

**Access Asia**  
Exporting to  
**HONG KONG**

A guide for clients



Going Global

#GlobalAmbition

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**Hong Kong Dollars**

Currency



**7.5m<sup>1</sup>**

Population



**€46,701<sup>2</sup>**

GDP per capita in 2020



**€347b<sup>3</sup>**

GDP 2020



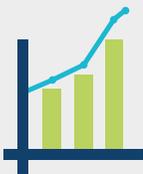
**- 5.76%<sup>4</sup>**

GDP Growth for 2020



**6.47%<sup>5</sup>**

Unemployment



**4.6%<sup>6</sup>**

FocusEconomics panelists expected growth for 2019



**€203m<sup>7</sup>**

Enterprise Ireland Client Exports (2020)



**Going Global**

# Why Export to Hong Kong

Hong Kong is commonly referred to as Asia's World City, offering non-stop intensity, fascinating contrasts, compact variety and significant opportunities for Irish exporters.

While Hong Kong is a significant market in its own right, it is also an important part of the Greater Bay Area. This is made up of the Special Administrative Regions (SARs) of Hong Kong and Macau, and China's Guangdong Province.

Hong Kong's economy is characterised by free trade, low taxation and minimal government intervention and it consistently ranks in the top 10 globally traded economies.

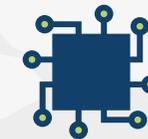
## Sectoral success

- Hong Kong is one of the most important financial centres in the world.
- Its electronics industry is the largest merchandise export earner of the territory, accounting for 51.2% of Hong Kong's total exports in 2018<sup>9</sup>.
- Online retailing has grown rapidly in recent years with cross border e-commerce increasing in popularity.
- It is one of the world's top cities in terms of per capita consumption of goods and resources.
- Education is a lucrative business in Hong Kong, affording significant opportunities for Irish universities. The number of Chinese students involved in Ireland's third level sector has grown eight-fold over recent years.
- Five Hong Kong universities are placed in the world's top 100<sup>9</sup>.

Many Irish companies are already exporting to Hong Kong. What's stopping you?



Hong Kong is ranked **5th for starting a business** and **3rd for ease of doing business** in the World Bank's "Doing Business 2020" Report



Hong Kong was ranked **7th in the world for the presence of high-tech companies** in the Bloomberg Innovation Index 2018. China is the largest mobile phone market in the world.



# Why Export to Hong Kong

(continued)



Hong Kong is ranked **5th overall in the Global Competitive Yearbook 2020** as well as **1st for infrastructure** and **2nd for good market efficiency**.



Hong Kong ranked **11th in the 2020 Global Innovation Index**.



Hong Kong has been recognised as one of the **World's Most Competitive Economy**. The International Institute for Management Development World Competitive Yearbook 2020 ranked Hong Kong 5th out of 63 economies.

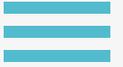


Hong Kong equips with **World Class Business Infrastructure**: International Access, Complete Internet Coverage, World Leading Logistics and Express Rail Link.



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# Get Ready to Do Business in Hong Kong



## Travelling and geography

Hong Kong International Airport is one of Asia's global hubs, connecting it to the rest of the world. Hong Kong's transport network is highly developed and sophisticated, with railway, tram, bus, taxi and ferry services provided by public and private operators.

Around 12.7 million passenger journeys are made on public transport in Hong Kong every day.

In light of global travel restrictions, we are advising all clients to regularly review the Government of Ireland advice at [www.gov.ie/](http://www.gov.ie/), travel advice from the Department of Foreign Affairs, business continuity advice from the Department of Enterprise, Trade and Employment and the World Health Organisation website.

It is important to know that, as in many Asian cultures, silence is also a form of communication. So it is important to resist the urge to jump into the conversation if your Hong Kong business partner remains silent for a period.

Business negotiations are conducted at a slower pace than in most Western countries, although the pace of decision making in Hong Kong is generally swifter than in other Asian countries, especially mainland China. During negotiations it is important to allow for a period of small talk before getting down to business decisions. Never lose your temper and refrain from high pressure tactics, which are invariably unsuccessful.



