

# **“La Cina come opportunità: il ruolo di Hong Kong”**

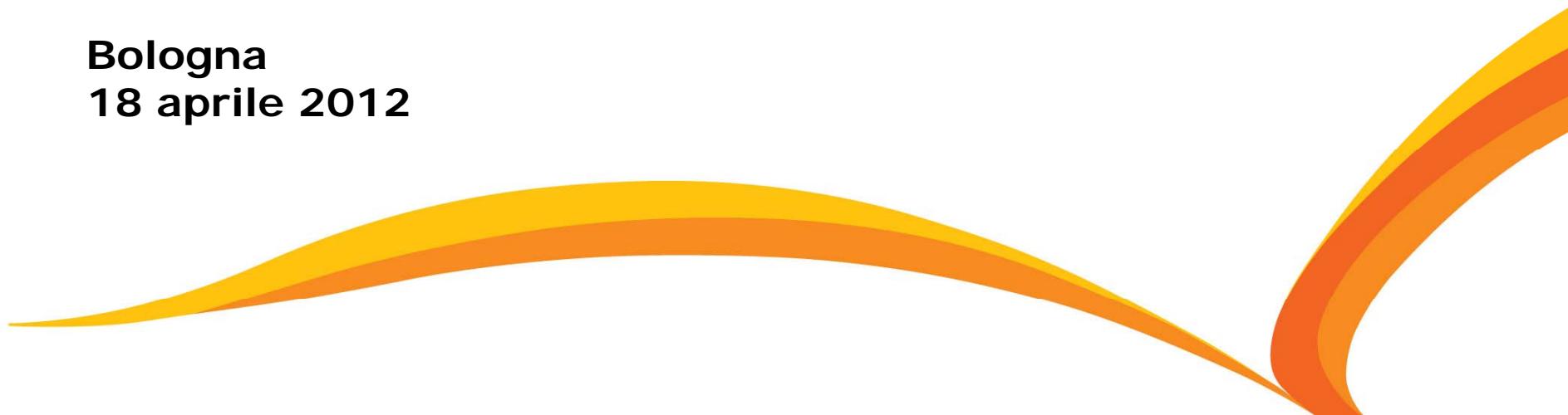
*Gianluca Mirante*

*Director Italy*

*Hong Kong Trade Development Council*

**Bologna**

**18 aprile 2012**

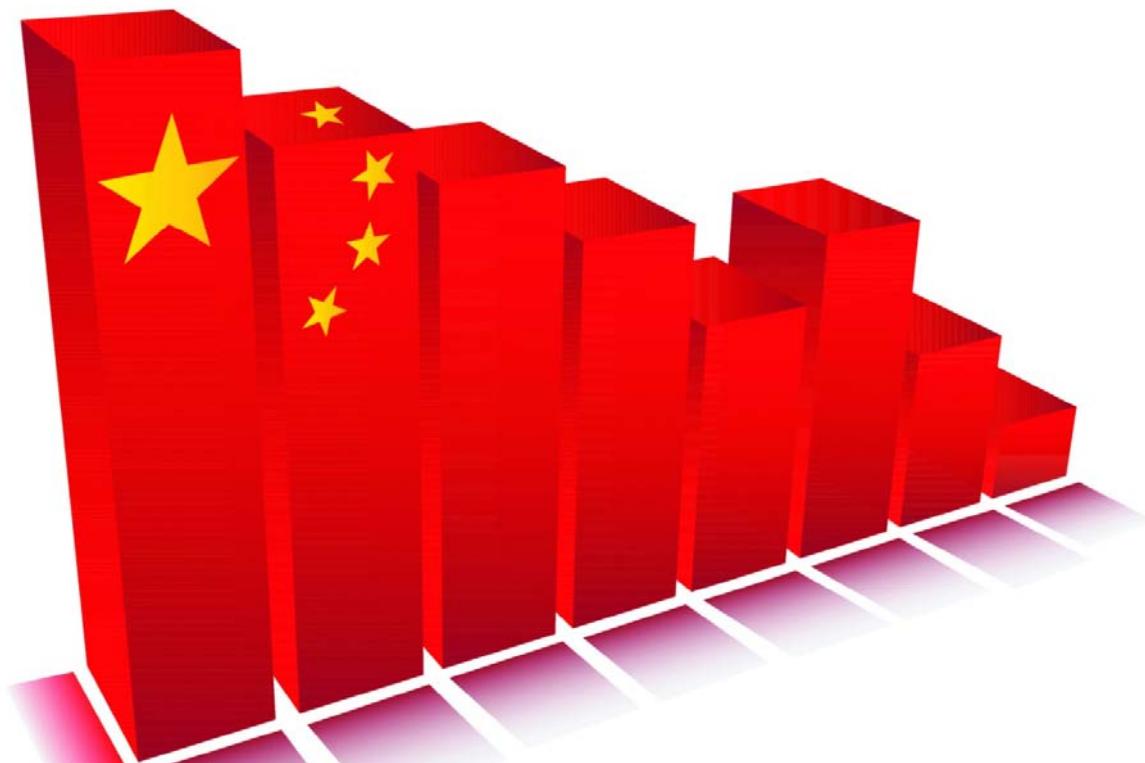


# La Cina come opportunità

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Tutti gli occhi puntati sulla Cina



# La Cina come opportunità

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Non più un “semplice” luogo di produzione



# La Cina come opportunità

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**Mercato dei beni di  
consumo in crescita**



# Cina: rischi e opportunità

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Identificare partner commerciali giusti

Tradurre i ricavi in reale profitto

Semplificare la burocrazia

Minimizzare i rischi

Reperire personale qualificato



# I vantaggi di Hong Kong

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**Economia flessibile**

**Posizione ideale**

**Imprenditoria dinamica**

# I vantaggi di Hong Kong

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Sistema legale valido e indipendente

