

## MESSAGE

We play an important role as a conduit between the Mainland of China and other parts of the world. It is this role and our entrepreneurs' ability to use the Mainland, and especially the Pearl River Delta, as our economic hinterland that have made it possible for Hong Kong to entrench and enhance its status as the region's leading international trade and business centre. We will continue to strengthen and deepen our symbiotic economic relationship with the Mainland.



The imminent accession of China to the World Trade Organisation, in particular, will have a significant positive impact on Hong Kong. We will work closely with the business sector in its efforts to meet the new challenges and tap the new opportunities.

It is also our mission to contribute to the realisation of the Chief Executive's vision of making Hong Kong an international world-class city. Thus we will seek to provide a business-friendly environment in which individual businessmen are able to make their own business decisions, which collectively would enable Hong Kong's economy to grow and prosper.

Attracting the world's major companies to do business here is another key aspect of our overall vision. In the last twelve months, we have had

visible achievements in attracting more external investment and a greater international business presence here. We will further enhance our efforts in the coming year.

A handwritten signature in black ink, appearing to read 'JAHon', positioned above the printed name and title.

(CHAU Tak Hay)  
Secretary for Commerce and Industry

# **International Trade and Business Centre**

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## **Policy Objective and Key Result Areas**

# INTERNATIONAL TRADE AND BUSINESS CENTRE

Our Policy Objective is to strengthen Hong Kong as an international trade and business centre.

## Overall Targets

Our targets this year in pursuing this Policy Objective are –

- to further promote global free trade and investment in multilateral and regional trade fora including the World Trade Organisation (WTO) and the Asia-Pacific Economic Cooperation (APEC)
- to further promote economic and trade relations between Hong Kong and its trading partners
- to facilitate trade
- to further improve Hong Kong's capability to protect intellectual property rights through strengthening our legislative, enforcement and educational efforts
- to identify further opportunities for deregulation, cutting red tape and introducing new or improved services in the Government
- to further enhance Hong Kong's position as a pre-eminent services centre in the region
- to attract more foreign enterprises to do business in Hong Kong and influence existing investors to expand operations

## Progress

We continued to enhance Hong Kong's position as an international trade and business centre through various efforts. Much headway was made in the past year to improve the business environment in Hong Kong, including cutting red tape, providing new and improved government services and enhancing civil servants' awareness of the need to help business.

Substantial efforts were made in further enhancing Hong Kong's intellectual property protection regime through legislation, education and enforcement actions against copyright piracy. Our achievements in combating piracy problem continued to receive high regard from our trading partners.

We also achieved the following progress in our six Key Result Areas (KRAs).

## **1 Promote global free trade**

Despite the failure of the Third WTO Ministerial Conference held in Seattle, USA in November 1999 to launch a new round of multilateral trade negotiations, we continued to work with other WTO members to ensure that the WTO remains focused on trade liberalisation. We participated actively in the negotiations on services, and in the discussion on how best to ensure the results of the Uruguay Round negotiations are fully and faithfully implemented to the benefit of all WTO members. In addition, we continued to play an active role in rebuilding support for the launch of a new round of multilateral trade negotiations as we prepare for the Fourth WTO Ministerial Conference to be held in Doha, Qatar in November 2001.

We continued to work with APEC members to take forward a full range of initiatives in economic and technical cooperation, and trade and investment liberalisation and facilitation.

## **2 Facilitate trade**

Established in November 1999, the Mainland and Hong Kong Special Administrative Region Joint Commission on Commerce and Trade has been providing a useful liaison mechanism with the Mainland authorities on trade and commerce matters. By strengthening mutual understanding and communication, the Commission has contributed to the improvement of the business operating environment.

We are firmly committed to maintaining an effective textiles export control system, thus enabling our textiles and clothing exports to enjoy smooth access to the world market. To tackle textiles frauds and origin abuses, we have strengthened the enforcement operations at factory premises, and carried out more blitz checks on textiles consignments at all cargo entry and exit points. In addition, we have been making

constant efforts to improve the business environment for the textiles industry. Improvements made during the year included rationalisation of certain origin requirements and textiles related registration procedures.

Customs and Excise Department is implementing the recommendations of a comprehensive study we commissioned in 2000 on possible ways and means to streamline customs clearance requirements and services. In August 2001, we commissioned a further business process re-engineering study to examine the feasibility of establishing a single window through which the trade could communicate with different government agencies electronically for processing all types of import, export and transshipment licences and documents as well as port formalities.

The implementation of electronic data interchange (EDI) for Government-related trade documents is on schedule. We fully implemented EDI services for restrained textiles export licences in 1999 and production notification, trade declaration and certificate of origin in 2000. The EDI services for dutiable commodities permit and manifest will be rolled out around end-2001 and early 2002 respectively.

### **3 Protect intellectual property rights**

In February, we streamlined and updated various provisions in the Patents Ordinance and the Registered Designs Ordinance by enacting the Intellectual Property (Miscellaneous Amendments) Ordinance 2001.

On 1 April, we commenced the amendments to the Copyright Ordinance and the Prevention of Copyright Piracy Ordinance to combat corporate copyright piracy activities and bootlegging respectively. To address public concerns about the effects of the amendments on the dissemination of information and educational activities, the Copyright (Suspension of Amendments) Ordinance 2001 was enacted in June to suspend the implementation of some of the amendments as they apply to copyright works other than computer programmes, movies, television dramas and music.

In July, we made the Registration of Copyright Licensing Bodies Regulation to enhance the transparency of copyright licensing bodies.

We continued to take vigorous enforcement actions against copyright piracy and counterfeiting. We completed more than 7 000 investigations and conducted 300 inspections of licensed optical disc factories. The special task force of the Customs and Excise Department continued its very effective operations against copyright piracy at the retail level.

The year saw a series of high-profile activities in raising public awareness of the importance of protecting intellectual property rights. These included broadcasting campaign; a major publicity campaign held in popular shopping arcades; and an international symposium with more than 200 local and overseas participants. We also continued our education programme for school students.

We improved our registration services for trade marks, patents and designs and reduced the turnaround time for processing trade mark applications.

#### **4 Maintain a business-friendly environment**

We continued to work closely with the business community to identify opportunities for improving Hong Kong's business-friendly environment. We completed 11 projects and studies on eliminating over-regulation, cutting red tape, and introducing new or improved services, and five regulatory impact assessment on regulatory proposals. Government departments implemented some 40 recommendations resulting from the earlier helping business studies.

In 2001, we organised the second Helping Business Awards Scheme to encourage civil servants to serve as business facilitators rather than business obstacles, and to see themselves as part of the solution, not part of the problem. We received very encouraging response. The business community had also nominated many government initiatives for awards.

