

[HKETO, Brussels urges Dutch companies to seize business opportunities in Greater Bay Area \(with photo\)](#)

The Hong Kong Economic and Trade Office in Brussels (HKETO, Brussels) supported and participated in the Dongzhi business seminar and networking reception in Wassenaar in The Hague, the Netherlands, on November 21 (The Hague time). The Office took the opportunity to continue its promotion of Hong Kong's unique role in connecting European companies to the Mainland and Asian markets and the vast business opportunities in Hong Kong under the Guangdong-Hong Kong-Macao Greater Bay Area development.

Organised by the Netherlands Hong Kong Business Association (NHKBA), with the support of HKETO, Brussels as well as the Hong Kong Trade Development Council (HKTDC) and Invest Hong Kong, the Dongzhi business seminar has become an important annual event in which speakers from Hong Kong and the Netherlands update Dutch companies on the latest developments and business opportunities in Hong Kong. About 70 business representatives attended the seminar.

Speakers included the Deputy Representative of HKETO, Brussels, Miss Fiona Chau; the Regional Director, Europe, Central Asia and Israel of the HKTDC, Mr William Chui; the Consul General of the Netherlands in Hong Kong, Ms Annemieke Ruigrok; and the Chairman of the NHKBA, Mr Hans Poulis.

In her remarks, Miss Chau emphasised that no other economy can take Hong Kong's place as Mainland China's window to global markets, capital and expertise. Hong Kong continues to be a leading financial centre and China's global financial centre, and the Greater Bay Area, bringing together Hong Kong, Macao and nine other thriving cities in the Pearl River Delta, is a major economic zone. The city cluster development boasts a collective population of more than 70 million consumers and a combined GDP of some US\$1.6 trillion. Co-operation among Hong Kong, Guangdong and Macao will further deepen and the complementary advantages of the three places will be fully leveraged on. As Hong Kong plays a dominant role in the development of the Greater Bay Area, the city is also the perfect place for Dutch businesses to capitalise on the growth potential of this key economic area, she said.

