"Journey from Washington State to Hong Kong"

Rafael "Ray" Cardenas Hand Crafted Spirits June 14, 2013



Self - Introduction

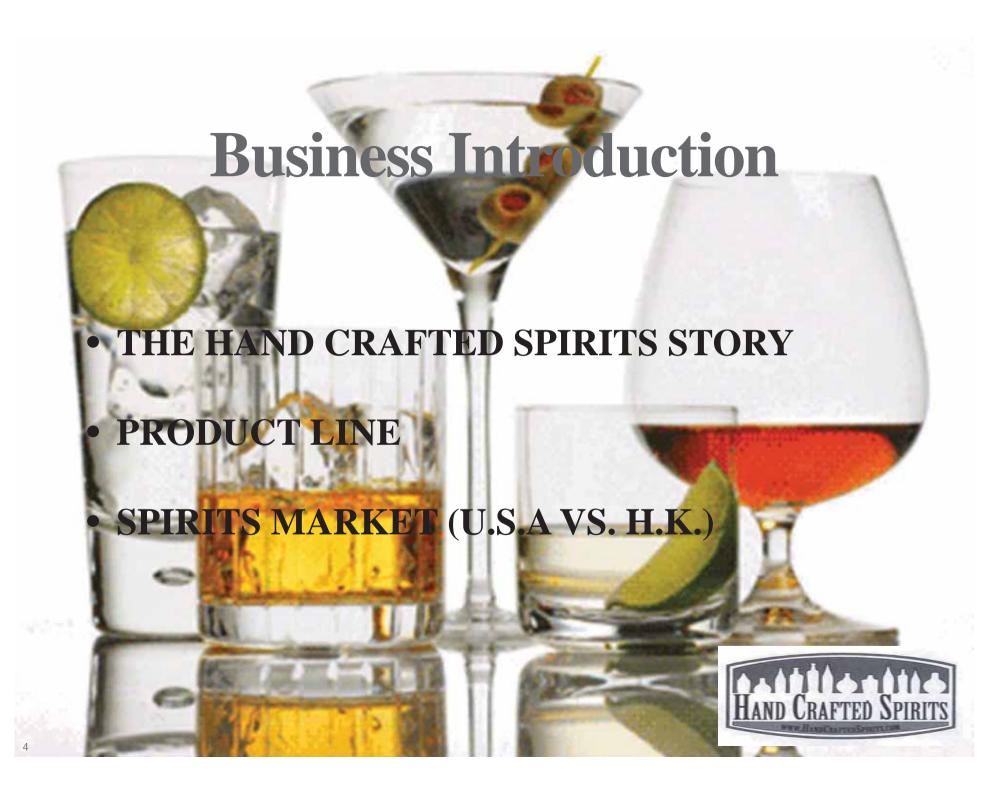
• WHO IS RAFAEL CARDENAS?



My Granddaughter Grace Cardenas









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

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