

LCQ18: Facilitating exhibition and sale of Mainland brands in Hong Kong

Following is a question by the Hon Yim Kong and a written reply by the Acting Secretary for Commerce and Economic Development, Dr Bernard Chan, in the Legislative Council today (December 13):

Question:

It is learnt that the quality and image of Mainland brand products have been improving in the eyes of overseas consumers. There are views that with Hong Kong acting as a window for the country's dual circulation, Hong Kong's development into a capital of exhibitions and sales for Mainland famous-brand consumer products not only can provide support for Mainland brands to go global, but is also conducive to reinforcing Hong Kong's status as an international business centre and boosting Hong Kong's trade, tourism and consumption. In this connection, will the Government inform this Council:

(1) whether it has conducted surveys on the situation and prospects of the exhibition and sale of Mainland famous-brand consumer products in Hong Kong, and studied the formulation of relevant facilitation policies and measures; if so, of the conclusions;

(2) whether it has plans to regularly organise large-scale events (including events held in various forms such as promotions, experiential activities, trade fairs and carnivals) to facilitate the exhibition and sale of Mainland famous-brand consumer products in Hong Kong;

(3) whether it will consider formulating policies to support the introduction of Mainland brands by qualified large department stores; and

(4) as there are views that outlet shopping centres, which gather shops of famous-brand products and ancillary facilities for leisure and entertainment, can boost the flow of people, the flow of business and consumption in business districts, whether the Government will consider formulating support measures in areas such as land, taxation and finance, and planning for the construction of an outlet shopping centre in the Northern Metropolis with the theme of Mainland famous-brand consumer products through a government-led approach or co-operation with private enterprises?

Reply:

President,

Having consulted the Development Bureau, our consolidated reply to the questions raised by the Hon Yim Kong is as follows:

As an international business and convention and exhibition (C&E) hub,

Hong Kong hosts many large-scale international conferences and exhibitions in the two dedicated venues for mega C&E events every year, namely the Hong Kong Convention and Exhibition Centre and the AsiaWorld-Expo. Some of the exhibitions are the largest Asian or even global sourcing platforms for the trades concerned, including electronics, jewellery, gifts, watches and clocks, lighting; and they serve to connect exhibitors and buyers from Hong Kong, Mainland and other places around the world, as well as promote and publicise local, Mainland and overseas brands.

Taking the Hong Kong Trade Development Council (HKTDC) as an example, the HKTDC has already hosted 29 exhibitions in the first 11 months this year, attracting more than 11 000 exhibitors from the Mainland to showcase their brands and services to some 400 000 Hong Kong and global buyers. In addition to physical exhibitions, the HKTDC assists exhibitors in capitalising on business opportunities in Hong Kong, the Mainland and overseas, and tapping into new markets through support and exchange platforms such as those on smart business matching and support for start-ups and small and medium enterprises (SMEs).

The Hong Kong Special Administrative Region Government will continue to support and encourage enterprises to promote Hong Kong brands through various funding schemes. For example, the Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund) provides funding support for non-listed enterprises to develop their brands and businesses on the Mainland and 37 other economies. The Chief Executive announced in the 2023 Policy Address the launch of "E-commerce Easy" under the BUD Fund to provide funding support of up to \$1 million per enterprise for the implementation of electronic commerce (e-commerce) projects on the Mainland, with a view to assisting SMEs in leveraging e-commerce to promote their products. In addition, the SME Export Marketing Fund provides funding support for SMEs to develop their brands and businesses in Hong Kong and external markets through participating in promotion activities. The Trade and Industrial Organisation Support Fund has also provided funding support for trade and industrial organisations to organise activities in the Guangdong-Hong Kong-Macao Greater Bay Area to enhance the image of Hong Kong brands.

"Industry-driven" is one of the key considerations in the Government's planning of different New Developments Areas (NDAs) in the Northern Metropolis. We will reserve land to facilitate industry developments in each NDA based on its industry potential and the opportunities for collaboration with its counterpart cities in the Mainland. For example, in planning the New Territories North New Town (including Lo Wu/Man Kam To), the Government will take into account its locational advantage of being close to Luohu in Shenzhen and the massive flow of cross-boundary people, and that commerce industry such as leisure consumption can be developed to meet the need for cross-boundary services and people's livelihood consumption. We will reserve commercial land to accommodate retail and leisure consumption industries in the context of the relevant planning study, especially in the vicinity of the boundary control points. Besides, at least two million square metres of commercial floor have been reserved in Hung Shui Kiu/Ha Tsuen NDA, which may also accommodate retail and leisure consumption industries.