

MARKETEERS EXPORT GUIDE: HONG KONG



Performance Digital Marketing
Make **EXPORT** Ads Work

2021
edition

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About Blue Thirst

Blue Thirst are a Facebook & Google Ads Premier Partner certified Agency. Specialists in Search, Mobile, Display, Shopping, Social & YouTube campaigns.

We are experts in generating relevant traffic and conversions in competitive or new markets.

Our Qualifications



Google Premier Partner

The Google Partner badge shows that specific Partners have passed Google Ads product certification exams and are up-to-date with the latest product knowledge. In other words, they earned it, and are highly qualified.



Bing Partner

The Bing Partner Program gives partners opportunities to nurture and grow their intelligent search and digital business, provides access to the Microsoft community and technical experts. The Bing Partnership is recognition of their level of expertise running Bing Ads campaigns.



Facebook blueprint certification

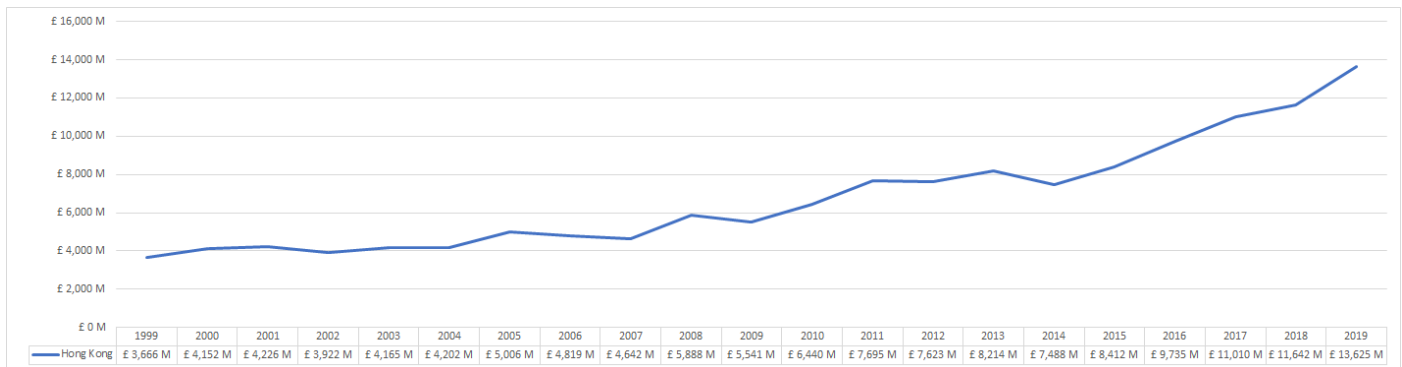
Blueprint Certification lets you validate your proficiency through proctored exams in specific advanced level competencies. It measures professional competency and earns you a verifiable credential that people can see on social media. Acquiring Facebook Blueprint certified status endorses your ability the digital marketing industry.

This Document

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“As one of Asia’s leading financial and business centres, Hong Kong has an open, transparent and competitive market. English is widely spoken. It has sophisticated financial services and distribution links, an efficient port terminal, a free port status and unrivalled connectivity to mainland China through air, rail, road and sea. Its links to international markets within Asia also make it attractive for re-exporting.” great.gov.uk

Ease of doing business

3rd

out of 190 countries
(World Bank, 2019)

Currency

**Hong Kong
Dollar**

Business language

**Chinese
(Cantonese
dialect) and
English**

You may need a
translator

GDP per capita

\$48,450

UK is \$41,030 (IMF,
2019)

Economic growth

2.9%

(IMF, 2018)

Time zone

GMT +8

*great.gov.uk/markets

What Do We Currently Export?

Categories where the UK is an important import partner

category	Hong Kong, China's imports from United	United Kingdom's exports to world		Hong Kong, China's imports from world	
	Value in 2019	Value in 2019	% of Uks Exports	Value in 2019	% from UK
Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad ...	\$4,154,290 k	\$42,543,967 k	9.76%	\$54,299,751 k	7.65%
Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	\$2,710,491 k	\$73,129,406 k	3.71%	\$66,350,295 k	4.09%
Works of art, collectors' pieces and antiques	\$749,932 k	\$12,372,712 k	6.06%	\$4,884,032 k	15.35%
Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	\$612,023 k	\$28,381,003 k	2.16%	\$307,677,269 k	0.20%
Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	\$294,719 k	\$50,491,930 k	0.58%	\$3,702,804 k	7.96%
Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical ...	\$283,893 k	\$19,856,311 k	1.43%	\$17,656,864 k	1.61%
Beverages, spirits and vinegar	\$237,699 k	\$10,252,308 k	2.32%	\$2,855,203 k	8.33%
Meat and edible meat offal	\$113,264 k	\$2,353,837 k	4.81%	\$5,405,875 k	2.10%
Essential oils and resinoids; perfumery, cosmetic or toilet preparations	\$91,201 k	\$5,747,320 k	1.59%	\$6,395,344 k	1.43%
Pharmaceutical products	\$81,272 k	\$27,124,153 k	0.30%	\$2,785,534 k	2.92%

Where are potential Opportunities?

