



HONG KONG *Your partner for business success in China and the Asia-Pacific*

Want to focus on China Opportunities?

The place to start is Hong Kong, where China and the world come together. Using Hong Kong's vibrant business platform, you can sell into China's opening markets, access any products you want and keep your finger on the pulse of business across the Chinese mainland.

Hong Kong firms are ideal partners for doing business in China. They know the "ins and outs" of selling to mainland consumers, including regional differences

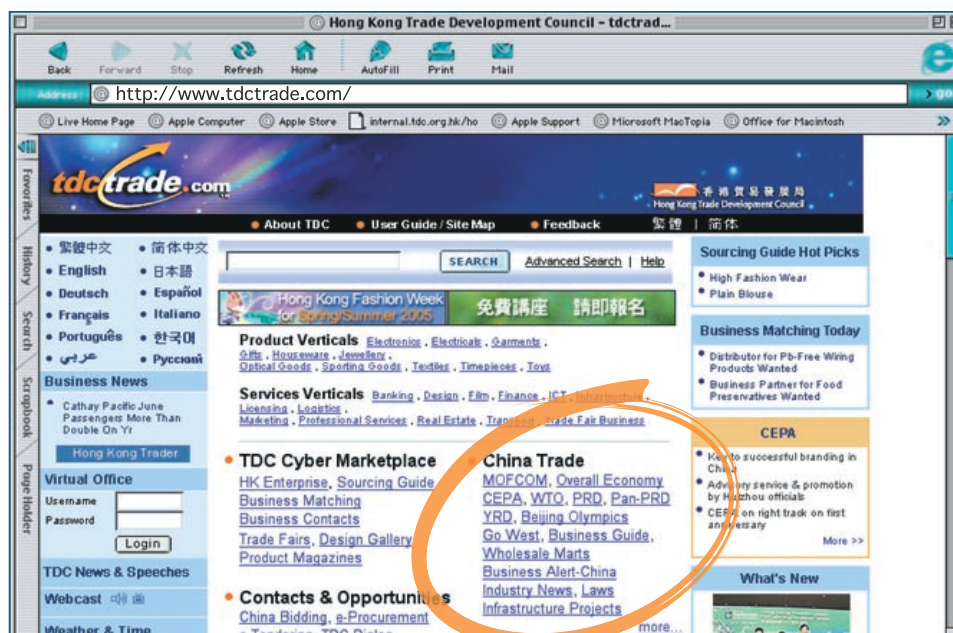
in consumer demand, business competitors and regulatory regimes.

You can access the advantages of Hong Kong's business platform by using the online services of the Hong Kong Trade Development Council (HKTDC). We specialise in China market information and business matching. While nothing beats a physical presence in Hong Kong, our online services can help you launch - and grow - your business in China.

Quick Guide to www.tdctrade.com

Market Intelligence and Practical Information

Obtaining reliable market intelligence is your first step. Our award-winning* portal, **tdctrade.com** contains a wealth of China trade information, and a practical guide to doing business there.

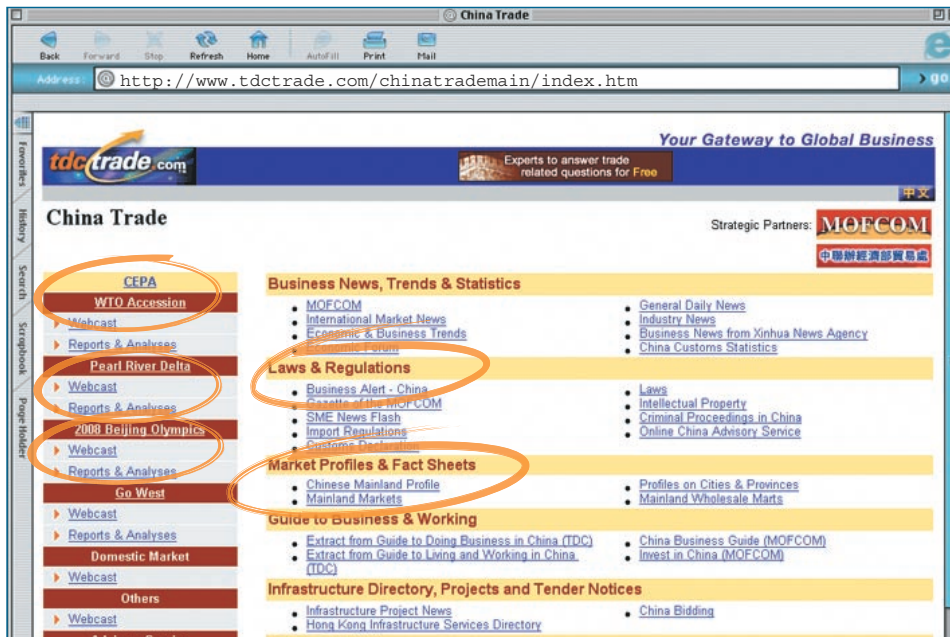


Enter our portal **tdctrade.com**, with its section dedicated to China Trade.

Help yourself to a unique source of business intelligence on China.

