期三

貿發局今年首屆到德國推廣貿易，有情緒發表報告降低香港競爭力排名，貿發局發言人稱，多個研究指香港競爭力全球十六，法治優勢及一帶一路機遇，亦安當地商界積極。

## South China Morning Post | HONG KONG

### ECONOMY

...No matter how the world changes, they keep fighting and stay positive... Sarah Lee Wu

### Economic success for Hong Kong requires more overseas talent, trade body head insists

Trade Development Council executive director Margaret Fong says city remains preferred destination for foreign investors despite warnings by rating agencies



## Handelsblatt

### In die Reserve gelockt

Dollar, Euro, Pfund, Yen - und nun auch der Yuan: Die chinesische Währung gehört seit dem 1. Oktober zum IWF-Währungskorb. Peking erhofft sich den Aufstieg von der Handels- zur Finanzmacht. Doch Experten bleiben skeptisch.

## hket

香港經濟日報

2016年11月22日 17:57

## market STEEL

your b2b platform

News Firmenverzeichnis Terms

## Wirtschafts Woche

HONG KONG - KONGRESS IN DÜSSELDORF

### Hongkong Was Start-ups nach Hongkong zieht



### Futurs von Hongkong Die Schönheit der Monotonie

Seit gut einem Jahr macht Hongkong Werbung für sich als Start-up-Standort. Bisher sind gut 700 deutsche Unternehmen dem Ruf gefolgt. Hongkong hat Gründern viel zu bieten - wenn man es sich denn leisten kann.

## 洪丕正：把握人民幣入藍機遇

2016年10月11日 03:00

### 【華僑日報報導】大中華為渣打集團（2888）盈利貢獻最大的地區，渣打大中華及北亞地區行政總裁洪丕正日前在法蘭克福接受本報訪問，分享其對大中華發展前景的觀察，隨著中國市場不斷開放，內地企業走出去，以及人民幣入藍（SDR）（特別提款權）貢獻卓著，全球央行將重新審視人民幣資產，加上內地企業在國際市場尋求發展，香港作為最佳橋樑，相信渣打將繼續扮演重要的「駁腳」角色，可與香港共同發展，並期待「香港橋樑」的角色仍將存在。

## COMPANIES

Yuan

### Hong Kong to remain a yuan hub reserve basket, says HKMA chief



### 雙邊貿易 林鄭月娥：德國為港最大歐洲貿易夥伴

政務司司長林鄭月娥於德國法蘭克福出席由貿發局舉辦名為「邁向亞洲 首選香港」的大型推廣活動時指，歐盟28個成員國中，德國是香港最大的歐洲貿易夥伴，去年雙邊貿易總額達160億美元，雖然目前環球經濟增長放緩，但隨著未來雙邊貿易聯繫進一步加強，貿易額將繼續增長。

## 信報財經新聞

2016年11月22日 星期二 17:47

即時新聞 今日信報 港幣360 匯豐進 地產

匯豐銀行年內中國外貿半數人幣支付



## 蘋果日報

今日精華 動新聞 娛樂舞台 即時新聞 周刊 動Live 美國大選 爆相爆片 健

## 即時新聞

2016年09月28日 星期三



### 【雙邊貿易】林鄭月娥：德國為港最大歐洲貿易夥伴

政務司司長林鄭月娥於德國法蘭克福出席由貿發局舉辦名為「邁向亞洲 首選香港」的大型推廣活動時指，歐盟28個成員國中，德國是香港最大的歐洲貿易夥伴，去年雙邊貿易總額達160億美元，雖然目前環球經濟增長放緩，但隨著未來雙邊貿易聯繫進一步加強，貿易額將繼續增長。

### 德企關注港經濟角色變化

德國Money18 即時報價掌握大市走

香港貿易發展局九月底在德國舉行推廣香港活動，總裁方媛文稱，德國企業關注香港在內地經濟增長中的角色變化，但她認為香港的重要住戶只有香港本地，香港及德國出口貨運量近年萎縮，打擊本地經濟，但主要因為有眾多深圳和東莞工廠遷往香港。

