

# Canada Hong Kong Business Magazine

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**Circulation:**

10,000 copies

**Distribution:**

- 3,300 copies on Canadian Airlines International in 1st and Business class between Vancouver and Hong Kong
- 1,400 copies HKCBA chapters across Canada
- 2,200 copies corporate distribution in Hong Kong
- 1,500 Chamber members and visitors
- 1,600 Commission for Canada's Trade & Immigration Sections

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**PRESIDENT'S MESSAGE**

As a foreign Chamber in Hong Kong, local affairs are of crucial importance to us and we are often asked about the Chamber position on the political events unfolding. While the Canadian government has come out in full support of Governor Chris Patten's reforms the

position of the Chamber is more complex. Members have opinions that range from full support of greater democracy to those who believe that change will unnecessarily rock the boat.

In acknowledgement of the great diversity of opinion, we maintain a neutral position while making communication flow so that the complicated balance that makes Hong Kong a great place to do business continues. In doing so we look forward to a future of good governance and an open economic environment which allows the local and international business community to have the confidence we seek.

In recognition of business which helps to strengthen Hong Kong -Canada ties, the Chamber's Forum Committee has introduced the Voyageur Award. This award is open to those entrepreneurs and businesses who work with Hong Kong and Canada thereby enhancing Canada Hong Kong relations. It is simple to enter - entry forms are available each Thursday in The Standard's Canada edition. Prizes have donated by Hong Kong Telecom.

Chamber members are invited to promote themselves and their products on March 25 at the first ever Open House/ Trade Show organized by the Entrepreneurs Committee. This ambitious project offers members the opportunity to present themselves to an interested audience in an extremely cost effective professional environment.

Proper promotion and advertising is one of the keys to successful business. This publication offers another excellent opportunity to promote your product or service to a select target market. Canada Hong Kong Business magazine now boasts a circulation of 10,000 copies which are distributed in Hong Kong and Canada as well as on Canadian Airlines flights between the two. Take advantage of the advertising opportunities this publication offers and reap the benefits!

In other news, I would like to extend a warm welcome to Leslie Henderson, the new executive director of the Chamber. Leslie, a long-time resident of Hong Kong, brings years of experience in organizing conferences and community involvement. We look forward to her leadership. At the same time, it's goodbye and thank you to Heather Allan who has been with the Chamber for three-and-a-half years. All the best to Heather, who will be kept busy with a new baby in May and her move to New Zealand in June.

Marlene Lee