

## Success Story Award

No. of Participating Initiatives: 5 (from 4 Member Associations)

Eligible Period: 1 Sept 2009 - 31 Aug 2010

| Name of Company ( <i>Industry Sector</i> )<br>Member Association |   |
|--|---|
| Asia & Australasia (1)   |   |
| 1  | <p><b>Golden Century Seafood Restaurant (<i>Food &amp; Beverage</i>)</b><br/>Hong Kong Australia Business Association Limited - NSW Chapter</p> <p><b>Company profile:</b></p> <ul style="list-style-type: none"> <li>• Founded in 1989</li> <li>• Target customers/markets are locals and international visitors to the Chinatown in Sydney. Prolific guests included Donald Tsang (HKSAR Chief Executive), former Prime Ministers of Australia, former US President, Hollywood celebrities and renowned food/wine experts</li> </ul> <p><b>Business activities in/through HK:</b></p> <ul style="list-style-type: none"> <li>• Sourced fresh food, ingredients, sauces and kitchen appliances from authentic F&amp;B and catering suppliers from HK</li> <li>• Participated in F&amp;B/catering-related events and conferences - thus promoting their brand and became an authoritative figure in the industry</li> </ul>   |
| Europe (3)   |   |
| 2  | <p><b>Sweeney Productions, Hamburg (<i>Gifts and Premiums</i>)</b><br/>German - Hong Kong Association</p> <p><b>Company profile:</b></p> <ul style="list-style-type: none"> <li>• Founded in 2002</li> <li>• Target customers/markets are German TV station, pharmaceutical companies</li> </ul> <p><b>Business activities in/through HK:</b></p> <ul style="list-style-type: none"> <li>• HK serves as the base of all China activities for the company - to facilitate discussions and factory visits into the Chinese mainland, and also taking part in HK trade fairs.</li> <li>• Sweeney offers high degree of product customisation, hence registered their own trademark - MIYO: Make It Your Own. To do so, Sweeney carefully selected an experienced business partner, a well-established and creative HK company. The HK partner understands European customers' needs, as well as masters the communication skills with the Chinese manufacturers, thus concepts and requests from Germany can be properly "translated" to Chinese manufacturers.</li> </ul> |
| 3  | <p><b>Cathay Pacific Airways - "Direct flights from HK to Moscow" (<i>Airline</i>)</b><br/>Russia - Hong Kong Business Association</p> <p><b>Company profile:</b></p> <ul style="list-style-type: none"> <li>• Service launched on 13 July 2010</li> <li>• Target customers/markets are travelers for business, tourism and cultural activities</li> </ul> <p><b>Business activities in/through HK:</b></p> <ul style="list-style-type: none"> <li>• Moscow has become the latest of 48 destinations reached by CX flights</li> <li>• CX operates three times a week, non-stop flights from HK to Moscow</li> </ul>   |

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|--|--|
| <b>Europe (3) (cont'd)</b>                                       |  |
| 4  | <p><b>ARIMA Holding Corp. (<i>Small Domestic Appliances</i>)</b><br/>(under trademark "Scarlett")<br/>Russia - Hong Kong Business Association</p> <p><b>Company profile:</b></p> <ul style="list-style-type: none"> <li>• Founded in 1996</li> <li>• Target customers/markets are Russia, Ukraine, Kazakhstan and many other Eastern European countries</li> </ul> <p><b>Business activities in/through HK:</b></p> <ul style="list-style-type: none"> <li>• Scarlett has appointed a HK company and other representatives to co-ordinate operations with more than 150 Chinese factories - thus minimising logistic expenses and time.</li> <li>• With the language skills, business acumen and efficient workflow of HK representatives, Scarlett has a reputable brand in Russia and Kazakhstan and also a leading market position in Ukraine.</li> </ul> |
| <b>North America (1)</b>   |  |
| 5  | <p><b>DeBlock Consulting Ltd (<i>Management Consultancy</i>)</b><br/>Hong Kong - Canada Business Association - Edmonton Section</p> <p><b>Company profile:</b></p> <ul style="list-style-type: none"> <li>• Founded in 1997</li> <li>• Target customers/markets are western businesses from Canada, the US and Britain</li> </ul> <p><b>Business activities in/through HK:</b></p> <ul style="list-style-type: none"> <li>• Provided translation service and detailed business analysis to facilitate communications, business transactions and sourcing process between SMEs from the West and HK/China.</li> <li>• The Hong Kong Representative Office was set up in Feb 2010 to serve as the hub for the Company's China business activities.</li> </ul>  |