

# Guangdong-Hong Kong-Macao Greater Bay Area Development Office organises "Hong Kong IN Brand Greater Bay" luncheon seminar in Guangzhou (with photos)

The Guangdong-Hong Kong-Macao Greater Bay Area Development Office (GBA Office) of the Constitutional and Mainland Affairs Bureau organised the "Hong Kong IN Brand Greater Bay" luncheon seminar in Guangzhou today (August 23), attracting over 170 representatives from Hong Kong and Mainland enterprises and chambers of commerce. The luncheon seminar focused on exploring business strategies to enhance the collective image and market influence of Hong Kong brands, as well as to inculcate Hong Kong brand culture into the consumers and the industries in the Greater Bay Area.

A spokesperson for the GBA Office said that "Made in Hong Kong" products have long been exported worldwide and recognised as a hallmark of quality and confidence. "Hong Kong Brands" have maintained significant appeal to global buyers. Being geographically and culturally close to Hong Kong, consumers in the Greater Bay Area are particularly attracted to "Hong Kong Brands". The development of the Guangdong-Hong Kong-Macao Greater Bay Area presents an important opportunity for Hong Kong enterprises to open up a wider market in the Mainland, and a historic opportunity for "Hong Kong Brands" to elevate their level of development.

The spokesperson emphasised that the Hong Kong Special Administrative Region Government is committed to fully co-operating with other cities of the Greater Bay Area to actively promote high-quality development in the region, and to jointly strive for more policy innovation and breakthrough, with a view to fostering the efficient flow of essential factors of production, such as the flow of people, goods, capital and information, within the Greater Bay Area, as well as to create a more business-friendly environment. This will support Hong Kong enterprises in seizing the important opportunities presented by Greater Bay Area development, and enable all of us to contribute our efforts to make "Hong Kong Brands" shine.

Today's seminar was co-organised by the GBA Office, the Hong Kong Brand Development Council (BDC), and the Chinese Manufacturers' Association of Hong Kong. The Deputy Commissioner for the Development of the Guangdong-Hong Kong-Macao Greater Bay Area, Mr Benjamin Mok, attended and delivered an opening speech. A number of scholars, experts, and industry representatives have been invited to share their successful experiences in market expansion and brand promotion in the Greater Bay Area, with a view to assisting Hong Kong enterprises in enhancing brand awareness, strengthening brand competitiveness, and in seizing the unlimited opportunities brought about by

the high-quality development of the Greater Bay Area.

