

# German Business Orders Go Virtual via Hong Kong?

***Winsome Chan***

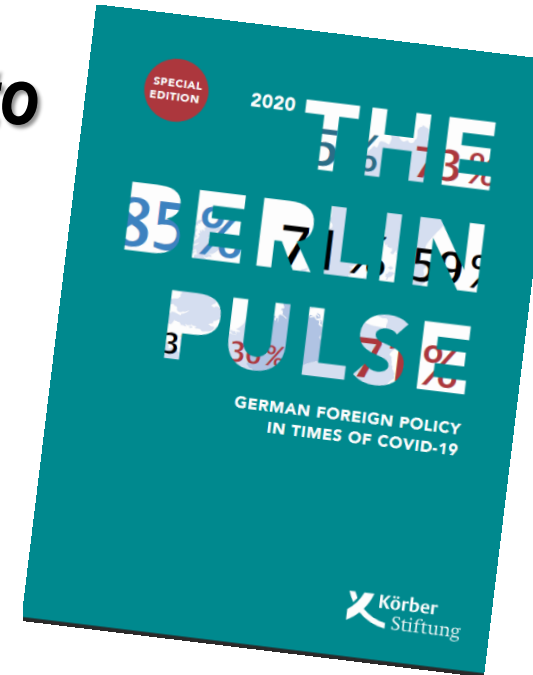
***Director of Germany and Central Europe***




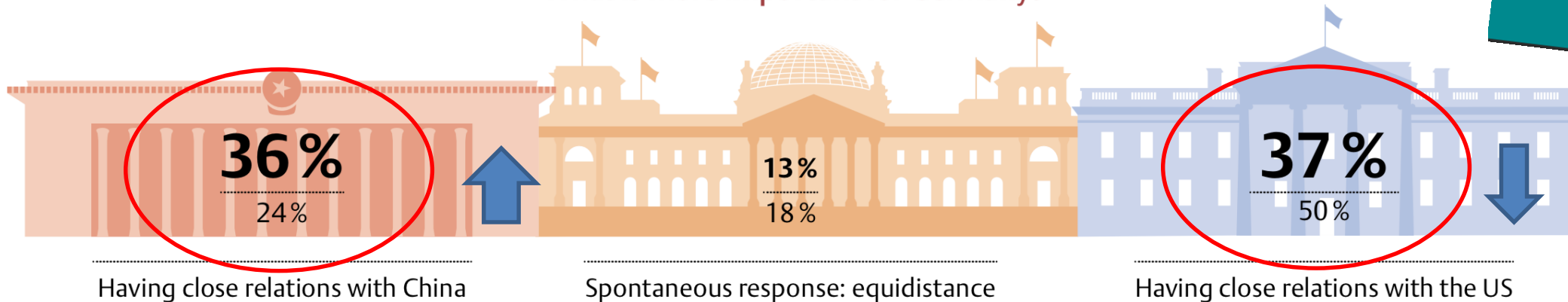
# Post COVID-19 German Sentiment towards China

**36%** of German survey participants consider close relations to China more important than close relations to the US

Source: Körber Stiftung, Berlin, 2020



 German respondents:  
What is more important for Germany?



# Continual Support for Hong Kong

*I am confident that Hong Kong will remain as a very attractive location for German and international companies.*

