Assisting SMEs’ Access to Global Markets: Hong Kong, China’s Approach
Multi-pronged Approach

- Exploring a world of business opportunities
- Enhancing the capacities of SMEs
- Promoting the necessary business environment
Exploring a world of business opportunities

Hong Kong Trade Development Council (HKTDC)

- A statutory body established in 1966
- Entrusted to promote Hong Kong trade
- helping SMEs to explore markets
- Connect SMEs with business partners around the world
Exploring a world of business opportunities

- 30 international trade fairs every year
- Effective platform for SMEs to develop business and tap international markets

Explore the World’s Largest Jewellery Marketplace in March 2016
• Online Marketplace: Connect some 130,000 suppliers with over 1.7 million registered buyers
• SmallOrders platform enables instant transactions between suppliers and buyers
A range of flagship events and some 160 service promotion activities bring business opportunities to local service providers.
SME Export Marketing Fund

Facilitate SMEs’ participation in export promotion activities, including through electronic platforms and media.
Enhancing the capabilities of SMEs

Dedicated Fund on Branding, Upgrading and Domestic Sales

Assist businesses in developing brands, upgrading and restructuring operations and promoting sales in Mainland China
Enhancing the capabilities of SMEs

Insurance Protection

• Against non-payment risks arising from commercial and political events
• Small Business Policy to meet the specific needs of exporting SMEs
Enhancing the capabilities of SMEs

Business Information and Consultation Services

• Free business advisory service, SME mentorship programme, seminars and electronic business databases
• Online research articles
Promoting the necessary business environment

Conducive business environment

- World’s freest economy
- Strategic geographical location
- Role of “super-connector”
Promoting the necessary business environment

Trade Single Window

- Lodge all trade documents electronically through a centralised information technology platform
- Save traders’ time and costs
Thank You!