

16 December 2008

Creating Business Opportunities with the HKTDC's Powering SMEs Assistance Package

Help is on the way for small and medium-sized enterprises (SMEs) hard hit by the credit crunch and the weakening export market. The Hong Kong Trade Development Council (HKTDC) has developed a Powering SMEs Assistance Package to help SMEs create more business opportunities.

The package combines the www.hktdc.com online marketplace, as well as HKTDC product magazines and trade fairs. This integrated advantage helps SMEs reach buyers any time, anywhere, especially those from high-growth new markets such as Russia, Eastern Europe, the Middle East and the Chinese mainland.

The HKTDC assistance package follows the announcement of new Trade and Industry Department measures, under its SME Export Marketing Fund (EMF), to help Hong Kong-incorporated SMEs. The measures include: increasing funding for each SME from HK\$100,000 to a maximum of HK\$150,000; raising the grants from HK\$30,000 to a maximum of HK\$50,000; and expanding promotional activities to cover advertisements placed on the websites of exhibition organisers.

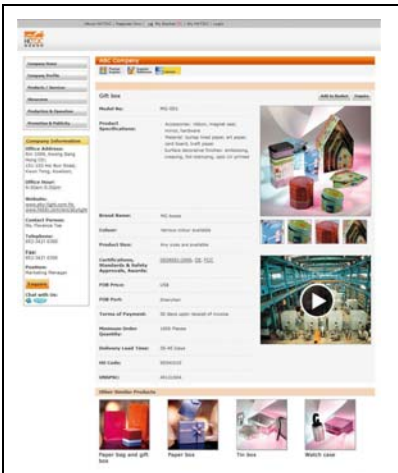
These new measures apply to the HKTDC's three major sourcing services – its www.hktdc.com online marketplace, product magazines and trade fairs. This means that advertisers taking advantage of the HKTDC's promotional services can apply to the EMF fund. Successful applicants will get back 50 per cent of their HKTDC fee – to a maximum of HK\$50,000 per application, with a ceiling of HK\$150,000 per company.

The package presents a good opportunity for local SMEs to market their products and other offerings internationally using the HKTDC's trusted, worldwide promotional services at a fraction of their normal cost.

This assistance package is expected to be available throughout 2009.

Dear Editor: The following outlines how local SMEs can take advantage of the assistance package. Please also feel free to use any information or photographs from this material.

Pictures:

| | |
|---|--|
|  | <p>Online sourcing is a cost-effective and efficient promotional channel available to SMEs</p> |
|---|--|

Plan #1: hktcdc.com Value-for-Money Online Package

SMEs subscribing to the hktcdc.com Value-for-Money online package will receive a free upgrade to the Premium online package, with no limits on available product photo spaces.

Special Price: HK\$14,100 (Original price : HK\$31,000)

Actual payment after the EMF 50% subsidy: **HK\$7,050**

Plan #2: Self-selected Promotional Package

| | HK\$23,000 package | HK\$43,000 package | HK\$63,000 package |
|--|--|--|---|
| Magazine ad | 2 issues, full page (Original price: HK\$24,000 to HK\$35,000) | 4 issues, full page (Original price: HK\$48,000 to HK\$70,000) | 6 issues, full page (Original price: HK\$72,000 to HK\$105,000) |
| Actual payment after the EMF 50% subsidy: | HK\$11,500 | HK\$21,500 | HK\$31,500 |
| | or | or | or |
| Magazine ad | 1 issue, full page + | 3 issues, full | 5 issues, full |

| | | | |
|--|---|--|---|
| + online package | 1 year hktdc.com package HK\$43,000 to HK\$48,500) | page + 1 year hktdc.com package HK\$67,000 to HK\$83,500) | page + 1 year hktdc.com package HK\$91,000 to HK\$118,500) |
| Actual payment after the EMF 50% subsidy: | HK\$11,500 | HK\$21,500 | HK\$31,500 |

The Powering SMEs Assistance Package can be settled by credit card to defer payment. Or enjoy six months of interest-free instalments by paying with credit cards issued by Hang Seng Bank or Bank of China (Hong Kong).

