

An outline of TDC services

Hong Kong Trade Development Council

Hong Kong Trade Development Council is a quasi-government statutory body established in 1966. Its major responsibility is to promote, assist and develop Hong Kong's overseas trade.

Overseas Branches

Besides its Head Office on Hong Kong Island and New Territories Sub-Office in Tsuen Wan, the Council maintains 20 overseas offices worldwide, viz. Amsterdam, Frankfurt, Hamburg, London, Manchester, Milan, Paris, Stockholm, Vienna, Zurich, Chicago, Dallas, Los Angeles, Miami, New York, Toronto, Panama, Sydney Tokyo and Osaka. It is also represented by Public Relations Consultants in Dubai, Athens, Barcelona, Abidjan and Kingston.

Trade Enquiry Services

Through the HKTDC Trade Enquiry Section, prospective local and overseas buyers are referred to the appropriate Hong Kong suppliers. This Section receives an average of 10,500 trade enquiries per month.

The Computer Data Unit maintains a computerized data bank and a publications mailing list. Contained therein is a record of more than 18,000 local manufacturers, exporters and importers, as well as a file of more than 71,000 overseas importers classified by product and country. These are available to bona fide Hong Kong manufacturers or exporters who wish to reach new buyers or markets.

Research Information

The Council's Research Department provides a wide range of services such as the publication of trade and statistical information on Hong Kong and its overseas markets, product research studies and a comprehensive annual trade review. These are available to you on request. You also have access to a reference library

5-7 which contains 6,600 books including trade directories and 760 journals and statistics titles, as well as 43,000 other documents covering all major markets.

Publications and Advertisements

The Council publishes four magazines and one newspaper. The flagship, *Hong Kong Enterprise*, is a monthly general product magazine; *Hong Kong Household*, is also a monthly and features household and hardware products; *Hong Kong Toys*, an annual, is published each October in conjunction with the annual Hong Kong Toy & Gift Fair. You may advertise or submit product samples for editorial features in these three magazines. The Council also publishes *Hong Kong Apparel*, a prize-winning biannual (April and October) fashion magazine, and *Hong Kong Trader*, a prize-winning monthly newspaper — which is airmailed to select executives and politicians around the world — featuring current news and views of Hong Kong. You may advertise in either of these two publications. The Council also produces a number of specialized trade publications exclusively for trade fairs.

Incoming Missions

Incoming missions are organized by the Council to familiarize senior executives of large overseas business concerns with Hong Kong's trade and industry, to encourage them to become more involved in importing from Hong Kong. Appointments to meet mission members may be arranged on request.

For further information on HKTDC's projects, please contact:

HKTDC Head Office: Great Eagle Centre, 31st Floor
23 Harbour Road, Hong Kong
Telephone: (5) 833-4333
Cable: CONOTRAD HONGKONG
Facsimile: 852-5-730249
Telex: 73595 CONHK HX