

## InvestHK and HKCEA commence a series of seminars for Mainland enterprises to “go global” (with photo)

Invest Hong Kong (InvestHK) and the Hong Kong Chinese Enterprises Association (HKCEA) today (April 27) held the first of a series of thematic seminars offering practical business tips and covering the latest industry trends for Mainland enterprises in Hong Kong to "go global" via the city.

The joint seminars series aims to support Mainland enterprises in Hong Kong with up-to-date business information and first-hand experience sharing, especially under the new normal, to expand their business globally by using Hong Kong as their gateway. The first seminar on communications strategies for Chinese enterprises to "go global" was supported by PRHK, which is an industry organisation for public relations and communications professionals in Hong Kong.

The event began with welcoming remarks by the Director-General of Investment Promotion at InvestHK, Mr Stephen Phillips, and the Vice Chairman and President of the HKCEA, Mr Zhang Xialing, followed by three presentations from PRHK speakers.

Mr Phillips talked about the significance of Hong Kong's international platform, which offers convenience for Mainland enterprises to tap into opportunities in various channels. "One thing about Hong Kong that is particularly relevant is our international status – making Hong Kong an ideal platform for Mainland enterprises to reach the rest of the world," he said.

Mr Phillips added that the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), with its focus on innovation and financial services, can also be served from Hong Kong. Many multinationals use Hong Kong to tap into growing trade and investment flows to and from the GBA and the Association of Southeast Asian Nations, and others use the city's funding hub role to set up and finance joint ventures in countries along the Belt and Road.

Mr Zhang said of the increasing trend of Mainland enterprises using Hong Kong to "go global", "As of 2020, nearly 2 000 Mainland enterprises have set up a presence in Hong Kong, of which nearly 600 used Hong Kong as regional headquarters or regional offices, which rose by over 60 per cent compared to three years ago." As the country continues to push forward national strategies such as the GBA and Belt and Road initiatives, he foresees more Mainland enterprises will establish offices in Hong Kong and seek global expansion via their Hong Kong bases.

In terms of marketing communications, Mr Phillips said that a good communications strategy is the prerequisite for profit and growth and using social media skilfully often puts companies ahead of competitors. Mr Zhang added that digitalisation of media has enhanced the transparency of

information, contributing to a growing demand for professional services in public relations and communications.

Speakers at the seminar also included the Account Director of BlueCurrent Group Hong Kong, Ms Cheryl Pan; the Chief Digital Officer of Asia-Pacific Burson Cohn & Wolfe, Mr Joe Peng; and Director of Edelman Hong Kong Ms Angela Hui. They shared their insight into communications opportunities and challenges of Chinese brands "going global", the communications opportunities with digitalisation and the importance of crisis management.

Apart from communications strategies, the topics of the upcoming thematic seminars include fintech; environmental, social and governance strategy; green finance; and net zero.

#### About InvestHK

InvestHK is the department of the Hong Kong Special Administrative Region Government responsible for attracting foreign direct investment and supporting overseas and Mainland businesses to set up or expand in Hong Kong. It provides free advice and customised services for overseas and Mainland companies. For more information, please visit [www.investhk.gov.hk](http://www.investhk.gov.hk).

For a photo, please visit [www.flickr.com/photos/investhk/albums/72157719090437620](https://www.flickr.com/photos/investhk/albums/72157719090437620).



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## [Tender awarded for site in Sheung Shui](#)

The Lands Department announced today (April 27) that the tender for a site, Fanling Sheung Shui Town Lot No. 279 at Area 25, Kwu Tung, New Territories, has been awarded to the highest tenderer, Asset Capital Limited (parent company: Sun Hung Kai Properties Limited), on a 50-year land grant at a premium of \$8,614,000,000.

The tenderers, other than the successful tenderer, in alphabetical order, with the name of the parent company where provided by the tenderer in

brackets, were:

- (1) Bestford Group Limited (Kerry Properties Limited, Sino Land Company Limited, New World Development Company Limited and K. Wah International Holdings Limited);
- (2) Big Excel Limited (Chime Corporation Limited);
- (3) Ever Cheer Investment Limited (Kowloon Development Company Limited);
- (4) Great Rainbow Investments Limited (CK Asset Holdings Limited);
- (5) Honest Profit Development Limited (Henderson Land Development Company Limited);
- (6) Jasmine Lane Investments Limited (Wheelock Properties Limited and Far East Consortium International Limited);
- (7) Sunlight Fortune Limited (Great Eagle Holdings Limited);
- (8) Sunny Billion (Hong Kong) Limited (Vanke Property (Hong Kong) Company Limited and Kaisa Group Holdings Ltd.); and
- (9) Welly Step Limited (Chinese Estates Holdings Limited).

Fanling Sheung Shui Town Lot No. 279 has a site area of about 18,567 square metres and is designated for non-industrial (excluding godown, hotel and petrol filling station) purposes. The minimum gross floor area and the maximum gross floor area are 66,842 sq m and 111,402 sq m respectively. Both include the gross floor area of Government Accommodation, being a public transport interchange, to be constructed by the purchaser under the Conditions of Sale.