## Business culture

Although long-standing personal relationships are not a prerequisite to doing business in Hong Kong, many firms are family-owned and personal relationships can therefore play an important role in developing such opportunities. Hong Kong business people are generally non-confrontational and will never overtly say "no" as to do so would be to "lose face".



## Language

Hong Kong's two official languages are English and Chinese and English is the language most commonly used in the business and service industries. Cantonese is the most commonly spoken dialect in the region.



# Get ready to do business in Hong Kong

(continued)



## ROUTES TO MARKET



### *Direct presence*

Having an actual physical presence in Hong Kong can be part of a long-term strategy to enter the market, and can be established with ease within a few months. A representative office has been traditionally used as a first step to gaining a foothold in Hong Kong. Having local staff on the ground can help generate business leads and provide a good understanding of the culture, supply chain and business relationships.

### *Outsourcing sales*

Outsourcing sales involves working with a Hong Kong based import agent or distributor to establish a sales network to sell products directly to the customer. The choice between using an agent or a distributor depends on the level of control a company wishes to maintain, the level of risk it is willing to take on and the profit margin they are seeking. However, whichever route is selected it is crucial that the company performs extensive due diligence on the chosen agent or distributor, and gives careful attention to the proposed contractual agreements, particularly with respect to payments and intellectual property.

### *Selling online*

Buying and selling online in Hong Kong is extremely common. The rapid penetration of smartphones and mobile internet in Hong Kong has helped increase the usage of online shopping. You can find all key online e-commerce players launched their service in Hong Kong, such as T-mall, Alibaba and Amazon.

### *Joint ventures and mergers*

A joint venture or merger with a Hong Kong partner can provide quick access to resources and assets such as a distribution network, brand reputation, a special manufacturing process or other tangible assets such as land or special licences. In recent years foreign investors have been increasingly using M&A strategies, with established Hong Kong entities. This approach not only allows investors to forego lengthy set-up processes, but also enables them to better understand the market and any problems they may encounter ahead of entry. However, when entering into a M&A in Hong Kong it is important to remember that irrespective of the ownership, the company and its staff are the locals. Trying to bring in new practices and procedures could hinder progress and create problems in the long term.



Going Global

# Things to Consider

While every situation will be different, there are several key considerations Irish companies should take into account before entering the Hong Kong marketplace.



## Market Landscape

Hong Kong is a highly trade-dependent economy. The services sector is the largest contributor to the economy, accounting for 93.4% of GDP in 2019<sup>10</sup>. Hong Kong's open-market policies and free flow of information makes it an ideal place for foreign companies looking to set up a base in Asia. Foreign companies can make the most of its low tax rate, zero customs tariff on imported and exported goods, minimal licensing, sound legal and judicial system, and protective intellectual property legislation.



## Market research resources

Being prepared is essential to success in the Hong Kong market. This should start with thorough market research to identify whether possible niches exist and how a company can go about exploiting them. Attending trade shows in Hong Kong is one of the best ways to do this. As a free port with good air connectivity and located in the heart of Asia, Hong Kong is a preferred location for international meetings, conferences and exhibitions.

Foreign SMEs that fail in Hong Kong share common characteristics - lack of market knowledge is one of them.

Such companies base key decisions or transactions by trusting content they have read on websites or people they have met after one or two visits to Hong Kong rather than doing their own local and thorough research.

Enterprise Ireland's Market Research Centre offers client companies access to market intelligence in the form of company, sector, market, and country information to explore opportunities and compete in international markets.



## Customer service

The Hong Kong Association for Customer Service Excellence (HKACE) found that only 24% of Hong Kong customers have experienced bad customer service. Having previously been a region of poor customer service, Hong Kong customers are very aware of what constitutes good service – and what does not.

Today factors such as basic salary, working hours, opportunities for promotion, work-life balance and working environment are regarded as important by Hong Kong employees and failure to meet their expectations could have a negative effect on standards of customer service.



## Market segmentation

Hong Kong should be considered a separate and distinct market to China as they are culturally different, with Hong Kong having a particularly Westernised business environment. It is important that companies have a clear understanding of where their niche lies. Regardless of which method you choose, a market segmentation strategy in Hong Kong helps to identify, evaluate and target potential consumers.