**~ Stefan Matz, Board Member of Deutsche Hongkong Gesellschaft**



*Deutsche Hongkong Gesellschaft e.V.*



# Continual Support for Hong Kong

***International auctioneers will continue to put their **trust in Hong Kong**.***

***~ Francis Belin, Asia-Pacific President at Christie's in a Handelsblatt article, August 2020***

Handelsblatt



# COVID-19 Casualty: A Hard Lesson from SARS

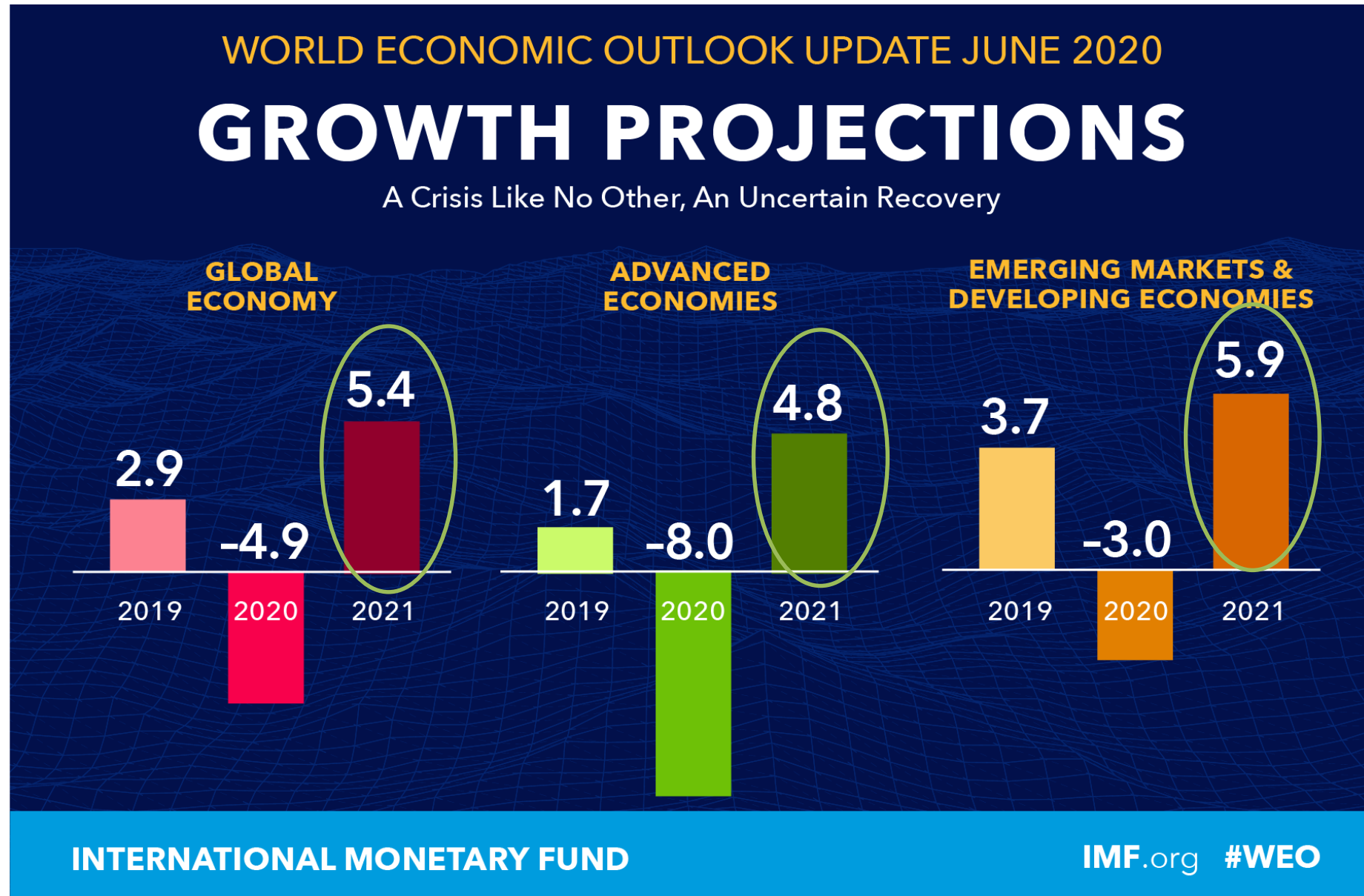
	Confirmed cases	Confirmed Cases per Million of Population	Deaths per Confirmed Cases (%)
<b>World</b>	22,046,135	2,832	3.5%
<b>US</b>	5,479,788	16.555	3.1%
<b>UK</b>	322.160	4.746	12.9%
<b>Italy</b>	254.636	4.212	13.9%
<b>Germany</b>	228.120	2.723	4.1%
<b>France</b>	256.534	3.930	11.9%

	Confirmed cases	Confirmed Cases per Million of Population	Deaths per Confirmed Cases (%)
<b>East Asia</b>	573.842	267	2.8%
<b>China</b>	89.477	62	5.3%
<b>Japan</b>	57.617	456	2.0%
<b>South Korea</b>	15.761	307	1.9%
<b>Hong Kong</b>	4.560	608	1.6%

Sources: WHO, <https://www.worldometers.info/world-population/population-by-country/>



