



Understanding Trading Trends in Emerging European Markets with DHL

HKTDC World SME Expo 2012

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DHL Express Hong Kong Today

DHL entered Hong Kong in 1972 and started the international express industry

Some Facts about DHL Express HK

Established in 1972

Only standalone exp. cargo facility in HK airport

4 Service Centers

12 Express Centers

220 Operative Vehicles

Over 2,000 International Specialists



What Has Changed? It Is Different Now



DHL Express Hong Kong in 40 years

Items to be delivered

Documents → High tech products - *Safer*



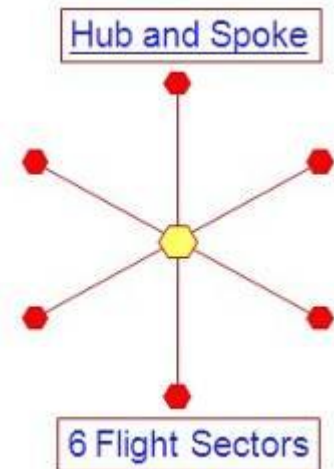
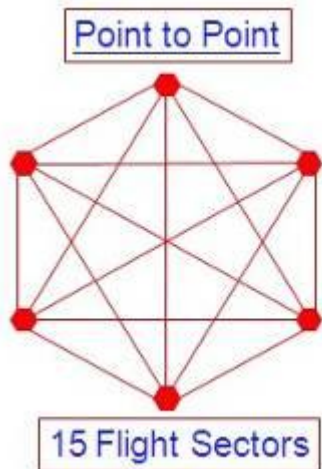
Way to prepare a shipment

