

Expand Business and Manage Legal Risk through Hong Kong Discover Solutions at “Think Global, Think Hong Kong” on 1 Nov

The Chinese mainland and ASEAN (Association of Southeast Asian Nations) markets are enjoying rapid growth and offering enormous business opportunities for Japanese companies. At “**Think Global, Think Hong Kong**”, the mega promotion to be organised by the Hong Kong Trade Development Council (HKTDC) in Tokyo on 1 Nov, business leaders from Hong Kong and Japan will discuss how Japanese companies can leverage Hong Kong’s advantages to expand their business to the mainland and ASEAN. Legal experts will also provide practical tips on handling cross-border disputes and protecting intellectual property rights with Hong Kong’s legal services.

Hong Kong: Perfect Partner for Expanding Business to Mainland and ASEAN

China, the second-largest economy in the world with a population of 1.39 billion, saw a 6.9% economic growth in 2017. The ASEAN Economic Community is a fast-expanding trade bloc, which as a single entity ranks as Asia’s third-largest and the world’s sixth-largest economy. Hong Kong enjoys close relationships with both economies.

As a Special Administrative Region (SAR) of China, Hong Kong signed the Closer Economic Partnership Arrangement (CEPA) with the Chinese mainland in 2003. CEPA, along with a series of subsequent supplements and agreements on trade in services, investment and economic and technical cooperation, allows qualified Hong Kong products, companies and residents to enjoy preferential treatment while accessing the mainland market.

Last November, Hong Kong and ASEAN signed a Free Trade Agreement (FTA) and a related Investment Agreement. With ASEAN being Hong Kong’s second-largest trading partner in merchandise trade and the fourth-largest in services trade, the agreement is expected to enhance and strengthen trade and investment flows between Hong Kong and ASEAN, boost economic and trade activities, and enhance business opportunities for Hong Kong enterprises and services providers in ASEAN markets.

With these developments, Hong Kong is best placed to be Japanese companies’ springboard to the mainland and ASEAN markets. This theme will be in focus at “Think Global, Think Hong Kong” 2018, which will comprise a main symposium, business matching sessions, networking events and a gala dinner.

With **Invest Hong Kong** as a special sponsor, the thematic session entitled “Expanding business to China and ASEAN” is designed for Japanese companies wishing to gain access to the mainland and ASEAN markets. Guest speakers including **Takaya Awata**, President of TORIDOLL Holdings Corporation; **Hiroyasu Koma**, President and CEO of GLM; **Kei Suzuki**, Director and General Manager, Asia & Oceania Division of Ryohin Keikaku (MUJI); **Tommy Li**, Creative Director of Tommy Li Design Workshop Limited and **Takahiko Yasuhara**, Managing Executive Officer and Head of East Asia of Mizuho Bank, will share their experience in leveraging the Hong Kong platform to capture new business opportunities in the mainland and ASEAN markets.

TORIDOLL Holdings is managing 1600 shops globally, including 200 shops of Marugame Seimen in Chinese mainland and Hong Kong. The company acquired Hong Kong-based Yunnan noodle chains TamJai Yunnan Mixian and TamJai SamGor Mixian last year as part of its Asian expansion. GLM, an electric vehicle manufacturer and engineering solutions provider in Japan, has raised funds through a share swap with a Hong Kong listed company.

At the session, Invest Hong Kong’s Director-General of Investment Promotion, **Stephen Phillips**, will also share practical tips on setting up in Hong Kong, covering tax and legal arrangements, risk management, corporate branding and other operational issues.

Legal Risk Management for Japanese Enterprises

With a long and rich common-law heritage, Hong Kong’s sophisticated legal system is renowned for being transparent, trustworthy and fair, underpinning Hong Kong’s reputation as an international business and investment hub. Its legal infrastructure is a major draw for mainland and overseas companies setting up and doing business in the city, where they can gain peace of mind from assurance that contracts are enforced, disputes are settled fairly and intellectual property is well protected.

These attributes will be examined at a thematic session co-organised by the HKTDC and the Department of Justice of the Hong Kong SAR. Representatives from the city's legal profession will explain how Hong Kong can help Japanese firms manage legal risks when they reach out to overseas markets. Secretary for Justice **Teresa Cheng** will deliver welcome remarks at the session, which will cover three topics: deal making and dispute resolution, intellectual property rights protection, and third-party funding for arbitration and mediation.

Explore Opportunities in Various Sectors

Around 70 speakers from Hong Kong and Japan will examine Hong Kong's advantages as an international business hub and how Japanese companies can seize business opportunities through Hong Kong. Other thematic sessions will cover a range of topics including finance and investment, technology and living, smart city, healthy ageing as well as design and creative industries.

Coinciding with "Think Global, Think Hong Kong", the HKTDC will lead several business missions from Hong Kong to Japan, covering finance and investment, design and creative industries, technology, professional services and the food industry, with over 200 delegates expected. More than 200 one-to-one meetings will be set up for Hong Kong and Japanese firms with mutual interests and similar business directions to explore collaboration opportunities.

More than 2,500 business leaders and government officials from Japan and Hong Kong are expected to participate in "Think Global, Think Hong Kong" 2018. The event is supported by more than 130 organisations in Hong Kong and Japan and is the key business programme of Hong Kong Week in Japan.

"Think Global, Think Hong Kong"

Date: 1 Nov 2018 (Thursday)

Time: 8:30am-4:15pm

Location: Hotel New Otani Tokyo (www.newotani.co.jp/en/tokyo/access)

Free admission (simultaneous interpretation provided)

Website: www.thinkglobalthinkhk.com

HKTDC English website: www.hktdc.com

HKTDC Japanese website: www.hktdc.com/japan

Hong Kong Week website: www.hongkongweek2018.com/

For more information about Hong Kong, please visit: www.brandhk.gov.hk



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About the HKTDC

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is a statutory body dedicated to creating opportunities for Hong Kong's businesses. With 50 [offices](#) globally, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China, Asia and the world. With more than 50 years of experience, the HKTDC organises [international exhibitions, conferences](#) and [business missions](#) to provide companies, particularly SMEs, with business [opportunities](#) on the mainland and in [international markets](#), while providing business insights and information via [trade publications](#), [research reports](#) and [digital channels](#) including the [media room](#). For more information, please visit: www.hktdc.com/aboutus.

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