

2004粤港-欧洲经济技术贸易合作交流会 HONG KONG - GUANGDONG BUSINESS SEMINAR IN LONDON 2004



Be inspired by top political and business leaders...



**The Hon. Huang Huahua, Governor,
Guangdong Province, P.R.China**

We earnestly invite you to cooperate with us to build the Greater Pearl River Delta (GPRD) into one of the world's most dynamic economic centres and to create our mutual prosperities through partnership in Europe, Guangdong and Hong Kong.



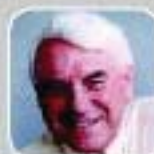
**The Hon. Donald Tsang, Chief
Secretary for Administration of the
Hong Kong SAR**

By having operations in both Hong Kong and the Mainland, enterprises of any sector, size or function can enjoy the "best of both worlds". Hong Kong is well-placed to serve as the world class business centre, trading entrepot and transport, logistics and services hub to complement the production powerhouse of our neighbours in the Mainland.



**Chris Wood, British Consul-
General to Guangzhou**

I am confident that this seminar will go a long way to promoting understanding of Guangdong in the UK, and to further developing the trade and investment links between us. I and all my staff in the British Consulate-General in Guangzhou look forward to continuing to work with the authorities in Guangdong, and with enterprises here and in the UK, to strengthen our relations in all areas and at all levels.



**Sir Stephen Brown, Chief
Executive, UK Trade & Investment**

UK businesses will continue to use the powerhouses of the Greater Pearl River Delta, including Guangzhou, Hong Kong, Shenzhen and the other major PRD cities, as a major gateway for trade and investment with the rest of China. I am sure that this event will make a major contribution to developing trade and investment links between the UK and the Greater Pearl River Delta region.



**Stephen Bradley, British Consul-
General to Hong Kong**

Hong Kong is the ideal entry point to the thriving markets of the Pearl River Delta in the same way as the UK is the ideal gateway to Europe. Hong Kong's rule of law, respect for human rights, free flow of information and people, and sophisticated services sector create a familiar operating environment for UK investors.



**Lord Powell of Bayswater KCMG,
President, China-Britain Business
Council**

I welcome the decision to hold the Hong Kong-Guangdong Business Seminar. I hope it will lead to much new business with UK, which is already active in the region but has great potential to take fuller advantage of the many opportunities on offer. I am sure British business will benefit from attending the seminar.



**John Connolly, Global Managing
Director, Deloitte & Touche LLP**

Deloitte's significant presence in Guangdong and Hong Kong has given our firm first hand experience of the opportunities available to investors in the Greater Pearl River Delta Area. This event will help showcase, and make more accessible the opportunities available to British and European businesses. I expect it to generate considerable interest and congratulate the Governments of Guangdong Province and the Hong Kong Special Administrative Region on their decision to stage the event.



**John Stiffard, Chairman, China
Business Centre,
PricewaterhouseCoopers**

PricewaterhouseCoopers has a significant presence in Hong Kong and on the mainland of China, with over 5,000 personnel in more than 10 offices. We are pleased to be associated with this conference to promote the Pearl River Delta.

Q & A

ADVICE

INSPIRATION

SOLUTIONS

INTERACTION

Tuesday, 26 October 2004
Queen Elizabeth II Conference Centre
Broad Sanctuary, Westminster,
London SW1P 3EE, England

AM

09:30-12:30

AGENDA (MORNING SESSION)

09:30-10:00

Registration (Fleming Room and Whittle Room on 3/F)

10:00-12:30

Opening and Plenary Session

- Speech by British VIP
- Speech by His Excellency Zha Peixin, Ambassador of the PRC to the UK
- Speech by representative of the co-sponsors
- Keynote speech by the Hon. Huang Huahua, Governor of Guangdong Province
- Keynote speech by the Hon. Donald Tsang, Chief Secretary for Administration of the Hong Kong Special Administrative Region
- Investment experience sharing by representatives of British enterprises in Guangdong and Hong Kong
- Q&A session
- Contracts signing ceremony

PM

12:30-16:30

AGENDA (AFTERNOON SESSION)

12:30-13:30

Buffet lunch (Benjamin Britten Lounge on 3/F)

SESSION ONE

13:30-16:30

Investment and Trade Consultations and Discussions
(Fleming Room and Whittle Room on 3/F)

- Individual business meetings between enterprises from Guangdong, Hong Kong and Europe from different industries.
- Trade talks between Guangdong delegates and European counterparts (on special-purpose machinery, electronics, textiles and garments, light industry, handicraft articles, foodstuff, medicines and health-care products, etc.)
- British investment service consultation: establishment procedures and investment services, etc.
- Talents exchange and education consultation: international talents recruitments and overseas education exchanges