#### **5 Enhance Hong Kong's position as a pre-eminent services centre in the region**

In the past year, we co-ordinated the implementation of 13 initiatives under the Services Promotion Programme. These projects aimed to stimulate strategic thinking about the future development of our services economy, strengthen institutional support for the services

sector, and promote or support specific service sectors. All except one item have been completed.

We successfully organised the second Quad Forum where over 130 business leaders, senior government officials, Legislative Council members and leading academics brainstormed on Hong Kong's economic strategy. We also provided financial support for the Hong Kong General Chamber of Commerce and the University of Hong Kong to organise an economic forum with the Guangdong Sub-council of the China Council for Promotion of International Trade for promoting economic co-operation between Hong Kong and Guangdong. In addition, we also produced a television (TV) Announcement for Public Interest and a series of mini TV episodes to promote the importance of quality services.

## **6 Attract external direct investment**

In the past year, Invest Hong Kong became fully operational with dedicated marketing teams set up to attract external direct investment based on a sector approach, as opposed to the previous geography-based structure. The Financial Secretary has appointed the Investment Promotion Strategy Group (IPSG) which meets quarterly to advise him on policies and strategies for promoting inward investment. Invest Hong Kong has identified nine priority sectors and have been developing strategies and business plans on each sector in consultation with the IPSG and the Heads of the Economic and Trade Offices overseas.

Invest Hong Kong has also embarked on a programme of intensive and high profile public relations and publicity. The objective is to build up its corporate identity in order that the new department can promote its marketing programmes effectively.

Progress on each previously announced initiative under the above KRAs is set out in the "Detailed Progress" section of this report.

## **Looking Forward**

To achieve our overall targets this year, we will undertake the following initiatives and targets under each of the KRAs for the coming year.



Hong Kong is a staunch supporter of free trade and open markets. We recognise the vast opportunities and advantages brought by free trade and investment, including enhancing efficiency, reducing operating costs, increasing competitiveness and facilitating knowledge and technology transfer. An effective means to achieve a free trade and investment environment is for “Hong Kong, China” to participate actively and constructively in the multilateral trading system under the World Trade Organisation (WTO) and through this to lower trade barriers and enhance market access for our traders.

The multilateral rule-based trading system has been highly successful in fostering the growth of international trade in general to the benefit of all members of the WTO. The system has been particularly important for smaller economies like Hong Kong. The basic principle of non-discrimination guarantees equitable treatment of all WTO members, irrespective of their political weight.

It is necessary to ensure that the future work of the WTO will be able to meet the needs and challenges of an increasingly globalised and technology-driven economy in the 21st century. We have therefore participated actively in virtually all aspects of WTO work of interest to Hong Kong. These include the negotiations on services, the examination of new areas such as e-commerce and the preparatory work for the early launch of a new round of multilateral trade negotiations.

While upholding our commitment to the primacy of the multilateral trading system and the WTO, we are prepared to enter into free trade agreements (FTAs) with our trading partners where it is in Hong Kong’s trade and economic interest to do so. We believe that FTAs which are fully WTO-consistent can serve as building blocks for reinforcing the multilateral trading system and help promote the cause of eventual global trade liberalisation.

We will continue to play an active role in the Asia-Pacific Economic Cooperation (APEC) to work towards the full realisation of free and open trade and investment in the Asia-Pacific region.

We will assess our performance in respect of this KRA against the following indicators –

- The extent to which progress in furthering trade liberalisation has been made in the multilateral trading system. Our targets are as follows. First, to press for the launch of a new round of multilateral trade negotiations at the Fourth WTO Ministerial Conference to be held in November 2001. Second, to continue pushing for progressive liberalisation of trade in goods as well as services. Third, to continue to pursue better multilateral rules which take account of the changes in the pattern of world trade.
- The extent to which progress has been made in furthering trade and investment liberalisation and facilitation, and strengthening capacity building in the APEC. Our target is to strive for good progress and outcome in the initiatives agreed by the APEC Economic Leaders, with emphasis given to those which can help expand business opportunities in the region.
- The extent to which progress has been made in our first-ever negotiations on a free trade agreement, which should contribute to the multilateral trading system and also serve Hong Kong’s trade and economic interest.

We will pursue the following initiative and target to deliver results in this area –

<b>Initiative *</b>	<b>Target</b>
To negotiate a Free Trade Agreement with New Zealand <i>(Trade and Industry Department)</i>	To conclude the negotiation

\* the bracketed information denotes the agency with lead responsibility for the initiative

To enable our businessmen to take full advantage of the tremendous opportunities in the Mainland market upon its accession to the WTO, we will continue our efforts to strengthen and deepen our symbiotic economic relationship with the Mainland. The Mainland and Hong Kong Special Administrative Region (HKSAR) Joint Commission on Commerce and Trade, established in November 1999, has been providing a useful mechanism for fostering such a relationship particularly in –

- the provision of information on the laws, regulations and the latest economic developments in the Mainland in a timely fashion;
- reflecting the views and concerns of Hong Kong businessmen, thus facilitating their operations in the Mainland; and
- expanding opportunities for trade, investment, as well as business and technological collaboration between the Mainland and Hong Kong.

To maintain the HKSAR's status as an international trading centre, the HKSAR must fulfil its obligations under multilateral trade agreements. Inability to do so will damage the reputation and interests of the HKSAR in the international trading community.

Under the WTO Agreement on Textiles and Clothing, quotas for textiles and clothing (T&C) products will be removed by 2005. Before that, we are obliged to ensure that T&C products using Hong Kong quotas and claiming Hong Kong origin are actually made in Hong Kong. To fulfil this obligation and to facilitate the access of our T&C products to the world markets, as well as to protect our legitimate exports, the Government will spare no effort in combating illegal transshipment of T&C products. In parallel, the Government will monitor closely the implementation of the Agreement on Textiles and Clothing to ensure that our T&C exports are treated equitably in overseas markets.

The Government remains fully committed to facilitate trade by streamlining procedures and enhancing customs' capabilities in intelligence handling and risk management to effectively focus customs enforcement

operations on a small percentage of carriers, travellers and cargoes with high risk indicators, thereby facilitating the rapid flow of the vast majority of carriers, travellers and cargoes.

The Air Cargo Transshipment (Facilitation) Ordinance came into operation in May 2000 to facilitate the transshipment of air cargoes within the restricted areas of the Hong Kong International Airport. The Ordinance relaxes the import and export licensing requirements in respect of miscellaneous categories of non-sensitive air transshipment cargoes and goes a long way towards facilitating the development of Hong Kong into an international and regional air cargo hub.