# Key Growth Opportunities in Hong Kong



## Fintech and Financial Services

Commercial and financial services (FS) are the main drivers of Hong Kong's vibrant economy. As a major international financial centre, the Hong Kong FS sector's growth rate has been consistently higher than the overall GDP growth rate and since its return to China in 1997 Hong Kong has become one of the most important bases for multinational financial institutions.<sup>16</sup>

The Closer Economic Partnership Arrangement (CEPA) gives Hong Kong's financial service providers and professionals greater market access and flexibility in their Mainland expansion. On top of that, the city serves as a gateway for foreign firms seeking access to Mainland China and for Mainland enterprises looking to go global.

### Financial services overview

- 160+ licensed banks, including 77 of the world's licensed banks
- No.2 in equity fund raised through IPO globally in 2020
- 3rd in Asia in the Global Financial Centres Index<sup>17</sup>
- Largest asset management hub in Asia (c. €2 trillion assets managed annually)

- 3rd largest stock market in Asia-Pacific
- 1st equity funding and Renminbi services in the world
- 5th largest stock market in the world<sup>18</sup>
- 70+% of China's high net worth individuals rate Hong Kong as their top offshore investment destination<sup>19</sup>
- One of the world's most active and liquid securities markets<sup>20</sup>

### Fintech

Hong Kong is one of the most forward-looking cities in Asia when it comes to fintech. Fintech is reshaping the financial sector and driving innovation in financial services globally. In Hong Kong, fintech development is also burgeoning and making headway into areas such as virtual banking, insurance technology and regulatory technology.

In recognition of needs for digitalising and streamlining payments, the HKMA launched its Faster Payment System (FPS) in September 2018. FPS supports instant HKD or Renminbi payments across different banks with the use of mobile phone numbers, email addresses or QR codes, providing greater convenience and new experience to the public. In March 2019, the HKMA started granting virtual bank licences, a major milestone in facilitating financial innovation and supporting Hong Kong's entry into the era of smart banking. So far, the HKMA has granted a total of eight virtual banking licences.

In an effort to boost the city's internet financial services, the Insurance Authority launched a fast track approval system for insurers using solely digital distribution channels in September 2017. So far, the Insurance Authority has granted authorisation under Fast Track to four virtual insurers in Hong Kong.

For many fintech companies a presence in Hong Kong is an important step towards penetrating the Asian market. The development of the fintech ecosystem in Hong Kong over the past three years has been particularly encouraging and there is now an active accelerator and incubator scene with a focus on fintech startups. As Asia's largest financial hub, the territory provides favourable conditions for the deployment of financial technologies, including: a stable regulatory environment, the strength of its financial sectors, a network of connections to Mainland China, and protection afforded to intellectual property and data protection. The fintech opportunity in Hong Kong is multilayered, from the development of new products by existing major institutions through to start-ups and major new credit groups from Mainland China.

### RegTech

In November 2020, the HKMA announced the development of a two-year roadmap to promote Regtech adoption in the Hong Kong banking sector, as laid out in a White Paper entitled "Transforming Risk Management and Compliance: Harnessing the Power of Regtech".



# Key Growth Opportunities in Hong Kong

(continued)



The HKMA's two-year roadmap is designed to support the development of a thriving ecosystem, transforming Hong Kong into a Regtech hub. The HKMA's Regtech roadmap is developed with reference to the recommendations in the white paper. The 16 recommendations span five core areas: -

1. boosting awareness by issuing practical guidance and organising targeted events;
2. promoting innovation among the local and global Regtech community and facilitating access to infrastructure;
3. enhancing regulatory engagement with the Regtech ecosystem through ongoing dialogue and collaboration;
4. developing the talent pool by formalising a Regtech training and skills framework; and
5. sustaining adoption via continued industry engagement and effective tracking of progress.

## Banking

The banking system in Hong Kong is characterised by its three-tier system, which is formed by three types of banking institutions: licensed banks, restricted licence banks and deposit-taking companies, which are authorised to take deposits from the general public.