Tutela della proprietà intellettuale

Libero scambio di informazioni,  
persone, beni e capitali

Governo aperto e trasparente

Tradizionale cultura anti-corruzione

Centro finanziario internazionale

Tassazione semplice e contenuta:  
16.5% sulle persone giuridiche  
15% sulle persone fisiche



# I vantaggi di Hong Kong: una posizione geografica ideale



# I vantaggi di Hong Kong: una posizione geografica ideale

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Mercato “interno” di Hong Kong – Pearl River Delta



# I vantaggi di Hong Kong: una posizione geografica ideale

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## Num. 1 international air cargo:

11.200 tonnellate/m al giorno

150 città, 40 in Cina

## Uno dei più attivi porti container del mondo:

Collegato con 500 porti

64.477 TEU al giorno

12% di crescita nel 2010



# Hong Kong: hub di creatività

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- Popolazione altamente dinamica
- Lifestyle trendsetter in Asia



# Hong Kong, i numeri significativi

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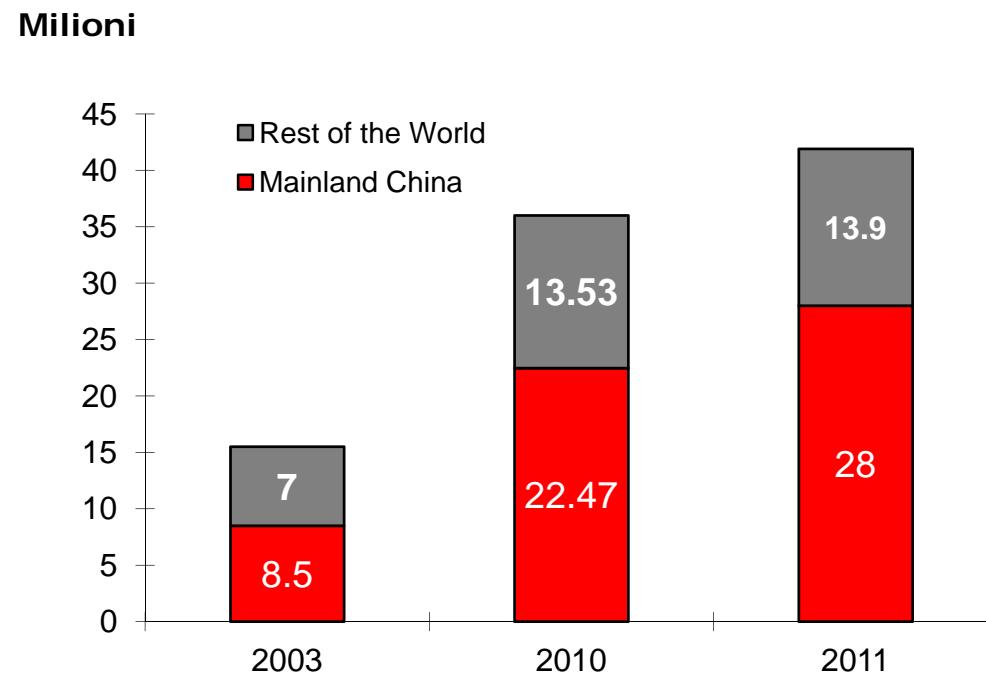
## Capitale mondiale dello shopping

