

SCED to attend "Fujian Xiamen Hong Kong Week 2013" in Xiamen

The Secretary for Commerce and Economic Development, Mr Gregory So, will depart for Xiamen in Fujian Province from Beijing tonight (April 26) to attend as guest of honour and speak at the opening ceremony of the 2013 Hong Kong Trendy Products Expo, Fujian Xiamen cum Fujian Xiamen Hong Kong Week 2013 to be held tomorrow (April 27).

After the opening ceremony, Mr So will tour various exhibition zones.

Fujian Xiamen Hong Kong Week 2013 is co-organised by the Hong Kong Special Administrative Region Government (HKSARG), the People's Government of Fujian Province and the Xiamen Municipal Government, with the aim of promoting exchanges and co-operation between the HKSARG and Fujian Province in such areas as economy and trade, finance, culture and tourism. The event can also enhance the friendship between the two places. Highlights of the event include the 2013 Hong Kong Trendy Products Expo, Fujian Xiamen (the Expo), the Xiamen Hong Kong Brand Festival and a dedicated zone for Hong Kong's exhibits.

A joint venture between the Chinese Manufacturers' Association of Hong Kong (CMA) and the Xiamen Municipal Government, the Expo will present 280 booths covering fashion and accessories, jewellery and watches, beauty and health products, food and beverage, household products, electrical appliances, children products, kitchenware and authentic cuisine of Hong Kong.

The Xiamen Hong Kong Brand Festival, supported by the Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund), is co-organised by the Hong Kong Brand Development Council and the CMA. The Festival can enhance local residents' understanding of Hong Kong brands, thus helping Hong Kong enterprises in their branding and sales on the Mainland.

The dedicated zone for Hong Kong will house four exhibitions - "This is Hong Kong"; Hong Kong Auto Parts and Accessory Systems Exhibition supported by the BUD Fund; Hong Kong Comics Pavilion sponsored by Create Hong Kong; and the 2013 Xiamen-Hong Kong International Furniture Festival. Not only will they showcase Hong Kong's accomplishments in research and development, creativity and design, but they will also promote the image of Hong Kong's brands, products and services.

Mr So will also meet leaders of Xiamen tomorrow. He will be back in Hong Kong tomorrow afternoon.

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