

think  
**ASIA**  
think  
**HONG  
KONG**



**REPORT**

June 2013

US

[www.thinkasiathinkhk.com](http://www.thinkasiathinkhk.com)

Hong Kong Trade Development Council – Head Office  
38th Floor, Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong  
Tel: (852) 2584 4333 Fax: (852) 2824 0249 Email: [hktdc@hktdc.org](mailto:hktdc@hktdc.org)

Hong Kong Trade Development Council – New York Office  
219 East 46th Street, New York, NY 10017  
Tel: (212) 838 8688 Fax: (212) 838 8941 Email: [nytathk@hktdc.org](mailto:nytathk@hktdc.org)

Hong Kong Trade Development Council – Los Angeles Office  
Los Angeles World Trade Centre, 350 South Figueroa Street, Suite #139, Los Angeles, CA 90071  
Tel: (213) 622 3194 Fax: (213) 613 1490 Email: [latathk@hktdc.org](mailto:latathk@hktdc.org)

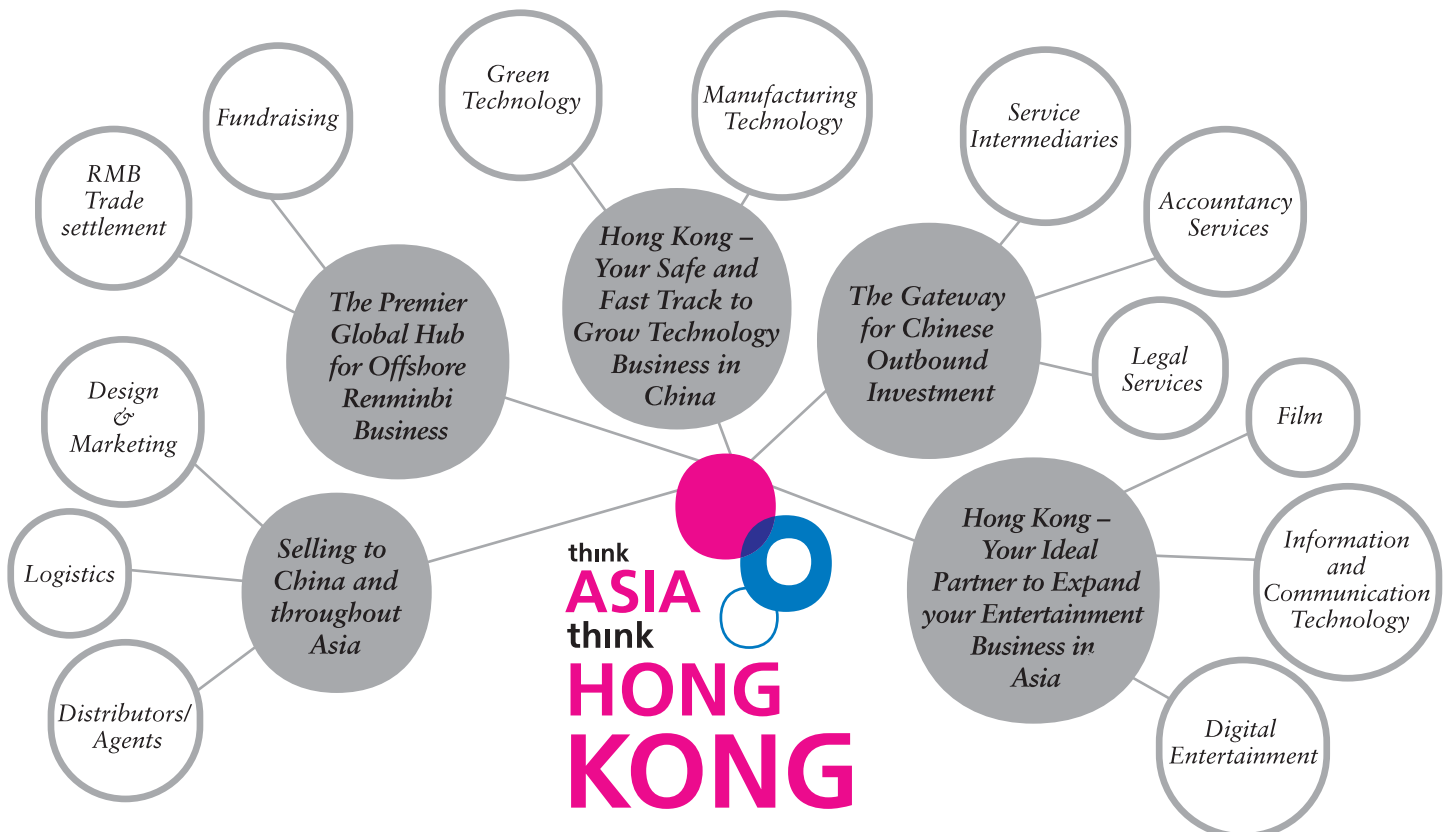
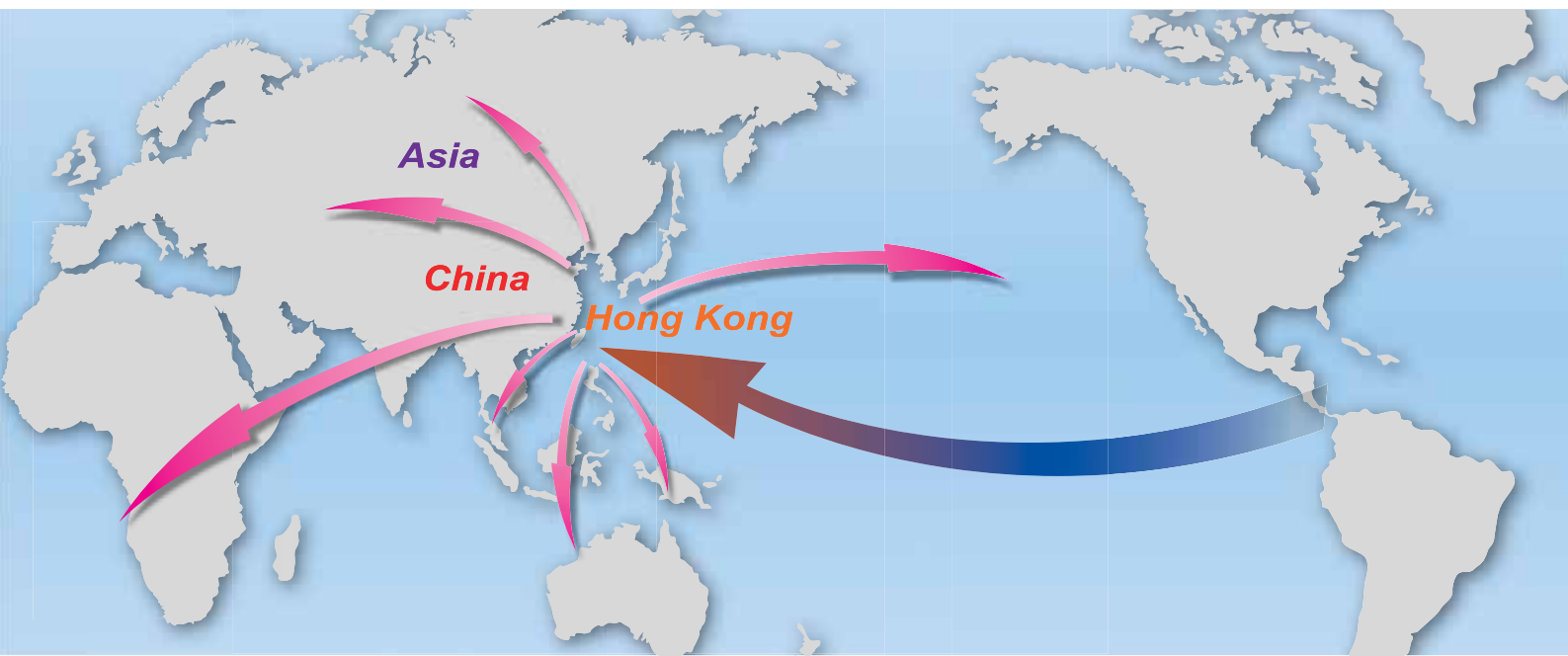


[www.hktdc.com](http://www.hktdc.com)

