

think
ASIA
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**HONG
KONG**



REPORT
Oct 2014
France & Italy

www.thinkasiathinkhk.com

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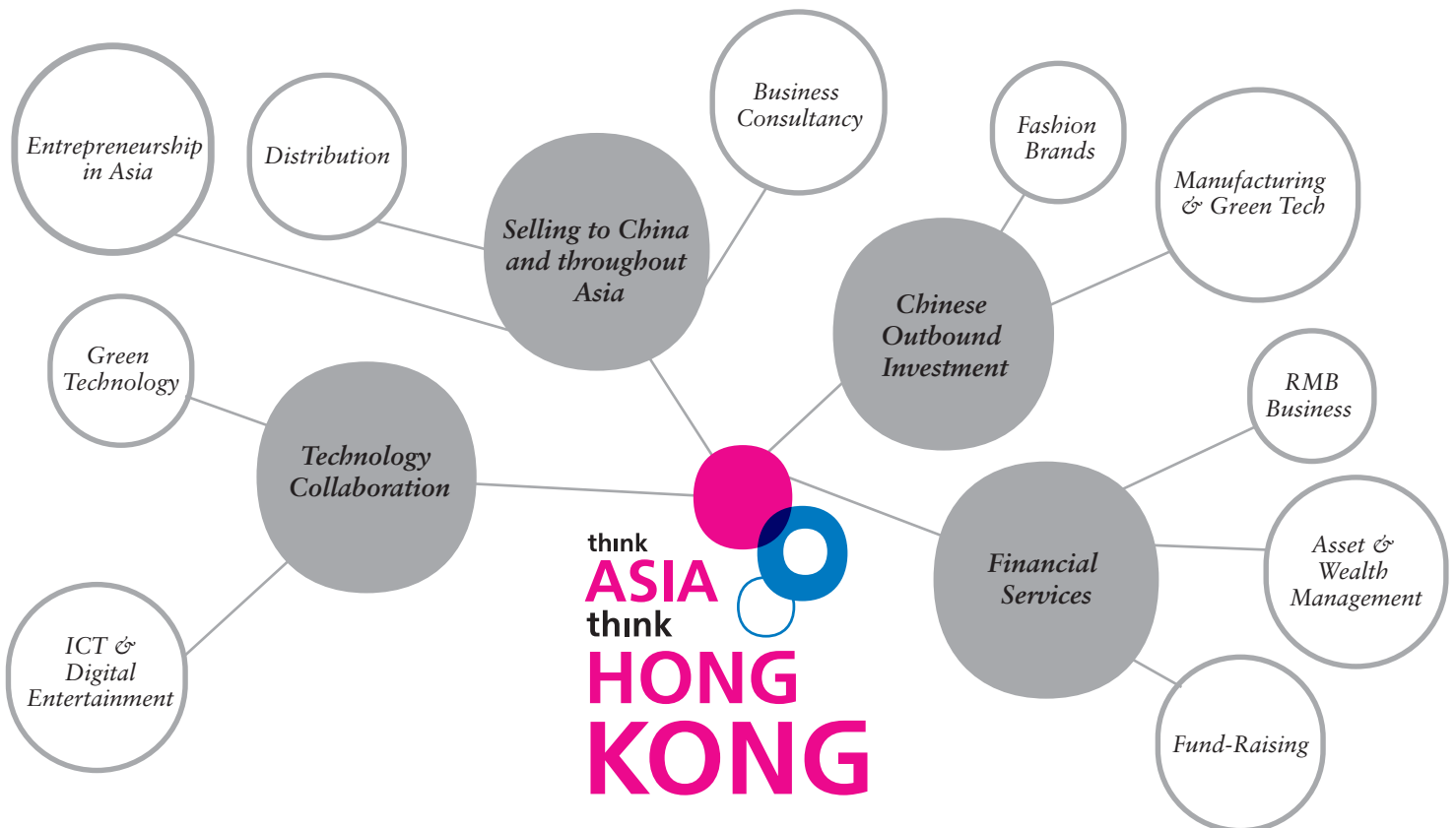