Pursuant to the Air Cargo Transshipment (Facilitation) Ordinance, we also introduced a scheme in July 2000 to exempt registered parties from licensing requirements on less sensitive strategic commodities in air transshipment mode, subject to full compliance with certain registration conditions. The scheme has been working effectively in balancing the needs to give due facilitation to the air cargo industry on the one hand, and maintaining effective controls over movements of strategic goods through the territory on the other.

Electronic data interchange (EDI) is the computer-to-computer exchange of business information in a standard format. It reduces the paperwork involved in trading procedures and improves efficiency. With the rapid growth of the Internet and electronic commerce worldwide, Hong Kong businesses must quickly embrace the use of EDI in order to remain competitive. To promote the wide use of EDI in Hong Kong, the Government has implemented EDI for four key Government-related trade documents. EDI service for another two types of documents will be implemented around end-2001 and early 2002.

We have granted an exclusive franchise to a company to operate front-end EDI services for Government-related trade documents. We plan to engage additional service providers to foster market competition upon the expiry of this franchise in 2003.

Rice is classified as a reserved commodity and has been subject to import quota control since 1955. Following a critical review of the rice control scheme, we are taking steps to open up the rice trade in phases to promote greater competition.

We will assess our performance in respect of this KRA against the following indicators –

- Fruitful liaison and dialogue is maintained with the Mainland authorities.
- Smooth access of our T&C products to the world markets. Our target is to guard against, and to seek early removal of, discriminatory measures, if any, imposed on the imports of T&C products from Hong Kong by overseas markets.
- Clear and efficient processing of documentation requirements for the export of T&C products. Our target is to process 90% of Form 5 and Form 8 (export licences) within two working days.
- The levels of control which help protect legitimate T&C exports. Our target is to ensure the effectiveness, integrity and credibility of Hong Kong's textiles export control system by maintaining enforcement and administrative actions against any origin fraud.
- The extent to which Government-related trade documents may be processed through EDI. Our target is to make available EDI processing for dutiable commodities permits and cargo manifests by end-2001 and early 2002 respectively.
- Efficient clearance of cargoes without compromising the integrity of trade controls. Our target is to consider possible ways and means to further streamline customs clearance requirements and services for cargoes being transported by land, air and sea as well as by inter-modal means.
- Liberalisation of the rice trade. Our target is to fully liberalise the rice trade by 2003.
- Efficient clearance of travellers and cargoes through the enhanced use of intelligence and risk management in customs enforcement operations. Our target is to further promote the use of intelligence and risk management in operations conducted by the Customs and Excise Department by way of the establishment of a new intelligence branch in the Department in 2002.

We will pursue the following initiatives and targets to deliver results in this area –

<b>Initiative</b>	<b>Target</b>
<p>To enhance Hong Kong's trading and economic relations with Guangdong</p> <p><i>(Commerce and Industry Bureau (CIB))</i></p>	<p>To consider the establishment of an Economic and Trade Office in Guangdong</p>
<p>To introduce market competition in the provision of electronic data interchange services for processing Government trade-related documents from 2004</p> <p><i>(CIB)</i></p>	<p>To appoint additional service providers in 2002</p>
<p>To further promote the use of intelligence and risk management in operations conducted by the Customs and Excise Department (C&amp;ED)</p> <p><i>(Customs and Excise Department)</i></p>	<p>To establish an intelligence branch in C&amp;ED in 2002</p>
<p>To review the import and export licensing requirements with a view to streamlining the licensing processes</p> <p><i>(CIB)</i></p>	<p>To launch the review in 2001-2002</p>

Our policy in protecting intellectual property rights (IPR) has four main strands –

- Comprehensive and effective legislation
- Transparent, user-friendly and efficient registration system
- Vigorous enforcement action
- Well-planned and sustained public education

We have a modern and comprehensive system of IPR laws that fully complies with the international standards laid down in the Agreement on Trade-Related Aspects of Intellectual Property Rights under the WTO. We constantly update our legislation to cope with the changing environment. We participate actively in international fora to promote the high level of protection of IPR in Hong Kong.

We enhance the efficiency of our trade mark, patent and design registry services through streamlining procedures e.g. one-stop processing of applications. We shall have web-enabled services in 2003 for search of trade mark details and electronic filing for applications.

We are committed to taking vigorous enforcement actions against copyright piracy and trade mark counterfeiting at the production, distribution and retail levels. To complement our efforts, we maintain close liaison with rights owners and other enforcement agencies in the region.

Enforcement actions alone will not be sufficient to make Hong Kong pirate-free. It is vital for the public to respect IPR and to say “no” to pirated or counterfeit goods. To this end, we will maintain a well-planned and targeted public education programme. To set a good example for the community, we have introduced within the Government a software asset management system to be adopted by all departments. We have also appointed an intellectual property compliance officer in each department to oversee compliance matters.

We will assess our performance in respect of this KRA against the following indicators –

- The extent of enforcement action taken to protect IPR. Our targets are to complete 300 inspections of licensed optical disc factories, and to complete 7 200 IPR investigations in a year.
- The effects of our efforts taken to facilitate the registration of patents, designs and trade marks. Our targets are to issue 25 000 examination reports for applications for registration of trade marks and associated matters, to examine 6 500 requests to record for standard patents, to complete 150 examinations of short-term patent applications, and to complete 2 400 examinations for registration of designs.

We will pursue the following initiatives and targets to deliver results in this area –

<b>Initiative</b>	<b>Target</b>
To review the Copyright Ordinance <i>(Commerce and Industry Bureau (CIB))</i>	To formulate a long-term solution to address the issues arising from the implementation of the Intellectual Property (Miscellaneous Amendments) Ordinance 2000
To liberalise parallel importation of computer software <i>(CIB)</i>	To enact the necessary legislative amendments in 2001-2002
To strengthen public education on intellectual property rights <i>(Intellectual Property Department)</i>	To carry out public education activities on an on-going basis



Launched by the Financial Secretary in March 1996, the Helping Business Programme aims to create a more business-friendly environment and maintain Hong Kong's position as the best place in the world for business. Under this programme, we regularly conduct studies on government operations to remove obstacles and constraints to business development, so as to give the private sector freedom to set its own direction and to explore and seize opportunities. The studies cover deregulation, cutting red tape, impact assessment of regulatory proposals, transfer of public services and introduction of new or improved services. Work relating to the transfer of public services is under the charge of the Efficiency Unit of the Chief Secretary for Administration's Office.

