



IN STYLE •  
HONG KONG

MANILA, THE PHILIPPINES • 5-6 MAR 2020

## IN STYLE • HONG KONG 2020 IN MANILA, THE PHILIPPINES

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 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, Bangkok, Kuala Lumpur and Ho Chi Minh City, the HKTDC will host the 5th edition of In Style • Hong Kong in Manila, the Philippines on 5-6 March 2020. 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 the Philippines and Hong Kong, and a series of citywide promotions.

### WHY THE PHILIPPINES?

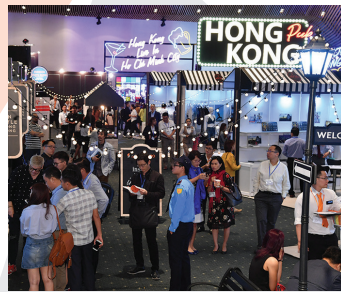
- The Philippines is currently the 5th largest trading partner for Hong Kong among all ASEAN countries, value of total exports from Hong Kong to the Philippines amounting to a total of US\$3.6 billion in 2017.
- The Philippines Final Consumption Expenditure almost tripled to US\$247.9 billion from 2005-2015. Anchored by strong economic growth, consumer confidence with the Philippines is now at 10-year high and it topped world rankings in 2016.
- Ranked 2nd in real GDP growth (6.2%) among all ASEAN countries in 2018. (Euromonitor International 2018)





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## IN STYLE • HONG KONG 2020 - Key Element



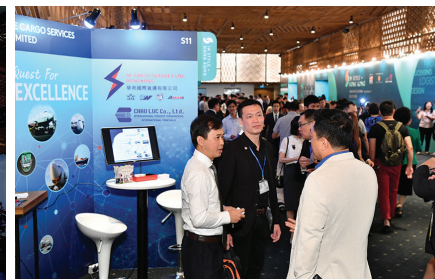
The In Style • Hong Kong Expo is a B2B exhibition showcasing Hong Kong's leading branded and designer-led lifestyle products, which will be held at SMX Convention Center Manila on 5-6 March 2020. Expected buyers in attendance include importers, distributors, retailers, e-tailers, mail-order houses, department stores and specialised stores in local and other neighbouring ASEAN countries.



An exclusive and high-level gala dinner will be organised at Conrad Manila on 5 March 2020 to welcome prominent officials and influential business leaders from the Philippines and Hong Kong. The special occasion provides an effective platform for businessmen to network and appreciate the rich cultures of both sides.



The Hong Kong - Philippines Business Cooperation Symposium will be held at SMX Convention Center Manila on 5 March 2020. The Symposium will highlight how Hong Kong's world-class business services including design, branding, logistics, e-commerce etc. could facilitate companies in the Philippines to expand business worldwide, particularly in Mainland China.



A series of promotion will be launched to highlight Hong Kong's dynamic lifestyle elements via design-led and creative products, trendy fashion and unique culinary experience. Local retail stores will be engaged to promote Hong Kong lifestyle products, while local merchants and restaurants around the city will offer discounts and incentives to local consumers.

\* HKTDC reserves the right of the final decision on the details. All information is subject to change without prior notice.

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