



Bridging eastern and western markets

With its vibrant economy, proximity to Mainland China and rule of law, Hong Kong plays a pivotal role within the international business community.

The United States remains one of Hong Kong's most important global partners and today, over one thousand US firms are reaping the benefits of doing business in the city.

Ambassador Stephen M. Young, Consul General of the United States of America in Hong Kong: 'Hong Kong has long been a gateway for foreign investment into China and that role continues, despite China's own more recent opening up. Last year, almost two-thirds of the USD 105.7 billion in foreign direct investment in China was conducted through Hong Kong. In the other direction, over half of the USD 59 billion China invested in overseas markets was conducted through Hong Kong'.

Hong Kong's success in positioning itself as the bridge between east and west has been welcomed by US investors according to Mr. Donald Tong, Hong Kong Commissioner, USA;

'Hong Kong and the U.S. have long enjoyed close ties thanks to our commitment to the free market, free flow of information, capital, and ideas, respect for intellectual property and rule of law. U.S. interests in Hong Kong are significant, with substantial inward direct investment in the city's insurance sector and

financial institutions. The U.S. is Hong Kong's second largest trading partner and U.S. confidence in Hong Kong is illustrated by the increasing number of American firms operating in the city. Bridging eastern and western markets, Hong Kong relishes its dual roles as a gateway to China for U.S. businesses and a springboard for Mainland Chinese companies to reach out to global markets'.

"Hong Kong has long been a gateway for foreign investment into China"



**United States of America
Consul General Ambassador
Stephen M. Young**

The Closer Economic Partnership Agreement (CEPA) enables Hong Kong to benefit from China's 'one country, two systems' policy while remaining a business-orientated economic strength;

Hong Kong's geographical location cannot be ignored as Mr. Arthur Bo-wing, Managing Director, Hong Kong Shipowners' Association notes;

'Asia represents fifty per cent of today's total global shipping fleet. China has always traded through Hong Kong even before colonial times and the shipping industry remains as vital today as it was to the earliest traders'.

Ambassador Stephen M. Young concludes; 'As Hong Kong and the Mainland continue to build stronger, more extensive ties and Hong Kong and Guangzhou sign more framework agreements, U.S. firms in Hong Kong should be well-positioned to play a role in promoting cross-border services, education and trade'.

Ushering talent in the wake of China's growth

As emerging markets have taken the global stage, Hong Kong has attracted over one thousand U.S. companies who have used the city as a base to secure a foothold in the Asian region and springboard into Mainland China.



**Bó Lè Associates, Ltd. Group
Managing Director Louisa Wong**

A key challenge for companies is the development of a committed, focused and knowledge-based workforce.

Leading the way in identifying talent for local, international and U.S. Fortune 100 companies is Bó Lè Associates. Established in 1996, the executive search firm employs over 530 people and has a network of twenty-two international offices including nine in Mainland China and a newly opened office in Connecticut, USA, specifically to serve U.S. clients in their expansion into China.

'We are the "pioneer" head-hunting firm in China and the first international search firm granted multiple licenses to operate there', says Founder and Group Managing Director, Louisa Wong.

With a cumulative of over 9,700 search assignments delivered, Bó Lè Associates' expertise covers a wide range

of industries such as consumer goods, retail, financial services, industrial, technology and pharmaceuticals. The company's extensive market knowledge and well-integrated network have allowed cost-effective and time-effective pooling of human resources enabling Bó Lè Associates to become the largest executive search firm in China.

'In addition to servicing our US-based clients, the Connecticut office was established to assist our Asian clients in their expansion into the U.S. market,' says Wong.

'We have a strong localized presence in Asia today and are committed to identifying the best local talent. Above anything else, Bó Lè Associates will continue focusing on our clients' specific business needs'.

www.bo-le.com

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Offering a guiding hand

Described as the 'World's Freest Economy', Hong Kong is founded on the rule of law upheld by an independent judiciary and the British common law system.

In the fiercely competitive business climate of the city, a solid relationship between lawyer and client is essential. While the larger international law firms continue to play

a role Hong Kong, it is the flexibility and personal client service offered by the more medium sized firms which are attracting attention.

Anthony Tong, Managing Partner and solicitor of Robin Bridge & John Liu has been described by World Trademark Review magazine as 'remarkable' and an authority on Hong Kong litigation and anti-counterfeiting work. His clients have been quoted as saying



**Robin Bridge & John Liu
Managing Partner Anthony Tong**

'he goes above and beyond his mandate to take care of his clients from A to Z'.

