

## Collaboration: the key to effective place branding strategy

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# Greater Bay Area

## POPULATION

~70mn

>UK, Italy, South Africa

## LAND AREA

~56,000km<sup>2</sup>

>Ireland, Latvia, Panama, West Virginia (US)

## GDP

~US\$1.5trillion

~Australia, Spain



# FOCUSES OF THE CITIES ■

- National core city and an integrated gateway city;
- International commerce and industry centre and integrated transport hub;
- Technological, educational and cultural centers

- World-class tourism and leisure centre;
- Commerce and trade cooperation service platform between China and Lusophone countries

GUANGDONG

Guangzhou

Shenzhen

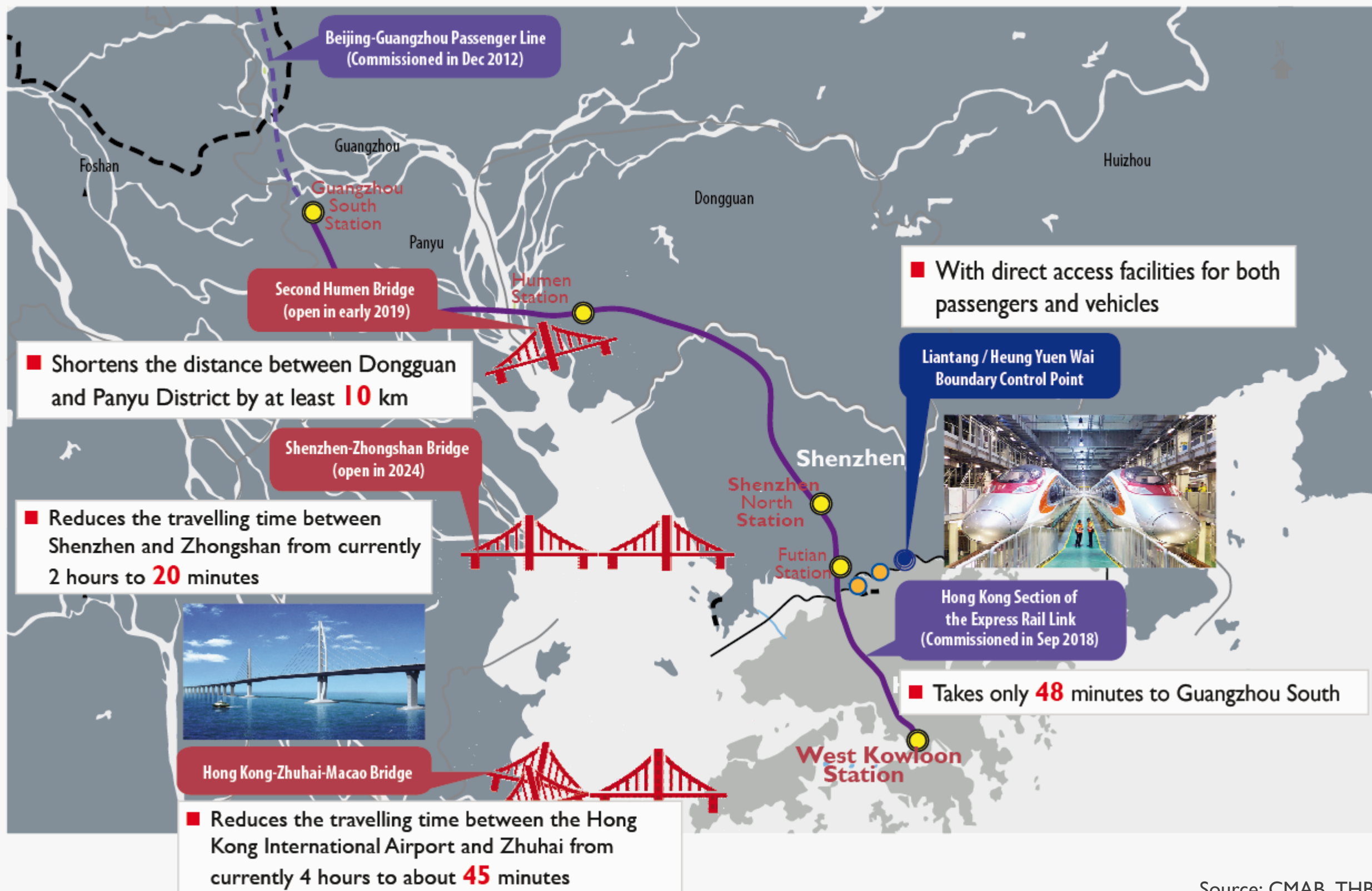
Hong Kong

Macao








- Special economic zone;
- National economic core city;
- National innovation city

