

# Hong Kong – Alberta Relations

Government  
of Alberta



*This map is a generalized illustration only and is not intended to be used for reference purposes. The representation of political boundaries does not necessarily reflect the position of the Government of Alberta on international issues of recognition, sovereignty or jurisdiction.*

## PROFILE

**Population:** 7.1 million (2010)

**Language:** Cantonese, Mandarin and English

**Government:** Special Administrative Region [SAR] (Basic Law, approved by China's National People's Congress in 1990, is Hong Kong's "mini-constitution".)

**Head of State:** President HU Jintao (since March 2003)

**Head of Government:** Chief Executive Donald TSANG (re-elected March 2007)

**Currency:** \$1 CDN = 7.89 Hong Kong Dollar (2011 average)

**GDP:** US\$ 224.5 billion (2010)

**GDP (PPP):** US\$ 327.2 billion (2010)

**GDP Per Capita (PPP):** US \$46,156 (2010)

**GDP growth rate:** 2.5% (2006-2010 average)

**Unemployment:** 4.6% (2010 estimate)

**Inflation:** 1.8% (2006-2010 average)

**Key Industry Sectors:** shipping, textiles, clothing, watches, clocks, toys, plastics, tourism, banking, and electronics.

## DID YOU KNOW?

- Hong Kong is a member of Asia Pacific Economic Cooperation (APEC) and the World Trade Organization (WTO).
- After over 150 years of British rule, Hong Kong became a Special Administrative Region of the Peoples' Republic of China (PRC) on July 1, 1997. Hong Kong continues to enjoy a high degree of autonomy (expected until at least 2047, fifty years after the transfer).
- Hong Kong remains an important entry point to the Chinese market. Hong Kong importers often take Canadian products into China, and sales in Hong Kong can be used to showcase Canadian products to buyers in China.

## RELATIONSHIP OVERVIEW

- Since 1981, Alberta has maintained an office in Hong Kong to promote trade and investment.
- Approximately 250,000 Canadians live and work in Hong Kong, one of the largest Canadian expatriate communities.
- There are more than 100,000 alumni from Canadian universities in Hong Kong with over 20 active alumni associations. Alberta alumni in Hong Kong are important business contacts for Albertans.

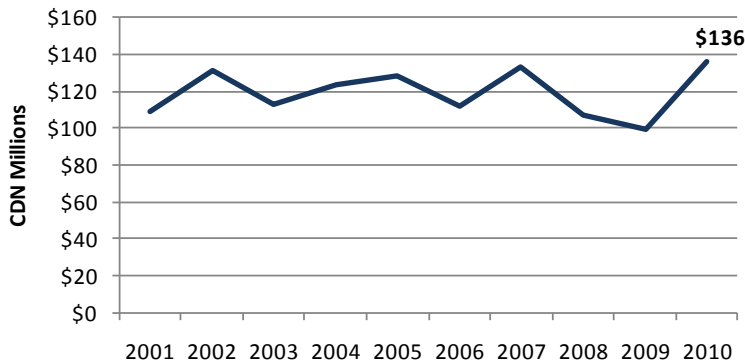
## TRADE AND INVESTMENT

- From 2006-2010, Alberta's exports to Hong Kong averaged \$117 million per year and included exports of beef, canola oil, raw hides and skins, electrical machinery, and plastic.
- From 2006-2010, direct imports to Alberta from Hong Kong averaged \$14.9 million per year. This figure does not include goods sold in Alberta that arrived via distribution hubs in other provinces.

