Thailand businesses encouraged to partner with Hong Kong HKTDC fairs serve as springboard to markets and opportunities





Hong Kong and Thailand have enjoyed robust bilateral trade relations covering a range of products and services over the years – and these ties are set to become even more deeply entrenched in the future, according to Benjamin Chau, Deputy Executive Director of the Hong Kong Trade Development Council (HKTDC).Meeting industry leaders and trade associations in Thailand today, Mr Chau reassured Thai business communities that Hong Kong remains an effective platform for global business.

The HKTDC's large-scale fairs and conferences are proceeding as planned despite the social unrest seen in the city in recent months. Nine fairs ran smoothly from July to September, attracting over 5,000 exhibitors and more than 66,000 buyers from around the world. Mr Chau said safety is a top priority at all HKTDC-organised events, with special security measures put in place to respond to different situations. The HKTDC continues to monitor developments and communicate closely with exhibitors, buyers and conference delegates from around the world.

HKTDC fairs provide springboard to international markets
Speaking at a ceremony to mark the fifth edition of the Thai Access to International Markets (AIM) Competition Award, run in the collaboration with the Office of Small and Medium Enterprises Promotion (OSMEP)in Bangkok today, Mr Chau said: "Thai corporations, especially small and medium-size enterprises (SMEs), are encouraged to capitalise on the exhibiting and sourcing opportunities provided by the year-round HKTDC fairs, particularly in sectors such as toys, houseware, gifts and jewellery."

Dr.Wimonkan Kosumas, Deputy Director General of OSMEP,said: "Hong Kong was ranked as the world's second most competitive economy by the International Institute for Management Development in 2019. As OSMEP aims to develop marketing channels and capacity building to

support Thai SMEs, enabling them to penetrate markets in ASEAN Plus Six, Africa, South Asia, the Middle East and Russia, we have cooperated with the HKTDC on Thai AIM and other capacity-building projects for Thai SMEs this year, including the Hong Kong Houseware Fair, Hong Kong Gifts & Premium Fair, and Food Expo 2019. This cooperation has provided a great opportunity for Thai SMEs to reach international buyers through the Hong Kong platform."

Adding to Hong Kong's business advantages, the Hong Kong Trade Development Council (HKTDC) gathers the latest market intelligence and helps form partnerships with different countries to develop business opportunities for enterprises. The HKTDC organises more than 30 exhibitions in Hong Kong every year, 11 of which are the largest marketplaces of their kind in Asia, while the electronics, jewellery, gifts, watches and clocks and lighting events are the world's largest.

Thai manufacturers and exporters can exhibit at these fairs to explore business opportunities and tap into global markets, while Thai buyers, distributors and retailers can use Hong Kong as a platform for sourcing. Some selected trade fairs which will be held early next year are:

– HKTDC Hong Kong Toys & Games Fair (6-9 January 2020)
– HKTDC Hong Kong Baby Products Fair(6-9 January 2020)
– HKTDC Hong Kong International Diamond, Gem & Pearl Show
(2-6 March 2020)
– HKTDC Hong Kong International Jewellery Show (4-8 March 2020)
– HKTDC Hong Kong Houseware Fair (20-23 April 2020)
– HKTDC Hong Kong Gifts & Premium Fair (27-30 April 2020)