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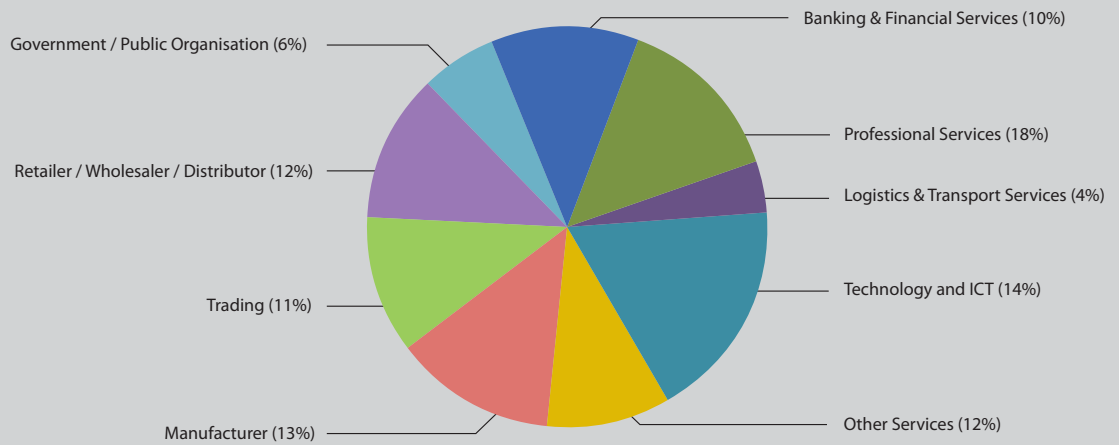


Campaign Highlights

- Largest-ever campaign, covering France, Italy and more in Europe
- 1 week and beyond
- 5 business missions covering Fashion, Technology, Joint Investment, Wine and Gourmet, and Information and Communications Technology
- 15 Hong Kong Partners
- 90+ journalists from Hong Kong and Europe
- 51 supporting organisations from France and Italy
- 170+ Hong Kong delegates
- 470+ distinguished Hong Kong Dinner guests
- 540+ clippings
- 1,500+ business matching meetings
- 2,600+ trade participants



Nature of business of participants



88% plan to visit Hong Kong to get to know Hong Kong's business environment

88% rated the overall event "Excellent" or "Good"

630 + companies indicated interest in setting up offices in Hong Kong



"The advantages that Hong Kong has for us: It's a very welcoming environment; it has a highly skilled population who speak very fluent English; its generous, dynamic and committed young people who are really the future of the world... Hong Kong is the ideal partner for French companies, whether they are large corporations or SMEs wanting to do business in Asia."

Matthias Fekl

Minister of State for Foreign Trade, the Promotion of Tourism and French Nationals Abroad, attached to the Minister of Foreign Affairs and International Development



"We made this decision (of launching our IPO in Hong Kong) with great satisfaction and we still think that we made the best possible decision. Today if I was to make the same move again, I would do that in Hong Kong again."

Carlo Mazzi

Chairperson and Executive Director
PRADA S.p.A



"We've opened offices in many countries and cities of the world. I've never seen a more business-friendly international city anywhere. We are able to do anything in Hong Kong that any other citizens, regardless of their nationalities, can do. Hong Kong is nationality-blind and it makes it very easy to do business there."

James E. Thompson

Chairman
Crown Worldwide Group

“The infrastructure level, transport network and the way Hong Kong is linked to the continent really helps us work seamlessly especially in Northern Asian countries.”

Antoine Frérot
Chairman & CEO
Veolia



“Italian companies have come to realise the need to open up to the global economy recently, and it's time they do it, and the way to do it, concerning Asia, is through Hong Kong.”

Arrigo Berni
Chief Executive Officer
Moleskine

“It was excellent, more than expected. I just had to come and bring my flyers, it took one minute for me to set up my booth, everything was well organised, like the business matching meetings. There was a queue at my booth for direct business.”

Raphael Beaudrey
Business Development Manager
Rosemount (Hong Kong) Ltd



“There is a lot of interest from French entrepreneurs and companies to invest in Asia.”

Nicolas Michaux
Head of French Desk
Fidnam R&T Consulting Limited



“The HKTDC has put a lot of energy into the event, and there is quality in the people we can meet here.”

Eric Bellanger
Chief Information Officer and Consultant
EBL



Today I received confirmation that Hong Kong is a very intelligent platform. It's good for people and competence.

