



## Hong Kong: strong market and effective door to China

Following successful visits to Shanghai and Beijing, International Trade Minister Jim Peterson led 124 Canadian business delegates to Hong Kong, as part of the January 2005 Canada Trade Mission to China. The program coincided with Prime Minister Paul Martin's visit to Hong Kong and was kicked off by a high level reception, attended by Li Kashing—arguably Asia's most influential businessman—and his son Victor, who are both significant investors in Canada. In his remarks, the Prime Minister paid strong tribute to Mr. Li, who recently established a \$1.2 billion charitable fund in Canada.

The Hong Kong business community warmly welcomed the visit, and participated actively in the Trade Mission events. There was a definite buzz of networking activity throughout.

Hong Kong offers significant business opportunities for Canadian firms. Not only is Hong Kong an important market in its own right, but it continues to be an important door to China for many products. It is arguably the easiest place to do business in Asia, and a great starting point for small businesses.

In line with export opportunities, six sector seminars were organized in the areas of information and communications technology, agri-food products, fish and seafood, biotechnology, transportation and education. In each of these sectors, Canadian participants presented their capabilities and business interest to potential local business partners. In addition, two information seminars were held on financial services and doing business in Hong Kong. To highlight business potential north of the border, a session on Pearl River Delta opportunities was organized in conjunction with the Canadian Consulate General in Guangzhou.



From left: Business magnate Li Kashing; Canadian Consul General to Hong Kong Gerry Campbell; and Minister Peterson.

"We were very pleased to see such a large group of companies on the Trade Mission," said Senior Trade Commissioner David McNamara. "These days, every company should have a China strategy—some have export opportunities, some can improve their competitiveness by outsourcing components, and even those companies who are comfortable in the North American market might soon see a Chinese company as their biggest competitor. Hong Kong can play an important role in any company's China strategy, either as a door to the Chinese market, or as a supplier of business services for a venture in China. As a result of this mission, we are looking forward to helping many more companies get a successful start in this market."

**For more information**, please contact the Trade office of the Canadian Consulate General in Hong Kong, tel.: (011-852) 2847-7414, fax: (011-852) 2847-7441, e-mail: [canadatrade.hkong@international.gc.ca](mailto:canadatrade.hkong@international.gc.ca), Web site: [www.hongkong.gc.ca](http://www.hongkong.gc.ca).