

Value Added tour to the HK Forum 2011

Last year HKABA-SA in collaboration with several Australian Chapters, initiated a value added tour for Australian participants to the 11th Hong Kong Forum in 2010

It enabled delegates to have a first-hand look at what motivates buyers in key categories to choose one product ahead of another.

For the first time, participants were involved in an additional 2 days of activities in Hong Kong specifically designed to assist companies and individuals to grow their business in the Hong Kong and China markets.

It included a visit to a major retailer Park 'n' Shop for briefings from buyers and decision makers on what does it take to get your product selling in Hong Kong. The Grand Hyatt Hong Kong provided briefings from their F&B department on what does it take for them to stock your product and the high profile restaurant chain Pokka Corporation on what does it take for them to have your product in their menu.

Our HK Forum Liaison Office, Mr Mike Higgs took a delegation to visit some of HK top hotels, logistic companies and a Japanese restaurant chain and a local tour of HK. We were very impressed by the way HK people were doing their business and opening up their horizon of the dynamic of HK business culture.

Patrick Ho, delegate 2010

There was visit with to a major Hong Kong based Freight Company Clifftop to see the behind the scenes Logistics, Canton Road retail precinct and the Hong Kong Markets to get a real feel of this vibrant and exciting city.

Australia's Consul-General Mr Les Luck and Austrade's Mr Phil Ingram from the Australian Department of Trade & Economic Development in Hong Kong was kind enough to have a chat with the delegates.

On the bonus side delegates were treated to sumptuous dinner at "The OvoLogue", the creative food-cum-gallery by Dan Lee and Thomas Ma, thanks to the National Australia Bank.

As a result of the success of 2010 tour, this year will see in extra benefits for all delegates.

A brief itinerary is as follows:

You will be collected at 9am on November 27 & 28 December 1 & 2 from a centrally located Hong Kong hotel, and taken by Chartered Bus from location to location. You will be returned each day to the same point.

- ***Lunch will be provided both days.***

- *Dinner will be provided both evenings.*
- *You will visit a major Supermarket Chain for briefings from buyers and decision makers... what does it take to get YOUR product onto Hong Kong retail shelves? What packaging most appeals to their customers? How do their customers perceive Australian products?*
- *You will visit a High Profile 5 Star Hotel for briefings from their F&B department... what does it take for them to stock YOUR product? What are they looking for in a product? What influences their buying decisions? How do their customers perceive Australian products?*
- *You will visit a High Profile Restaurant in Hong Kong for briefings... what does it take for them to have YOUR product on their menu? What are their key influences when buying? How do their customers perceive Australian products?*
- *You will visit a major Hong Kong based Freight Company. You will see behind the scenes Logistics, meet the people who make it happen, gain insight into different shipping options including Sea, Air & Refrigerated. See how your shipment will find it's destination.*
- *Visit Hong Kong's High profile Canton Road retail precinct, which brands and labels are "hot" with local consumers? Visit Hong Kong's famous "Ocean Centre" shopping centre department stores and specialty retailers. Visit Hong Kong's famous Mong Kok night markets for the ultimate tourist shopping experience.*
- *Visit Hong Kong's Food Markets, what are they buying? what is selling? how is it presented and distributed?*
- *Visit the Australian Department of Trade & Economic Development in Hong Kong and be briefed by Australia's Consul-General and Austrade's Mr Phil Ingram. How does Australia "fit in"? What are our strengths? weaknesses? opportunities? threats?*
- *We will provide delegates with a BONUS "how to navigate Hong Kong's public transport system" briefing to help make subsequent trips easy to "navigate". This will include Hong Kong's Mass Transit Railway system (MTR) and the Star Ferry.*

Places for the **HKABA's Extra Value Market Research Package** are limited. To ensure you don't miss out, please contact HAKBA-SA Chapter with your details:

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