

# 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



# Exploring a world of business opportunities

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



# 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



**hktcdc.com**  
The online marketplace you can trust

- ✓ D&B Checked
- ✓ Intertek Verified
- ✓ Supplier Reference
- ✓ Buyer Reference

The advertisement features a circular inset image of a man in a suit and blue shirt, viewed through a magnifying glass. To the right of the man are four certification logos, each with a checkmark: D&B Checked, Intertek Verified, Supplier Reference, and Buyer Reference. The background is a dark teal color with a yellow and orange wave graphic at the bottom right.

# Exploring a world of business opportunities

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



# Enhancing the capabilities of SMEs

## 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



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



# 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

# 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

工業貿易署  
中小企業支援與諮詢中心  
Support and Consultation Centre for SMEs  
Trade and Industry Department



# 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



A panoramic view of the Hong Kong skyline, featuring numerous skyscrapers and a Ferris wheel, viewed from the water. A green circular overlay in the top right corner contains the text "Thank You!".

**Thank  
You!**