# It's Time to Get Prepared for the Rebound !



# The New Normal: Auto, Digital, Remote



Smart Retailing





# Biggest-ever Challenge

**3.500+**

**Worldwide exhibitions  
cancelled or postponed**

Source: Expodatabase.de





# HKTDC's Exhibitions Cancelled in 2020



**Hong Kong International Diamond, Gem & Pearl Show**



**Hong Kong Houseware Fair**

**CENTRESTAGE**

ASIA'S FASHION SPOTLIGHT



**Hong Kong International Jewellery Show**



**Hong Kong International Home Textiles and Furnishings Fair**



**Hong Kong International Lighting Fair (Spring Edition)**



**Hong Kong Gifts & Premium Fair**



**Hong Kong Electronics Fair (Spring Edition)**

Hong Kong International  
**Printing & Packaging Fair**



**Hong Kong International Film & TV Market (FILMART)**



**Food Expo**



**International ICT Expo**



**Hong Kong International Medical and Healthcare Fair**



**Hong Kong International Tea Fair**



**Hong Kong Fashion Week** |



**Hong Kong Watch & Clock Fair**



**Home Delights Expo**



**Hong Kong Electronics Fair (Autumn Edition)**



**Hong Kong International Lighting Fair (Autumn Edition)**



**Beauty & Wellness Expo**

# How did We Overcome the Challenge?