*Intelligent20 Award, Standard of Excellence Award

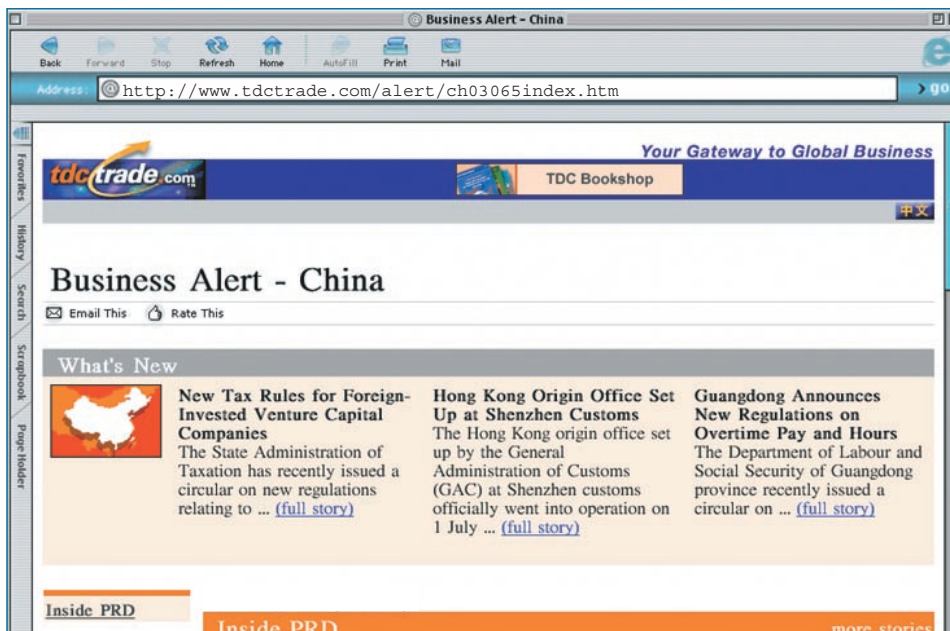
China information resources can also be accessed directly at china.tdctrade.com, which has a section on the new Closer Economic Partnership Arrangement (Cepa) between Hong Kong and the mainland.



Left, are the main contents of the China Trade section.

Sections on the Pearl River Delta and the 2008 Beijing Olympics provide details on niche opportunities.

Business Alert – China is our e-newsletter that reports up-to-the-minute changes in China’s regulatory and trade environment. Look out for it each month.



Stay on top of opportunities in the Chinese mainland, with **Business Alert – China**.

It is easy to register and subscription is free.

Click on china.tdctrade.com to view the latest edition.

Getting started in China

HKTC's **Guide to Doing Business in China** is packed with practical information that is kept up-to-date to reflect major developments in China's regulatory environment.



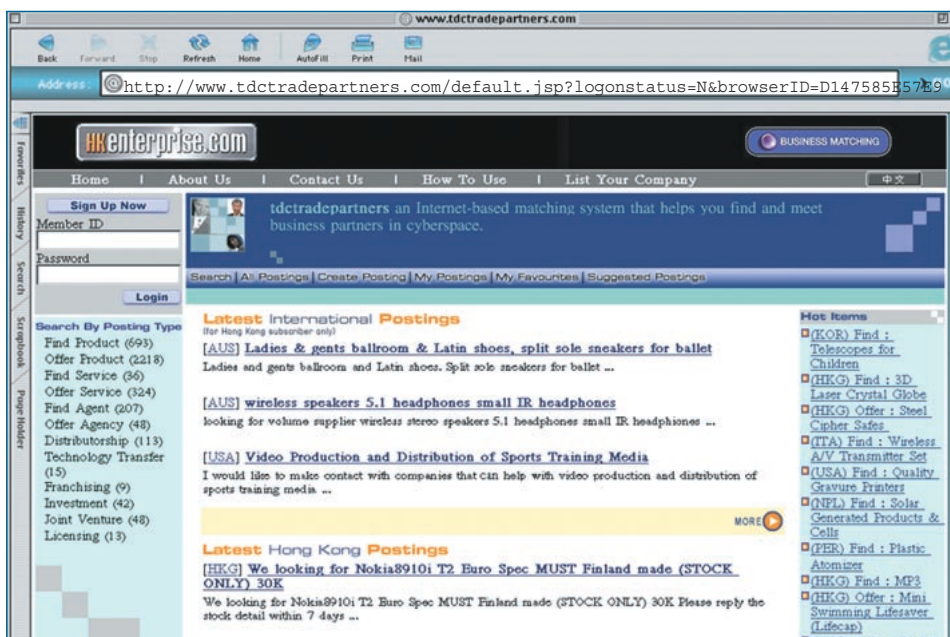
View an extract on **china.tdctrade.com** (Guide to Business & Working).

Order online from **bookshop.tdctrade.com** (Hardcopy US\$48) (Softcopy US\$13)



Online Business Matching

hkenterprise.com is HKTDC's one-stop shop for e-partnering. It draws on a databank of 100,000 Hong Kong companies with unrivalled China experience.



Connect with the right partner for China through our online Business Matching service on **hkenterprise.com**

Simply post your requirements and contact details so potential partners can find you.

Success stories

HKTDC's free e-newsletter, **Hong Kong Trader**, is for business readers around the world. It covers individual accounts of entrepreneurs succeeding in China and the Asia-Pacific, using Hong Kong as their base.



In the **Hong Kong Trader**, you will find useful business tips and inspiration from real success stories.

Go to **hktrader.net**

Subscriptions are available online.

At your service around the world

In addition to our online facilities, we provide service with a personal touch through HKTDC offices around the world.



You can reach us easily by calling, emailing, or visiting the office nearest to you.

Find our global locations by visiting **tdctrade.com**

Go to "About TDC".