

# Webinar by HKETO, Brussels to promote business opportunities in the Guangdong-Hong Kong-Macao Greater Bay Area for the Turkish business community

The Hong Kong Economic and Trade Office in Brussels (HKETO, Brussels) held a webinar on October 18 (Turkish time) to promote business opportunities in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) for the Turkish business community. More than 70 participants from Turkey joined the webinar.

The webinar brought together speakers from Turkey and Hong Kong to share views on harnessing the unique advantages of Hong Kong in expanding business in the GBA. The webinar was supported by the Foreign Economic Relations Board of Turkey (DEIK).

Speaking at the Webinar, two Turkish companies, Arzum Electrical Home Appliances and We World Express, shared their success stories in Hong Kong. Recognising Hong Kong as an important international financial centre, logistics hub, a place full of talents and having one of the most business friendly environments in the world, they considered Hong Kong to be the best place for Turkish companies to start business. The Webinar also provided an update on the GBA's development and specific roles of Hong Kong, and covered sectors with business potentials, as well as Hong Kong institutions that could support interested Turkish small-medium-enterprises to do business in the GBA through Hong Kong.

At the Question and Answer session, participants were eager to know the market potential in the GBA for specific Turkish products such as pre-fabricated wooden houses and traditional handicraft knitted products.

The HKETO, Brussels has been liaising with the relevant Turkish government departments in fostering economic and trade relations between Hong Kong and Turkey.

Exchanges were moderated by The Special Representative for Hong Kong Economic and Trade Affairs to the European Union of the HKETO, Brussels, Mr Eddie Cheung. Speakers include the Consul General of Turkey in Hong Kong, Mr Peyami Kalyoncu; The Commissioner for the Development of the Guangdong-Hong Kong-Macao Greater Bay Area, Mr Tommy Yuen; The Head of the GBA Business Development of Invest Hong Kong, Mr David Wong; Commercial Attaché of Turkey in Hong Kong, Ms Merve Yilmazcan; The Chairman of DEIK Turkey Hong Kong Business Council, and the Chairman of Arzum Electrical Home Appliances, Mr Murat Kolbasi; and The Chief Executive Officer of We World Express, Mr Hakan Bulat.