

# [HKETO Berlin business conference urges Hungarian companies to seize business opportunities in Greater Bay Area \(with photos\)](#)

The Hong Kong Economic and Trade Office, Berlin (HKETO Berlin), together with the Hong Kong Trade and Development Council (HKTDC) and the Hungarian Chamber of Commerce and Industry, dedicated a business conference in Budapest, Hungary, to the unique Guangdong-Hong Kong-Macao Greater Bay Area (GBA) development on November 5 (Budapest time). With a combined GDP of around US\$1.5 trillion and 70 million people, the GBA is one of the most dynamic economic regions in the Mainland.

Speakers included the Director of HKETO Berlin, Mr Bill Li; the Regional Director, Europe, Central Asia and Israel of the HKTDC, Mr William Chui; the Deputy State Secretary of the Ministry of Foreign Affairs and Trade of Hungary, Dr Petra Ponevács-Pana; the Key Account Director of FRF Neon Kft, Mr Gyorgy Bacskai; the Chief Executive Officer of Rail Cargo Terminal – BILK Zrt, Mr Viktor Lippai; and Board Member of the Hungary – Hong Kong Business Association Mr Botond Vasarhelyi.

In his presentation, Mr Li highlighted the strategic composition of the GBA with the two Special Administrative Regions of Hong Kong and Macao as well as Guangdong Province, with its nine cities of Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing, in the southern part of China. The country has made it a national strategy to develop the area into an international innovation and technology hub. Co-operation among Hong Kong, Guangdong and Macao will further deepen and the complementary advantages of the three places will be fully leveraged on.

"The Greater Bay Area will without doubt further enhance its leading role in China's economic development and opening up," Mr Li said when outlining the way forward. He specifically pointed to Hong Kong's leadership role within this new economic powerhouse. For all the same reasons that Hong Kong plays a dominant part in the development of the GBA, the city is also the perfect place for Hungarian businesses to capitalise on the growth potential of this key economic area, he said.

"Hong Kong is the most international city in the Greater Bay Area, and has one of the most business-friendly environments worldwide, with a good tradition of the rule of law, a free economic system and well-established information technology infrastructure and financial systems, as well as a wealth of talents and professional services with extensive knowledge on global markets," Mr Li said.

About HKETO Berlin

HKETO Berlin is the official Hong Kong Special Administrative Region Government representative in commercial relations and other economic and trade matters in Hungary as well as Austria, the Czech Republic, Germany, Poland, the Slovak Republic, Slovenia and Switzerland.