Established in 1983, the firm's expertise focuses on Corporate and Commercial,

Entertainment, Healthcare, Intellectual Property Acquisition, Labor and Employment, Litigation and Alternative Dispute Resolution, Matrimonial, Notarial Services, Wills, Probate and Exploitation and Litigation and Property in Hong Kong and China.

Robin Bridge & John Liu has consistently maintained high rankings in annual world-wide surveys conducted by Managing Intellectual Property magazine, Asia Legal Busi-

ness magazine and Asia IP magazine and the firm's client base today includes prestigious international clients such as Richemont, Tiffany & Co., Viacom and Nike.

Tong: 'We are active in China because our clients want to do business there. As more American companies invest in China via Hong Kong, we offer our hand to guide them through the complex process of doing business there.'

www.rbjl.com

RBJL

Enhancing people's lives through innovation, quality, affordability and service

Hong Kong exporters continue to play an important role in the city's economy despite manufacturing facilities being relocated to the Chinese Mainland over recent decades.

Traditionally, Hong Kong based original design manufacturers and original equipment manufacturers had every intention of establishing their business and eventually marketing products under their own brand. Fierce competition and conflicts of interest with customers created severe challenges for companies hoping to take this route.

One Hong Kong based manufacturer took a different approach. VTech Holdings Ltd. first set about establishing its own brand before entering the contract manufacturing services. The company today is the world's largest manufacturer of cordless phones and is at the forefront of communications technology.

'People saw the high quality of our products being sold in the international market and contracted us to manufacture products for them,' recalls Allan C. Y. Wong, Chairman and co-founder of VTech. 'We were the first company in the world to sell the fully digital 900MHz cordless phone below US\$100.00 in the U.S. We have become the largest player in the cordless phone market in the U.S. and sell under both the VTech and AT&T brands'.

Since being established in 1976, VTech today employs



VTech Holdings Ltd. Chairman and Group CEO Allan Wong Chi Yun

around 34,000 people in 11 countries and has research and development centres in Canada, Hong Kong and Mainland China. The company introduces more than one

"It is important for us as a company to deliver innovative products"

hundred new products every year which are sold in seventy five countries.

Wong's particular affinity with the U.S. dates back to the 1980's when he introduced, 'Lesson One', the very first microchip based educational toy. Wong; 'The Company evolved from a leading manufacturer of electronic

learning products into a dominant player in cordless telephones. Our success with 'Lesson One' really opened doors for us and was the catalyst for our growth in the U.S'.

Despite the slowdown in the North American economy, the U.S. currently accounts for fifty one percent of VTech's total business and remains key to the company's success.

'It is important for us as a company to deliver innovative products. Take InnoTab as an example, it is a multi-function educational tablet for children aged 4-9 and a key new product for the upcoming holiday season,' says Wong. 'The U.S. has long been a trendsetter in the retail sector so it is important for us to play a leading role in the U.S. market. We have the flexibility to continually adapt to North American market changes while also developing our business in the rest of the world'.

www.vtech.com



Launched in 2011, the InnoTab is a multi-function educational tablet for children aged 4-9 years old.

HONG KONG - USA TRADE RELATIONS:



1. The U.S. is Hong Kong's second largest trading partner after Mainland China.
2. In 2009, the US was the 2nd largest market for Hong Kong's domestic exports, accounting for US\$ 944 million or 13% of the total value.
3. There are some 1,400 U.S. firms, including 817 regional operations (288 regional headquarters and 529 regional offices), and over 60,000 American residents in Hong Kong.
4. The U.S. is the largest source of inward direct investment in the insurance sector.
5. The U.S. trade surplus with Hong Kong was the largest of any U.S. surplus in 2010, owing largely to Hong Kong imports of American aircraft and spacecraft, diamonds, telecommunications equipment, and computer processors.

FAST FACTS ON HONG KONG:

1. The city is a regional center for dispute resolution with more cases handled in Hong Kong than Japan, Singapore, Malaysia and South Korea combined.
2. In 2009, Hong Kong ranked 1st globally in terms of initial public offerings (IPOs), with US\$31 billion raised.
3. Trams have been running on Hong Kong Island since 1904. More than 160 trams make up the world's largest fleet of double decker trams in operation.
4. Ranked as the world's most freest economy since 1995 by the Heritage Foundation.
5. Hong Kong International Airport is the world's busiest airport for international freight and the fourth busiest for international passenger traffic.
6. There are more mobile phones than people in Hong Kong.
7. In 2009, Hong Kong overtook London as the second largest wine auction center after New York.



HKTb

8. Urban areas make up less than 25 percent of Hong Kong. Nearly 40 percent of the total land area is protected for conservation and recreation purposes. Cheung Chau Island (above) is part of the 'Islands District' and is located 10 km southwest of Hong Kong Island.