SESSION TWO

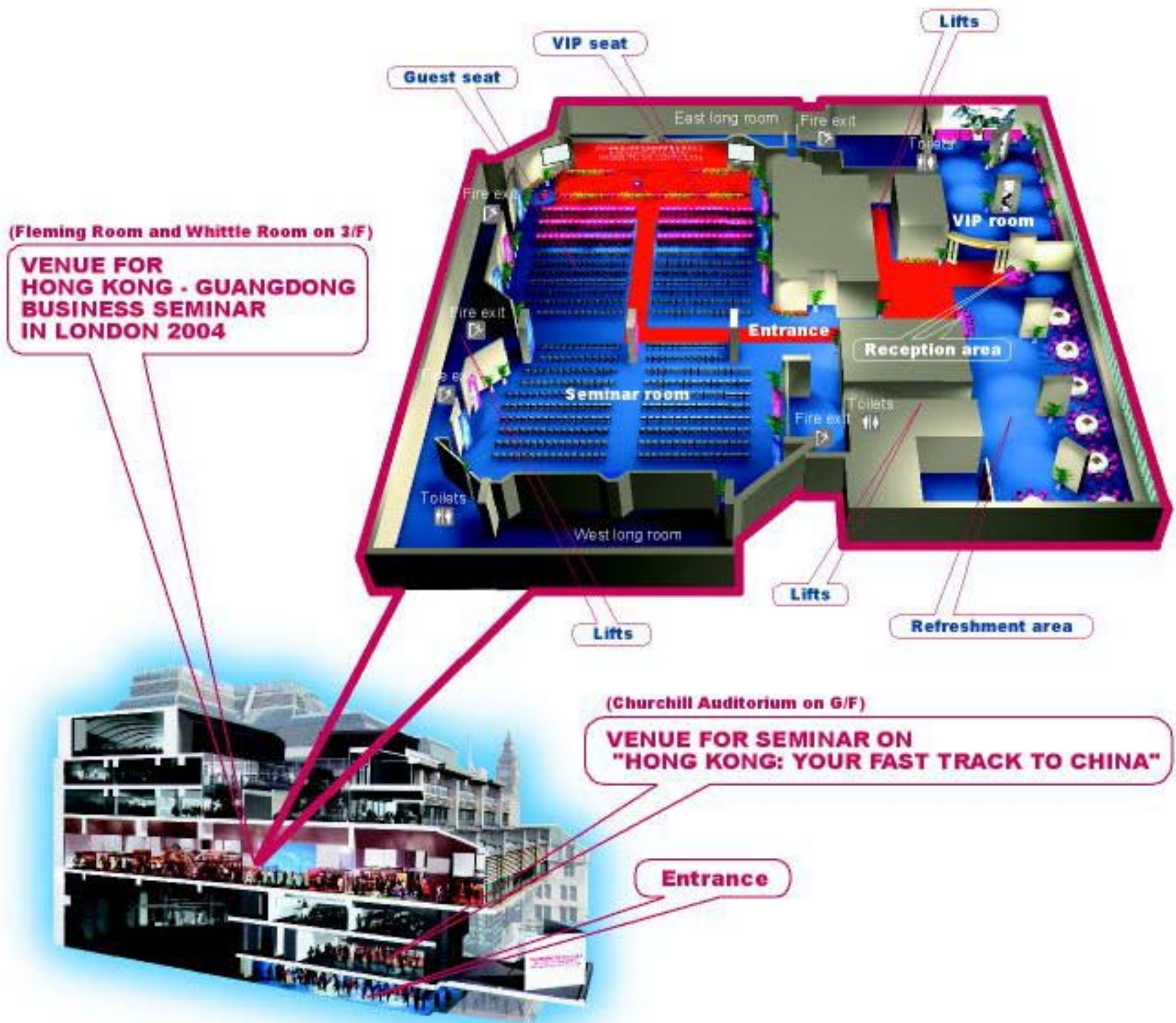
13:30-16:30

Seminar on "Hong Kong: Your Fast Track to China" (Churchill Auditorium on G/F),
jointly organised by Invest Hong Kong and the Hong Kong Trade Development Council

- Fast tracking your China business
- Avoiding common mistakes
- Using the "CEPA" free trade deal to get ahead in China
- Finding a suitable business partner
- Setting up an office in Hong Kong

FLOOR PLAN Third floor

Queen Elizabeth II Conference Centre



2004 粵港-歐洲经济技术贸易合作交流會

HONG KONG - GUANGDONG BUSINESS SEMINAR IN LONDON 2004

Sponsors:

The Government of the Hong Kong Special Administrative Region
 The People's Government of Guangdong Province

Co-sponsors:

The Embassy of the P.R.C. in the UK
 Hong Kong Economic and Trade Office in London
 China-Britain Business Council
 Deloitte
 PricewaterhouseCoopers
 Shell International Limited
 British Petroleum
 HSBC Holdings

Supporters:

UK Trade & Investment
 British Chambers of Commerce
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 London Chamber of Commerce and Industry
 The British Consulate-General in Guangzhou
 The British Consulate-General in Hong Kong
 Hong Kong Trade Development Council
 British Consultants & Construction Bureau
 The Building Centre
 China Exhibition Services Limited UK

Coordinator:

Deloitte



Sir John Bond, Group Chairman, HSBC Holdings plc.