- Agosto 2011: **+20.7%**
- Settembre 2011: **+15.2%**
- Ottobre 2011: **+15.0%**
- Novembre 2011: **+16.9%**
- Dicembre 2011: **+17.1%**



# Hong Kong, i numeri significativi

## Il flusso dei turisti a Hong Kong



# Hong Kong Trade Development Council

Creiamo opportunità nel commercio internazionale

Fornendo  
informazioni

Servizio di  
Business  
Matching

Mettendo in  
contatto le  
PMI



# Hong Kong Trade Development Council

11 uffici in Cina continentale, oltre 40 nel mondo



# Hong Kong Trade Development Council

## Fornendo informazioni



 **HKTD INTERNATIONAL EDITION**  
**Hong Kong Trader**

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Hong Kong Trader features market intelligence and business opportunities for small and medium-sized enterprises. The award-winning, weekly trade publication meets an international readership of SMEs, as well as key business decision-makers with an interest in Hong Kong.

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### Hong Kong Spotlight

#### Asian Fashion Rising

Some of Asia's top design talent are out in force at this year's Hong Kong Fashion Week for Fall/Winter 2010 and World Boutique, Hong Kong. A gala presentation showcased four of the region's leading designers, including Hong Kong's own Barney Cheng.

### About Hong Kong Trader

Hong Kong Trader targets key decision-makers in business and public life. Each week, the award-winning online publication presents the developments and insights that matter, with a focus on dynamic Hong Kong and the rapidly evolving Chinese mainland. Hong Kong Trader also features a customised news section to meet the needs of individual readers.

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### Six Questions

#### Vintage California

An American wine bar chain that recently launched in Hong Kong promises to satisfy both wine connoisseurs and casual drinkers. California Vintage's Susan Darwin says the group also hopes to change a common misperception about the state's wine.

### In Focus

#### Best in Class

Hong Kong is a magnet for preschool-class providers eager to tap the booming market for early-year programmes in Asia. In this, the first in a series on education, In Focus looks at the growing demand for preschool services.

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#### China Further Strengthens Anti-Price Monopoly Law

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配對服務

# Hong Kong Trade Development Council

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## Oltre 30 fiere B2B internazionali di cui

**10** sono le più grandi fiere in Asia

**3** sono le più grandi fiere al mondo



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Spazi e servizi specializzati per gli incontri d'affari

Un centro di documentazione e informazione sul commercio internazionale



## I rapporti economici con l'Italia

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- L'Italia è il 14° partner commerciale di Hong Kong per l'importazione e il 16° per l'esportazione
- L'interscambio commerciale Hong Kong/Italia è stato pari a:
- US\$ 9,6 miliardi nel 2011
- Esportazioni verso l'Italia: US\$ 3,8 miliardi (+4,3%)
- Importazioni dall'Italia: US\$ 5,8 miliardi (+28,6%)

# Partnership strategiche di settore: Verona Fiere – HKTDC



Vinitaly, 26 marzo 2012

# Partnership strategiche di settore: Verona Fiere – HKTDC

New York Times , March 28th

## Italy works to lure China's wine drinkers

VERONA, ITALY

Vintners aim to catch up with France, top exporter to Asia's biggest market

BY ERIC PFTANGER

Long gone are the days when French vintners or Italian farm hands were impressed by their daily ration of a liter of wine. Even the three-hour Paris lunch accompanied by a few glasses of red, white or sparkling wine, represented by the ravages of globalization.