The HKTDC's Integrated Advantage

With more than 40 years experience in international trade promotion, the HKTDC has established a worldwide network of quality, credible suppliers and buyers. They actively participate in the HKTDC's world-class trade fairs and subscribe to its product magazines.

For buyers and suppliers alike, the HKTDC is the ideal business platform.

- www.hktdc.com connects more than 100,000 quality suppliers from Hong Kong, the Chinese mainland and around the world, many of whom are participants in the HKTDC's more than 30 international trade fairs. With supplier information verified by third-party authentication companies (Dun & Bradstreet, Ge-TS, Goodwill China, Intertek, Panjiva and PIERS), buyers can choose with confidence.
- For the 700,000 registered buyers on www.hktdc.com – many of them participants in HKTDC trade fairs – sourcing is effortless.
- www.hktdc.com has a monthly average of 30 million page views and 4.7 million visitor sessions.
- The HKTDC publishes 15 specialised product magazines, with a global readership of five million. As the official magazines of HKTDC trade fairs, they are distributed to visiting buyers and direct-mailed to buyers in the HKTDC's expansive database.



The Customised Sourcing Service of www.hktcd.com makes life easier for buyers. Those who take advantage of the service at HKTDC fairs receive a list of suppliers relevant to their sourcing needs. These include both exhibitors at the fair and suppliers who advertise in HKTDC publications and on www.hktcd.com. Sourcing doesn't get any simpler than that

Brand Building with the HKTDC: One Company's Results

Hong Kong paper product manufacturer Advance Label Ltd produces a range of paper products, photo albums and greeting cards under the Craft Lover brand. Besides exhibiting at HKTDC trade fairs, the company also advertises in HKTDC product magazines and on www.hktcd.com.

"We have used other websites, but they were either too complicated or too slow in downloading information," said Marjorie Ng, a merchandiser in the company's Business Development Division. "In contrast, the [hktcd.com](http://www.hktcd.com) online marketplace is simple in design and easy to use."

The company now combines conventional and online channels in its marketing, according to Ms Ng: "By advertising in HKTDC product magazines and participating in its trade fairs, we can upgrade our corporate and brand image. The results are great in letting potential buyers locate us. And when we have new products to launch, we will advertise in both the magazines and the Internet."

"The free buyer information referred by the [hktcd.com](http://www.hktcd.com) customised sourcing service is very useful, because it enables us to contact target buyers for business opportunities," says Advance Label's Marjorie Ng



The HKTDC's HK\$120 Million SME Fund

Apart from its Powering SMEs Promotional Package, the HKTDC is launching a HK\$120 million assistance package to help local business attract buyers.

The package includes:

- **Buyer funding scheme:** In collaboration with airline operators and hotels, the scheme provides various funding packages as an incentive for overseas buyers participating in any of the more than 30 trade fairs organised annually by the HKTDC. Targeting buyers from new markets such as Russia, Eastern Europe, the Middle East, North Africa, Southeast Asia and the Chinese mainland, the HK\$80 million, one-year scheme will be launched in January 2009.

- **Local trade fair participant subsidy:** Throughout 2009, any local company participating in a HKTDC trade fair will receive a HK\$2,000 cash coupon. The coupon can be redeemed for a variety of services, including enhancement of exhibition booth facilities, online promotion, advertising in product magazines, participating in trade promotion activities overseas and in the mainland, as well as workshops and training courses. The estimated HK\$40 million fund will strengthen the marketing capacity of some 20,000 local companies, while enabling SMEs to reach more potential buyers and customers.

For enquiries, please contact the HKTDC's Customer Service Hotline, at: 1830668. Or email: supplier@tdc.org.hk

For more information, please visit: www.hktdc.com/smefund/en

- end -