Saverio Aprile
Owner
AXIA Consulting



“I think to discuss with potential partners here is the best way to know China, and to be aware of the changes in the market.”

Rossella Di Conno
Chief Executive Officer
Intrado



“We have really good feedback, and we think it's a great opportunity to meet all those people, who are really curious about what's going on.”

Marion Charreyre
Studio Director
Icicle Group



Over 540 media clippings

CLASSE EXPORT

100 ROUTE DE PARIS 92020 CHARBONNIÈRES - 04 72 59 10 10

NOV/DEC 1 Mens. Surface approx. (cm²) : 3 N° de page :

Hong Kong business as usual...

Près de 1200 personnes étaient réunies mardi 28 octobre 2014 au Carrousel du Louvre pour assister à l'événement Think Asia Think Hong Kong, organisé par le HKTDC. Une vraie réussite pour cet événement "100% business".

Les organisateurs ont tenu à faire de cet événement un succès d'annonciation de Hong Kong jamais organisée en France... Organisation minutieuse. Rien n'a été laissé au hasard. L'événement a réuni l'essentiel des acteurs du monde économique et institutionnel franco-hongkongais.



Le Secrétaire d'Etat aux Finances, John Tsang

Le prestige international de Central ou Kwongfoo ont également été affectés par ce phénomène. Yves Zlatowski, économiste en chef de l'Assurance Coûtes n'est pas inquiet...



▲梁振英(中)主持祝酒儀式(左一為梁本)

【大公報訊】記者張曉輝報導：行政長官梁振英昨日在法國巴黎正式宣佈主辦「Think Asia, Think Hong Kong」...



【大公報訊】香港貿易發展局昨日在巴黎舉行「Think Asia, Think Hong Kong」...



【大公報訊】香港金融管理局與法國中央銀行昨日在巴黎簽署一項合作備忘錄...

Le symposium Think Asia, think Hong Kong

Bienvenue à Hong Kong Le symposium "Think Asia, think Hong Kong" qui vise à promouvoir Hong Kong comme plateforme commerciale vers le reste de l'Asie et particulièrement vers la Chine, s'est tenu à Paris le 28 octobre 2014 au Carrousel du Louvre.

Margaret Fong, Executive Director HKTDC



Margaret Fong, Executive Director HKTDC

Organisé par le Hong Kong Trade Development Council (HKTDC), l'événement en Asia, think Hong Kong s'est tenu pour la première fois en France, au Carrousel du Louvre Plus de 1200 représentants d'entreprises et d'institutionnels de France, de Hong Kong, continentale sont venus assister à cette journée d'information destinée aux entrepreneurs...

梁振英 10月赴法首次官訪

【大公報訊】記者張曉輝報導：行政長官梁振英昨日在法國巴黎正式宣佈主辦「Think Asia, Think Hong Kong」...

Le forum "think Asia, think Hong Kong" à Paris

La France est choisie pour accueillir le forum économique d'envergure think Asia, think Hong Kong compte tenu de la proximité des relations France-Hong Kong. Le symposium qui vise à promouvoir Hong Kong comme plateforme commerciale vers le reste de l'Asie et particulièrement vers la Chine, s'est tenu à Paris le 28 octobre 2014 au Carrousel du Louvre.

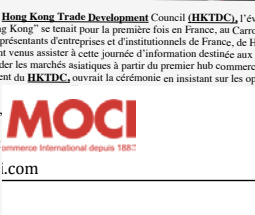


Symposium «Think Asia, think Hong Kong»

Écrit par Philippe MÉCHIN - INTERNATIONAL on 4 décembre 2014. Posted in A la découverte

Bienvenue à Hong Kong

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Organisé par le Hong Kong Trade Development Council (HKTDC), l'événement intitulé "think Asia, think Hong Kong" se tenait pour la première fois en France, au Carrousel du Louvre à Paris.

財爺向意國商界推廣香港

【大公報訊】香港貿易發展局昨日在巴黎舉行「Think Asia, Think Hong Kong」...

Destination Hong Kong

Organisme de promotion économique de Hong Kong, le Hong Kong Trade Development Council (HKTDC) organise "Think Asia, Think Hong Kong" le 28 octobre 2014 au Carrousel du Louvre.