The Business Advisory Group chaired by the Financial Secretary provides a forum for identifying problems encountered by the business sector in the Government's operations and for recommending solutions. The Group comprises 14 leading members of the business community and six senior government officials. The Business Advisory Group and its three sub-groups meet regularly to discuss specific helping business initiatives and receive reports from government departments on progress of projects.

To achieve the goal of making government operations truly business-friendly, we need to engender throughout the Government a helping business culture and cultivate the right mindset in the civil service. We organise Helping Business Awards and give talks to civil servants to enhance their awareness of the need to help business.

We will assess our performance in respect of this KRA against the following indicators –

- Percentage of priority areas of improvement identified being proactively pursued. Our target is to proactively pursue 90% of priority areas identified.
- Number of studies commissioned in line with the rolling plan. Our target is to have all studies commissioned in line with the rolling plan.

- The exploration of improvement opportunities and implementation of recommendations. Our target is to have 80% of recommendations accepted for implementation and 75% of recommendations implemented within agreed time scales.
- Changing the mindset of civil servants. Our target is to organise at least six sessions to inculcate the helping business message.

We will pursue the following initiative and target to deliver results in this area –

Initiative	Target
<p>To commission helping business studies and regulatory impact assessments</p> <p><i>(Commerce and Industry Bureau)</i></p>	<p>To complete ten studies/assessments within 2002, including –</p> <ul style="list-style-type: none"> <li>● a feasibility study on a proposed integrated e-trade system</li> <li>● a study on the feasibility of bulk billing functionality for rates and government rent</li> <li>● departmental business studies for the Environmental Protection Department and the Transport Department</li> </ul>

Business does not flourish in a vacuum. We must ensure that we put in place institutional and infrastructural arrangements that will assist business operations and economic activities. We also need to put Hong Kong on the world's economic map by promoting international awareness of Hong Kong's strengths as a global and regional services centre. Just as important is the need to enhance local understanding of the importance of the services sector to our economy, to nurture a culture of quality service and to help people prepare themselves for the challenge of the knowledge economy.

Launched in 1997 by the Financial Secretary, the Services Promotion Programme aims to promote the development of Hong Kong's services industry and enhance Hong Kong's position as a pre-eminent services centre in the region. The Programme consists of the following four areas of work –

- Spearhead strategic thinking on the future development of our services economy
- Strengthen institutional support for the services sector
- Enhance international recognition and local understanding of our services economy
- Identify and implement worthy industry-specific initiatives

The Services Promotion Strategy Group chaired by the Financial Secretary provides a forum for identifying and implementing initiatives in the above four areas. The Group comprises 18 non-official members from the business and academic sectors, and six senior government officials.

We will assess our performance in respect of this KRA against the following indicators –

- Timely identification and launch of specific initiatives to strengthen the provision of institutional support. Our target is to implement all the initiatives set out in the following table by 2002.
- Degree of business sector recognition of Hong Kong's position as a services centre in the region. Our target is to maintain the current favourable opinion of Hong Kong by both local and international businesses.

We will pursue the following initiatives and targets to deliver results in this area –

Initiative	Target
<p>To collaborate with the Airport Authority in developing a new International Exhibition Centre at Chek Lap Kok</p> <p><i>(Commerce and Industry Bureau (CIB)/Invest Hong Kong)</i></p>	<p>To support the Airport Authority in inviting expressions of interest within 2002</p>
<p>To set up a \$100 million funding scheme to help raise the standard of Hong Kong's professional services</p> <p><i>(CIB)</i></p>	<p>To seek within 2001-02 the approval of the Finance Committee of the Legislative Council for the scheme</p>
<p>To collaborate with professional services bodies to set up a website to help promote Hong Kong's professional services</p> <p><i>(CIB)</i></p>	<p>To launch the website within 2002</p>
<p>To organise promotional activities to help Hong Kong's professional services sector develop business in the Mainland</p> <p><i>(CIB/The Office of the Government of the Hong Kong Special Administrative Region in Beijing/Hong Kong Trade Development Council)</i></p>	<p>To organise in 2002 promotional activities in a number of major cities in the Mainland</p>

<b>Initiative</b>	<b>Target</b>
<p>To organise an economic forum bringing businessmen, academics, officials, politicians and media editors together</p> <p><i>(CIB)</i></p>	<p>To organise the forum in early 2002</p>
<p>To devise and launch a publicity campaign to build up youngsters' confidence in Hong Kong's economic future and promote their understanding of a knowledge-based services economy</p> <p><i>(CIB)</i></p>	<p>To launch the campaign within 2002</p>

# 6

## Attract external direct investment

External direct investment is vital to Hong Kong's economic development. It creates jobs, stimulates economic growth and enhances technological progress. To maintain our competitiveness in attracting global investment, we seek to provide the best business environment for investors.

We set up a dedicated agency, Invest Hong Kong, in July 2000 to spearhead efforts to attract and retain foreign investment. We adopt a proactive and focused approach in attracting companies in those economic sectors and activities where Hong Kong has a distinct comparative advantage. We also, as a priority, attract foreign companies to establish regional or global operations in Hong Kong. We provide excellent aftercare services to those who have invested in Hong Kong.

We will assess our performance in respect of this KRA against the following indicator –

- The number of inward investment projects completed. Our target is to complete 80 projects within 2002.

We will pursue the following initiatives and targets to deliver results in this area –

<b>Initiative</b>	<b>Target</b>
To promote to potential investors Hong Kong's image as the leading international business centre in Asia, through organising large-scale general and sector-specific business events <i>(Invest Hong Kong (InvestHK))</i>	To successfully organise the East Asia Economic Summit of the World Economic Forum and host the Forbes Global CEO Conference in 2002

<b>Initiative</b>	<b>Target</b>
To boost investment promotion in the Mainland <i>(InvestHK)</i>	To establish an Investment Promotion Unit in the Mainland
To negotiate new Investment Promotion and Protection Agreements <i>(Commerce and Industry Bureau/ Trade and Industry Department)</i>	To commence negotiations in 2002





# **International Trade and Business Centre**

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## **Detailed Progress**

# 1

## Promote global free trade

To achieve results in this area, various initiatives have been undertaken in the past years. Details are set out below –

