

# The Pearl River Delta Region

Rapid economic development in China has created a fast-expanding market for goods and services and a sophisticated production base for manufacturers and retailers.

Successful companies realise that China is not one market, but a series of regional markets. Currently, most foreign companies concentrate on the Pearl River Delta region (PRD), on the southern tip of the Chinese mainland.

## Why focus on the Pearl River Delta?

This region offers the combined advantages of Hong Kong, with its international services and ease of business,

and the nearby PRD, which offers quality manufacturing and a growing consumer market.

The PRD is also home to the Chinese mainland's wealthiest consumers and highest spenders. Per capita GDP and retail sales in the PRD are higher than the Chinese mainland's other regions, including the Yangtze River Delta region around Shanghai, and the Bohai region around Beijing.

These combined advantages have made this region a popular choice for international companies looking for a low-risk entry strategy for China.

## Guangdong Province



*The Pearl River Delta region is home to the mainland's wealthiest consumers and highest spenders. It is the strongest economic region in China*

## HK + PRD = The best of both worlds

### Hong Kong:

- Familiar business environment
- World-class business services
- Cosmopolitan lifestyle
- Multilingual workforce

### Pearl River Delta cities:

- Among China's strongest exporters
- Quality manufacturing at competitive costs
- Double-digit GDP growth
- Home to China's wealthiest consumers

## The Greater Pearl River Delta region

The Greater Pearl River Delta (GPRD) region combines the international business experience of Hong Kong with the PRD's advantages as a manufacturing and production centre.

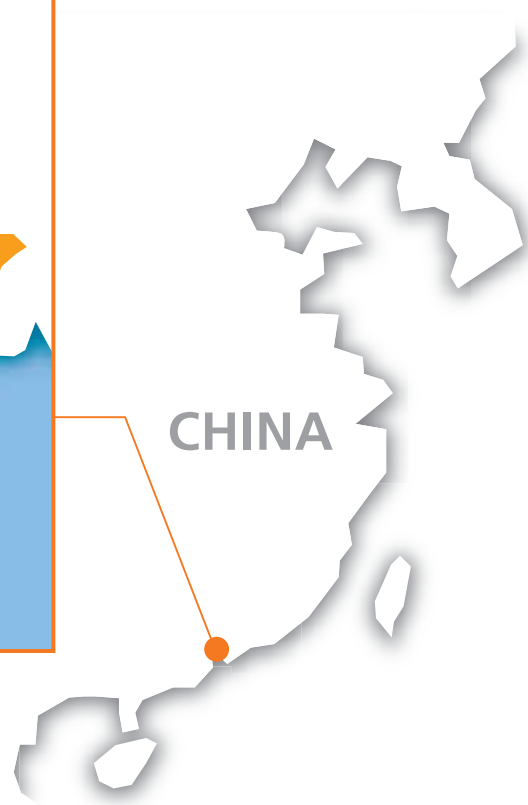
Including Macau, Hong Kong and the nine municipalities listed below, the GPRD is now becoming recognised as a singular economic entity.

Partnering with a Hong Kong company offers two clear advantages: decades of international business experience coupled with our know-how and networks in China.

As of 2010, Hong Kong is the largest investor in Guangdong Province, accounting for 62 per cent of Guangdong's total utilised foreign direct investment (FDI). Most of this FDI is directed to the PRD.



Comprising Hong Kong, nine municipalities of Guangdong Province, and Macau, the Greater Pearl River Delta is considered an ideal place for foreign investment



Hong Kong Trade Development Council - Head Office  
38/F Office Tower, Convention Plaza,  
1 Harbour Road, Wan Chai, Hong Kong  
Tel: (852) 1830 668 Fax: (852) 2824 0249 Email: hktcdc@hktcdc.org

[www.hktcdc.com](http://www.hktcdc.com)