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HONG KONG

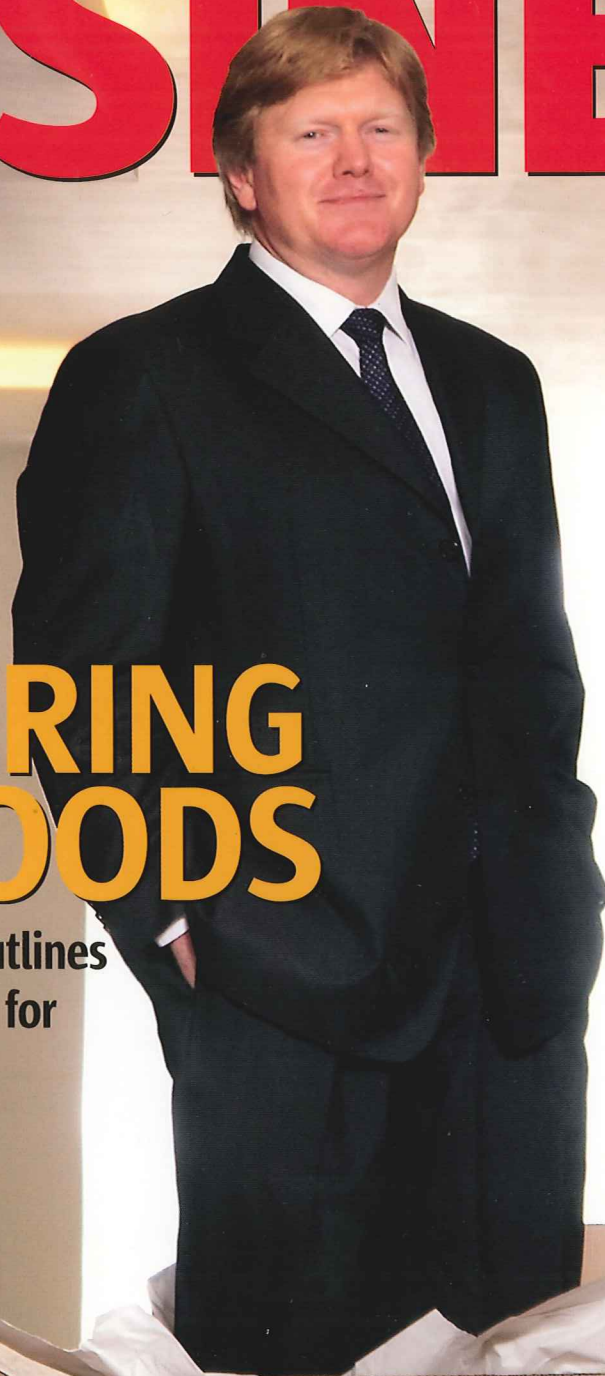
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DELIVERING THE GOODS