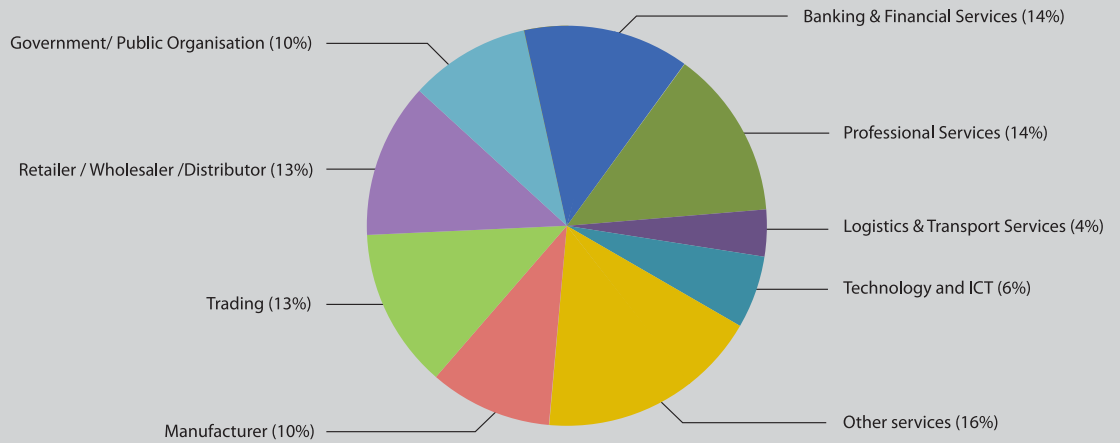


# Campaign Highlights

- Largest-ever campaign, covering New York, Los Angeles and more in US
- 1 week and beyond
- 5 business missions covering Fashion, Technology, Joint Investment, Wine and Gourmet, and Information and Communications Technology
- 14 Hong Kong Partners
- 80+ journalists from Hong Kong and the US
- 118 supporting organisations from the US
- 200+ Hong Kong delegates
- 480+ distinguished Hong Kong Dinner guests
- 890+ clippings
- 900+ business matching meetings
- 5,100+ trade participants



## Nature of business of participants



93%

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

97%

rated the overall event "Excellent" or "Good"

660+

companies indicated interest in setting up offices in Hong Kong



*"Hong Kong is an important partner in facilitating even stronger ties between the United States and the Asia-Pacific region as a whole. When we think about doing business with Asia, we have to think about Hong Kong."*

Francisco J. Sánchez  
Under Secretary of Commerce for International Trade  
US Department of Commerce

*"Hong Kong is a place where you can do business. It is a place where trade and finance can and do flourish. It is a place with leaders in business, finance, and government who understand how to make things happen and get things done. In short, Hong Kong is a place that 'gets it'."*

Heidi Crebo-Rediker  
Chief Economist  
US Department of State



*"We have a viable economic link to the Pacific Rim and Hong Kong, which has a proven economic formula that we can all learn from, providing leadership not just to Asia but to the world."*

Michael D. Antonovich  
Supervisor, Fifth District  
Los Angeles County

---

*"Hong Kong is a transparent, vibrant gateway not only into China but the rest of Asia, and it is a fantastic place to do business. Go visit and talk to people; experience everything for yourself and ask lots of questions."*

---

Andy Bird  
Chairman, Walt Disney International  
The Walt Disney Company



---

*"If you trade with China and want to avoid tears, Hong Kong is the place to help you peel the onion, so you will not have tears as often or ever."*

---

Robert Krieger  
President  
Krieger Worldwide



---

*"The Joint Investment mission connected us with US companies and has facilitated our 'going out' ambitions. Together with the Symposium, which highlighted the strengths of Hong Kong and China, these events organised by the HKTDC create an effective platform to explore collaborations and we are pleased to be a part of it."*

---

Liu Yongpeng  
Chairman  
Zhaoqing Beryl Electronic Co Ltd

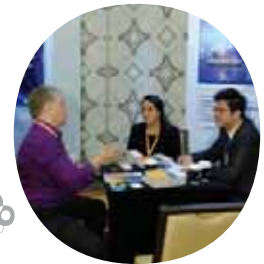


---

*"It's been a great event. People are well prepared from the Conference, getting good information and substance and raising serious questions. I think many will step forward and go into Hong Kong."*

---

Claudia Bolanos  
Manager, Business Development  
Orangefield ICS Limited



---

*"Asia is a huge market for us. Today's symposium and speakers were excellent and the Business Matching meetings allow us to utilise Hong Kong's ready expertise. Hong Kong is the place to go."*

---

John Garza  
EnergyCure USA



---

*"We've met some brilliant folks and made some relationships. These are the type of events that spur business, especially if you want a gateway into China and Hong Kong, which are great commerce partners. This is the place to be, so we're happy to be here."*

---

Norman Tajudin  
Founder  
Frag'D Industries



---

*"There are a lot of opportunities out there, and it's growing - we should truly 'think Asia, think Hong Kong' as Hong Kong is the gateway. Looking forward, people are enthusiastic about the growing economy and we plan to expand our business and continue making connections through the HKTDC."*

---

Mark Stoyas  
Project Manager  
Basic Enterprise Inc



Over 890 media clippings

**亚洲电影资讯**  
**FILM BUSINESS ASIA**  
HONG KONG AS THE GATEWAY TO CHINA

Panel discussion at the 'Think Asia, Think Hong Kong' event, featuring speakers from the Hong Kong Trade Development Council and the U.S. Chamber of Commerce.