- Maintain international financial, transportation and trade centers;
- Strengthen financial, commercial and trading, logistics and professional services;
- Develop innovation and technology industries and nurture emerging industries;
- Establish as the centre for international legal and dispute resolution services

# KEY INFRASTRUCTURE.



# Comparison with The World's Major Bay Areas

		Greater Bay Area	Tokyo Bay Area	San Francisco Bay Area
	<b>Population</b> (mn)	<b>70</b>	44	7.6
	<b>GDP</b> (US\$bn)	<b>1,513</b>	1,774	781
	<b>H&amp;M</b> (stores)	<b>76</b>	38	16
	<b>Mercedes-Benz</b> (stores)	<b>63</b>	57	12
	<b>LVMH</b> (stores)	<b>15</b>	19	4
	<b>Apple</b> (stores)	<b>11</b>	4	11
	<b>IKEA</b> (stores)	<b>7</b>	4	3

# Developing an International Innovation and Technology Hub

- Explore policy measures to **facilitate the cross-boundary and regional flow of innovation elements** such as talents, capital, information and technologies
- Deepen innovation cooperation and **build an open community for coordinated innovation** in the region
- Develop a focused area of **global technological innovation** and a major source of emerging industries
- Encourage domestic and foreign investors to set up **R&D institutes** and innovation platforms in the GBA
- Fully leverage the advantages of Hong Kong in **IP protection** and related professional services, and support the development of Hong Kong as a regional IP trading centre
- Encourage higher education institutions, R&D institutes and enterprises from other regions to participate in events on innovation and technology in the GBA



# Development of **Modern Service Industries**



- Leverage Hong Kong's **leading position in the financial services sector** and a **green finance centre**



- Invest in financial products in each other's market



- Support Hong Kong in developing **more offshore RMB, commodity and other risk management tools**



- **Deepen cooperation in industrial design**, and facilitate the commercialisation of industrial design achievements

- Deepen **cooperation in the cultural and creative industries**, and progressively open up the market



- Fully leverage the strengths and expertise of Hong Kong talents in the **film and television industries**

- Consolidate and enhance Hong Kong's status as an **international high-end convention, exhibition and sourcing centre**



- Deepen the implementation of liberalisation measures for service sectors of Hong Kong under CEPA, encourage Guangdong, Hong Kong and Macao to work together in **establishing professional services institutions**

# OPPORTUNITIES IN GBA BY LEVERAGING HONG KONG.

## Hong Kong's highly international business environment

- Attract international innovation and technology enterprises to enter the GBA
- Help Mainland innovation and technology enterprises go global

## Hong Kong, Shenzhen and other Greater Bay Area cities specialising in advance manufacturing

- Complement one another in a number of areas including capital, scientific research, and production

## A consumer base of 70 million people

- Relatively and increasingly wealthy
- Within just an hour or so travelling from Hong Kong



# About InvestHK

## How We Help Companies Grow

*Whether you are new to Hong Kong or a long-standing investor*



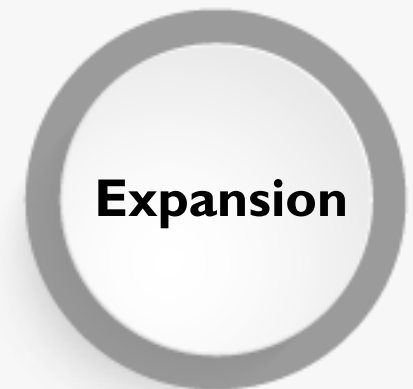
Information to aid  
planning and  
evaluation



Facilitation of visa  
applications, schooling



Networking events,  
introduction to  
service providers



PR and marketing  
support for launch/  
expansion



# GET in TOUCH

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