

Hong Kong and Austria explore new collaboration opportunities in Bay Area

The Hong Kong Economic and Trade Office in Berlin (HKETO Berlin) hosted a cocktail reception on June 5 in Vienna together with the Hong Kong General Chamber of Commerce (HKGCC) and the Vienna Chamber of Commerce and Industry. Staged on the occasion of the visit by an HKGCC delegation to Austria, the event had close to 100 guests from Austrian businesses and start-up companies as well as the Austrian Government and local associations in attendance.

The HKGCC delegation travelled from Hong Kong to Vienna to explore possible collaboration with the Austrian business sector, particularly in innovation and technology as well as creative industries – areas in which Hong Kong is the perfect partner for Austria.

Highlighting the recent visit of the President of the Austrian Federal Economic Chamber (WKÖ), Dr Harald Mahrer, and the Vice President of the WKÖ, Mr Jürgen Roth, to Hong Kong earlier this year, the Director of HKETO Berlin, Ms Betty Ho, highlighted the growing ties between Hong Kong and Austria over the years.

Striking similarities between the two regions are obvious, she said. While Austria connects the economies in Central and Eastern Europe, Hong Kong serves as a gateway to the abundant markets in Mainland China and the whole Asia-Pacific region. In its role as a facilitator, Hong Kong serves as the entry point for goods and services of Austrian companies to tap the immense opportunities presented by the Chinese market.

Ms Ho took the opportunity to introduce the various new infrastructure projects in Hong Kong and how they will enhance connectivity in the Guangdong-Hong Kong-Macao Bay Area. The Chairman of the HKGCC's Europe Committee and head of the delegation to Austria, Mr Stephen Weatherseed, added that Austria has been "in the vanguard of the global technology race and the city of Vienna is considered a leader in smart city development worldwide, from which we in Hong Kong are keen to learn more".

In addition to travelling to Austria, the HKGCC delegation will also visit Prague in the Czech Republic and meet with companies and institutions there.

About HKETO Berlin

HKETO Berlin is the official Hong Kong Special Administrative Region Government representative in commercial relations and other economic and trade matters in Austria as well as the Czech Republic, Germany, Hungary, Poland, the Slovak Republic, Slovenia and Switzerland.