

Hong Kong Market Entry Checklist

Recommended Market Entry Steps

Step 1

Assess your Export Readiness

Analyse your current operations and ensure the business is optimised before thinking about exports. From here, dedicate resources to capability development and upskilling yourself and your business in export fundamentals.

Step 2

Select and Validate your Market(s)

Hong Kong is a sensible market to tackle as it uses Common Law and many people speak or understand English. Market research is key to validating and understanding where the best opportunities are and how to approach a potential market. You may need to hire a consultant if the market research is intended to be larger scale.

Hong Kong is a mature market with many Australian products already on the ground. It is important to research your competitors and analyse their activities to plan ahead. The Hong Kong market is highly competitive in terms of quality and price.

Step 3

Determine Market Access Regulations and Import Requirements

There is a free trade agreement between Hong Kong and Australia that came into force in 2020. Free port status and easy customs procedures make it easier for goods coming into Hong Kong.

Step 4

Understand Labelling and Packaging, CE Marking, IP and GDPR

There is useful information on the:

Hong Kong Government Trade and Industry Department website www.tid.gov.hk; and

Hong Kong Government Customs and Excise Department website www.customs.gov.hk

Step 5

Develop your Market Entry and Channel Optimisation Plan

Development of a Market Entry Plan will enable your organisation to better target opportunities, prioritise activities and frame financial budgets. Partnering with suitable market partners will make your market entry a lot easier. Take the time to properly plan your market entry, as well as undertake appropriate due diligence on any potential partner.

Step 6



Engage with *Pathways to Export* and Global Victoria

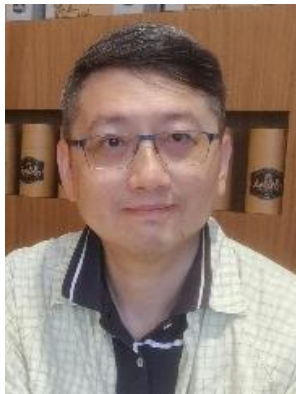
The Pathways to Export team within Agriculture Victoria is dedicated to supporting small-scale and emerging exporters understand global market entry requirements and assist businesses to build capability to achieve sustainable export results. Allen Kwok is the Trade Director for the Victorian Government Trade & Investment Office in Hong Kong, supporting Victorian businesses with market analysis, on-the-ground market insights and connections to key local partners to build momentum.

Step 7

Continue building your in-market network and be present

Once you've confirmed your export strategy, it is imperative you dedicate sufficient time and financial resources to build your professional network to maximise in-market opportunities. In-market visits, regular communication and engagement with existing customers, as well as potential new ones, supports long-term relationships and benefits your brand. Capability building trade activities as well as Inbound and Outbound Missions hosted by Austrade, Global Victoria and Agriculture Victoria are additional ways of expanding your networks.

Meet your Global Victoria Trade Manager



Allen Kwok



Allen has been with Victorian Government Trade & Investment Office based in Hong Kong since 2006. His previous roles include Investment Attraction, Ministerial visits, Government Affairs, Education promotion and recently, Trade facilitation.

Want to Know More? Scan the QR to visit our Website!