

홍콩 **TDC**'s support

---

**To expand your business  
into Greater Bay Area**

벤자민 야우 / 한국지부장  
홍콩무역발전국

11 Sep 2020



# About **HKTDC**

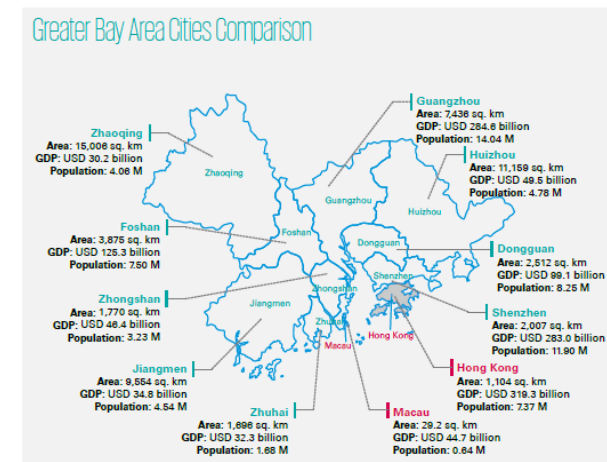
---

1. Create business opportunities for Hong Kong companies as a Government Organisation
2. Connecting the world's businesses and enterprises through the Hong Kong platform



# Characteristics of GBA

1. Huge market size of over 70 million
2. Seamless intra-GBA transportation and logistics network
3. From Korea, more than 20 direct flights a day, and only 3.5 hours away
4. 1 hour time difference, nearly same timezone with Korea for easy real-time business communication
5. Influence of Hallyu and Korean products



# 홍콩 in GBA

---

1. Import/Export Tariff free, VAT free, and Low corporate taxes
2. With 1-country-2-systems in HK, WFOE can setup easily in the city
3. Both English and Chinese can be used in HK
4. HK ppl can freely travel to anywhere in GBA
5. No.1 Air Cargo hub in the world
6. And many more ~~~

# Opportunities in **홍콩** for GBA businesses

---

1. Investment opportunities to ride the wave of GBA economic growth
2. International Financial and Fund-raising : for your overseas business esp activities in China
3. R&D collaboration with GBA via HK (Biotech, AI, Smart City, Fintech)
4. Korean services to GBA such as education, sports, arts and culture, healthcare, elderly services, etc.
5. Trade opportunity to take advantage on the great demand of Korean products

# Trade Opportunities in GBA

1. Traditionally a lot of trade were in the industrial parts and electronics components
2. With the increasing living standards in GBA, the high growth sectors will be imported consumer and lifestyle products
3. Those including Cosmetics, Fashion, Electronics, Houseware and Food
4. Esp food and fashion are on steep rise; >90% of Korean beef world export is sending to HK; and Korean flour sales double during COVID19



# Trade with GBA: How you can do it?

---

1. Setup a HK branch office to handle sales and logistics
2. Form business partnership with a HK company
3. E-commerce directly done from Korea



# M1: Setup a HK branch office to handle sales and logistics

1. **Advantages:** direct control, efficient in logistics and customer services, can handle both B2B and B2C, better profit margin per unit sales, can enjoy HK Govt subsidies
2. **Drawback:** initial setup cost, labour cost
3. **HKTDC support:** Exhibitions in HK to develop buyer network, Seminars in HK for how to develop GBA market, HKTDC T-Box one-stop comprehensive support





# M2: Form business partnership with a HK company

1. **Advantages:** lower setup cost, but still can maintain certain level of on the ground CS and sales activities
2. **Drawback:** reduced profit margin, difficulty in finding reliable partner, HK partner likely also handle other brands hence may not 100% focus
3. **HKTDC support:** Exhibitions in HK to find HK partners, Seminars in Korea for HK/GBA updates, Join as member of the HK-Korea Business Association



# M3: E-commerce directly done from Korea

1. **Advantages:** lowest setup cost, most flexible and also suitable for small orders
2. **Drawback:** steep learning curve, rather uncertain in the trade growth, uncertain logistics cost for B2C
3. **HKTDC support:** Join HKTDC B2B online marketplace, referral to other B2C platforms, Join as member of the HK-Korea Business Association

CLICK2MATCH  
with AI Tech



# Conclusion

---

1. GBA has high potential business opportunities ahead
2. HK is the best entry point for most GBA-oriented businesses
3. **HKTDC** welcomes you to visit us at COEX World Trade Ctr
4. Please follow our **facebook** !