Paper WayBill → Electronic tools - *Greener*



Flight network

P to P → Hub and Spoke system - *Faster*



Operations mode

Manual sort → Automatic sort - *More Efficient*



Quick Facts about Europe Sector in DHL Express HK

Europe is the largest business sector for DHL Express HK

Europe is the

No.1

business sector in DHL Express HK

In 2011, more than



28,000

 tons

of express shipments to Europe
= 1,500 x double-decker bus

Connect HK and Europe seamlessly by

46

 flights / week

Service covers

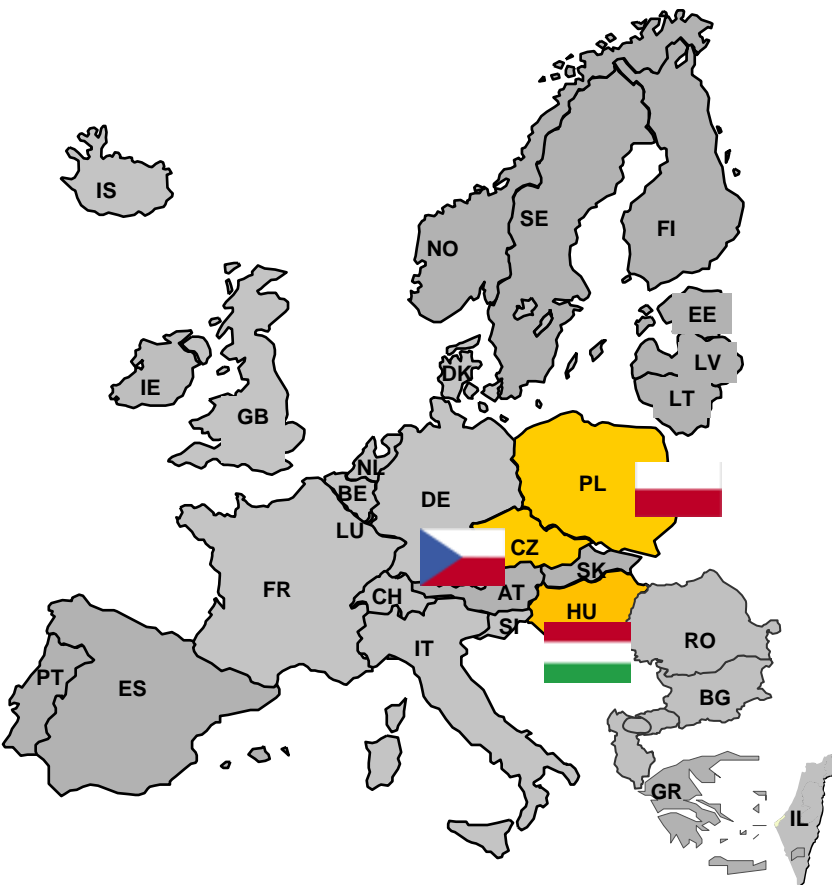


49

 countries
in Europe

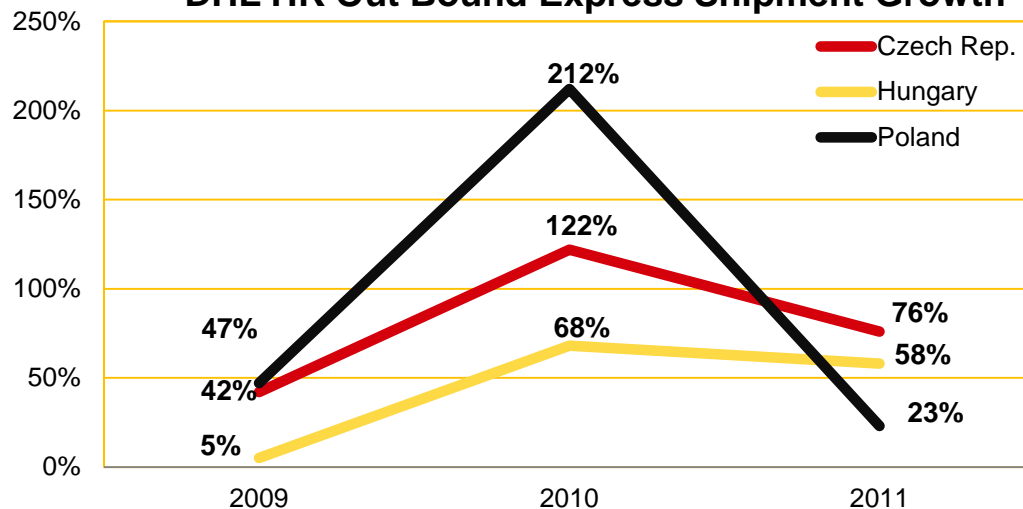
Europe Trend – Shifting from West to East

Outbound shipment to Eastern Europe enjoyed high growth in past 3 years



Census and Statistics Department

DHL HK Out Bound Express Shipment Growth



Destinations

Top 3 Export Commodities from Hong Kong # in 2011

Czech Rep.

1. Telecommunications Equipment & Parts
2. Computers
3. Electric Power Machinery & Parts

Hungary

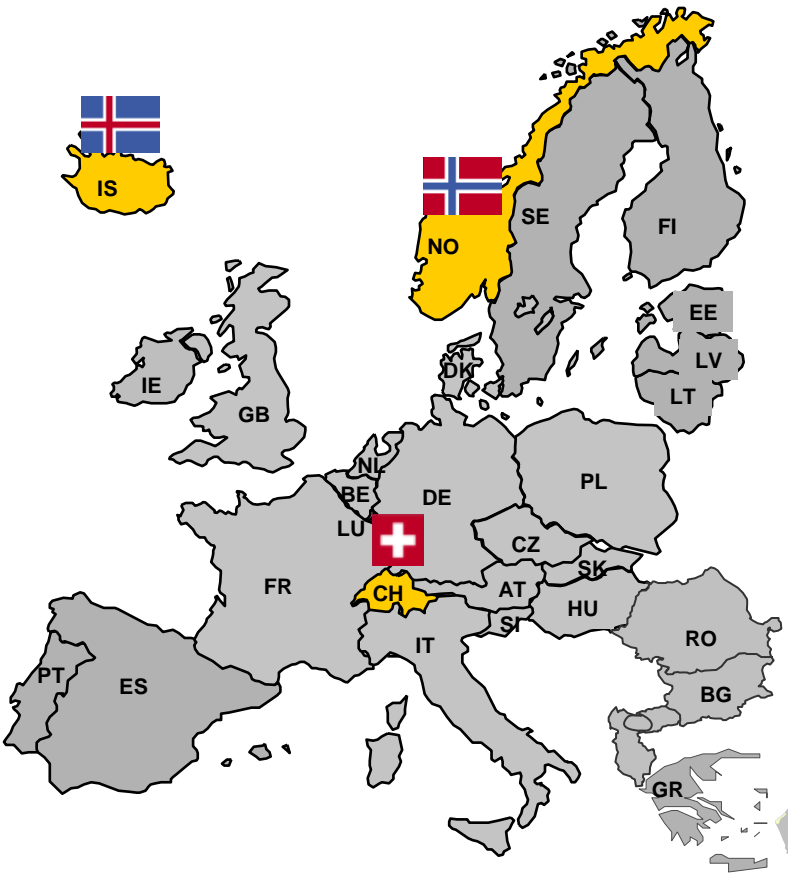
1. Telecommunications Equipment & Parts
2. Electrical Apparatus for Electrical Circuits
3. Semi-conductors, Electronic Valves & Tubes, etc