No. 1 Cordless Phone Manufacturer in the World

vtech

The Open University of Hong Kong

International education is becoming increasingly competitive. Establishments must continuously build on their solid reputations, adapt to student requirements, embrace technology and strive to recruit students who understand that a modern education must reflect a global outlook.

With its vibrant economy and location on China's doorstep, Hong Kong is vying to become a leading global educational hub with world-class Universities.

With its main campus conveniently located in Kowloon, The Open University of Hong Kong (OUHK) is dedicated to developing student focused programs. By providing open access and distance education sub-degree, degree and postgraduate courses, OUHK is reaching out to students who are looking to gain a greater understanding of the current opportunities presented by the global marketplace. In recognition of the competitive nature of the global education sector, OUHK has actively embraced opportunities and challenges, says OUHK President, Professor John C.Y. Leong;

'Since the return of sovereignty, Hong Kong transformed itself into a knowledge based economy and there developed a need to provide more educational opportunities for students. OUHK has always dedicated itself to fulfilling the educational needs of Hong Kong and today enjoys a solid reputation as a lead-

ing university in Hong Kong. With private universities in Tokyo, Taiwan and Korea playing highly competitive roles in Asia, our government needs

"we pride ourselves on our flexible mode of university education"

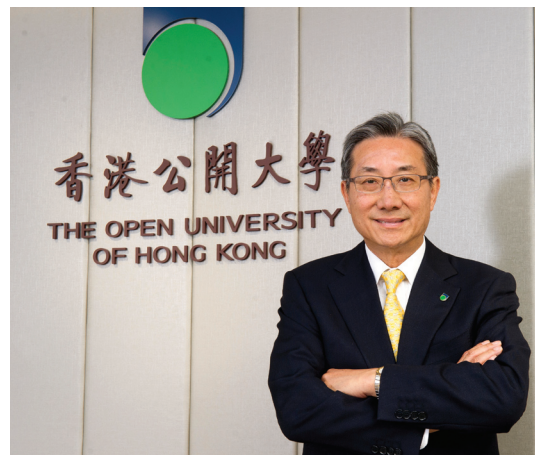
to provide much stronger support to the self-financing education sector in Hong Kong in order for it to develop.'

Established by the Hong Kong Government as The Open Learning Institute of Hong Kong in 1989, the

university became The Open University of Hong Kong by ordinance in 1997. Under the expansion of education in the 1990s in Hong Kong, the OUHK pioneered the distance learning mode to enable students to adjust the pace of learning according to their own conditions.

This student-focused approach, combined with flexible teaching methods, has enabled OUHK to gain a reputation for excellence while continuously developing new and unique programs such as the fully online Master of Laws in Chinese Business Law. This program and other non-distance learning courses, including full-time courses are helping to ensure OUHK's reputation for innovation, quality and flexibility is secure.

'We are a self-financing student-focused educational establishment with a high-quality teaching staff and we pride ourselves on our flexible mode of university education,' says Professor Leong. 'Students benefit from a choice of face-to-face or distance learning methods, both of which can deliver. Students who choose distance learning programmes progress at a rate they can manage, using specially-developed course materials, while taking advantage of our Online Learning Environment. We en-



Open University of Hong Kong President Professor John C.Y. Leong

courage guided self-learning as we believe this leads to a more pro-active experience and allows students to develop more autonomy and develop interactive skills'.

OUHK has actively embraced technology to reach out to the international student population. Through channels on iTunes U and the Open Learning platform, OUHK has built a recognised educational

brand which utilizes popular technology platforms to reach new students and provide educational tools for existing students.

With plans for continuous curriculum developments and further expansion of the university campus in 2013, OUHK's leading position in the international education sector looks set to continue into the future.

www.ouhk.edu.hk

Master of Laws in Chinese Business Law

China business is now an indispensable component of life for many people and enterprises including executives, entrepreneurs, lawyers, accountants and government officials.

Are you also contemplating to start your China endeavours soon? Knowledge of Chinese business law will guide you away from various legal pitfalls and definitely will give you an edge over competitors. The good news is you no longer have to set foot into the country to learn the law but can do so online, at your own pace, with the Centre for eLearning of the Open University of Hong Kong. You may study individual courses to suit your needs or accumulate credits to get a Master's degree in Chinese Business Law. Current students are coming from all over the world such as the USA, Europe, Greater China, etc.

Programme Highlights:

- Student can attend real-time online lectures and tutorials
- Course materials developed by renowned Beijing scholars and legal experts
- Focus on case studies and business applications for legal professionals and managers
- Round-the-clock online access to law journals and law cases through the University's E-Library

Website : <http://ecentre.ouhk.edu.hk>

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