

London ET0 greets Year of Snake in Denmark (with photos)

The Hong Kong Economic and Trade Office, London (London ET0) and the Denmark-Hong Kong Trade Association co-hosted a Year of the Snake reception in Copenhagen, Denmark, on February 13 (Copenhagen time).

In his welcome speech, the Director-General of the London ET0, Mr Gilford Law, highlighted Hong Kong's remarkable achievements in the past year in terms of business and trade development. He said, "The Fraser Institute ranked Hong Kong as the world's freest economy among 165 economies in the Economic Freedom of the World 2024 Annual Report. Also, in the World Competitiveness Yearbook 2024 published by the International Institute for Management Development, Hong Kong's ranking improved by two places to fifth globally."

Mr Law stressed that with the city's free and open investment environment, Hong Kong remains an unparalleled destination for businesses and investors. "We are pleased to have hosted a record of 9 960 non-local companies last year, representing a 10 per cent increase year-on-year. These figures demonstrate that Hong Kong's business environment has fully regained its strong growth momentum after the COVID-19 pandemic," he said. Looking ahead, Mr Law expressed his confidence that Hong Kong and Denmark will continue to strengthen collaboration across all fronts, from business and investment to cultural exchange, unlocking new opportunities and fostering greater success for both regions.

The reception was well attended by around 100 guests, including representatives from the diplomatic envoys, the local business, academic and cultural sectors.