**"Think ASIA, Think HONG KONG" an All-American Hit**

More than 3,000 Attend Events in New York and Los Angeles

The event was a major success, with over 3,000 attendees in New York and Los Angeles. It featured a panel discussion and a keynote address by the U.S. Trade Representative.

**TSNN**  
Hong Kong Makes Major Push into U.S. Market

TSNN article discussing the Hong Kong Trade Development Council's efforts to expand its presence in the U.S. market.

**World Journal**  
蘇錦樑推廣香港 吸引美商投資

World Journal article reporting on the success of the 'Think Asia, Think Hong Kong' event in attracting U.S. investment.

**蘇錦樑訪美取經 促銷香港**

蘇錦樑訪美取經 促銷香港

蘇錦樑訪美取經 促銷香港

蘇錦樑訪美取經 促銷香港

**"THINK ASIA, THINK HONG KONG" - FREE VIDEO**

Free video content related to the 'Think Asia, Think Hong Kong' event.

**CHINADAILY USA**  
HK chief says it is 'a ticket to China'

CHINADAILY USA article featuring a quote from the Hong Kong Chief Executive: "It is a ticket to China."

**Hit By Slow Growth, Hong Kong and Singapore Rethink Strategies**

Forbes article discussing the economic challenges faced by Hong Kong and Singapore and their strategic responses.

**梁振英首次官式訪問美國**  
**貿發局推廣「邁向亞洲 首選香港」**

梁振英首次官式訪問美國 貿發局推廣「邁向亞洲 首選香港」

梁振英首次官式訪問美國 貿發局推廣「邁向亞洲 首選香港」

**梁振英在紐約會見在美港人**  
**會見居紐約香港僑民 梁：我們都是一家人**

梁振英在紐約會見在美港人 會見居紐約香港僑民 梁：我們都是一家人

梁振英在紐約會見在美港人 會見居紐約香港僑民 梁：我們都是一家人

**特首指訪美達經貿金融之行的目的 港可任中美經貿超級聯繫人**

特首指訪美達經貿金融之行的目的 港可任中美經貿超級聯繫人

特首指訪美達經貿金融之行的目的 港可任中美經貿超級聯繫人

**Inside GLOBAL TRADE**  
A monthly update Los Angeles Area

2013 - in this issue...

Member Supports Textile Industry Concerns

Chamber Members Receive Update

Chamber members receive update on global opportunities and strengthen their business.

Build your network and join today.

Chamber supports textile industry concerns

The Chamber recently joined government officials, leaders in a panel discussion on "The Future of U.S. Textiles in the Face of a Likely Shrinking Market."

Chamber members receive update on global opportunities and strengthen their business.

Build your network and join today.

# Snapshots Symposium



Main Symposium in New York



The Honourable C Y Leung, The Chief Executive, Hong Kong Special Administrative Region, People's Republic of China



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

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



Thematic Session in "Think Asia, Think Hong Kong"



Hong Kong service consultation companies and business matching meetings at "Think Asia, Think Hong Kong"



Ronnie C. Chan, Chairman, Hang Lung Properties Ltd



Stephen Bird, Chief Executive Officer, Asia Pacific, Citi



Francisco J. Sánchez, Under Secretary of Commerce for International Trade, US Department of Commerce



Main Symposium in Los Angeles

Levin Zhu, President & CEO, China International Capital Corporation Ltd



Hong Kong Dinner in New York

Jackie Chan, Actor



Andy Bird, Chairman, Walt Disney International, The Walt Disney Company



# Snapshots

## Concurrent Events



*Hong Kong-Guangdong Joint Investment and Partnership Mission to New York, Toronto and Los Angeles*



*Hong Kong Information and Communication Technology (ICT) Mission to USA*



*HK-US Business Council 24th Plenary Session, New York*

*"Hong Kong Live at The Grove" in Los Angeles (organised by the Hong Kong Tourism Board)*



