

Increasing Indonesian exhibitor and buyer participation in HKTDC fairs
Indonesia trade with Hong Kong prosperous



Jakarta, Dec 2, 2010: In light of the growing importance of Indonesia in the global economy as manifested by its encouraging economic growth, Mr Johnny Wan, Senior Exhibitions Manager of HKTDC, is visiting Jakarta to highlight Hong Kong's advantages and the importance of HKTDC trade fairs with an aim to foster closer trade ties between Indonesia and Hong Kong, as well as promoting to the Indonesian enterprises how to leverage on the HKTDC trade fair platforms for business expansion.

"Hong Kong's strategic location as the bridging point to Asia and the Chinese mainland, coupled with its economic, political and social stability outweigh many other cities. Hong Kong's advantages, such as free trade policy, world-class infrastructure and free flow of information, make it the premier trading centre, preferred logistics hub and trade fair capital in Asia. Ranking as the world's freest economy for 16 consecutive years reinforces its preferential status too," Mr Wan told at a media gathering. "Indonesia is an important economic powerhouse in Southeast Asia, its economy is expected to grow at 5.5% this year, up 1% from 2009. The trade value between Indonesia and Hong Kong in the first nine months of 2010 also went up 27% to US\$4,011 million. To harness the potential of Indonesia, we will market our fairs intensively to expand bilateral trade volume."

HKTDC has a wide ranging exhibition portfolio and more and more international traders see HKTDC fairs as the best and most effective trading and sourcing platforms. In the past 7 years, the total annual number of exhibitor and buyer to HKTDC fairs shows an upward trend. The number of Indonesian exhibitors to HKTDC fairs grew more than a double between 2003 and 2010, whilst the total number of Indonesian buyers recorded a cumulative growth of 80%. This year, Indonesian exhibitor number rose by a further 3% from 2009 and growth was seen across various industries, including toys, jewellery and houseware. Number of Indonesian buyers hit 4,272 this year, up 46% from 2009.

Committed to facilitate global trade, HKTDC organises over 30 trade fairs a year, ten of which are the largest of their kind in Asia while **HKTDC Hong Kong Gifts & Premium Fair (27 - 30 April)**, **HKTDC Hong Kong Watch & Clock Fair (7 – 11 September)** and **HKTDC Hong Kong Electronics Fair (Autumn Edition)**

(13 – 16 October) are the largest in the world. These achievements receive recognition from international traders and bring many quality exhibitors and buyers together.

Textiles are major exports in Indonesia. Asia's largest **HKTDC Hong Kong Fashion Week for Fall/Winter (17 – 20 January)** and the concurrent **HKTDC World Boutique, Hong Kong (17 – 20 January)**, the world-class consortium of fashion and accessories attracting thousands of international buyers, are ideal platforms for Indonesian fashion designers to introduce local designs to international market.

HKTDC fairs with thousands of exhibits give Indonesian traders more business and choice. **HKTDC Hong Kong International Jewellery Show (4 – 8 March)** and two Asia's largest fairs - **HKTDC Hong Kong Toys and Games Fair (10 – 13 January)** and **HKTDC Hong Kong Houseware Fair (20 – 23 April)** are to the interest of Indonesian companies. The 'Brand Name Gallery' in Toys fair, the 'Hall of Elegance' in Houseware Fair and the 'Hall of Extraordinary' in Jewellery Show puts branded products and designer's collection under spotlight. In recent years, more and more Indonesian manufacturers exhibited at Toys fair, Houseware Fair and Jewelry Show, whilst the number of Indonesian buyers to these fairs registered impressive growth of 82%, 46% and 127% over 2009 respectively.

The Spring and Autumn editions of **HKTDC Hong Kong Electronics Fair** draw the highest number of Indonesian buyers. This year, both editions brought almost 1,000 buyers, up 38% from 2009. "Hong Kong exports a large quantity of telecommunication equipment and parts to Indonesia year on year. Asia's largest **HKTDC Hong Kong Electronics Fair (Spring Edition) (13 – 16 April)** endows a vast selection of electronic products for Indonesians to source, in which you can also find many big brands in the Hall of Fame'," said Mr Wan.

"Global economy shifts to focus in Asia, HKTDC fairs as the premier trade platforms are thus getting increasingly important for Indonesian companies that wish to make an inroad to the Asian market, particularly to the booming Chinese Mainland market. Supported by a good combination of international quality exhibitors and buyers, our fairs let Indonesian traders market brands, source products, gather market intelligence and, most important of all, make alliances and develop business in Asia and beyond," Mr Wan concluded.

Media Contact:

Mega Kharisma

Hong Kong Trade Development Council

Tel.: (62-21) 2995 9855

Fax: (62-21) 2555 8662

Email: mega.kharisma@hktdc.org