The three tiers of deposit-taking institutions operate under different restrictions. At the end of December 2020, there were 161 licensed banks, 17 restricted licence banks and 12 deposit-taking companies. There were also 43 representative offices of overseas banks. Many major Chinese lenders and commercial banking institutions have branch operations, too.

## Fund Management

Hong Kong is a major regional fund management centre with a large concentration of international fund managers in Asia. According to the SFC survey, 64% of the investment funds (excluding REITs) were sourced from outside Hong Kong in 2019. Despite that, assets managed in Hong Kong made up over 50% of the asset management business. In 2019, 66% of the assets managed in Hong Kong were invested in Asia Pacific, amounting to HK\$6,608 billion, with HK\$2,782 billion in Hong Kong, HK\$1,783 billion in Mainland China, HK\$580 billion in Japan and HK\$1,463 billion in the rest of the Asia Pacific.

## Insurance

As at December 2020, there were 164 authorized insurers in Hong Kong, including 91 pure general insurers, 53 pure long-term insurers and 20 composite insurers. At the end of September 2020, there were 2,365 licensed insurance agencies, 86,351 licensed individual insurance agents and 26,777 licensed technical representatives (agents). In addition, there were 832 licensed insurance broker companies and 10,780 licensed technical representatives (brokers).

## Securities & Futures

The Hong Kong Government is keen to provide a favourable environment for development of the securities industry, with adequate regulation but without any unnecessary bureaucratic or fiscal impediments. The Securities and Futures

Commission (SFC) is responsible for administering the Securities and Futures Ordinance (SFO), which governs the securities and futures market in Hong Kong.

Securities industry trading services are provided by investment banks, commercial banks, finance companies and securities brokerage companies. Investment banks are the principal underwriters for initial public offerings (IPO). Hong Kong's highly liberal and liquid securities market has encouraged many international investment banks and securities houses to build their presence here, eyeing the IPO and securities businesses. In the secondary market, local retail customers are served mainly by local brokers and banks, whereas institutional buyers are principally served by the international brokers and investment banks.

Being the most liquid overseas market for mainland enterprises, Hong Kong is an important centre for raising capital for companies in Mainland China. The majority of mainland companies seeking overseas listings have their listing in Hong Kong. At the end of December 2020, 1,319 mainland companies were listed in Hong Kong, with a market capitalisation of HK\$38,073 billion, or about 80% of the total.



# Key Growth Opportunities in Hong Kong

(continued)



## *Market Connections with the Mainland*

To improve the development of capital markets on the mainland and in Hong Kong, Shanghai-Hong Kong Stock Connect and Shenzhen-Hong Kong Stock Connect were launched in 2014 and 2016 respectively, marking important milestones of mutual access between capital markets of Hong Kong and the Mainland.

Bond Connect was also launched in July 2017, allowing overseas investors to invest via Hong Kong in China's US\$9.6 trillion bond market, with the southbound trading link to be added subsequently. As of December 2020, Bond Connect has attracted 75 out of the top 100 global asset management companies and 2,352 international investors from 34 jurisdictions.

In June 2020, the HKMA, the People's Bank of China, and the Monetary Authority of Macao jointly announced the launch of a two-way cross-boundary Wealth Management Connect pilot scheme in the Guangdong-Hong Kong-Macao Greater Bay Area, representing a major breakthrough in Hong Kong's offshore RMB business development, and a significant step towards fostering closer financial cooperation in GBA.

## *Hong Kong as an offshore Renminbi Centre*

Hong Kong was the first offshore market to launch Renminbi business back in 2004. Since then, Hong Kong banks have been allowed to provide personal RMB business and it has become the global hub for Renminbi trade settlement, financing and asset management. These activities are supported by the Renminbi liquidity pool in Hong Kong, the largest outside the Mainland. A wide spectrum of RMB services are provided to corporate customers, including RMB certificate of deposits, RMB bonds and trade finance. Hong Kong plays an important role in the mainland's external trade settlement, processing over 70% of the world's RMB payment transactions - Hong Kong is the largest offshore RMB centre globally. It allows businesses to take advantage of the diversity and liquidity of Hong Kong's RMB market and facilitate business cooperation with Chinese companies.

