

2008/2009 HKEA Members Statistics & Survey

To understand the latest development of our members and upgrade our services, The Hong Kong Exporters' Association sincerely invites you to participate in this short survey, which covers the views of exporters in Hong Kong regarding their business in 2008 and outlook for 2009.

Information collected will be kept confidential and is used for statistic purpose and for service enhancement of the Association only.

I. What is/are the major product type(s) of your company? (Please rank the first 3 major product types by "1,2,3")

<p>A. Textile & Garment</p> <p><input type="checkbox"/> i. Garment</p> <p><input type="checkbox"/> ii. Clothing Accessories</p> <p><input type="checkbox"/> iii. Fashion Accessories</p> <p>B. Audio/ Video Equipment, Electronic, Telecommunication & Information Technology Products</p> <p><input type="checkbox"/> i. Audio Visual Products</p> <p><input type="checkbox"/> ii. Computer & Multimedia Products</p> <p><input type="checkbox"/> iii. Electrical Home Appliances</p> <p><input type="checkbox"/> iv. Electronic Parts & Accessories</p> <p><input type="checkbox"/> v. Lighting</p> <p><input type="checkbox"/> vi. Personal Electronics/ Multi-Products</p> <p><input type="checkbox"/> vii. Telecommunication Products</p> <p>C. Houseware</p> <p><input type="checkbox"/> i. Bathroom Accessories</p> <p><input type="checkbox"/> ii. Gardening & Outdoor Accessories</p> <p><input type="checkbox"/> iii. General Houseware Items</p> <p><input type="checkbox"/> iv. Hardware & DIY Products</p> <p><input type="checkbox"/> v. Home Decorations</p> <p><input type="checkbox"/> vi. Kitchenware & Gadgets</p> <p><input type="checkbox"/> vii. Tableware & Bar Accessories</p> <p><input type="checkbox"/> viii. Furniture & Furnishing</p>	<p>D. Gifts & Premium</p> <p><input type="checkbox"/> i. Gifts & Premium</p> <p><input type="checkbox"/> ii. Bags, Travel Goods & Umbrellas</p> <p><input type="checkbox"/> iii. Fashion Jewellery</p> <p><input type="checkbox"/> iv. Party & Christmas Decorations</p> <p><input type="checkbox"/> v. Stationery, Paper Products & Packaging</p> <p><input type="checkbox"/> vi. Toys & Sporting Goods</p> <p><input type="checkbox"/> vii. Watches & Clocks</p> <p>E. Others</p> <p><input type="checkbox"/> i. Food, Beverage & Tobacco</p> <p><input type="checkbox"/> ii. Green Products</p> <p><input type="checkbox"/> iii. Optical Products & Other Precious Instruments</p> <p><input type="checkbox"/> iv. Personal Care & Medical Products</p> <p><input type="checkbox"/> v. Services</p> <p><input type="checkbox"/> vi. Industrial Machinery, Components, Tools & Accessories</p>
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2. The estimated sales turnover (in HK\$) of your company in 2008 was: (please tick where appropriate)

- | | |
|--|--|
| <input type="checkbox"/> i) 5 million or below | <input type="checkbox"/> viii) 60.01 million – 70 million |
| <input type="checkbox"/> ii) 5.01 million – 10 million | <input type="checkbox"/> ix) 70.01 million – 80 million |
| <input type="checkbox"/> iii) 10.01 million – 20 million | <input type="checkbox"/> x) 80.01 million – 90 million |
| <input type="checkbox"/> iv) 20.01 million – 30 million | <input type="checkbox"/> xi) 90.01 million – 100 million |
| <input type="checkbox"/> v) 30.01 million – 40 million | <input type="checkbox"/> xii) 100.01 million – 200 million |
| <input type="checkbox"/> vi) 40.01 million – 50 million | <input type="checkbox"/> xiii) 200.01 million – 300 million |
| <input type="checkbox"/> vii) 50.01 million – 60 million | <input type="checkbox"/> xiv) Others (please specify): _____ |

3. To review and forecast your company's business in 2008 and 2009:

i. Compared with 2007, your company's exports/re-exports of products from HK in 2008:

- Increased: _____%, the reason(s) is: _____
- Decreased: _____%, the reason(s) is: _____
- Same, the reason(s) is: _____

ii. Compared with 2007, your company's exports of products from Mainland China in 2008:

- Increased: _____%, the reason(s) is: _____
- Decreased: _____%, the reason(s) is: _____
- Same, the reason(s) is: _____

iii. Your company's exports/re-exports of products from HK in 2009 are expected to:

- Increase: _____%, the reason(s) is: _____
- Decrease: _____%, the reason(s) is: _____
- Same, the reason(s) is: _____

iv. Your company's exports of products from Mainland China in 2009 are expected to:

- Increase: _____%, the reason(s) is: _____
- Decrease: _____%, the reason(s) is: _____
- Same, the reason(s) is: _____

4. What are the major challenges faced by your company currently? (More than one option can be selected)

- Cash flow
- Shrinking market demand
- Fluctuating exchange rate
- Tightened trade regulations in overseas markets
- Production regulations in China
- Increasing material costs
- Increasing labor costs (including China's new labor contract law)
- Others: _____

5. Will you consider changing your business operation or relocating your Mainland factory because of the recent change of trade processing policies in the Mainland? (More than one option can be selected)

- i) Not applicable.
- ii) No.
- iii) Yes, we will consider to change the business operation to (please specify): _____
- iv) Yes, we will consider to relocate our factory to (please indicate location): _____

6. Are SME funding schemes of Trade and Industry Department helpful to your company amid the global financial tsunami?

- i) Not applicable.
- ii) Yes, particularly the: Special Loan Guarantee Scheme
- SME Loan Guarantee Scheme – Guarantee for Business Installations & Equipment Loans
- SME Loan Guarantee Scheme – Guarantee for Working Capital Loans
- SME Export Marketing Fund
- iii) No (Please specify the reasons): _____

7. What measures have your company adopted / will be adopted to control costs? *(More than one option can be selected)*

- Not applicable
- * Reduce / Freeze headcount
- * Reduce / Alter staff's welfare / benefits
- * Cut / Freeze wages
- Reduce business travel
- Reduce marketing expenses
- Others (please specify):

* Please delete where appropriate.

8. The HKEA has initially identified some emerging markets for our export marketing activities in overseas countries. Which export marketing activities are you interested in? *(more than 1 option can be selected)*

i) Export Marketing Activities:	Markets:											
	Russia	Poland	Hungary	Czech	Dubai	India	Vietnam	Malaysia	Indonesia	Philippines	Central & South America	Africa
Overseas business delegation and business matching services led by HKEA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rental of open showcases for product display and distribution of product catalogues/leaflets at HKEA's booth in overseas countries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participating as an exhibitor in overseas trade fairs at HKEA's Pavilion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ii) Any other markets/fairs you would like to explore: *(please specify)*

9. Which topic of seminars or information are you interested in? *(more than one option can be selected)*

a. Export Market

- i) Market profile & intelligence
- ii) Product standards
- iii) Trade and Customs policies
- iv) Taxation regime
- v) Labour ordinance

Overseas Market

Mainland Market

- | | |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |

b. Company Operation

- i) Export Marketing & Customers Relationship Management
- ii) Logistics & shipping issues
- iii) Electronic trade systems & Information Technology
- iv) Accounts / Finance management
- v) Others (please specify):

10. What kind of activities, services or information do you expect from The Hong Kong Exporters' Association?

(please indicate your needs)

Thank you for completing the questionnaire!

Please fax the survey answers to 27301869. If you have any enquiry, please contact Grace Lam / Kerry Wong at tel: 2730 9851, or e-mail: glam@exporters.org.hk / kwong@exporters.org.hk. To improve our services to you, we will appreciate if you could fill in the below information.

What business sector is your company engaged in?

- Wholesaling
- Exporting
- Manufacturing
- Servicing (please specify major service): _____
- Others (please specify): _____

What is your company's major market? *(More than one option can be selected)*

- Asia China
- East Europe Europe
- Japan Middle East
- United States South America
- Others (please specify): _____

Company Name: _____

Completed by: *Mr / Ms / Mrs _____ Position: _____

Tel: () _____ Fax: () _____

E-mail: _____ Web site: _____