



JEBSEN

Finding Success in Asia Through the Hong Kong Platform



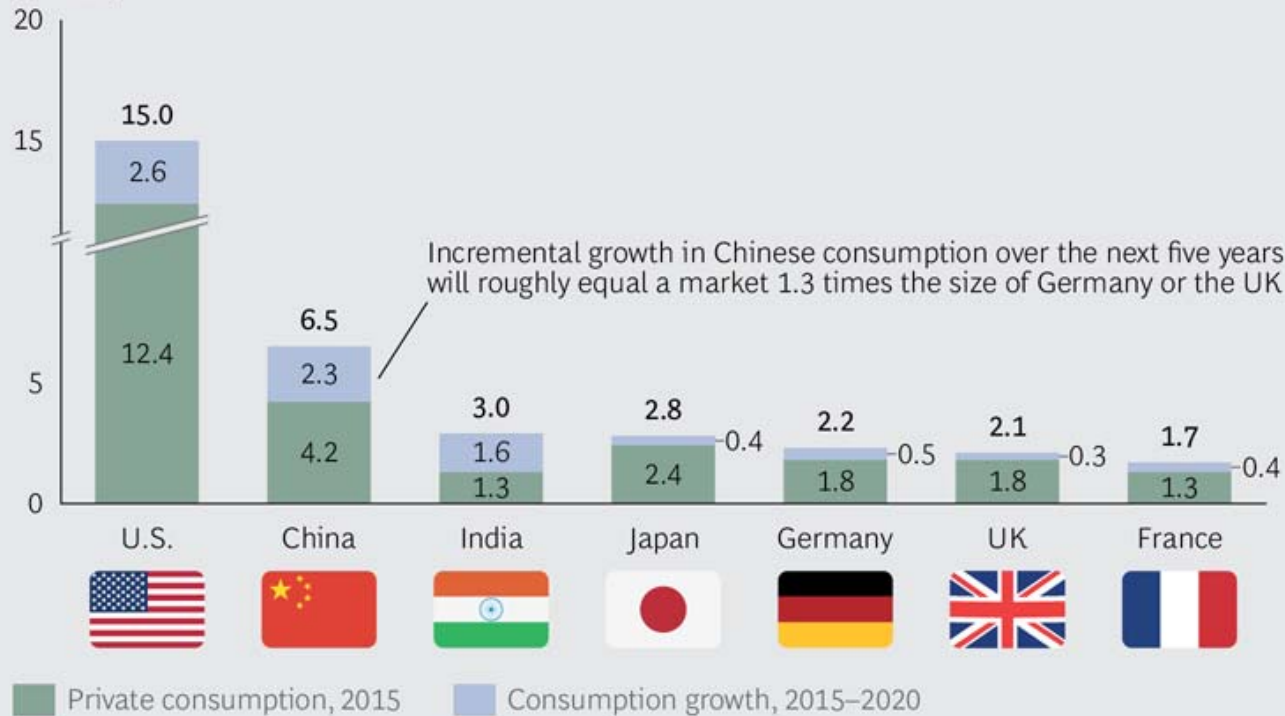
Think Asia, Think Hong Kong
September 2016

Chinese Consumers



By 2020, Chinese Consumption Will Have Grown by \$2.3 Trillion—Even if GDP Growth Slows to 5.5%

Nominal private consumption, 2020 (\$trillions)



Sources: Economist Intelligence Unit; BCG analysis.

Note: Assumes annual GDP growth rate of 5.5%. Because of rounding, not all numbers add up to the totals shown.

Hong Kong: a formidable platform to access China



Hong Kong has been ranked the world's freest economy for more than two decades

- ❑ Strategic location
- ❑ Talent & expertise
- ❑ Service culture
- ❑ Rich pool of service sector companies: 90% of GDP from service industry
- ❑ No import or export tariffs on most goods
- ❑ No sales tax
- ❑ International trading and logistic hub
- ❑ Commonwealth law and clear regulatory environment
- ❑ Compliance Culture

Hong Kong is the best place to showcase your products:

- ❑ Shopping paradise ~ 60 millions visitors per year in the territory
- ❑ Top destination for MICE events
- ❑ Over HKD 475 bn in retail sales (2015)
- ❑ High quality of goods and “No Fakes” Pledge
- ❑ Mature and sophisticated consumer market
- ❑ Testing ground of Chinese market

As a shopping window, Hong Kong accelerates your product's exposure and brings a regional scale to your business

Hong Kong : Heart of the Pearl River Delta

The Pearl River Delta economic zone (PRD) is one of China's leading economic regions and a major manufacturing centre. It locates at the Pearl River estuary where the river enters the South China Sea. In 2014

- ❑ Real GDP of the PRD grew by an average of 7.8%
- ❑ 4.2% of China's total population
- ❑ 9.1% of China's GDP
- ❑ 26.2% of China's total export
- ❑ 7.6% of China retail sales of consumer goods



Belt and Road Initiative

Hong Kong is well placed to help companies manage related businesses & investments

- ❑ Promote economic co-operation among countries along the proposed routes
- ❑ Initiated by Chinese government
- ❑ Extending markets for Mainland products
- ❑ Supply driven
- ❑ Tap new human resources markets
- ❑ Increase trade volume



Jebsen has helped Brands to establish & succeed for 120 years



Jebsen represents more than 200 premium brands across various industries, with long-term relationships forming the basis of success



BOLLINGER
20 YEARS



30 YEARS
PENTAX

ARRI
50 YEARS



60 YEARS
PORSCHE



BOSCH
100 YEARS



110 YEARS
BLUE GIRL BEER



THANK YOU