

[HKETO, Brussels concludes series of Chinese New Year events in 12 European cities with business seminars in Greece and Cyprus \(with photos\)](#)

After hosting Chinese New Year (CNY) receptions successfully in seven European cities from late January to mid-February, the Hong Kong Economic and Trade Office in Brussels (HKETO, Brussels) continued to promote Hong Kong by holding five CNY events in other European cities in March.

Three CNY receptions were held in Lisbon in Portugal (March 7, Lisbon time) and Barcelona (March 12, Barcelona time) and Madrid (March 13, Madrid time) in Spain. Officiating at the CNY receptions, the Special Representative for Hong Kong Economic and Trade Affairs to the European Union, Ms Shirley Lam, continued to impress guests on the fundamental strengths and unique advantages of Hong Kong under the successful implementation of the "one country, two systems" principle. She also updated guests on the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area) promulgated by the Central Government on February 18.

HKETO, Brussels concluded the celebration of the CNY with two business seminars, one held in Athens, Greece (March 21, Athens time), and the other in Limassol, Cyprus (March 28, Limassol time).

The business seminar in Athens, entitled "Business opportunities in Hong Kong", was organised by HKETO, Brussels in co-operation with Invest Hong Kong (InvestHK) and the SEV-Hellenic Federation of Enterprises. In Limassol, the second biggest city in Cyprus, HKETO, Brussels held the business seminar "Way to enter the Chinese market via Hong Kong" in co-operation with the Cyprus Chamber of Commerce and Industry, the Cyprus-China Business Association, InvestHK and the Hong Kong Trade Development Council.

The Deputy Representative of HKETO, Brussels, Miss Fiona Chau, told participants of the business seminars that connecting with Hong Kong can help people and businesses excel in the huge markets of Mainland China and the Asian region. She pointed out that Hong Kong continues to be a staunch supporter of free trade and open markets and enjoys free flows of capital, goods, talent and information. The city is also a hub for professional services, from financial and legal to architectural, maritime, aviation, communications and many more.

Miss Chau underlined that the Belt and Road Initiative and the Greater Bay Area development will offer tremendous trade opportunities for Hong Kong businesses as well as foreign businesses that partner with Hong Kong. She added that the Hong Kong Special Administrative Region Government is making substantial investments in innovation and technology (I&T) as Hong Kong's

future will also be powered by I&T and the high value-added economy.

HKETO, Brussels hosted CNY events in 12 European cities between January 22 and March 28 to promote Hong Kong. The 12 European cities are Izmir, Dublin, The Hague, Milan, Paris, Luxembourg, Brussels, Lisbon, Barcelona, Madrid, Athens and Limassol. The events were attended by a total of over 2 000 guests comprising officials from European Union institutions, the diplomatic corps, local and national governments, business people, media representatives, representatives of research institutes and academics.