Categories where the UK could potentially increase exports

category	Hong Kong, China's imports from United Kingdom	United Kingdom's exports to world		Hong Kong, China's imports from world	
	Value in 2019	Value in 2019	% of Uks Exports	Value in 2019	% from UK
Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	\$612,023 k	\$28,381,003 k	2.16%	\$307,677,269 k	0.20%
Plastics and articles thereof	\$70,019 k	\$11,876,204 k	0.59%	\$8,253,899 k	0.85%
Clocks and watches and parts thereof	\$69,974 k	\$1,118,462 k	6.26%	\$8,014,549 k	0.87%
Articles of apparel and clothing accessories, knitted or crocheted	\$35,888 k	\$3,941,022 k	0.91%	\$5,264,224 k	0.68%
Articles of apparel and clothing accessories, not knitted or crocheted	\$31,034 k	\$4,512,473 k	0.69%	\$5,197,654 k	0.60%
Toys, games and sports requisites; parts and accessories thereof	\$27,009 k	\$2,325,500 k	1.16%	\$4,174,216 k	0.65%
Fish and crustaceans, molluscs and other aquatic invertebrates	\$20,724 k	\$2,353,341 k	0.88%	\$3,000,367 k	0.69%
Articles of leather; saddlery and harness; travel goods, handbags and similar containers; articles ...	\$18,304 k	\$1,272,373 k	1.44%	\$4,913,952 k	0.37%
Footwear, gaiters and the like; parts of such articles	\$14,805 k	\$2,463,185 k	0.60%	\$3,498,055 k	0.42%
Commodities not elsewhere specified	\$8,008 k	\$11,264,865 k	0.07%	\$932,594 k	0.86%

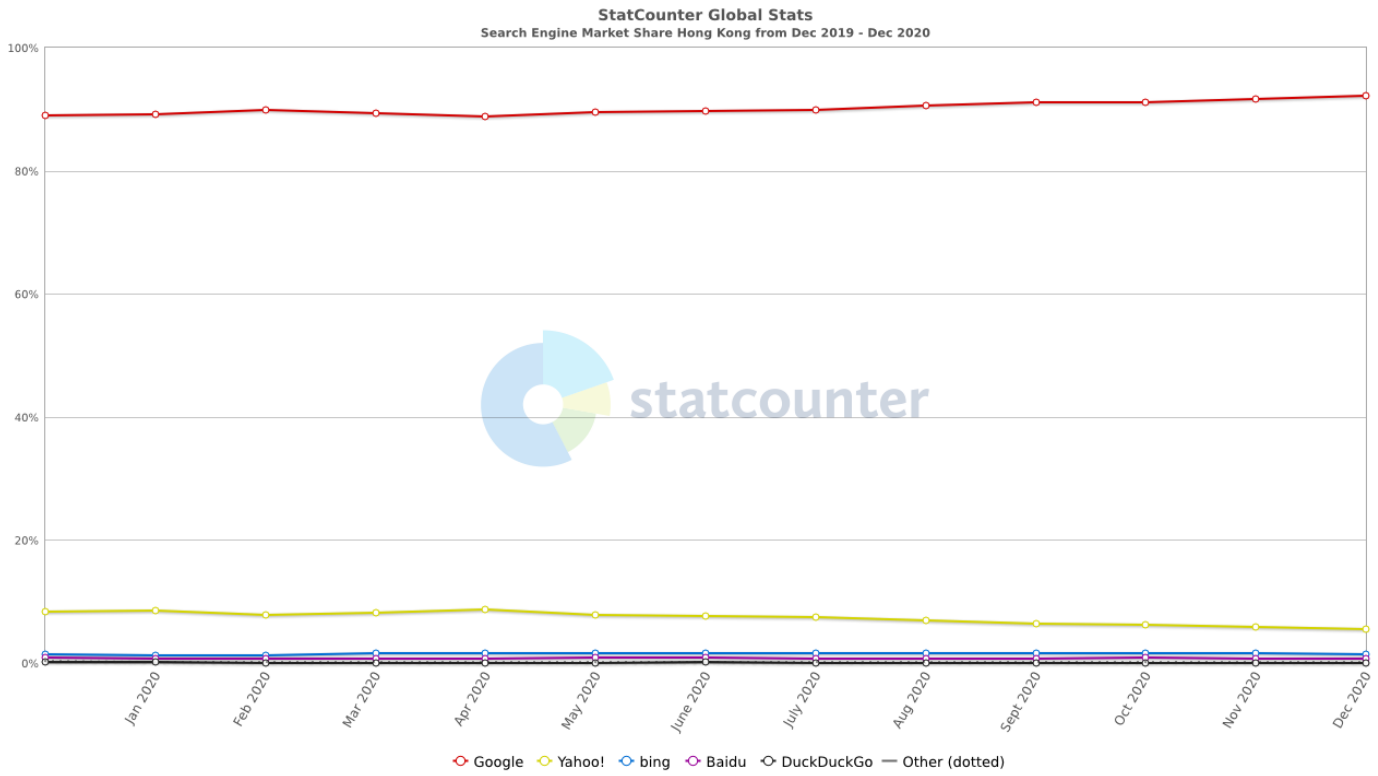
These are the top 10 categories where the UK exports high but a low amount of these products are imported by Hong Kong