HSBC has had a presence in China since 1865 and in Guangdong since 1984. Over the years we have grown together with the Province. I have no doubt that the CEPA arrangements will provide Guangdong with new opportunities for further development and that Guangdong's position at the centre of the Pearl River delta will assure its continued role as a major logistical, manufacturing and services hub for China and the HK SAR.



Dr. Byron Grote, Managing Director and Chief Financial Officer, BP

BP is one of the largest foreign investors in Guangdong. As BP strengthens its commitment to the rapidly developing province, the company has greatly welcomed Guangdong's development of an infrastructure, which today includes excellent deepwater port facilities, good roads and convenient transportation. These, together with the provincial government's creation of an investment climate conducive to the development of international business, have helped significantly in positioning Guangdong at the vanguard of China's remarkable economic growth.



Sir Gulam Noon MBE, Immediate Past President, London Chamber of Commerce and Industry

The development prospects of the Pearl River Delta are truly amazing, and the delegates at this event will have a fascinating story to hear. I have no doubt that many new opportunities will emerge from this great venture and that together Guangdong, Hong Kong, London and British companies can achieve success.



Mr. James Hughes-Hallett, Chairman, John Swire & Sons (HK) Ltd

Swire remains convinced that Hong Kong and China offer rewards as great, arguably much much greater, than those Hong Kong and South East Asia delivered in the past. The opportunities posed by the Pearl River Delta and by China's domestic market post-WTO may be fabulous. Hong Kong's comparative advantage is, in so many ways, incomparable.



Mr. Norman Lyle, Group Finance Director, Jardine Matheson Ltd, Hong Kong

Hong Kong is a dynamic, cosmopolitan business hub with a highly motivated workforce at its core. Its entrepreneurial spirit, regulatory framework and business infrastructure enhance its competitiveness in the region. Hong Kong's strength in services and logistical support complement the production capabilities of Greater Pearl River Delta. In all, Hong Kong is an ideal place for doing business with China and the region.



Mr. Peter Wong, CEO Greater China and Director of Standard Chartered Bank

Strategically located in the heart of Asia, Hong Kong boasts a professional & skilled workforce, sophisticated financial system and a stable regulatory environment. The amicable and mutually beneficial relationship between Hong Kong and the Mainland – significantly enhanced by the CEPA – further assures Hong Kong's position as the gateway to China.



Mr. Po Chung, Co-founder DHE International, Asia

If you don't have a China strategy, you don't have a strategy. The most strategic leverage you can get is either from China's manufacturing power or China's enormous market. Buy from southern China and live in Hong Kong or sell to southern China and live in Hong Kong, take your pick.



Mr. Bertrand Michaud, Managing Director, Hermes Asia Pacific

Hong Kong's established intellectual property laws, low tax, unbeatable logistics, proximity to China and sophistication in retail, distribution and management were key to Hermes setting up in Hong Kong. As a prestige brand, we find the local market very appealing. The increasing numbers of visitors from the Mainland provide even greater opportunities for us here.



Mr. Didier Balme, Head of Coverage & Territories International, BNP Paribas

For BNP Paribas, the largest bank in the Euro zone, Hong Kong stands out as a world-class business hub for financial services. The size and maturity of the local market, and Hong Kong's strong integration with large and fast-growing neighbours provide banks like BNP Paribas with a powerful combination, and make the SAR the natural base to develop across Asia.

WE'LL HELP YOU DEVELOP YOUR BUSINESS...

The ultimate business event for Chief Executives, Managing Directors, Finance Directors of fast growing businesses and SMEs.

● At the end of 2003, the cumulative UK contractual direct investment in Guangdong reached USD3.3 billion; the actually utilized direct investment was USD1.7 billion.

● Up till now, about 1500 UK companies have been established in Guangdong and Hong Kong.

● About 80 British companies in Hong Kong operate as regional headquarters and 163 as regional offices.

● In 2003, the trade value between Guangdong and the EU reached USD30.6 billion, of which USD4.8 billion was realized between Guangdong and the UK.

● In 2003, Hong Kong's total trade in merchandise with the EU stood at USD49.1 billion, of which USD10.5 billion was trade with the UK.

● Eminent enterprises such as British Petroleum, Shell and HSBC have invested in Guangdong and Hong Kong and achieved high return.



To reserve your place, please register at --- <http://www.broadshow.com/HongKongGuangdongBusinessSeminar2004/>
For general enquiries about this event, please contact Ms. Terry Stables of Deloitte, the event co-ordinator
Tel: 020 7007 6141 Fax: 020 7007 1061 Email: tstables@deloitte.co.uk