

Fact Sheet - In Style. Hong Kong 2017 in Kuala Lumpur, Malaysia

In Style • Hong Kong 「時尚潮流·魅力香港」 - a large-scale signature promotion campaign organised by the Hong Kong Trade Development Council (HKTDC) with an aim to highlight Hong Kong's vibrant and unique lifestyle and creativity, and to showcase our branded and design-led products as well as present our world-class services, which together have established Hong Kong as a leading trendsetting city in the region.

After the successful launch in Jakarta, Indonesia and Bangkok, Thailand, the HKTDC will host the 3rd edition of **In Style • Hong Kong in Kuala Lumpur, Malaysia** on 7 November 2017. This high-profile promotion will include a **trade expo** showcasing a wide array of quality branded and design-led lifestyle products from Hong Kong, a **service symposium** featuring a range of business services, a high-level **gala dinner** welcoming prominent officials and business leaders from Malaysia and Hong Kong, and a series of **citywide promotions** to engage Malaysian consumers.

WHY MALAYSIA?

- Malaysia is Hong Kong's 10th largest trading partner in 2016, ranking 4th among ASEAN (Association of Southeast Asian Nations) countries in its trade with Hong Kong, with the country's GDP Per Capita's ranking 3rd among all ASEAN countries.
- From 2011 to 2016, the total number of middle-class households in Malaysia rose by 34%, whereas their strong spending power were reflected by a very promising 28% growth in median household consumer expenditure, according to Euromonitor.
- In terms of ease of doing business, Malaysia ranks 4th among all economies in East Asia & Pacific; and 23rd in the World Bank's "Doing Business Report" 2017.
- Malaysia is ranked 24 out of 138 countries in terms of business efficiency in the *Global Competitiveness Report 2016-2017*.



ISHK 2017 - KEY ELEMENTS



The *In Style • Hong Kong Expo* is a B2B exhibition showcasing Hong Kong's leading branded and designer-led lifestyle products, which will be held at Mandarin Oriental, Kuala Lumpur on 7-8 November 2017.

Expected buyers in attendance include importers, distributors, mass retailers, mail-order houses, department stores and specialised stores in Malaysia and other ASEAN countries.



The *In Style • Hong Kong Symposium* will be held at Mandarin Oriental, Kuala Lumpur on 7 November 2017.

The Symposium will highlight how Hong Kong's world-class business services including creative, finance, legal, logistics, etc. could facilitate Malaysian companies to expand business worldwide, particularly in the Chinese mainland market.



An exclusive and high-level gala dinner will be organised at Shangri-La Hotel Kuala Lumpur on 7 November 2017 to welcome 500 prominent officials and business leaders from Malaysia and Hong Kong.



A series of promotion will be launched to highlight Hong Kong's dynamic lifestyle elements via designed and creative products, trendy fashion and unique culinary experience, supported by online marketing and publicity campaign. Local merchants and restaurants around the city will also be engaged to offer discounts and incentives to Malaysian consumers.