Initiative *	Target #	Present Position +
<p>To achieve progressive liberalisation of trade in a wide range of services sectors and to seek the best possible market access for our services industries in the next round of services negotiations which will commence no later than the year 2000</p> <p><i>(Trade and Industry Department (TID))</i></p>	<ul style="list-style-type: none"> <li>● To conduct more than 20 seminars, meetings and working sessions with policy bureaux and departments concerned, and with the relevant trade and professional associations, for the purpose of formulating Hong Kong's negotiating strategies and action plans</li> <li>● To participate in more than 80 meetings and negotiating sessions in the WTO</li> </ul> <p><i>(1999)</i></p>	<ul style="list-style-type: none"> <li>● Since the services negotiations were launched in February 2000, over 25 discussion sessions and meetings were held, and a wishlist from the trade for the multilateral negotiation on services was received in July 2000.</li> <li>● During 2000-2001, two negotiation proposal papers and two proposals on rule-making work were submitted to the WTO.</li> <li>● Hong Kong attended over 80 formal and informal meetings with representatives of WTO Members.</li> </ul> <p><i>(Action in Progress: On Schedule)</i></p>

\* the bracketed information denotes the agency with lead responsibility for the initiative

# the bracketed information denotes the year in which the target was set

+ the bracketed information denotes the status of the target

Initiative	Target	Present Position
<p>To assume the chairmanship of the Pacific Economic Cooperation Council (PECC) from October 1999 to late 2001 to further promote economic co-operation in the Pacific region through its various activities, including hosting the Fourteenth General Meeting (PECC XIV) in late 2001</p> <p><i>(Commerce and Industry Bureau (CIB))</i></p>	<ul style="list-style-type: none"> <li>● To lead PECC into the 21st century and help set the scene for PECC activities in the next millennium</li> <li>● To actively participate and contribute in PECC task forces/forums/project groups covering different areas, including trade policy, Pacific economic outlook and financial market development</li> </ul> <p><i>(1999)</i></p>	<ul style="list-style-type: none"> <li>● We will host the PECC XIV from 28 to 30 November 2001 in Hong Kong. Intensive preparations are under way.</li> <li>● Since we assumed the chairmanship, we have chaired three Standing Committee Meetings, which discussed, among other issues, visions for rejuvenating PECC.</li> <li>● We have also organised four PECC Trade Policy Forum Meetings which discussed various trade issues of strategic importance to the region.</li> </ul> <p><i>(Action in Progress: On Schedule)</i></p>
<p>To prepare for and actively participate in the preparatory work for the launching of a new round of multilateral trade negotiations in the WTO by the turn of the century</p> <p><i>(TID)</i></p>	<ul style="list-style-type: none"> <li>● To conduct three to five seminars and roundtable discussions for the purpose of promoting the WTO and consulting the trade on their wishlists for broad-based multilateral trade negotiations</li> </ul>	<ul style="list-style-type: none"> <li>● Two conferences on the WTO were held in March 2000 and March 2001 respectively.</li> <li>● Regular contacts were made with various major trade bodies and services sectors to keep the trade posted of developments in the WTO and to solicit their input in the formulation of Hong Kong's negotiating position.</li> <li>● In addition, a homepage is maintained on Hong Kong's objectives for the new round of the WTO.</li> </ul>

Initiative	Target	Present Position
	<ul style="list-style-type: none"> <li>● To conduct 20 to 30 expert group meetings and working sessions to collate and analyse input from the trade, policy bureaux and departments for the purpose of formulating negotiating strategy and action plan</li> <li>● To participate in more than 100 negotiating meetings/sessions (1998)</li> </ul>	<ul style="list-style-type: none"> <li>● Over 20 meetings have been conducted so far.</li> <li>● On top of the over 200 regular meetings with representatives of WTO Members, Hong Kong attended over 50 formal and informal meetings (including meetings at the ministerial and senior official level).</li> </ul> <p><i>(Action in Progress: On Schedule)</i></p>

# 2

## Facilitate trade

To achieve results in this area, various initiatives have been undertaken in the past years. Details are set out below –

Initiative	Target	Present Position
To introduce electronic data interchange (EDI) service for dutiable commodities permits <i>(Commerce and Industry Bureau (CIB))</i>	Pilot run and launch of service in 2001 <i>(2000)</i>	<ul style="list-style-type: none"> <li>● Legislation to enable application for Dutiable Commodities Permits using EDI was enacted in July 2001.</li> <li>● System development has been completed. The service will be rolled out in November 2001.</li> </ul> <i>(Action in Progress: On Schedule)</i>
To introduce EDI service for cargo manifests <i>(CIB)</i>	<ul style="list-style-type: none"> <li>● Pilot run in the second half of 2001</li> <li>● Launch of service in the first half of 2002</li> </ul> <i>(2000)</i>	<ul style="list-style-type: none"> <li>● Legislation to enable the submission of manifests using EDI was introduced into the Legislative Council in June 2001.</li> <li>● System development will be completed by the end of 2001.</li> </ul> <i>(Action in Progress: On Schedule)</i>
To lift the restriction on cross-ownership of importers and wholesalers and to allow them to engage both in importing and wholesale of rice <i>(Trade and Industry Department)</i>	To lift the restriction by January 2001 <i>(2000)</i>	Starting from 1 January 2001, importers can sell rice directly to any buyers, without going through the wholesalers. <i>(Action Completed)</i>

Initiative	Target	Present Position
<p>To help our industries and businesses enjoy a better operating environment in the Mainland, particularly the Pearl River Delta</p> <p><i>(CIB)</i></p>	<p>To help our industries and businesses by pursuing, through our regular contacts with Mainland authorities, measures aimed at improving the environment for businesses operating in the Mainland, particularly the Pearl River Delta</p> <p><i>(1998)</i></p>	<ul style="list-style-type: none"> <li>● We have continued to maintain close contacts with the relevant Mainland authorities to collect and disseminate to Hong Kong businessmen information on trade and investment policies and measures in the Mainland.</li> <li>● The Mainland and Hong Kong Special Administrative Region (HKSAR) Joint Commission on Commerce and Trade has also provided a useful channel to enhance communication between the HKSAR Government and the Mainland authorities on economic and trade matters, which is conducive to creating a better environment for business operations.</li> <li>● We shall continue to explore other effective channels to reflect the views of Hong Kong businessmen to the Mainland authorities on matters which have a general impact on Hong Kong-related business operations in the Mainland.</li> </ul>

<b>Initiative</b>	<b>Target</b>	<b>Present Position</b>
		<ul style="list-style-type: none"><li data-bbox="703 188 986 331">● We are considering the establishment of an Economic and Trade Office in the Guangdong Province.</li></ul> <p data-bbox="703 352 967 408"><i>(Action in Progress: On Schedule)</i></p>

# 3

## Protect intellectual property rights

To achieve results in this area, various initiatives have been undertaken in the past years. Details are set out below –

