

Hong Kong: the "Heart of Asia"

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countries' (especially China's) goods to and from Canada.

The cultural and business ties between Hong Kong and Canadian cities such as Toronto and Vancouver are extensive. It is a testament to these close linkages that this August, in Canada's Year of Asia Pacific, Vancouver will play host to the World Chinese Entrepreneurs Forum, a gathering of overseas Chinese business people being held for the first time outside Asia.

Exports shifting

Canadian exports to Hong Kong stood at \$1.2 billion in 1996, compared with \$1.76 billion in 1995 and \$898 million in 1994. The composition of Canadian exports to Hong Kong is changing. More than 55 per cent of Canadian exports to Hong Kong

in 1995 were manufactured and semi-manufactured products, including telecommunications equipment, machinery, chemicals and synthetic textile fibres. The balance of exports were in food and raw materials.

Priority market development sectors include information technology such as telecommunications and computers; construction materials and services; furniture and furnishings; services such as legal, banking, accounting, and insurance; tourism; educational and training services; food and beverages; environment; pulp and paper; security products; advanced manufacturing technology; medical and biotechnology sectors; and cultural industries.

A strategic partner

Hong Kong's vital position as an international business, financial and communications gateway to the burgeoning China market is providing Canadian business with a wealth of new opportunities.

The more than 100,000 Chinese-Canadians who have returned to Hong Kong in the past 10 years are the vanguard of this expanding trade, helping to marry Canadian technology and expertise with Hong Kong capital and experience in the China market. The expanding Canadian business presence in Hong Kong shows every sign of maintaining Hong Kong as one of Canada's most strategic business partners well into the future.

Hong Kong has Largest Chamber of Commerce outside Canada

With some 900 members and four full-time staff, the Canadian Chamber of Commerce in Hong Kong (CCCHK) is a networking organization for those interested in business ties in and with Hong Kong, China and Asia. It organizes frequent business-related events in Hong Kong and publishes a bi-monthly magazine, *Canada Hong Kong Business*.

The Canadian Chamber of Commerce in Hong Kong is celebrating its 20th anniversary in 1997.

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Hong Kong-Canada Business Association

The Hong Kong-Canada Business Association (HKCBA) was formed in 1984 to encourage and promote trade and investment between Canada and Hong Kong across a broad range of industries and events.

Distinguished as the largest bilateral trade association in Canada, the HKCBA has more than 3,000 members, with 10 sections across the country.

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