

THE HONG KONG ADVANTAGE YOUR SMART LINK IN CHINA



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INTRODUCTION

China is the most powerful business magnet in the world today, attracting staggering investments. Today's delicate global economic times dictate that more care be taken than usual in business ventures. So picking the right place and approach to start is even more important now than ever before.

REGIONAL MAP OF CHINA



THE CHINA & ASIA CENTURY: OPPORTUNITIES AND CHALLENGES

■ Where should I start?



WHERE WOULD YOU WANT TO START IN CHINA

HONG KONG: YOUR FEASIBLE STARTING POINT IN ASIA

Hong Kong is the Asian city that speaks your language ...



... the language of international business!

HONG KONG: YOUR BUSINESS PLATFORM IN ASIA

- Hong Kong used to make things . . .



- now it makes things happen.



HIGHLIGHTS OF MY ELEVEN TOP REASONS FOR WHY HONG KONG IS A PRIORITY DESTINATION FOR BUSINESS IN CHINA AND ASIA

- 1. THE JUSTICE AND POLITICAL SYSTEM**
- 2. WORLD RANKING BY TRANSPARENCY INTERNATIONAL**
- 3. WORLD RANKINGS – (a) FIRST AS THE FREEST ECONOMY IN THE WORLD, AND (b) IN THE TOP 3 IN EASE OF DOING BUSINESS**

Business Freedom	Investment Freedom
Trade Freedom	Financial Freedom
Fiscal Freedom	Property Rights
Government Spending	Freedom From Corruption
Monetary Freedom	Labour Freedom

- 4. RANKED – ONE OF ASIA'S SAFEST REGIONS FOR INVESTMENT AND ONE OF THE WORLD'S LEADING FINANCIAL CENTRES**

- 5. WHERE TAXES ARE THE LOWEST**
- 6. WORLD LEADER IN BUSINESS SERVICES, BUSINESS FACILITATIONS AND BUSINESS MATCHING PROGRAMS OVERALL SUPPORT OF BUSINESS**
- 7. LOCATION, LOCATION, LOCATION
A POWERFUL, TRANSPARENT, TRUSTED AND DYNAMIC MARKETPLACE**



8. A COMFORT ZONE IN ASIA
9. WHERE THERE ARE VERY FEW SHORTCOMINGS AS IN ANY TOP RANKED CITIES IN ADVANCED COUNTRIES
10. OPPORTUNITY, MITIGATING RISK AND UNKNOWNNS AND MAXIMIZING COMFORT AND BENEFITS
11. THE FUTURE

TEN TIPS FOR DOING BUSINESS IN CHINA

1. Preparation, Preparation, Preparation
2. Do Not Rush Or Be Too Slow
3. Location, Location, Location
4. Partner With The Right Chinese Business Partners
5. Overcome Language Barriers
6. Use A Well Informed Network Of Advisors

7. Do Things Right – Don't Bend the Rules
8. Watch Your Body Language
9. Be Especially Astute with Money Advances, Credit and Cost Estimates
10. Be Patient

- "In China, Everything is Possible, Nothing is Easy."

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