GATEWAY TO THE EAST

HOW TO START SELLING TO HONG KONG

HONG KONG'S ECONOMY BY SECTOR

SERVICES 92.7%

INDUSTRY 7.2%

AGRICULTURE 0.1%[1]

TOP INDUSTRY EXPORT OPPORTUNITIES

HEALTHCARE

Hong Kong's high life expectancy and rapidly aging population means there are opportunities for overseas healthcare providers.

BEAUTY PRODUCTS

Up 22% between 2015 and 2016, the health and beauty market in Hong Kong is buoyant.[2]

ELECTRONICS

Long-term trends paint a positive picture of telecoms, circuitry and smartphone imports, although the Hong Kong market dropped slightly 2015 to 2016.

FASHION

41% of Hong Kong millennials intend to buy fashion items online in the next two years, up from 28 percent in 2016.[3]

FULL STEAM AHEAD

Hong Kong's economy continues to grow, posting a 3.6% year-on-year increase in 2017. [4]
Hong Kong's growth averaged 4.5% over the last 10 years. [5]

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RANKED 5TH OUT OF 190 COUNTRIES

Hong Kong is a global financial centre with a reputation for being good place to do business. The World Bank's Ease of Doing Business league table agrees: it ranks 5th out of 190 countries.[6]

40% OF CHINA'S TRADE

More than a third of all of China's trade goes through Hong Kong. As a free port, Hong Kong is the gateway to the supercharged Asian markets.

CHANGING TIMES FOR HONG KONG

Hong Kong was a British colony until 1997 when sovereignty was handed to China. China's 'One nation, Two systems' policy has meant Hong Kong has sustained its important place in the global economy.

TOP 10 SHOPPING CATEGORIES[7]

What Hong Kongers plan to buy in the next two years.

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YOUR BIG OPPORTUNITY: E-COMMERCE

Hong Kong has one shopping centre for every square mile, so until now, e-commerce hasn't seen the explosive growth it has in other countries. But with 5 million or 7.4 million it's set to grow in coming years.

POOR ONLINE SHOPPING EXPERIENCES

Online shoppers in Hong Kong are unhappy with service standards. Only 38% say they're happy, compared with 83% in the US 78% in Europe, and 60% in China.[8]

AGE GAP

Hong Kong has an almost 100% internet penetration rate amongst those 44 or under. For those 65 or older, this drops to 44%.[9]

WHAT HONG KONG'S ONLINE SHOPPERS WANT[10]

- Waiving of shipping/delivery fee
- Convenience to shop anytime and anywhere
- Special discounts offered online

SINGLES' DAY 11 NOVEMBER

The biggest date on the Asian shopping calendar. Amazon Prime Day, Black Friday and Cyber Monday are also major shopping dates.[11]

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TRADE REGULATIONS AND CUSTOMS INFORMATION

0%
import duty

Hong Kong is a free port, so you won't need to pay customs tariffs on goods imported into Hong Kong.

WHAT ARE THE EXCLUSIONS?

The HKSAR (Kong Kong Special Administrative Region) Government collects an excise duty on four types of goods (either imported or locally manufactured):

- Tobacco
- Oil
- Alcoholic beverages
- Methyl alcohol

In general, any person who imports or exports any goods is required to lodge with the Commissioner of Customs & Excise an import/export declaration within 14 days after the importation or exportation of the goods.

CALCULATE YOUR FEES

For an estimate of landed costs (duties, taxes and other import fees) for shipments going to Hong Kong, use the free DHL Express Trade Automation Services (TAS) tool: tas.dhl.com

TAS also provides information on regulation compliance and trade documentation.

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