## *Hong Kong as a Fundraising Hub*

Being the key financial and capital market in Asia, Hong Kong's financial institutions are well positioned to capture opportunities on capital raising and deal making in the region, especially with China's Belt and Road Initiative (BRI) and the development of the Greater Bay Area. Financing demand, including green financing and green bonds, will continue to increase as more and more infrastructure projects are commenced under the BRI.

It is expected that Hong Kong will continue to play a prominent role in raising capital, particularly in IPOs, bond issuance and the private equity sector.

## *Regulation*

In line with the international trend, Hong Kong's financial services regulatory system has evolved and developed over the years. The principal regulators are the HKMA, the Securities and Futures Commission, the Office of the Commissioner of Insurance (OCI) and the Mandatory Provident Fund Schemes Authority (MPFA). They are responsible, respectively, for regulation of the banking, securities and futures, insurance, and retirement scheme industries.

## *CEPA*

Hong Kong's financial services sector is one of the liberalised sectors benefiting greatly under the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA), and this includes the banking, insurance and securities markets. Currently, financial services are covered by the Agreement of Trade in Services (ATIS) signed in November 2015 between the Hong Kong government and the Ministry of Commerce of China. This agreement further liberalises the services market and extends geographical coverage to the whole of the mainland.

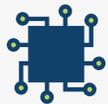


# Key Growth Opportunities in Hong Kong

(continued)



In November 2019, the mainland and Hong Kong signed an agreement (the Amendment Agreement) under the framework of CEPA to amend the CEPA Agreement on Trade in Services. The Amendment Agreement reaffirms a number of policy directions to support the development of the Hong Kong banking industry and financial institutions in the Mainland, and supports mainland insurance companies issuing catastrophe bonds in the Hong Kong market by relaxing relevant requirements.



## Electronics

Hong Kong is one of Asia's main hubs for the electronics industry. It offers a solid research base, rigorous intellectual property protection, excellent communications and transportation networks as well as easy access to Guangdong Province, the manufacturing hub of Mainland China. Shenzhen, based in Guangdong Province, which is one of the world's most innovative electronic bases, is located just one hour from Hong Kong.

Hong Kong is also an ideal place to test and launch new products, applications and services before entering the Mainland China market.

Mainland China's manufacturing capability and demand for consumer products is growing fast, but preferences differ from other regions. So entering Hong Kong first can help to localise a company's offering.

Since 2010, China has been the world's biggest consumer electronic market and it is still achieving double digit growth each year. In 2017 China imported over €365 billion worth of electronic items and exported more than €651 billion.

Imports included IoT related devices, automobiles, medical devices, data-centres, cloud computing, aerospace and mobile communication applications<sup>21</sup>.



## Key areas of opportunity for Irish companies include:

### *Data centres (equipment supply or project management)*

E-commerce and cloud computing sectors have experienced exponential growth in Greater China over the last 10 years. The sectors were valued at €25-27 billion in 2018<sup>22</sup>. More than 100 data centres were built in China between 2016/2017. Internet speed is rapidly improving in China and the development of 5G technology is expected to roll-out in 2020, further stimulating demand for new data centres.

### *Semiconductor industry (chip design or fables)*

China recently released its Made in China 2025 strategy, outlining an upgrade of the Chinese manufacturing sector. The strategy emphasised innovation-based production and will lift the country into a higher value-added economy. This transformation of the manufacturing sector will create demand for Irish semiconductor design chip-set companies in the areas of IoT, smart cities, public transportation and indoor location-based applications. Serving this opportunity from Hong Kong is a common approach for many companies.

### *Automotive*

Hong Kong can benefit greatly from China being the largest automobile manufacturing producer<sup>23</sup> in the world. Global automobile parts manufacturers are continuing to move their facilities to China. The Chinese Government has started to encourage more R&D on clean fuel and electric vehicles and to support this development more electronic components and programming printed circuit boards (PCBs) will be embedded into the vehicle system. This trend creates business opportunities for Irish electronic companies with appropriate capabilities.