[Click to View Live Export Opportunities in Hong Kong](#)

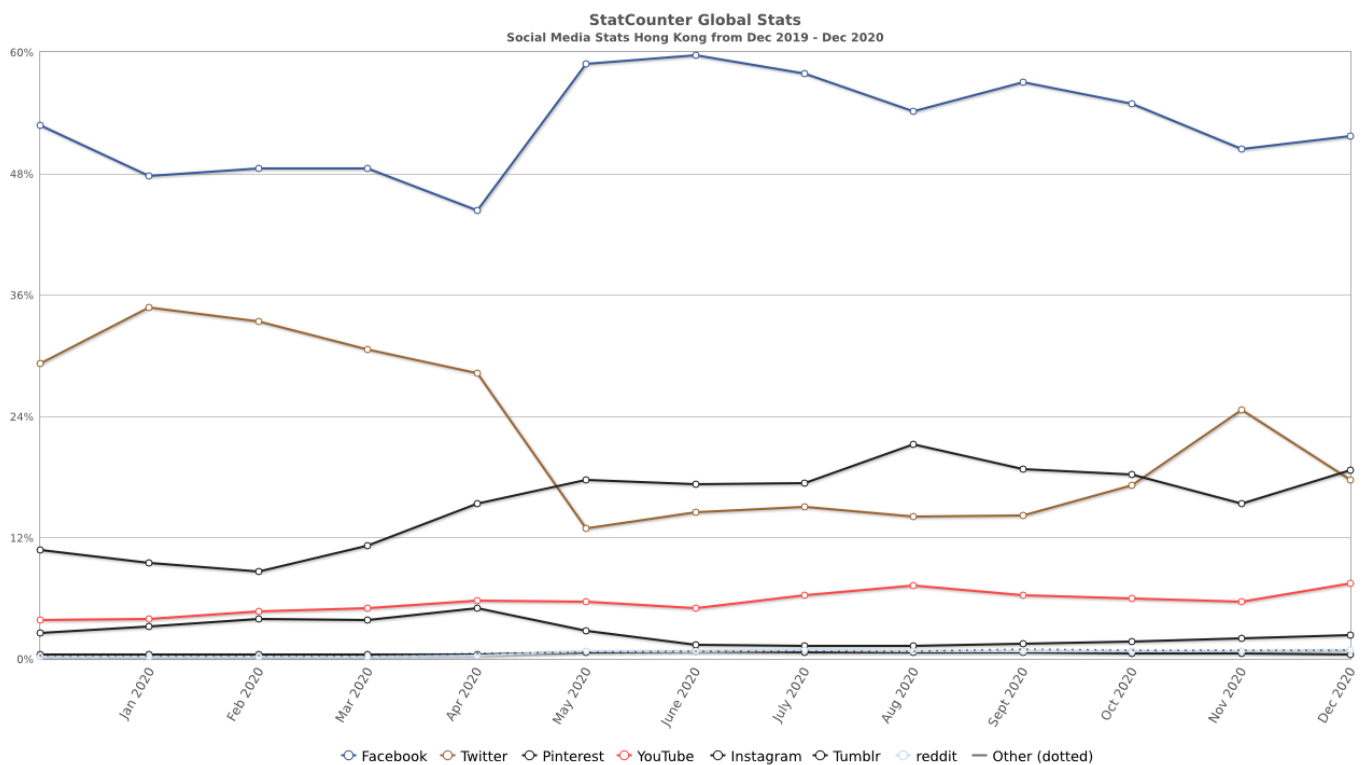


HONG KONG DIGITAL MARKETING

Hong Kong Search Engine Usage



Hong Kong Social Media Usage



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