# HKTDC Summer Sourcing Weeks | Go ONLINE



**4,500+** Video Meetings  
Completed

**50 HKTDC offices**  
worldwide

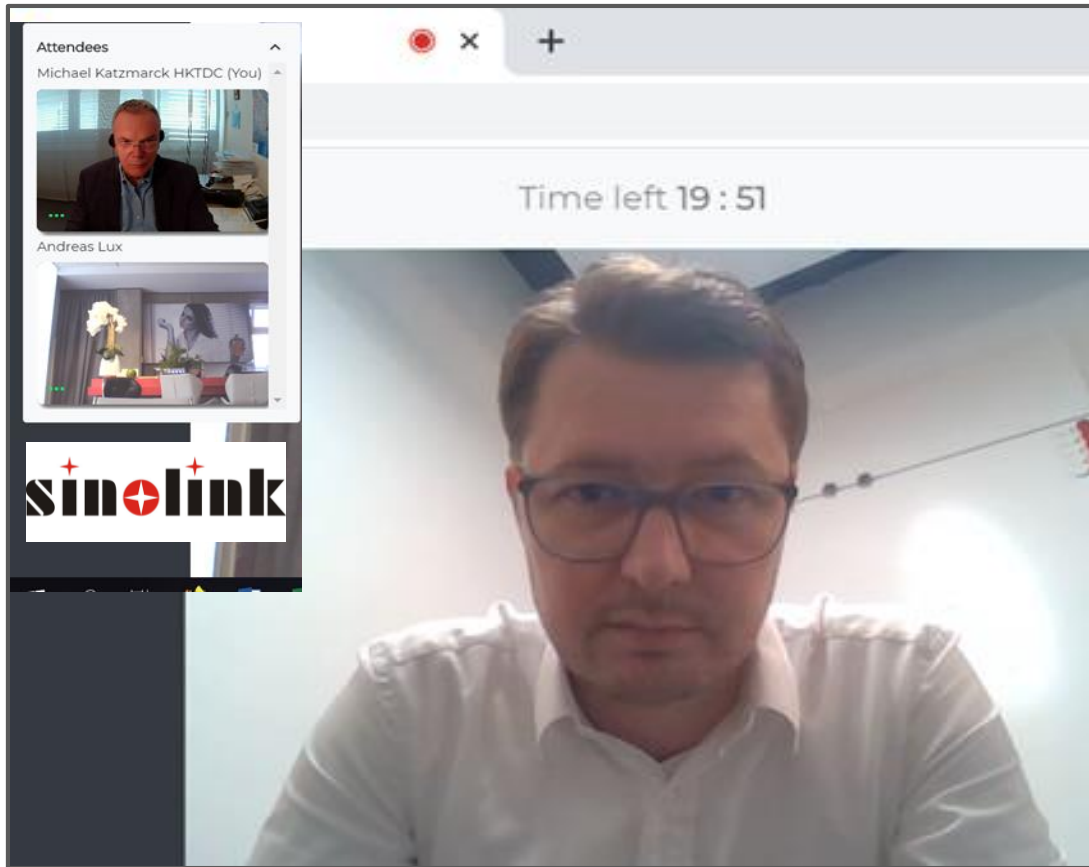
**150+ colleagues**  
involved

**1.300+** product suppliers

**13.000+** buyers from **118** countries and regions



# German Success Cases



**DS Produkte GmbH (Germany)**



**Sinolink Group (Mainland China)**



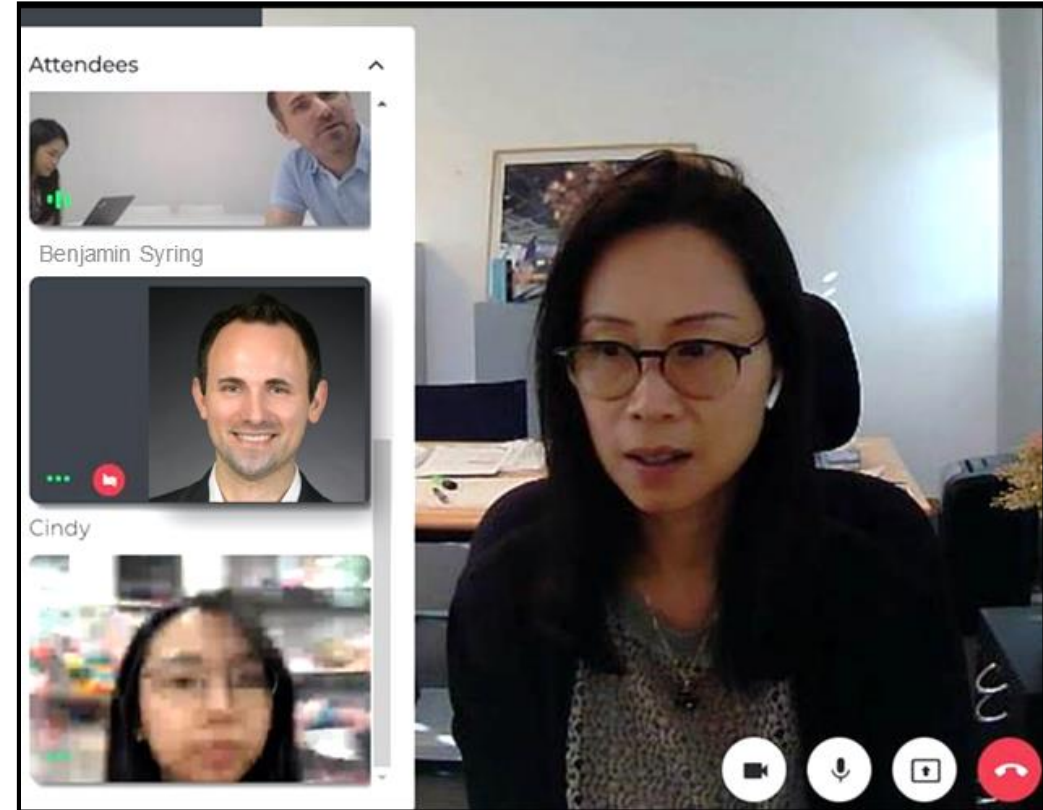
Highly impressed by the Professional Set-up of HKTDC's  
**Click2Match Online Matching Platform**

# German Success Cases

**KW-Commerce GmbH (Germany)**



**Gift House Co Ltd (Thailand)**



**KW-Commerce GmbH: Identifying Innovative Products is the key to our Success**

# German Success Cases

**MEG Medical Equipment** (Germany)



**Global Info Ltd.** (Hong Kong)



Through Click2Match a German buyer found a reliable Hong Kong supplier for quality medical equipment