# Key Growth Opportunities in Hong Kong

(continued)



## *Internet of Things (IoT) and green buildings*

Several internet giants, including Tencent, Alibaba, Baidu, Lenovo and JD, are investing in green building projects to support their businesses. These projects range from healthcare, home automation, smart buildings and smart-city transportation to online-to-offline commerce and data analytics. Opportunities of particular interest to Irish electronic companies can be found in the areas of medical device applications, patient/object tracking, environmental data monitoring, and data collection and analysis.

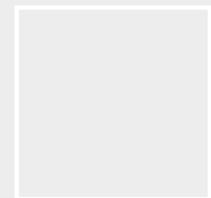


## **Education**

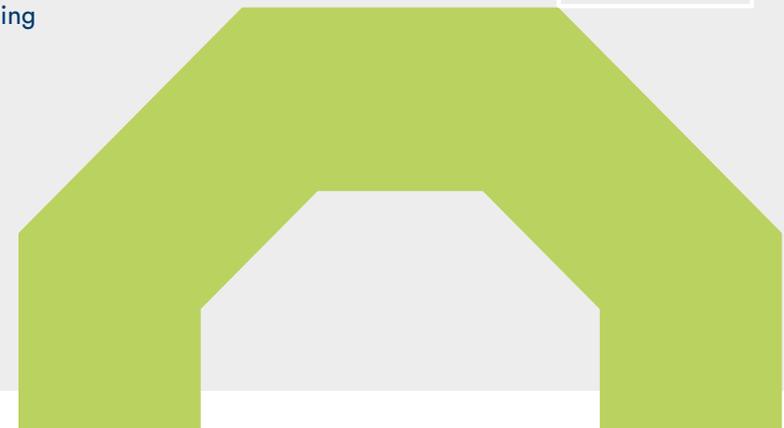
Hong Kong has contributed to Greater China becoming the world's largest source of international students. The number of Hong Kong students studying abroad has increased largely due to changes in the country's education system, including the launch of the Hong Kong Diploma of Secondary Education (HKDSE), the Hong Kong Government's Scholarship for Excellence and the Overseas Education Allowance for Government officers to assist in educating their children.

Education is currently the largest expenditure of the Hong Kong Government's budget, amounting to €8 billion in 2019-2020, representing nearly 20% of total government expenditure and 3.8% of GDP 24. Of the 52,000 students who graduate from secondary education each year, 20,000 are eligible to go on to third level. But local universities can only take 15,600 new students each year and a fifth of those places are earmarked for international students. The result is that about 3,120 students are interested in going abroad for third level courses each year. The remaining 39,520 students, whose grades do not qualify them immediately for university in Hong Kong may go on to take other courses which may qualify them for international education at a later date.

Competition for such students is intense, both within Hong Kong and from highly competitive Chinese and Taiwanese offerings. Degree courses leading to professional qualifications in medicine, healthcare, accountancy and law are of particular interest to Hong Kong parents and students and Irish universities need to emphasise the advantages and credibility of Irish education when promoting in Hong Kong.



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# Legal & Taxation Information



## Visa requirements

Irish citizens whose passports have at least six months' validity can enter Hong Kong for a period of up to 90 days without a visa. Those who wish to stay longer must apply for a visa from Embassy of the Embassy of the People's Republic of China in Ireland.

Visitors are required to have adequate funds to cover their stay without working and to hold onward or return tickets, unless they are in transit to mainland China or the Macau Special Administrative Region (SAR).

For further information see the Hong Kong Immigration Department website: <https://www.immd.gov.hk/eng>



## Import rules & regulations

As Hong Kong is a free port, no tariffs or duties are applied to imports and exports. The exceptions are tobacco, hydrocarbon oil and fuel, methyl alcohol and alcohol (over 30% alcohol by volume).

However, any imported goods must still meet licensing requirements or import controls to be brought into Hong Kong.

Hong Kong does impose a range of non-tariff measures to protect public health, safety, security and the environment. These non-tariff measures typically come in the form of license requirements and are issued by the License Branch of the Trade and Industry Department. Import licences are required for a range of items including mainland cereals and grain flour, powdered formula, textiles, rice and strategic commodities.

