# **ADBI-PECC Conference Services Trade: New Approaches for the 21**<sup>st</sup> Century

Toolkits for promoting services exports

Fred Lam, Executive Director, HKTDC 2 June 2011



#### Types of services

Producer Services (B2B) Consumer Services (B2C)

Financial and accounting Hotels and hospitality

Legal services Tourism

Infrastructure development Medical services

Logistics and shipping Personal grooming

Management consultancy Consumer banking

Design and marketing Education



#### **Barriers to trade**



venture obligations

Merchandise trade	Services trade
Tariffs	High entry thresholds (e.g. Turnover, years of operations)
Antidumpina duties	Foreign ownership cap/ioint

Quotas Restricted business scope

Stiff requirements on capital, Import licensing nationality, residency and **Embargoes** 

qualifications



# Modes of services exports (WTO)



- o Cross-boundary services exports
- o Bringing consumers of services into the home country
- o Rendering services in the export market via a business entity
- o Rendering services in the export market via short-term visits



# What are services exports?



Talent,

**Institutions** 



## Services: an economic driver for Hong Kong

- o World's most services-oriented economy (93% of GDP)
- o Employs 87% of the total workforce
- o World's 11th largest exporter of commercial services
- o All <u>four</u> traditional pillars and <u>six</u> new industries are servicesoriented



## HKTDC as a promoter of services exports



Mandate: To promote and develop Hong Kong's external trade

Started promotion of Hong Kong's services in 1996.



#### **Tools for services exports**

- Outbound missions
- Inbound missions
- Tripartite collaboration
- Promotional seminars
- Anchor events and conferences
- Hong Kong pavilions at overseas services fairs
- Awards and competitions
- Capability-building for SMEs
- Publicity campaigns
- Information dissemination





#### Thematic approach



A financial centre



An entertainment product distribution centre



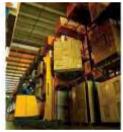
An ICT and telecom powerhouse



A design, marketing and licensing platform



An infrastructure and property development integrator



A logistics hub



IP trading hub



A preferred MICE destination



A lifestyle centre



# Platform approach



Inno Design Tech Expo



World SME Expo



**Licensing Show** 



#### **Asian Financial Forum**

- Now recognised as Asia's premier financial event
- Drew nearly 1,800 participants
- Speakers from more than 30 countries
- Generated some 1,000 clippings





## Hong Kong Film and TV Market (FILMART)

- World's second largest film market after Cannes
- 600 exhibitors and5,000+ visitors
- Participation from 30 countries
- 300 screenings and 60 seminars & networking events





## **Knowledge-sharing approach**



Mainland CEOs Training Programme, Hong Kong Design and Branding seminar in Humen, China



## **Recognition approach**





Premier Asian Licensing Awards

#### Partnership approach





Hong Kong – Guangdong Infrastructure and Real Estate Services Mission to Doha, Dubai, Abu Dhabi and Kuwait

#### Thank you



#### **Hong Kong Trade Development Council**

(852) 1830 668

hktdc@hktdc.org

Hong Kong Convention and Exhibition Centre 1 Expo Drive, Wanchai, Hong Kong