Poland

1. Electrical Apparatus for Electrical Circuits
2. Telecommunications Equipment & Parts
3. Toys, Games & Sporting Goods

Europe Trend – European Countries More Open to Trade with China

Free Trade Agreement signed between Hong Kong and the Member States of the European Free Trade Association (**HKG-EFTA FTA**)



Countries

- Iceland
- Lietchtenstein
- Norway
- Switzerland

Effective Date

- Signed on 21st June, 2011
- Effective on mid-2012

FTA Highlights

- All industrial goods of Hong Kong origin can enjoy duty-free entry into the EFTA States

Benefits to SMEs

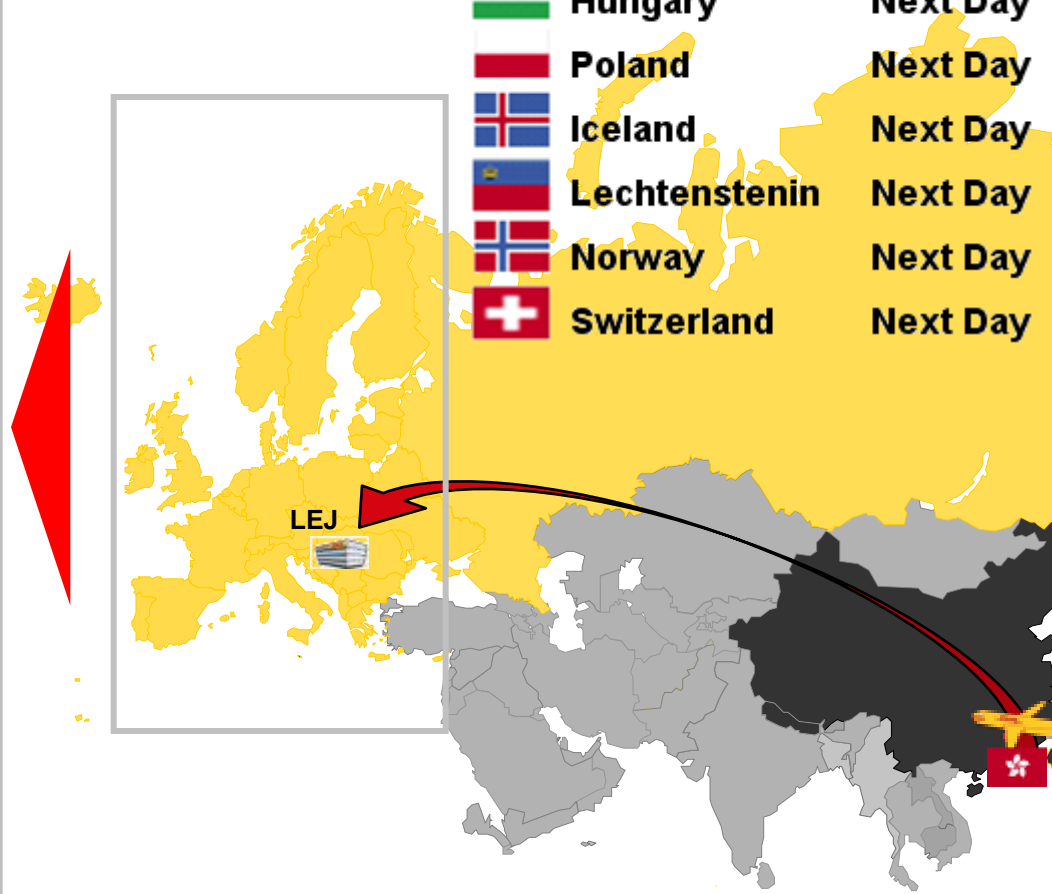
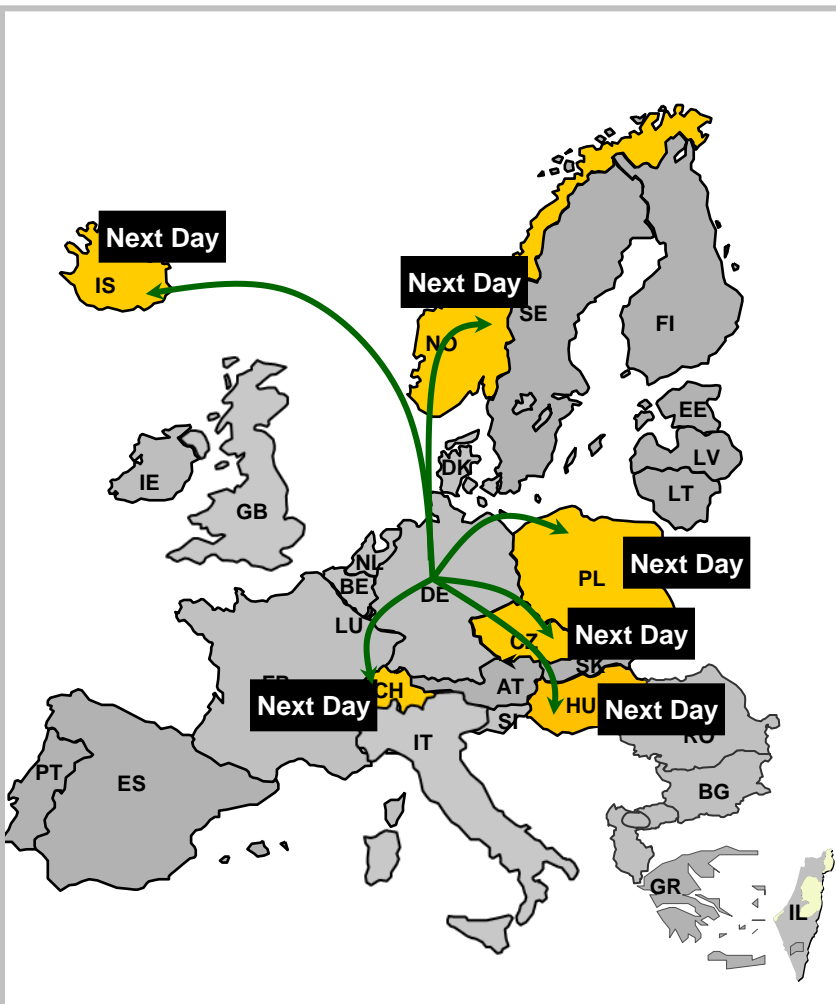
- An easy-to-start new market in Europe with low trading cost “Tariff”
- More customs-friendly