**Suppliers**

**Customers**

**Next Click2Match**  
**Nov 16 to 27, 2020**

**€600 Subsidies**



**Welcome German suppliers as well!**

# A 365 Days Year-Round Platform

## [www.hktdctrade.com](http://www.hktdctrade.com)



### Source

Products & Services >

The Online  
Marketplace  
You Can Trust



Find Products

Download App

130,000+

### Quality Suppliers

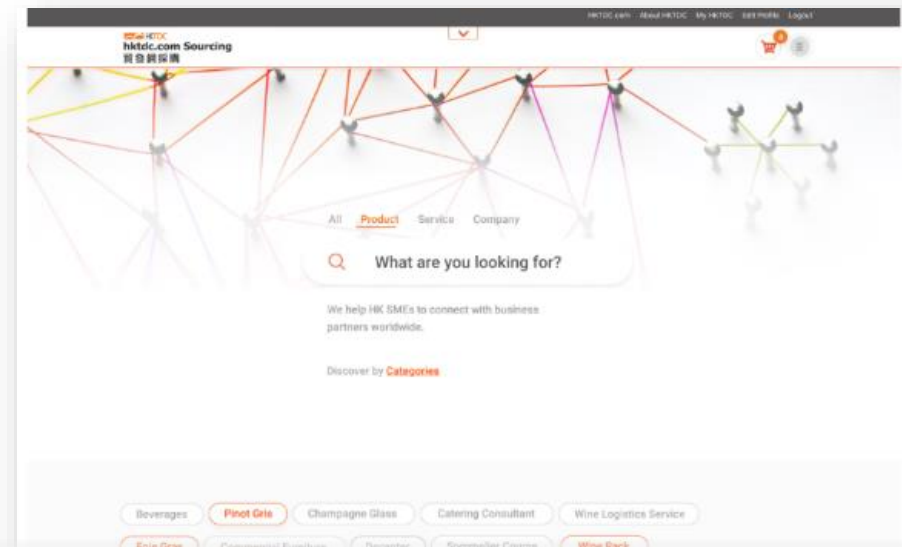
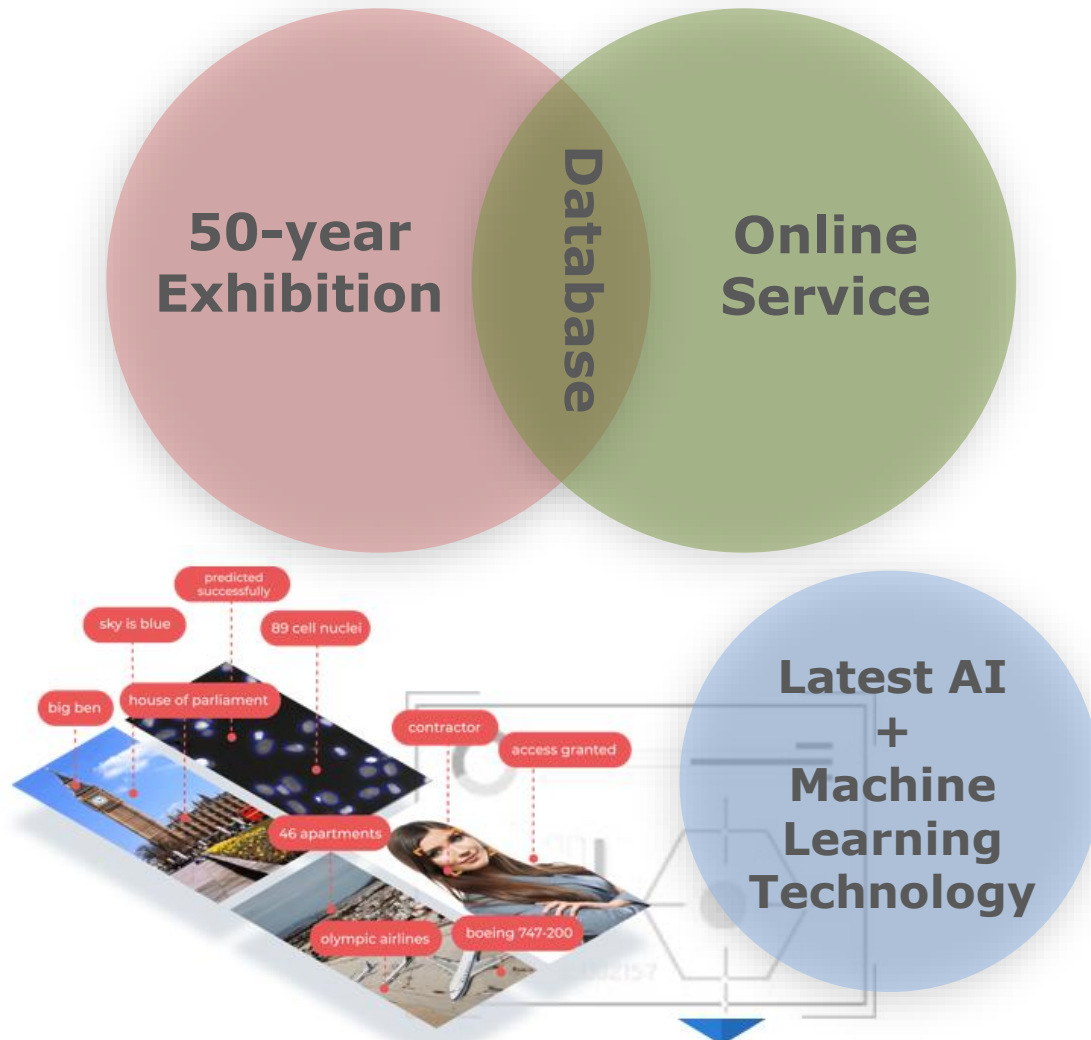
includes HKTDC trade fair exhibitors and product magazine advertisers

2,000,000+

### Registered Buyers

includes HKTDC trade fair buyers

# HKTDC Digital-led O2O Sourcing Platform



**Facilitate relevant matching, products and suppliers' / buyers' recommendation**



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