

[HKETO, Brussels shares with Dutch companies the opportunities brought by the latest developments of tourism and trade in Hong Kong \(with photos\)](#)

â€‹The Hong Kong Economic and Trade Office in Brussels (HKETO, Brussels) co-organised with the Netherlands Hong Kong Business Association, the Hong Kong Trade Development Council and Invest Hong Kong the "Dongzhi business seminar-cum-luncheon" in Amsterdam, the Netherlands, on December 11 (Amsterdam time), with the theme on tourism and trade developments in Hong Kong. The event has become an annual key business occasion in which prominent speakers from Hong Kong and the Netherlands provide Dutch companies with the latest updates on Hong Kong and the region.

Deputy Representative of HKETO, Brussels, Miss Fiona Li gave a presentation to about 70 business executives in the seminar. She elaborated about Hong Kong's prevailing advantages as an international financial, trading and logistics centre which offers unparalleled connectivity and quality services while highlighted also the latest government policies on promoting tourism. It included hosting more world-class mega-events not just for businesses, but also for sports, arts and culture. Efforts were also stepped up to better leverage the city's unique charms and strengths including our stunning harbour and waterfront, tranquil islands and countryside, rich gastronomy, and east-meets-west heritage to innovate tourism with new attractions and rediscovery of local cityscape.

"Besides establishing Hong Kong as a city of mega events, fusing arts with tourism and developing cultural and eco-tourism are also the directions we are going for", she said. Miss Li added that Hong Kong is well equipped with state-of-art infrastructure to realise these initiatives, namely the Hong Kong Palace Museum and M+ Museum in the West Kowloon Cultural District, and the Kai Tak Sports Park to be opened in early 2025. In addition to the three-runway system of Hong Kong International Airport coming into operation this November, Hong Kong is expected to become an even more popular tourist destination globally.

Citing the launch of more direct flight routes between Hong Kong and European cities in summer 2025 and Hong Kong's latest initiatives to reduce the duty rate for liquor to boost the development of logistics industry, tourism as well as high-end food and beverage consumption, Miss Li expected that more international visitors would be attracted to Hong Kong. "We are ready to welcome Dutch and other European travellers to experience the city's unique chic and glamour", Miss Li concluded.

