

June 11, 2013 - New York

BYk 'Mf\_ '<]hcb 'A ]Xhck bž Grand Ballroom, 3rd Floor,  
1335 5j Ybi Y'cZ'h\Y'5a Yf]Wlg, New York (Cross Streets: W 53rd St and W 54th St)

June 14, 2013 - Los Angeles

JW Marriott Los Angeles LA Live, 900 W.Olympic Blvd, Los Angeles



## Who should attend?

- Corporate leaders
- Small and medium-sized businesses
- Service providers and intermediaries
- Economists, academics and opinion leaders

**Register Now**

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



#tathk\_usa

**"Think Asia, Think Hong Kong", USA** brings together those who want to explore new markets and business opportunities emerging in Asia and the Chinese mainland. Hong Kong's close trading relationship with both the mainland and the United States, as well as its status as Asia's international trade and financial center, make it the preferred platform for US companies looking to tap new business opportunities in the region.

"Think Asia, Think Hong Kong"'s core program will include a symposium and seminars in both New York and Los Angeles during June 2013. **The Honourable CY Leung**, Chief Executive of the Hong Kong Special Administrative Region, People's Republic of China, will be the New York symposium's Guest of Honour, and over 100 Hong Kong business leaders will visit the US to explore collaborative opportunities with local companies.

### What does "Think Asia, Think Hong Kong" offer?

Gather latest market intelligence and learn practical tips in doing business with Asia through:

- A range of thematic business **seminars**
- Insights shared from about **60 renowned speakers**
- **Business matching meetings** with Hong Kong & Chinese mainland mission delegates
- **Free business consultation** from on-site professional service providers
- Extensive **networking opportunities**



**Ronnie C" Chan**  
Chairman,  
Hang Lung  
Properties Ltd



**William Fung**  
Group Chairman,  
Li & Fung Ltd



**Tung Chee Chen**  
Chairman,  
Orient Overseas  
(International) Ltd



**Levin Zhu**  
President & CEO,  
China Intl Capital  
Corporation Ltd



**Silas Chou**  
Chairman,  
Novel Fashion Holdings Ltd



**Maurice R" Greenberg**  
Chairman and CEO,  
C.V. Starr & Co Inc;  
US Section Chair,  
HK-US Business Council



**Marjorie Yang**  
Chairman, Esquel Group;  
HK Section Chair,  
HK-US Business Council

### USA-Hong Kong ties

- US exports to Hong Kong last year grew by 37% from 2010 to over \$36 billion. Over the past decade, US **exports** to Hong Kong have nearly **tripled**.
- The US is Hong Kong's **second** largest trading partner and one of the major sources of foreign direct investment in Hong Kong.
- The US currently tops the list of non-local companies with over 1,300 companies in Hong Kong among which **800+** companies locate their regional headquarters/offices in Hong Kong.
- In response to the US' National Export Initiative which aims at doubling US exports in 5 years' time, the Hong Kong Trade Development Council launched the **Pacific Bridge Initiative (PBI)** to further encourage American companies to use the Hong Kong platform when exporting to Asia and China.
- According to the US Commercial Service in Hong Kong, following the implementation of the PBI, the number of "new-to-market export successes" increased by **124%** year-over-year in fiscal year 2011, while the dollar value of export successes was up by **161.4%**.

## Event Schedule

### New York

Grand Ballroom, 3rd Floor, New York Hilton Midtown | June 11, 2013 (Tuesday)

	Symposium			
9am-12:45pm	<ul style="list-style-type: none"> <li>• Think Asia, Think Hong Kong</li> <li>• Going Out: The Perspective from Chinese Enterprises</li> <li>• Hong Kong: Your One-Stop Services Platform</li> </ul>			
12:45-2pm	Networking Luncheon			
	Concurrent Thematic Sessions			
2-4:30pm	Selling to China & throughout Asia	Renminbi Business	Technology Collaboration	Chinese Outbound Investment

### Los Angeles

JW Marriott Los Angeles at LA Live | June 14, 2013 (Friday)

	Symposium			
9am-12:45pm	<ul style="list-style-type: none"> <li>• Think Asia, Think Hong Kong</li> <li>• Going Out: The Perspective from Chinese Enterprises</li> <li>• Hong Kong: Your One-Stop Services Platform</li> </ul>			
12:45-2pm	Networking Luncheon			
	Concurrent Thematic Sessions			
2-4:30pm	Selling to China & throughout Asia	Film & Digital Entertainment	Technology Collaboration	Chinese Outbound Investment

## Additional Networking Opportunities

Hong Kong missions and service providers will be onsite to meet with US companies as well as join in **business matching** meetings.