# Snapshots

The Honourable Mrs Carrie Lam, GBM, GBS, JP, Chief Secretary for Administration, the Government of the Hong Kong Special Administrative Region, People's Republic of China



Mr Vincent HS Lo, GBS, JP, Chairman, HKTDC



Mr Nicholas W. Yang, JP, Secretary for Innovation and Technology, the Government of the Hong Kong Special Administrative Region, People's Republic of China



Dr Bernadette Weyland, State Secretary, Ministry of Finance of the State of Hessen

Mr Hans Michael Jebsen, Chairman, Jebsen & Co. Ltd.



Dr Herbert Jakoby, Director of Department for International Economic Relations, Ministry of Economic Affairs, Energy and Industry, the State of North Rhine-Westphalia



Mr Thomas Geisel, Mayor of Düsseldorf, the State Capital of North Rhine-Westphalia



Mr James E. Thompson, GBS, Chairman, Crown Worldwide Group

Dr Martin Bruder Müller, Vice Chairman of the Board of Executive Directors and Chief Technology Officer, BASF SE



Thematic seminar on "Selling to China and throughout Asia" in Düsseldorf



Hong Kong Dinner in Frankfurt

# Snapshots



Signing of Memorandum of Understanding between Dr Rainer Waldschmidt, CEO, Hessen Trade and Invest and Ms Margaret Fong, Executive Director, HKTDC, witnessed by The Hon Mrs Carrie Lam, Dr Bernadette Weyland and Mr Vincent HS Lo



Guests of Honour and VIPs at Hong Kong Dinner



Business matching meetings at "Think Asia, Think Hong Kong"



Guest performance at Hong Kong Dinner



Hong Kong-Jiangsu Joint Investment and Partnership Mission



Hong Kong Technology Business Mission

## HONG KONG PARTNERS



German Industry and Commerce Ltd.  
德國工商會有限公司



German Chamber of Commerce  
Hong Kong 德國商會



數碼港  
Cyberport



HONG KONG ECONOMIC & TRADE OFFICE  
Berlin

HKEX  
香港交易所



HONG KONG MONETARY AUTHORITY  
香港金融管理局



Information Services Department  
The Government of the Hong Kong  
Special Administrative Region

InvestHK



## SUPPORTING ORGANISATIONS

Economic Council Germany  
German-Chinese Business Association  
German Hong Kong Association e.V. GHKA  
Platform M&A China/Germany  
Association of Chinese Scientists and Students  
in Düsseldorf  
Chamber of Commerce and Industry Düsseldorf  
Chamber of Commerce and Industry Cologne  
China Competence Center Düsseldorf  
Chinese Industry and Trade Association  
Federation of the German Export Trade  
Foreign Trade Association North Rhine-West-  
phalia  
NRW.Invest Germany  
NRW.International  
Office of Economic Development Düsseldorf

Bankers Association of Hessen  
BVK German Private Equity and Venture  
Capital Association  
BVMW - Bundesverband mittelständische  
Wirtschaft (Federal Association of SMEs)  
Corpina – Corporate Finance Association  
DVFA  
Economic Development Office  
Frankfurt Chamber of Commerce and Industry  
Frankfurt Main Finance  
FrankfurtRheinMain GmbH International  
Marketing of the Region  
German-Asian Business Circle  
German M&A Association  
Hessen Trade & Invest  
Ministry of Economics, Energy, Transport and  
Regional Development of the State of Hessen

Chinese-German Association e.V., Hamburg  
German Asia Pacific Business Association  
German Shipbrokers Association  
Hamburg Business Development Corporation  
(HWF)  
Hamburg Chamber of Commerce  
International Union of Marine Insurance (IUMI)  
Logistics Initiative Hamburg  
Port of Hamburg Marketing  
Chamber of Commerce Munich and Upper  
Bavaria  
Chamber of Commerce Nuremberg for Central  
Frankonia  
Invest in Bavaria

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## OFFICIAL CARRIER



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September  
2017

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