



**Asia-Pacific
Economic Cooperation**

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Assisting SMEs' Access to Global Markets: Hong Kong, China's Approach

Purpose: Information
Submitted by: Hong Kong, China



**43rd Small and Medium Enterprises Working Group
Meeting
Lima, Peru
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Assisting SMEs' Access to Global Markets: Hong Kong, China's Approach



Trade and Industry Department
The Government of Hong Kong Special Administrative Region, China
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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



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Exploring a world of business opportunities

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



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Exploring a world of business opportunities

- Online Marketplace: Connect some 130,000 suppliers with over 1.7 million registered buyers
- SmallOrders platform enables instant transactions between suppliers and buyers



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Exploring a world of business opportunities

A range of flagship events and some 160 service promotion activities bring business opportunities to local service providers



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Exploring a world of business opportunities

Successful story of Ms Lulu Cheung,
fashion designer



"At the fairs, I can meet a diverse range of buyers,
and save myself a lot of time from doing marketing,"

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Enhancing the capabilities of SMEs

SME Export Marketing Fund

Facilitate SMEs' participation in export
promotion activities, including through
electronic platforms and media



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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



發展品牌、升級轉型及
拓展內銷市場的專項基金
Dedicated Fund on Branding,
Upgrading and Domestic Sales

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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



Hong Kong Export Credit
Insurance Corporation
香港出口信用保險局

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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



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Promoting the necessary business environment

Conducive business environment

- World's freest economy
- Strategic geographical location
- Role of "super-connector"



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Promoting the necessary business environment

Trade Single Window

- Lodge all trade documents electronically through a centralised information technology platform
- Save traders' time and costs



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