Sectors covered:

- **Accountancy Services**
- **Brand Management**
- **Corporate Service & Consulting**
- **Creative**
- **Digital Entertainment**
- **Fashion Agency**
- **Financial Services**
- **Food Distribution**
- **Information & Communications Tech**
- **Legal Services**
- **Licensing**
- **Logistics & Maritime Services**
- **Technology**

... and others

**Guangdong enterprises** will also join the delegation to search for investment and partnership opportunities in the US.

The campaign will also include B2C activities organized by **Hong Kong partners**, featuring Hong Kong's cultural delights and promoting Hong Kong as a travel destination.

## Successfully connecting businesses in UK and Japan with Asia and the global markets

### Think Asia, Think Hong Kong, United Kingdom, Sep 2011

- **2,600+** trade participants
- **108** Hong Kong delegates
- **62** speakers
- **51** strategic partners from HK and UK

*'Hong Kong's strengths as a trading partner are clear. There used to be the saying, "Go West, young man". Now it is "Go East, young person."'*

Lord Green of Hurstpierpoint,  
UK Minister of State for Trade and Investment

*'... a very good opportunity for people in London to see what Hong Kong can offer.'*

Sir Terry Farrell, Chairman, TFP Farrells



### Think Global, Think Hong Kong, Japan, May 2012

- **3,700+** trade participants
- **130+** Hong Kong delegates
- **84** speakers
- **480+** Business Matching meetings



*'For Japanese SMEs aspiring to go global, Hong Kong should be their partner and international market gateway.'*

Mitsuyoshi Yanagisawa,  
Senior Vice Minister of Economy,  
Trade and Industry, Japan

*'We've met with two Hong Kong companies who showed great attention to our products and we will begin studying how to sell and export new products to HK after the event.'*

Tomoyoshi Suzuki, Daichi Co

# Speakers



Victor Fung  
Fung Group



Lord Green of  
Hurstpierpoint



Mitsuyoshi Yanagisawa  
METI



Levin Zhu  
China International  
Capital Corporation



Sadao Maki  
NTT



Philip Chen  
Hang Lung



Hiroyuki Suzuki  
Nomura Holdings



Norman Chan  
HK Monetary  
Authority



Simon Sproule  
Nissan Motor Co



Fang Fang  
J.P. Morgan



Anita Fung  
HSBC



Hitoshi Shibata  
Taiko Pharmaceutical



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

- Green Technology
- Professional Services
- Creative
- Logistics & Maritime Services
- Chinese Outward Investment
- IRES
- Consultancy Services
- Finance
- Licensing
- Accountancy Services
- Branding
- Marketing & Distribution
- Legal Services
- Tourism



REGISTER NOW AT  
[www.thinkasiathinkhk.com](http://www.thinkasiathinkhk.com)

**Contact Us**

HKTDC New York Office  
Tel: (212) 838-8688  
Fax: (212) 838-8941  
Email: [nytathk@hktdc.org](mailto:nytathk@hktdc.org)  
Address: 219 East 46th Street,  
New York, NY 10017, USA

HKTDC Los Angeles Office  
Tel: (213) 622-3194  
Fax: (213) 613-1490  
Email: [latathk@hktdc.org](mailto:latathk@hktdc.org)  
Address: Los Angeles World Trade Center,  
350 South Figueroa Street,  
Suite #139, Los Angeles,  
California 90071, USA

**Organizer:**



**Hong Kong Partners:**



**Supporting Organizations:**

"Think Asia, Think Hong Kong", USA is supported by close to 120 US organizations. For the full list, please visit [www.thinkasiathinkhk.com](http://www.thinkasiathinkhk.com).

**About HKTDC**

A statutory body established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With more than 40 global offices, including 11 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and throughout Asia.

The HKTDC also organises trade fairs and business missions to connect companies with opportunities in Hong Kong and on the mainland, while providing information via trade publications, research reports and online.

For more information, please visit: [www.hktdc.com](http://www.hktdc.com).