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## [Man sentenced for breaching compulsory quarantine order](#)

A 64-year-old man was sentenced to immediate imprisonment for 14 days by the Fanling Magistrates' Courts today (April 27) for violating the Compulsory Quarantine of Certain Persons Arriving at Hong Kong Regulation (Cap. 599C) (the Regulation).

The man was earlier issued a compulsory quarantine order stating that he must conduct quarantine at home for 14 days. Before the expiry of the quarantine order, he left the place of quarantine on October 6, 2020, without reasonable excuse nor permission given by an authorised officer. He was charged with contravening sections 8(1) and 8(5) of the Regulation and was sentenced by the Fanling Magistrates' Courts today to immediate imprisonment for 14 days.

Breaching a quarantine order is a criminal offence and offenders are subject to a maximum fine of \$25,000 and imprisonment for six months. A spokesman for the Department of Health said the sentence sends a clear message to the community that breaching a compulsory quarantine order is a criminal offence that the Government will not tolerate, and solemnly reminded

the public to comply with the regulations. As of today, a total of 128 persons have been convicted by the courts for breaching compulsory quarantine orders and have received sentences including immediate imprisonment for up to 14 weeks or a fine of up to \$15,000. The spokesman reiterated that resolute actions will be taken against anyone who has breached the relevant regulations.

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## Public hospitals daily update on COVID-19 cases

The following is issued on behalf of the Hospital Authority:

As at 9am today (April 27), 16 COVID-19 confirmed patients were discharged from hospital in the last 24 hours. So far, a total of 11 379 patients with confirmed or probable infection have been discharged.

At present, there are 636 negative pressure rooms in public hospitals with 1 179 negative pressure beds activated. A total of 122 confirmed patients are currently hospitalised in 16 public hospitals and the North Lantau Hospital Hong Kong Infection Control Centre, among which three patients are in critical condition, two are in serious condition and the remaining 117 patients are in stable condition.

The Hospital Authority will maintain close contact with the Centre for Health Protection to monitor the latest developments and to inform the public and healthcare workers on the latest information in a timely manner.

Details of the above-mentioned patients are as follows:

Patient condition	Case numbers
Discharged	11433, 11530, 11535, 11563, 11588, 11597, 11605, 11610, 11621, 11631, 11632, 11649, 11673, 11674, 11708, 11732
Critical	6794, 8078, 9907
Serious	10358, 11654

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# 100% Personal Loan Guarantee Scheme to receive applications

The following is issued on behalf of the Hong Kong Monetary Authority:

HKMC Insurance Limited announced that the 100% Personal Loan Guarantee Scheme (PLGS), which was introduced by the Financial Secretary earlier in the 2021-22 Budget, will start receiving applications from April 28, 2021 (Wednesday) for six months.

From April 28, applicants may apply through the following 10 participating banks in Hong Kong, including Bank of China (Hong Kong) Limited, The Bank of East Asia, Limited, China CITIC Bank International Limited, China Construction Bank (Asia) Corporation Limited, Dah Sing Bank, Limited, Hang Seng Bank, Limited, The Hongkong and Shanghai Banking Corporation Limited, Industrial and Commercial Bank of China (Asia) Limited, Shanghai Commercial Bank Limited, and Standard Chartered Bank (Hong Kong) Limited. In addition, Chiyu Banking Corporation Limited and ZA Bank Limited will start receiving applications in May, and some other lenders will join later on. The relevant list and dates will be publicised after confirmation. The list of participating lenders and their enquiry hotlines are available on the PLGS dedicated webpage ([www.hkmc.com.hk/eng/our\\_business/plgs.html](http://www.hkmc.com.hk/eng/our_business/plgs.html)).

The Financial Secretary, Mr Paul Chan, said, "Hong Kong's economy has been hard hit by the COVID-19 pandemic, and the labour market faces severe challenges. This scheme aims to provide a supplementary financing option to individuals suffering from cessation of main recurrent incomes, to help them tide over the interim difficulty."

Eligible applicants of the scheme have to be Hong Kong permanent residents aged 18 or above, who have been unemployed for at least two months at the time of loan application, and who can demonstrate cessation of main recurrent incomes from employment in Hong Kong. Loan applicants also need to provide proofs of their previous employment and main recurrent incomes for at least three months during the period from January 2020 to February 2021 ("specified period"). The maximum amount of the loan per applicant is six times the average monthly income within the specified period (Note 1), or HK\$80,000, whichever is the lower. The maximum repayment period is six years, with an option of principal moratorium for the first 12 months to alleviate the immediate repayment burden. The effective interest rate is fixed at 1 per cent per annum. A borrower will receive a full refund of the interest paid after the loan is fully repaid at or by the end of the repayment period.

For enquiries, please call the PLGS Hotline at 2536 0392.

Note 1: Six times the average monthly income for any three months within the specified period; or six times the average monthly assessable income as calculated with reference to the tax demand note for year of assessment

2019/20.