

## [HKETO, Brussels presents award to Italian company with deep business ties in Hong Kong \(with photos\)](#)

The Hong Kong Economic and Trade Office in Brussels (HKETO, Brussels) presented a Special Hong Kong Award to an Italian company at the 19th China Awards in Milan, Italy on December 4 (Milan time).

The China Awards, organised by the Italy China Council Foundation (ICCF) annually, is one of the most influential business events in Italy. It recognises Italian companies that have grasped the opportunities in the Chinese market and vice versa, Chinese companies that have invested in Italy and engaged in strategic and innovative collaboration with Italian counterparts.

Deputy Representative of HKETO, Brussels Miss Fiona Li, commended the recipient of the Special Hong Kong Award, Venchi. This Italian confectionery company has expedited its expansion in Asia, leveraging Hong Kong's vibrant culinary landscape, strategic location and unmatched connectivity with Mainland China. "Its success in Hong Kong and in Asia speaks for itself that establishing a presence in Hong Kong is conducive to its market expansion. It is the testimony of the strengths of Hong Kong – our low and simple tax regime, free flow of capital, business-friendly environment, and advanced logistics and supply-chain management", Miss Li said.

The event offered an opportunity to put a quartet comprising of Hong Kong's musicians in the spotlight before 300 executives and senior representatives of top Italian and Chinese companies. The quartet, which was brought to the event by HKETO, Brussels to help give Hong Kong talents international exposure and to showcase Hong Kong as an international cultural exchange hub, had Grace Chan, double bass player; Isaac Lam, pianist; Melody Lau, violinist; and Emily Chan, soprano. Grace Chan was selected to participate in the Rome Chamber Music Festival's Young Artist Programme in June 2024.

Miss Li also highlighted the latest measures in the Policy Address to the Italian audiences on enhancing Hong Kong's status as an international financial, shipping and trade centre, including lowering the tariff on liquor. She elaborated that Hong Kong's distinctive advantages including an independent judiciary, a free trade and investment regime, and an efficient and clean government are kept under the "one country, two systems" principle as she encouraged Italian companies and talents to come to Hong Kong. "Hong Kong is and will remain your prime gateway to China and your most preferred partner in Asia", she added.

The ICCF is the largest Italy-China business association in Italy that facilitates collaboration between Italian and Chinese companies. The ICCF organises the annual China Awards in partnership with the Italian Chamber of

Commerce in China and with the support of the China Chamber of Commerce in Italy.