*Hong Kong Wine and Gourmet Business Mission to California, USA*



*Hong Kong-Chinese Mainland Fashion Business Mission to Seoul and New York*



*Hong Kong Technology Mission*

**HONG KONG PARTNERS**



**SUPPORTING ORGANISATIONS (NEW YORK):**

Americas Society / Council of the Americas Asia Society Asian American Bar Association of New York Asian American Business Development Center Asian Business Association - America Asian Columbia Alumni Association Asian Financial Society Asian Women In Business Association of Bi-National Chambers of Commerce in Florida ACCA (The Association of Chartered Certified Accountants) U.S.A Brooklyn Chamber of Commerce CEO Clubs NYC China General Chamber of Commerce - U.S.A China Institute The Chinese University of Hong Kong Alumni Association of Greater New York Columbia Business School Asian Alumni Club Columbia University - Weatherhead East Asian Institute Committee of 100 Council of Fashion Designers of America Electronic Retailing Association Fashion Group International Fashion Institute of Technology - Department of International Trade and Marketing Fashion Jewelry and Accessories Trade Association Foreign Trade Commissioners Association in New York Greater Miami Chamber of Commerce Greater New York Chamber of Commerce Hong Kong Association of Atlanta Hong Kong Association of Florida Hong Kong Association of Massachusetts Hong Kong Association of New York Hong Kong Association of Northern Texas Hong Kong University Alumni Association of New York Intelligent Community Forum International Capital Market Alliance International Intellectual Property Institute The International Licensing Industry Merchandisers' Association Manhattan Chamber of Commerce Maryland-China Business Council National Foreign Trade Council National U.S. Hong Kong Business Association New England Chinese Information & Networking Association New Jersey Chinese-American Chamber of Commerce New Jersey State Chamber of Commerce New Jersey Technology Council New York Biotechnology Association New York District Export Council New York Technology Council NEXCO NJIT Enterprise Development Center North American Chinese Entrepreneur Association Peking University Alumni Association of Greater New York Philadelphia Hong Kong Trade Association Pittsburgh Technology Council Queens Economic Development Corporation Renaissance Economic Development Corporation Toy Industry Association, Inc United States Council for International Business U.S. Chamber of Commerce U.S. China Entrepreneurs Association U.S. Commercial Service U.S. Pan Asian American Chamber of Commerce - Northeast Region Westchester County Association World Trade Center of Greater Philadelphia

**SUPPORTING ORGANISATIONS (LOS ANGELES):**

Asia Society of Southern California Asian Business Association of Los Angeles Asian Business Association of San Diego Asian Food Trade Association California Centers for International Trade Development California Chamber of Commerce California Fashion Association California Inland Empire District Export Council California Olive Oil Council California Society of CPAs Caltech Entrepreneurs Forum Chinese Chamber of Commerce of Los Angeles City of Murrieta Economic Development CleanTECH San Diego District Export Council of Southern California Economic Development Corporation Serving Fresno County Fashion Business Incorporated Hong Kong Association of Northern California Hong Kong Association of Southern California Hong Kong Association of Washington Hong Kong Business Association of Hawaii Hong Kong Schools Alumni Federation of Southern California Independent Film & Television Alliance Industry Manufacturer's Council International Business Association International Screenwriter's Association International Trade Advisory Board of San Diego International Visitors Council of Los Angeles Irvine Chamber of Commerce Long Beach Area Chamber of Commerce Los Angeles Air Cargo Association Los Angeles Area Chamber of Commerce Los Angeles County Economic Development Corporation Los Angeles Regional Export Council Los Angeles Venture Association Los Angeles World Airports National Association of Television Program Executives National U.S. Hong Kong Business Association OCTANE Port of Los Angeles PortTech Los Angeles San Diego North County Economic Development Council Society of Entrepreneurs Professionals and Executives Society of Independent Show Organizers (SISO) South Bay Chinese American Chamber of Commerce Southern California Biomedical Council (SoCalBio) Torrance Area Chamber of Commerce United Chambers of Commerce United States Mexico Chamber of Commerce U.S. Chamber of Commerce U.S.-China Guangdong Chamber of Commerce U.S. Commercial Service U.S. Pan Asian American Chamber of Commerce Valley International Trade Association Women's Business Council World Trade Center Association Los Angeles - Long Beach World Trade Center San Diego

**DIAMOND SPONSORS:**



**OFFICIAL CARRIER:**



France & Italy  
are the next stops!  
October 2014

[www.thinkasiathinkhk.com](http://www.thinkasiathinkhk.com)