Think Asia, think Hong Kong!

Advertisement for the event featuring Raymond Yip and text about Hong Kong's economic advantages and the event's success.

Advertisement for the event featuring Margaret Fong and text about the event's success and Hong Kong's economic advantages.

Advertisement for the event featuring Jack So and text about the event's success and Hong Kong's economic advantages.

Snapshots Symposium



Guests of honor and speakers of "Think Asia, Think Hong Kong"



Antoine Frérot, Chairman & CEO, Veolia



Carlo Mazzi, Chairperson and Executive Director, PRADA S.p.A



Hong Kong Dinner in France



Hong Kong Dinner in Italy



Hong Kong Service Consultation Companies and Business Matching meetings at "Think Asia, Think Hong Kong"



Main Symposium in Italy



Jack So, GBS, OBE, JP, Chairman, Hong Kong Trade Development Council

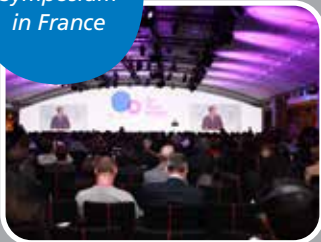


"Hong Kong - Style Tea House" by Hong Kong Tourism Board in Paris

The Hon John C. Tsang, GBM, JP, Financial Secretary, Hong Kong Special Administrative Region of the People's Republic of China



Main Symposium in France



Matthias Fekl, Minister of State for Foreign Trade, the Promotion of Tourism and French Nationals Abroad, attached to the Minister of Foreign Affairs and International Development



Prof Marco Simoni, Economic Adviser to the Prime Minister of Italy



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



Sir C K Chow, Chairman, Hong Kong Exchanges and Clearing Limited



Thematic Session in "Think Asia, Think Hong Kong"



Snapshots Concurrent Events



*Hong Kong
Food and Wine
Mission to
France and Italy*



*Hong Kong - Guangdong
Joint Investment and
Partnership Mission to
France, Spain and Italy*



*Hong Kong - Fujian
Joint Investment &
Partnership Fashion
Mission to France, Italy
and Spain*



*Hong Kong
Information and
Communication
Technology Mission to
France and the UK*



*Hong Kong
Technology Business
Mission to France
and the UK*



HONG KONG PARTNERS



SUPPORTING ORGANISATIONS (FRANCE)

France - Chine 50 UBIFRANCE Bpifrance Coface The National Committee of French Foreign Trade Advisors The General Confederation of Small and Medium Sized Enterprises CCI International Paris Ile-de-France Regional Chamber of Commerce and Industry Paris Europlace ADEME Sino-French Association of Sustainable Urban Development Agence pour la Promotion de la Création Industrielle CITIA ILE DE FRANCE FILM COMMISSION Communauté d'agglomération des Hauts-de-Bievre Communauté d'agglomération du Mont-Valérien Confédération des Chocolatiers et Confiseurs de France Dirigeants Commerciaux de France Fédération des Entreprises et des Entrepreneurs de France Fédération Française du Prêt à Porter Féminin Finance Innovation Institute of Electrical and Electronics Engineers Imaginove Midi-Pyrénées Expansion NeuillyLab Pôle Media Grand Paris Systematic Paris-Region Telecom Valley TV France International Unifrance films Association France-Hong Kong Classe Export

SUPPORTING ORGANISATIONS (ITALY)

Aice Associazione Italiana Commercio Estero Associazione Italia - Hong Kong Assolombarda Camera di Commercio Italo Orientale Centro Estero Umbria - Umbria Trade Agency Confindustria Consorzio Tuttitaliafood Federpreziosi Fiera di Vicenza Spa Fondazione Italia Cina ICE- Italian Trade Promotion Agency Invest in Lombardy Promos - Special Agency of the Milan Chamber of Commerce for International Activities Regione Campania Regione Emilia-Romagna Regione Puglia Toscana Promozione Veneto Promozione Vinality International

SPECIAL SPONSOR (FRANCE)



DIAMOND SPONSORS



OFFICIAL CARRIER



think
ASIA
think
HONG
KONG

Toronto &
Chicago are
the next stops!
June 2015

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