Initiative	Target	Present Position
<p>To set up a computer forensic laboratory to provide support to frontline enforcement officers in tackling Internet piracy and other computer crime problems</p> <p><i>(Customs and Excise Department)</i></p>	<p>To set up the laboratory by 2002</p> <p><i>(2000)</i></p>	<p>Basic equipment for computer forensic examination has been installed in the laboratory. Fitting out of the laboratory is in progress.</p> <p><i>(Action in Progress: On Schedule)</i></p>
<p>To offer to host an APEC Intellectual Property Expert Group Meeting/Conference in Hong Kong</p> <p><i>(Intellectual Property Department (IPD))</i></p>	<p>To play host in 2001-2002</p> <p><i>(2000)</i></p>	<p>We will host the meeting in March 2002.</p> <p><i>(Action in Progress: On Schedule)</i></p>
<p>To further enhance Hong Kong's legal regime for the protection of IPRs</p> <p><i>(Commerce and Industry Bureau (CIB))</i></p>	<p>To prepare draft legislation to –</p> <ul style="list-style-type: none"> <li>● prevent bootlegging</li> <li>● clarify the IPR offences provisions to facilitate prosecution of end-user corporate IPR offenders</li> <li>● facilitate enforcement</li> </ul> <p><i>(1999)</i></p>	<p>The Intellectual Property (Miscellaneous Amendments) Ordinance 2000 took effect from 1 April 2001.</p> <p><i>(Action Completed)</i></p>



Initiative	Target	Present Position
<p>To provide a more efficient and user-friendly trade marks, patents and designs registration service <i>(IPD)</i></p>	<p>To computerise over 70% of the manual functions of the Trade Marks, Patents, and Design Registries in three years <i>(1998)</i></p>	<p>An average of over 70% of the manual functions of the three registries were computerised in 2001. <i>(Action Completed)</i></p>

# 4

## Maintain a business-friendly environment

To achieve results in this area, various initiatives have been undertaken in the past years. Details are set out below –

Initiative	Target	Present Position
<p>To commission helping business studies with a view to streamlining government procedures, reducing government regulations or improving services, including the following –</p> <ul style="list-style-type: none"> <li>● review of the licensing of food premises other than general restaurants</li> <li>● pilot project on electronic retrieval of approved building plans</li> <li>● study on the approval of general building plan submissions</li> <li>● pilot project to allow advertisements on government slopes</li> </ul> <p><i>(Commerce and Industry Bureau (CIB))</i></p>	<p>To complete ten studies within 2001 (2000)</p>	<p>We have completed the following studies/projects within 2001 –</p> <ul style="list-style-type: none"> <li>● review of the licensing of food premises other than general restaurants;</li> <li>● pilot project on electronic retrieval of approved building plans;</li> <li>● study on the approval of general building plan submissions;</li> <li>● pilot project to allow advertisements on government slopes;</li> <li>● review of the licensing of alfresco dining for restaurants;</li> <li>● provision of more overnight parking spaces for non-franchised buses;</li> </ul>

Initiative	Target	Present Position
		<ul style="list-style-type: none"> <li>● study on relaxing the restriction on sales of service apartments;</li> <li>● departmental business study of Government Supplies Department;</li> <li>● provision of portable water meters to the construction industry;</li> <li>● electronic submission of public forms; and</li> <li>● stocktaking of public forms.</li> </ul> <p>The concerned departments are taking action to implement the improvement measures.</p> <p><i>(Action Completed)</i></p>
<p>To implement a Regulatory Impact Assessment (RIA) framework to assess the costs and benefits of proposed regulatory regimes to the Government, the business sector, and the community at large</p> <p><i>(CIB)</i></p>	<p>To conduct four RIAs in 2000-2001</p> <p><i>(2000)</i></p>	<p>We have completed the following RIAs –</p> <ul style="list-style-type: none"> <li>● licensing control of karaoke establishments;</li> <li>● bilingual safety labelling of household chemicals;</li> <li>● introduction of permit fee and financial disincentive scheme for road opening works;</li> <li>● proposed legislation for family entertainment centres; and</li> </ul>

Initiative	Target	Present Position
		<ul style="list-style-type: none"> <li>● proposed amendments to existing smoking legislation.</li> </ul> <p>The respective policy bureaux have incorporated the findings of the RIAs in their policy development process.</p> <p><i>(Action Completed)</i></p>
<p>To organise business fora with selected business sectors</p> <p><i>(CIB)</i></p>	<p>To organise two business fora in 2000</p> <p><i>(1999)</i></p>	<p>We held two business fora in 2000, one with the restaurant group, and the other one at the Quad Forum.</p> <p><i>(Action Completed)</i></p>
<p>To improve the licensing procedures and requirements for lotteries, tombola, amusements with prizes and trade promotion competitions</p> <p><i>(Television and Entertainment Licensing Authority (TELA))</i></p>	<p>To implement within 2000 the improvements identified in an earlier study</p> <p><i>(1999)</i></p>	<p>Recommendations involving procedural changes were implemented administratively in 1999. For other items which require legislative changes, proposed amendments are being prepared for introduction into the Legislative Council.</p> <p><i>(Action in Progress: Behind Schedule)</i></p>

Initiative	Target	Present Position
<p>To improve the licensing requirements for massage establishments</p> <p><i>(Hong Kong Police Force (HKPF))</i></p>	<p>To implement the relevant improvements before the end of 2001</p> <p><i>(1999)</i></p>	<p>Implementation work is in progress. The licensing process has been streamlined and a guide to Licence Application (also in braille and sound tape versions) with specific “DO’ s and DON’ Ts” has been updated to help potential operators understand the requirements. Consent Panel meetings and seminars have been conducted with representatives of the industry to help the trade in meeting licensing requirements.</p> <p><i>(Action in Progress: On Schedule)</i></p>
<p>To refine the Regulatory Impact Assessment framework</p> <p><i>(CIB)</i></p>	<p>To complete the refined framework within 2000</p> <p><i>(1999)</i></p>	<p>We have refined the framework. The framework was issued to policy bureaux for reference in March 2001.</p> <p><i>(Action Completed)</i></p>
<p>To organise a seminar for middle and senior managers on deregulation</p> <p><i>(CIB)</i></p>	<p>To conduct the seminar within 2000</p> <p><i>(1999)</i></p>	<p>A seminar had been organised for senior managers in the civil service in February 2001.</p> <p><i>(Action Completed)</i></p>
<p>To publish information leaflets about cutting red tape and regulatory impact assessment</p> <p><i>(CIB)</i></p>	<p>To publish the leaflets in 2000</p> <p><i>(1999)</i></p>	<p>Leaflets have been prepared for reference by government agencies.</p> <p><i>(Action Completed)</i></p>