CEO Andrew Jillings outlines Schenker's game plan for the Olympics



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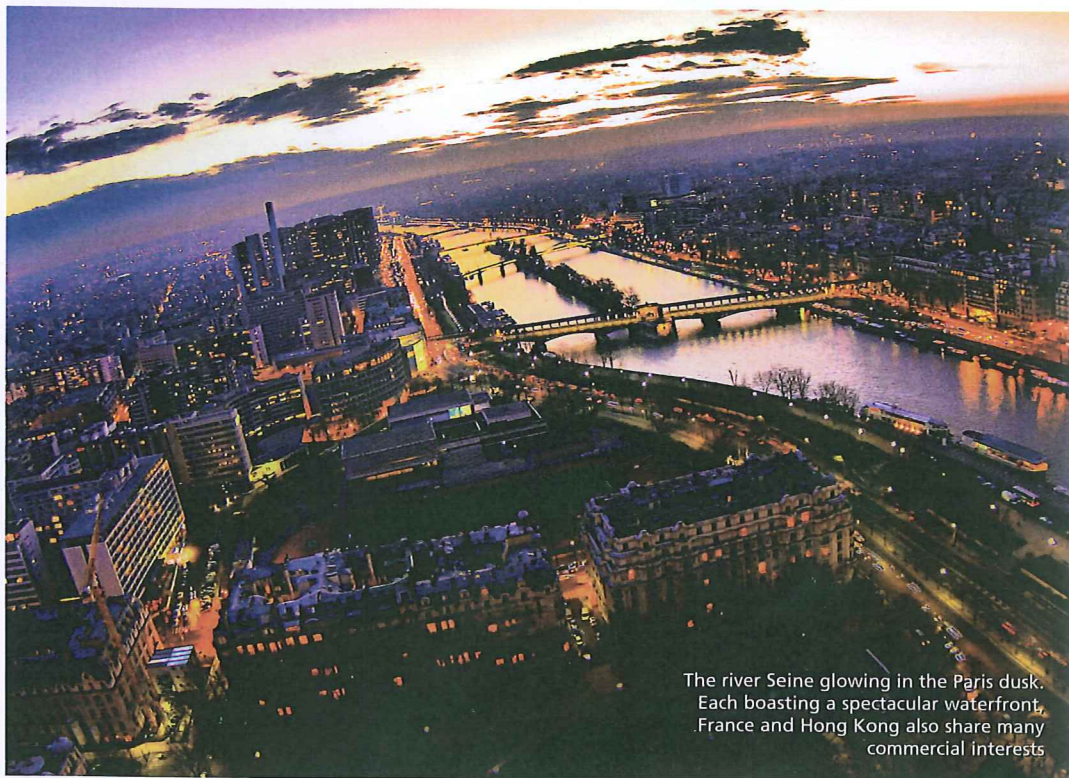
A long and profitable shared history

Greater China represents 12 percent of the world market for French brands, with Hong Kong the solid leader. But France offers Hong Kong much more than luxury goods

Although many Hong Kong people today associate France almost exclusively with top-end luxury brands, such as Waterman pens, Perrier sparkling water, Hermès, Cartier and Louis Vuitton, or haute cuisine and fine wines, France's relationship with Hong Kong is a bit more hard core than that. Dragages Construction has been involved with building many famous landmarks in the territory, starting with the first runway at the old Kai Tak Airport.

Every time a Hong Kong person travels through tunnels in the MTR lines, Lion Rock Tunnel or the Aberdeen Tunnel, he is experiencing a Dragages engineering feat. Dragages is also a crucial partner in the construction of the huge exhibition and convention showcase out at the Hong Kong International Airport, AsiaWorld Expo and the company has branched out with typical French flair into being involved day-to-day operations like organising corporate events, concerts and exhibitions at site.

With around 500 Gallic companies based in the Territory, one-third of which are regional headquarters, the HKSAR is France's second largest trade partner outside the



The river Seine glowing in the Paris dusk. Each boasting a spectacular waterfront, France and Hong Kong also share many commercial interests

OECD (Organisation For Economic Co-operation and Development) and after China, which underlines the commercial value of this longstanding relationship.

French services are also in great demand in Hong Kong, as the success, over 15 years, of the French law firm, Thomas, Mayer & Associés (TMA) attests. Serving mainly French and European businesses and industries who want to build, acquire or partner with Hong Kong and Chinese business people, the firm advises its clientele about everything from the proper financial structure to the

immigration of staff to the legal ramifications of contracts. TMA also works with French business people all over Southeast Asia, and are now picking up business in the former French colony, Vietnam.

Hong Kong has strong intellectual property policies, strict legislation and enforcement and complies with international standards and norms, so it is natural that France would choose Hong Kong to house regional headquarters of French companies.

With long-standing ties to the Hong Kong government and other official bodies, the

Hong Kong-France Business Partnership was officially launched in November 2005 by Mr Donald Tsang and Mr Jean-Pierre Raffarin. This group aims to promote trade, investment and business co-operation and understanding between Hong Kong and France, as well as between the Chinese mainland and France through Hong Kong, with particular reference to small and medium-sized enterprises. The long relationship between Hong Kong and France has produced many fruitful partnerships and successful businesses. ■