Strong Europe Network and Service

Excellent network to Europe – Speedy and reliable Service

Transit Time:

	Czech Rep.	Next Day
	Hungary	Next Day
	Poland	Next Day
	Iceland	Next Day
	Lechtenstein	Next Day
	Norway	Next Day
	Switzerland	Next Day



Two Hubs Connect Hong Kong and Europe Seamlessly

DHL global hubs in Leipzig and Hong Kong to ensure seamless connection between Asia Pacific and Europe

Efficient : Fully auto sort facility

(Sort capacity 96,000pc/hr in LEJ and 75,000pc/hr in HKG)

Secure : TAPA class A certified

Monitor :

- Quality Control Centre monitor flights and shipment round the clock
- Crisis management centre

Support : 24/7/365 Customs Clearance

	Leipzig Hub, Germany	Central Asia Hub, Hong Kong
Total Site Area	154,868 sqm	35,000 sqm
Warehouse Space	48,000 sqm	31,400 sqm
Parcel Sort Capacity (P/Hr)	60,000 per hour	35,000 per hour
Document Sort Capacity (P/Hr)	36,000 per hour	40,000 per hour



Best SME's Partner; No One Knows Hong Kong Like We Do!

Wide range of DHL Express Easy Boxes - **Simple**



More convenient with electronic tools - **Green**

DHL 網上付運
讓中小企 盡享輕鬆便利



12 Accessible Retail Express Centers - **Convenient**



24/7 Customer Service Hotline - **Helpful**



2400 3388

Thank you!

Back up

Macro Economic figures of Europe

	GDP (real)	
	2010	2011
Europe	2%	5%

	GDP (real)		Exports of goods and services (real)		Imports of goods and services, (real)	
	2010	2011	2010	2011	2010	2011
Czech Republic	3%	2%	16%	11%	16%	7%
Hungary	1%	2%	14%	8%	13%	6%
Iceland	-4%	3%	0%	3%	4%	6%
Liechtenstein	2%	2%	8%	4%	7%	5%
Norway	1%	2%	2%	-1%	10%	4%
Poland	4%	4%	12%	7%	14%	6%
Russia	4%	4%	8%	0%	26%	20%
Switzerland	3%	2%	8%	4%	7%	2%
Turkey	9%	8%	3%	6%	21%	11%