

The Canadian Trade Commissioner Service

Everywhere you do business



Hong Kong: Doing Business in Asia
for Canadian Companies
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Foreign Affairs and
International Trade Canada

Affaires étrangères et
Commerce international Canada

Canada ¹⁻⁸¹¹

Hong Kong

- **The Market of Hong Kong: Strong demand**
- **A Regional Centre: A hub for business**
- **Gateway to China and Asia: Going into new markets**

Canada's Current Presence in HK

- Over 295,000 Canadian citizens in Hong Kong
- Over 500,000 people of Hong Kong descent live in Canada
- Some 1 million people in Hong Kong have a relative in Canada
- Over 150,000 alumni



Canadian Business in Hong Kong

- 15 Canadian companies have regional headquarters
- 33 Canadian companies have regional offices in
- 44 Canadian companies have local offices
- The Canadian Chamber of Commerce is the largest outside Canada (over 1100 Members)



What does Canada sell to HK?



In 2010 Hong Kong was Canada's 15th largest export market, bigger than Australia, Taiwan and Russia, and comparable to Brazil and India

Market for Canadian Ag Products

Did you know?

- Hong Kong was Canada's 7th largest export market for agri-food and seafood products, exporting C\$685 million in 2010, a 20% increase from 2009.
- Hong Kong was Canada's largest export market for furskins, 3rd largest market for fresh fruit, 4th largest market for beef products, fish and seafood.

Activities & Events

- Retail Promotions: restaurants, supermarkets, hotels
- Branding Activities: The Canada Brand

HK: Gateway to China & Asia

- Largest investor in every province and region of China
- Provides excellent platform to demonstrate to buyers from other markets
- Hong Kong trade work program integrated closely with Greater China



Hub & Platform for Business

- Platform to pursue new markets not only in Greater China, but across Asia Pacific region
- Hong Kong is used as a regional base to support marketing, sales, supply-chain and R&D, not only in HK but across the Asia Pacific Region
- Hong Kong is an international financial centre and a good source for capital raising

In-market Activities

- **Trade Shows:** product promotion, business matchmaking and more
- **Virtual Trade Missions:** connecting Canadian companies and local buyers from Canada and across the region
- **Mineral Investment Forum:** identifying and pursuing investors for capital-raising needs

Priority Sectors

- Aerospace & Defence
- Agriculture, Food & Beverages
- Bio-Industries
- Environmental Industries
- Fish & Seafood Products
- Information and Communications Technologies
- Rail & Urban Transit industries

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Thank you!

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