



Hong Kong and Malaysia join hands for reciprocal success Leverage on HKTDC international trade fairs to capitalise on vast trade opportunities

Kuala Lumpur, 9 December 2011 – In the face of the current challenging and competitive global economic environment, Malaysia has proven its resilience by showing robust and consistent growth in trade. Against this background, Mr Johnson Ng, Senior Exhibitions Manager of the Hong Kong Trade Development Council (HKTDC), is visiting Malaysia to introduce Hong Kong's advantages and demonstrate how HKTDC can foster the business expansion of Malaysian firms. "Malaysia has a wealth of potential," said Ng at a press briefing today in Kuala Lumpur. "Attune to the 10th Malaysian Plan 2011-2015 to expand business into the export market on a regional and global stage, HKTDC has a diverse array of international trade fairs through which Malaysian companies can tap into the flourishing Chinese mainland market as well as open the gate to global markets." Ng stated.

"Despite the economic crisis in Europe and the US, the emerging markets leap forward with a relatively strong buying power. In 2011, HKTDC fairs attracted over 632,000 buyers from 191 countries and regions. In particular, we witnessed a shift of growing buyers from emerging markets, which recorded a 4% increase over 2010. The Chinese mainland, having over 140,000 quality buyers, shows a remarkable double-digit growth (15%)." Ng said. With the establishment of China –ASEAN Free Trade Area (CAFTA) in 2010, trade ties between ASEAN countries and the Chinese mainland further deepened. "The CAFTA encourages intra- regional trade and we believe Malaysian companies can take advantage of our trade platforms to meet quality Chinese buyers for more businesses," he continued.

Hong Kong as an ideal launch pad for Malaysian companies to go global

For the 17th consecutive year, Hong Kong ranks as the world's freest economy in the 2011 Index of Economic Freedom. And it continues to be Asia's 2nd largest and the world's 3rd largest FDI recipient. The free trade policy, competitive tax regime, respect for property rights, flexible labour market, and efficient financial regulatory framework all make Hong Kong an international trade hub. Adding to these advantages is Hong Kong's enviable geographic location at the heart of Asia and the gateway to the Chinese mainland, enabling Hong Kong to be the prime facilitator for Malaysian firms to connect with international and mainland markets.

Malaysia, on the other hand, has long been an important economic powerhouse in the Southeast Asia. Malaysia not only ranked 2nd amongst ASEAN countries in the Global Competitiveness Index 2010-2011, it also ranked 10th in the IMD World Competitiveness Yearbook 2010. In 2010, total exports from Malaysia rose 15.6% to USD 202 billion while total imports expanded by 21.7% to USD 167 billion. These figures indicate the strong momentum of Malaysia's economy.

HKTDC offers 3-in-1 Integrated Solution for Trade Promotion

With an extensive network supported by over 40 global offices, HKTDC, an international marketing platform for traders, has various services to facilitate trade. HKTDC online marketplace (www.hktdc.com) and the 15 specialised HKTDC product magazines with both printed and ipad editions are effective ways to link up millions of suppliers and buyers. Equally important is the

HKTDC trade fairs, which facilitate face-to-face interaction amongst suppliers and buyers. Hosting over 30 trade fairs in Hong Kong every year, 10 of which are the largest of their kind in Asia, and three of which are the largest in the world (Hong Kong Gifts & Premium Fair, Hong Kong Watch & Clock Fair and Hong Kong Electronics Fair (Autumn Edition)).

To keep pace with the technology trend, HKTDC have pioneered various new initiatives to give extra value to suppliers and buyers. The newly launched Quick Response (QR) technology instantly connects exhibitors and buyers and facilitates information exchange simply by scanning the QR codes at the booths with smartphones or tablets. The mobile phone app, HKTDC, and the HKTDC Product Appgazine further makes sourcing effortless.

World-class trade fairs bring business matching to achieve win-win situation

Electronics is the largest manufacturing sector in Malaysia, and the main exports of Malaysia followed by textile, rubber and wood products. HKTDC organises the world's largest electronics fair and many world-class trade fairs covering a wide range of industries, such as toys, houseware, home textile, gifts etc, which are the ideal platforms for Malaysian companies to expand their business and reach international buyers.

The rising living standard of Malaysians lifts consumer demand for quality and clever products. HKTDC's fairs gather together quality exhibitors from all over the globe, providing a one-stop sourcing platform for Malaysian buyers to choose from a worldwide selection of the finest and most innovative goods with ease. In 2011, we have around 6,000 buyers from Malaysia.

“With a good mix of international exhibitors and buyers, our fairs allow Malaysian traders market their own brands, source products, gather market intelligence and, most important of all, make alliances and develop business in Asia and beyond,” Mr Ng concluded.

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