Across much of Europe, wine consumption is flat or sinking. The United States is only slightly more buoyant. To stay in the game, the industry is trying hard to develop new markets, especially in Asia.

In China, perhaps the most promising Asian country for European producers, things are looking up. It is the main beneficiary of growing consumer interest in wine. Now Italy is trying to catch up.

This week at the Vinitaly wine fair in Verona, which bills itself as the largest

wine gathering in the world with more than 4,400 producers registered and more than 150,000 visitors expected, the organizers announced a partnership with the Hong Kong International Trade and Exhibition Centre, which they will promote each other's activities.

Among other things, Vinitaly will encourage Italian producers to exhibit their wines at the Hong Kong event, which is to be promotional but for a highly fragmented industry.

Cultural ties have helped Italian wine-makers in the United States, recovering from a French sentiment following the U.S. invasion of Iraq in 2003, which the French government opposed.

Over all, Italian wine exports rose 13 percent last year, to 1.6 billion liters, according to figures from Vinitaly. In Asia, Italy has come ground to make up. In the first six months of last year, France exported 3.5 million cases of wine to China, according to its permanent representative to the Chinese customs office. Italy, with less than 1 million cases, claimed a mere 3.3 percent of Chinese imports, putting it in third place.

"We need to do more to educate consumers," said Lamberto Vittorini Giuso, president of Federvit, a trade group. "Asian consumers are very brand-conscious."

Italy's late start in Asia contrasts with

its consistent strength in the United States, where it is the biggest foreign producer. In 2010, it supplied 33 percent of total imports, according to figures available to the Commerce Department, compared with 24 percent for France.

Consumers' attitudes toward Italian wines have improved since recovering from a French sentiment following the U.S. invasion of Iraq in 2003, which the French government opposed.

In China, on the other hand, French wines have suffered from a perceived association with luxury and status.

Wines from Bordeaux houses like Laffitte-Rothschild, Mouton Rothschild and Latour have seen a rise in sales, while it is the Chinese who have become the Chinese demand, wine dealers say. Chinese investors have even bought several historic Bordeaux châteaux.

Now there are signs that the Chinese attitude is changing. "Bordeaux may be waning slightly, with the price of Lafite-Rothschild costing from the highs recorded a year or two ago," he said.

"Fashion, design, jewelry, food, hospitality — they all give shape to the way in which Italy is identified abroad, being like Sardinians from Sardinia and those of

the same time the true engine of our economy," Mr. Vittorini said. In prepared remarks, adding that promoting "synergy" between these industries could have beneficial effects.

To promote the association with fashion, Mr. Vittorini proposed an annual tasting in which more than 100 of the best winemakers in Italy showed up in person to prove their wines to an audience of only crown-jewel Italian fashion, politics, business, bloggers and buyers.

Coordinated action like this is often lacking in the European wine industry, which emphasizes the diversity of regional, geographical origins and wine styles. "There's Desseigne, a French wine critic who has been active in promoting the wines of France in Asia, said Jean-Pierre Vinsant, president of Vinitaly. "But there are also many small, age-old villages that have divided wine regions and countries, and instead work together to promote their products in growing Asian markets."

"We think Italy is not one country in the world, but one civilization, mostly a European civilization, and we need to develop this civilization in Asia," he said at Vinitaly, which continues through Wednesday.

## Business REUTERS



### Italy works to lure China's wine drinkers

By ERIC PFTANGER

Vintners aim to catch up with France, top exporter to Asia's biggest market

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Finmeccanica expects turnaround after big loss

O.E.C.D. chief tells  
to seek €1 trillion fi

# Partnership strategiche di settore: Camera Nazionale della Moda Italiana – HKTDC



Hong Kong, 2 giugno 2010

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# HKTDC Hong Kong International Wine & Spirits – 3/5 novembre 2011

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