<b>Initiative</b>	<b>Target</b>	<b>Present Position</b>
<p>To conduct research into existing regulatory regimes (CIB)</p>	<p>To consider 25 areas of potential study at each quarterly meeting of the relevant Business Advisory Group sub-group (1998)</p>	<p>Twenty-five areas of potential study are tabled at each quarterly meeting for discussion. <i>(Action in Progress: On Schedule)</i></p>
<p>To study the feasibility of developing a copyright rights management database (Intellectual Property Department)</p>	<p>To complete action within 1999 (1998)</p>	<p>We have reviewed the work undertaken in Europe on intellectual property rights management database and considered it not applicable to Hong Kong. <i>(Action Completed)</i></p>
<p>To improve the licensing procedures and requirements of Amusement Games Centres, Public Dance Halls, Dancing Schools and Mah-jong/Tin Kau Establishments (TELA)</p>	<p>To complete action within 1999 (1998)</p>	<p>Recommendations involving procedural changes were implemented administratively in 1998. Implementation of other items requiring legislative amendments will be considered after public consultation. <i>(Action in Progress: Behind Schedule)</i></p>
<p>To improve the application procedures for waivers to temporarily relax restrictions contained in leases of land (Lands Department (Lands D))</p>	<p>To complete action by 2001 (1998)</p>	<p>Most of the recommendations of an earlier study have been implemented. Lands D is considering the feasibility of contracting out the processing of such applications and associated lease enforcement work in 2001. <i>(Action in Progress: On Schedule)</i></p>

<b>Initiative</b>	<b>Target</b>	<b>Present Position</b>
<p>To streamline the licensing requirements for local vessels</p> <p><i>(Marine Department (MD))</i></p>	<p>To complete action by 2001</p> <p><i>(1998)</i></p>	<p>Work is in hand to amend the related legislation so as to streamline the licensing requirements. Due to the complexity of the legislative amendments, MD expects to complete action by 2002.</p> <p><i>(Action in Progress: Behind Schedule)</i></p>
<p>To streamline the management of public cargo working areas</p> <p><i>(MD)</i></p>	<p>To complete action by 2001</p> <p><i>(1998)</i></p>	<p>Measures for streamlining the operation procedures have been implemented. Open tender for berth allocation was introduced in April 2001. Contracting out security guarding of two public cargo working areas was implemented in August 2001. Installation of automatic car parking systems has been rescheduled for completion in late 2001.</p> <p><i>(Action in Progress: On Schedule)</i></p>

Initiative	Target	Present Position
<p>To devise a comprehensive and coherent programme to publicise the Helping Business Programme <i>(CIB)</i></p>	<p>To produce annual programmes from 1998 onwards <i>(1998)</i></p>	<p>This is an on-going initiative.</p> <p>We wrote to over 160 chambers of commerce and trade associations in October and November 2000 to introduce the Programme and invite helping business ideas. It was followed by meetings to further elaborate the objectives of the Programme and discuss issues of concerns.</p> <p>In April 2001, we invited the business community to participate in the Helping Business Awards Scheme by nominating government initiatives for awards. There was very encouraging response.</p> <p>We also publish regular newsletters for circulation to businessmen.</p> <p><i>(Action Completed)</i></p>



# 5

## Enhance Hong Kong's position as a pre-eminent services centre in the region

To achieve results in this area, various initiatives have been undertaken in the past years. Details are set out below –

Initiative	Target	Present Position
<p>To implement the 2000-2001 Action Agenda which comprises the following 12 initiatives –</p> <ul style="list-style-type: none"> <li>● To identify and implement measures to promote Hong Kong as a regional arts and cultural centre</li> </ul> <p><i>(Home Affairs Bureau (HAB))</i></p>	<p>To complete all the initiatives within 2001-2002 –</p> <ul style="list-style-type: none"> <li>● To start implementing measures within 2001-2002</li> </ul>	<ul style="list-style-type: none"> <li>● HAB has identified and started implementing measures to promote Hong Kong as a regional arts and cultural centre. These measures include the continued provision of a wide range of world-class cultural programmes by the Leisure and Cultural Services Department as well as the arts community.</li> </ul> <p><i>(Action Completed)</i></p>

Initiative	Target	Present Position
<ul style="list-style-type: none"> <li>To promote and accelerate the development of a local credit rating agency with a view to helping the long-term development of the domestic bond market and emerging industries</li> </ul> <p><i>(Financial Services Bureau (FSB))</i></p> <ul style="list-style-type: none"> <li>To review training programmes and sub-degree courses, particularly in IT and IT-related support services, for non-degree and sub-degree holders, with a view to offering suitable training for employment in value-added jobs</li> </ul> <p><i>(Education and Manpower Bureau (EMB))</i></p>	<ul style="list-style-type: none"> <li>To formulate a strategic plan and start implementation within 2001</li> <li>To complete the review within 2001</li> </ul>	<ul style="list-style-type: none"> <li>FSB has formulated and implemented a strategic plan within 2001 to encourage the private sector to set up new credit rating agencies. But a Hong Kong Monetary Authority study has concluded that, given the already active presence of international credit rating agencies in Hong Kong and the region, there was no compelling need for the establishment of new ones.</li> </ul> <p><i>(Action Completed)</i></p> <ul style="list-style-type: none"> <li>The review has been completed. EMB is implementing the review recommendations as appropriate.</li> </ul> <p><i>(Action Completed)</i></p>

Initiative	Target	Present Position
<ul style="list-style-type: none"> <li>To conduct an overall review of existing curricula of primary, secondary, tertiary and vocational schools with a view to further strengthening the teaching of IT and IT-related knowledge at all levels of schooling <i>(EMB)</i></li> </ul>	<ul style="list-style-type: none"> <li>To complete the review within 2001</li> </ul>	<ul style="list-style-type: none"> <li>EMB has reviewed the existing institutional framework of designing and updating the IT curriculum at various levels of schooling. There are existing mechanisms to solicit the business sector and the industry's views in the process. Indeed, over the past few years, the IT curriculum has been revised and strengthened in the light of the changing needs of the industry and the economy. <i>(Action Completed)</i></li> </ul>
<ul style="list-style-type: none"> <li>To facilitate visits to Hong Kong by bona-fide business people by discussing with the Mainland authorities the establishment of a special business travel permit system similar to the APEC system <i>(Security Bureau (SB))</i></li> </ul>	<ul style="list-style-type: none"> <li>To complete discussion within 2001</li> </ul>	<ul style="list-style-type: none"> <li>SB has discussed with the Mainland authorities and agreed to explore other suitable measures to facilitate visits by Mainland business visitors. <i>(Action Completed)</i></li> </ul>