Hong Kong labour law The Employment Ordinance is the main piece of legislation governing the terms and conditions of employment in Hong Kong. It covers a comprehensive range of employment protection and benefits for employees, including wages, holidays with pay, sickness allowance, employment protection and termination of employment contracts.

The majority of employees in Hong Kong are covered under the Employment Ordinance however there are some exceptions, so it is important for an Irish company hiring local staff in Hong Kong to be aware of this. If the Employment Ordinance covers an employee, the employment contract terms must satisfy certain minimum requirements. If it does not apply, the contractual terms will be by mutual agreement between the employer and the employee.



## Key taxes

Taxation in Hong Kong is simple, predictable and light, with a straightforward filing system. Hong Kong is one of the few countries in the Asia-Pacific region to successfully establish electronic systems for filing and paying taxes.

The territory imposes only three direct taxes:

- Profit tax, capped at 16.5%.
- Salary tax, capped at 17%.
- Property tax, set at 15%.

Hong Kong does not impose any sales taxes (VAT/GST), withholding taxes, capital gains tax, estate taxes or taxes on dividends.



# Legal & Taxation Information

(continued)



## Data & intellectual property protection

With one of the world's most stable, effective and certain legal systems, Hong Kong provides strong intellectual property rights. Under the "one-country, two-systems" principle, Hong Kong's constitution specifically provides for Hong Kong to develop its own policies for intellectual property rights. However, intellectual property rights registered in Hong Kong will not be automatically protected in mainland China, and vice versa.

Hong Kong's Customs and Excise Department is responsible for enforcing copyright laws and intellectual property rights.

*If you have any legal or taxation questions or issues working with a consultant or law firm who have local market access and knowledge is key to getting answers. Enterprise Ireland in Hong Kong can link you with consultants/ law firms who will be able to assist you navigate the Hong Kong legal system.*



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# Helping You Win in Hong Kong



Enterprise Ireland is committed to assisting and supporting clients to enter new markets and expand in their current markets. Our team of experienced marketing professionals in our overseas offices are ready to help you. Enterprise Ireland offers flexible solutions for client needs, as well as business supports for success in the market. This includes our Market Research Centre and local market supports, our experience in building selling capabilities, and our assistance with trade events and missions.

Here is an overview of the services offered by our Hong Kong office;

## Pre-visit support

Prior to engaging with an overseas market, client companies should engage with their Development Adviser (DA) and the Enterprise Ireland Market Research Centre in Dublin to ensure they leverage the full range of possible supports in preparation for engaging with the EI team in the market.

- General market and country level information
- Sector overview

- Validation of the opportunities for your product or service
- Evaluation of your market entry strategy
- Suggested channels to market
- Competitor analysis
- Relevant contacts/suggested itinerary
- Summary of relevant market information resources

## In-market support

- Introductions to buyers and decision-makers
- Identification of potential partners
- Facilitation of buyer visits to Ireland
- Assistance with product launches/workshops
- Securing reference sites

## International trade events programme

Every year Enterprise Ireland organises an extensive programme of events to support your business abroad. These include:

- Inward buyers' missions to Ireland
- Group stands at important international trade fairs
- Overseas trade missions
- Study visits to gain knowledge of overseas markets

- Client knowledge events including seminars and workshops
- Networking events to build and enhance relationships with market contacts
- Further information is available at: [www.enterprise-ireland.com/events](http://www.enterprise-ireland.com/events)

## International market contacts

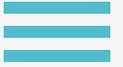
Enterprise Ireland has built up an excellent network of individuals in Hong Kong who are able to work with Irish client companies on developing their businesses. This includes market and sector specialists, business accelerators and members of Irish business associations.

## Additional supports

- Access to translation and interpreting services
- Introductions to specialist expertise such as legal, recruitment, public relations and taxation
- Access to mentors



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Riailtas na hÉireann  
Government of Ireland



Ireland's EU Structural and  
Investment Funds Programmes  
2014 - 2020

Co-funded by the Irish Government  
and the European Union



**European Union**  
European Regional  
Development Fund

Ireland's European Structural and Investment Funds Programmes 2014-2021.  
Co-funded by the Irish Government and the European Union.

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