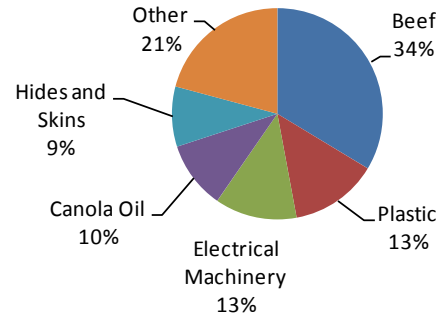
## AGRICULTURE

- In 2010, Alberta agri-food exports to Hong Kong totaled \$84.9 million, a 53 percent increase from 2009. These consisted mostly of beef (\$61.6 million), raw hides and skins (\$9.96 million), and pork (\$5.85 million).
- Alberta accounted for 15 percent of Canada's total agri-food exports to Hong Kong in 2010, the second highest among Canadian provinces and territories behind Ontario.
- Hong Kong is Alberta's fourth largest market for beef exports. Alberta's total beef exports to Hong Kong in 2010 increased 120 percent from 2009.

## Alberta's Exports to Hong Kong 2001-2010



## Alberta's Merchandise Exports to Hong Kong 2006-2010 (Total Average CDN\$ 117 Million)



- Beef exports to Hong Kong registered strong growth after Hong Kong's market reopened to Canadian beef in November 2004. Hong Kong was one of the first Asian markets to reopen to Canadian beef following the discovery of a case of Bovine Spongiform Encephalopathy (BSE) in Alberta in May 2003. In January 2009, Canada and Hong Kong agreed to a further staged opening of the Hong Kong market to all beef from Canada.
- Food consumption trends in Hong Kong suggest growth in meat, private label grocery items, healthy and even organic foods. Growing consumer demand for convenience foods also translates into markets for prepared foods and sauces. Alberta and Canada have built the distinct image as a supplier of clean and safe products for the market.

### EMERGING OPPORTUNITIES

- Export opportunities for Alberta companies include value-added agrifood products (e.g., canola oil, meat products and natural foods), education and training services, tourism as well as opportunities in the ICT related industry subsectors such as telecommunications, geomatics, intelligent transport systems, telehealth and medical devices.
- There are investment and joint ventures opportunities in new emerging agrifood products (e.g., nutraceutical and functional foods).
- There are many opportunities for Alberta companies to gain market access into mainland China through the landmark 2003 Closer Economic Partnership Arrangement (CEPA) signed between Hong Kong and mainland China.

- CEPA VII, announced in May 2010, further relaxes market access in 14 service sectors, which include medical services, construction, technical testing, analysis and product testing, distribution, banking, securities, social services, tourism, cultural services, air transport, qualification examinations for professionals and technicians.
- Infrastructure projects of interest to Albertans include intercity transport networks, road expansion, new sports and cultural facilities, and municipal facilities for waste and sewage management.
- Over the past several years, the Hong Kong government has invested heavily in new waste treatment facilities and environmental programs to alleviate air, water, sewage and solid waste management problems.

### EDUCATION

- Hundreds of Hong Kong secondary and postsecondary students visit Alberta to study and receive English language training.
- In November 2008, the University of Alberta (U of A) held an International Centenary celebration in Hong Kong to recognize approximately 4,000 alumni from East and Southeast Asia. The event also marked the ten year anniversary of the U of A's first Hong Kong convocation in 1998.

### SCIENCE AND TECHNOLOGY

Alberta and Hong Kong have developed several science and technology agreements designed to enhance business co-operation and partnership, as well as, facilitate market access to China for Alberta companies.

### COMMUNITY

- Many of Alberta's 137,000 Chinese Canadians trace their family roots to Hong Kong and the surrounding regions in southern China.

### RECENT VISITS

- October 2010: The Minister of Advanced Education and Technology led a mission to Beijing, Harbin, and Hong Kong to meet with government and industry leaders to strengthen innovation and educational bonds.
- November 2009: The Minister of Agriculture and Rural Development promoted the high quality attributes of Alberta agriculture and agri-food products in Hong Kong.
- October 2008: The Minister of Agriculture and Rural Development met with key industry and government contacts in Hong Kong to advance Alberta's agriculture and agrifood interests.

### REPRESENTATION

- Ms. Gloria Lo is the Director of the Hong Kong Economic and Trade Office in Toronto.
- Mr. Jean-Christian Brillant is the Acting Consul General of Canada to Hong Kong.
- Alberta's Representative in Asia, Mr. Gary Mar, is based in the Alberta Hong Kong Office.