Initiative	Target	Present Position
<ul style="list-style-type: none"> <li>To continue working with the Airport Authority (AA) to secure additional exhibition and convention facilities with a view to facilitating the development of Hong Kong as a regional exhibition and convention centre</li> </ul> <p><i>(CIB/Invest Hong Kong)</i></p>	<ul style="list-style-type: none"> <li>To conclude discussion and negotiation with AA within 2001</li> </ul>	<ul style="list-style-type: none"> <li>The Government has reached broad agreement with the AA on the way forward.</li> </ul> <p><i>(Action Completed)</i></p>
<ul style="list-style-type: none"> <li>To examine the case for establishing Economic and Trade Offices and more Trade Development Council offices in different major cities in the Mainland to promote Hong Kong and to provide general support and assistance to Hong Kong business in the Mainland</li> </ul> <p><i>(CIB)</i></p>	<ul style="list-style-type: none"> <li>To conclude the review within 2001</li> </ul>	<ul style="list-style-type: none"> <li>We have completed the review and are considering the setting up of an Economic and Trade Office in Guangdong Province. Separately, the Trade Development Council opened its eleventh Mainland office in Xian in February 2001.</li> </ul> <p><i>(Action Completed)</i></p>
<ul style="list-style-type: none"> <li>To identify and implement measures to support and expedite the development of Hong Kong into a logistics hub</li> </ul> <p><i>(Economic Services Bureau (ESB))</i></p>	<ul style="list-style-type: none"> <li>To commission and complete the study and to begin implementing measures within 2001</li> </ul>	<ul style="list-style-type: none"> <li>The study was completed. ESB is implementing the study recommendations as appropriate.</li> </ul> <p><i>(Action Completed)</i></p>

Initiative	Target	Present Position
<ul style="list-style-type: none"> <li>● To promote eco-tourism and improve the quality of life in Hong Kong by devising an aggressive programme for both heritage conservation and nature conservation, using bold initiatives like bonus plot ratio, lower or waived premium, transfer of development rights, etc.</li> </ul> <p><i>(ESB/Tourism Commission)</i></p>	<ul style="list-style-type: none"> <li>● To conclude the exercise and submit recommendations within 2001</li> </ul>	<ul style="list-style-type: none"> <li>● The Tourism Strategy Group completed in October 2000 its deliberations on issues concerning preservation of heritage sites for promoting heritage tourism. The recommendations were subsequently channelled to the HAB. HAB is now conducting a review on heritage policy, taking into account the recommendations. The target is to complete the review in 2002.</li> <li>● The Environment and Food Bureau is conducting a review of the nature conservation policy and will consult the public in due course.</li> </ul> <p><i>(Action in Progress: Under Review)</i></p>

Initiative	Target	Present Position
<ul style="list-style-type: none"> <li>To set up a special team to organise regularly strong delegations led by senior government officials and business leaders for business missions and promotional activities in the Mainland</li> </ul> <p><i>(Information Services Department)</i></p>	<ul style="list-style-type: none"> <li>To have the team devise a strategic plan by early 2001</li> </ul>	<ul style="list-style-type: none"> <li>In co-operation with the relevant bureaux/ departments, a series of major promotions, including the high-level mission led by the Chief Secretary for Administration to the Western Region of the Mainland, have been held in 2000-01. A week-long promotion is being organised in Chongqing in November 2001. At the same time, the team will explore ways to promote Hong Kong-Guangdong economic co-operation.</li> </ul> <p><i>(Action Completed)</i></p>
<ul style="list-style-type: none"> <li>To consider hosting a major international conference on services in 2001 to raise the international profile of Hong Kong as a global and regional services centre</li> </ul> <p><i>(CIB)</i></p>	<ul style="list-style-type: none"> <li>To confirm hosting of the event by the end of 2000</li> </ul>	<ul style="list-style-type: none"> <li>The World Services Congress 2001 was held in Hong Kong in September 2001.</li> </ul> <p><i>(Action Completed)</i></p>

Initiative	Target	Present Position
<ul style="list-style-type: none"> <li>To anchor Hong Kong's position as China's window to the world <i>(CIB)</i></li> </ul>	<ul style="list-style-type: none"> <li>To devise a strategy to market Hong Kong to Mainland companies, including State-owned Enterprises, and to recruit them to set up headquarters in Hong Kong. Begin implementation within 2001 <i>(2000)</i></li> </ul>	<ul style="list-style-type: none"> <li>We have discussed the matter with the Mainland authorities and have reached broad understanding regarding Hong Kong's position as China's window to the world. We would continue to implement strategies conducive to maintaining this position. <i>(Action Completed)</i></li> </ul>
<p>To develop a comprehensive harbour plan to exploit the potential of the harbour for tourism and leisure purposes <i>(Planning and Lands Bureau)</i></p>	<p>To formulate the plan within 2000 <i>(1999)</i></p>	<p>A comprehensive harbour planning framework has been formulated and the public consultation exercise completed. We will proceed to develop detailed plans for individual action areas. <i>(Action Completed)</i></p>

# 6

## Attract external direct investment

To achieve results in this area, various initiatives have been undertaken in the past years. Details are set out below –

Initiative	Target	Present Position
<p>To formulate an aggressive investment promotion programme which focuses on foreign multinational enterprises</p> <p><i>(Invest Hong Kong (InvestHK))</i></p>	<p>To formulate the programme and start implementation in 2001</p> <p><i>(2000)</i></p>	<p>We have now in place proactive investment promotion programmes that are focused on foreign multinational enterprises, particularly in nine priority economic sectors, viz., telecommunications, media and multimedia, information technology, technology (especially electronics and biotechnology), tourism and entertainment, financial services, trade-related services, transportation and business and professional services.</p> <p><i>(Action Completed)</i></p>



Initiative	Target	Present Position
<p>To build a brand name for InvestHK and raise both its and Hong Kong's profile among foreign multinational enterprises</p> <p><i>(InvestHK)</i></p>	<p>To launch a high-profile brand-building programme</p> <p><i>(2000)</i></p>	<p>Our high-profile brand-building programme includes sponsoring the "Spirit of Hong Kong" in the round-the-world BT Global Challenge which lasted from September 2000 to June 2001; organising hospitality events for senior executives of foreign multinational enterprises; and sponsoring international and regional conferences to be held in Hong Kong.</p> <p><i>(Action Completed)</i></p>
<p>To host the Fortune Global Forum in 2001</p> <p><i>(InvestHK)</i></p>	<p>To successfully host the Forum</p> <p><i>(2000)</i></p>	<p>We hosted the Fortune Global Forum in May 2001 successfully.</p> <p><i>(Action Completed)</i></p>