

C. Business, Professional and Educational Services

Business Environment

Business, professional and educational services encompass a wide range of sectors and activities typically sold to businesses rather than final consumers.

China and Hong Kong offer a wide range of opportunities for Canadian services exporters. Opportunities in areas such as advanced technology, financial services and the environment are covered under other sections of this Action Plan.

Other services with specific opportunities in the China and Hong Kong markets include:

- management consulting, education and training;
- security services; and
- architecture, design and engineering services.

While both China and Hong Kong present opportunities, the two markets are different. China offers a wide range of markets at different levels of development for various business services, with different opportunities and constraints, whereas Hong Kong is a well-developed open market.

Management Consulting, Education and Training

Hong Kong companies rely on management consulting firms. Hong Kong offers a large, sophisticated and internationally focussed potential client base; moreover, Hong Kong companies can act, directly or through joint ventures, as a bridge to

eventual business in China. Conversely, the value of such services and the need to pay for them has not been widely recognized in China, although awareness is growing in major cities such as Beijing, Shanghai and Guangzhou.

Education and training is an area that offers great potential for growth. International firms, as well as domestic and Hong Kong organizations, struggle to acquire and retain trained staff. Providing training to Chinese organizations is one of the most viable market entry strategies.

Security Services

China presents a growing market for security systems and hardware as it addresses rising crime rates. Beyond building and property protection, opportunities exist for sales of systems designed to protect information or provide secure transportation, and for sales of computer-based systems for immigration control.

Hong Kong's security services market is more sophisticated, and competition is keen. British-based firms have had an advantage, given Hong Kong's historical relationship with Great Britain.

Architecture, Design and Engineering Services

As China and Hong Kong continue massive public and private building programs, there is high demand for various construction and design services. Canadian architects have been more successful in China than in Hong Kong, where local firms have a