

ADB-PECC Conference

Services Trade: New Approaches for the 21st Century

Toolkits for promoting services exports

Fred Lam, Executive Director, HKTDC

2 June 2011



Types of services



Producer Services (B2B)

Financial and accounting

Legal services

Infrastructure development

Logistics and shipping

Management consultancy

Design and marketing

Consumer Services (B2C)

Hotels and hospitality

Tourism

Medical services

Personal grooming

Consumer banking

Education

Barriers to trade



Merchandise trade

Tariffs

Antidumping duties

Quotas

Import licensing

Embargoes

Services trade

High entry thresholds (e.g.
Turnover, years of operations)

Foreign ownership cap/joint
venture obligations

Restricted business scope

Stiff requirements on capital,
nationality, residency and
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?



Ideas,

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 four traditional pillars and six new industries are services-oriented

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 and 5,000+ 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



Partnership approach



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