

The European Chamber of Commerce in Hong Kong

FOR IMMEDIATE RELEASE

European Week in Hong Kong: Strengthening Partnerships and Exploring Opportunities

[Hong Kong, September 20th, 2023] – The European Chamber of Commerce in Hong Kong is thrilled to announce the upcoming "European Week," a week-long program dedicated to fostering stronger economic ties between Europe, Hong Kong, and China. The event is scheduled to take place from September 18th to 25th. It will feature a series of activities aimed at raising awareness about the potential for trade, investment, and collaboration between these key global players, as well as thought-provoking keynotes, panels, and discussions covering many relevant topics such as macroeconomics and geopolitics, sustainable travel and tourism, intellectual property rights, circular economy, consumer awareness, talent attraction and more.

The primary objectives of the European Week are to showcase Europe as a dynamic and reliable trading partner for Hong Kong and China and to highlight the European market's numerous investment opportunities. The event also seeks to facilitate meaningful conversations and connections between senior representatives from Europe, Hong Kong, National Chambers, and the business community.

The highlight of the European Week will be the much-anticipated "European Night", an exclusive cocktail event at the prestigious M+ Museum. Scheduled as the closing ceremony of the week-long program, European Night promises an evening of networking and cultural exchange. Attendees can look forward to a dazzling array of unique performances, captivating speeches, engaging entertainment, and a delectable cocktail food and beverage selection.

*"We are excited to present European Night as a culmination of the European Week. This event symbolizes the vibrant partnership between Europe and Hong Kong, celebrating the rich tapestry of opportunities for trade, investment, and collaboration," said **Nuria Sau, General Manager of the European Chamber of Commerce in Hong Kong.***

The European Chamber of Commerce is a 'Chamber of Chambers': Belgium/ Luxembourg, British, Danish, Dutch, Finnish, French, German, Greek, Irish, Italian, Lithuanian, Norwegian, Polish, Spanish, Swedish, Swiss



*As the most significant single market, Europe plays a major role for Hong Kong as an investor and trading partner. Therefore, it is my greatest pleasure to see the first “European Night” event celebrating the fantastic M+ with high-calibre attendance from both Hong Kong and Europe - **Claus Schuermann, Vice-Chair European Chamber of Commerce***

*We are delighted to organize for the first time a week and a night to celebrate the relationship between Europe and Hong Kong. This will be an opportunity to re-connect, re-discover and understand better the reality behind the two sides. - **Iñaki Amate, Chairman European Chamber of Commerce***

European Night will allow attendees to engage in mutually enriching conversations with esteemed guests, including senior representatives from Europe, Hong Kong, National Chambers, and prominent members of the business community. The evening promises to be a remarkable occasion for fostering connections, expanding horizons, and strengthening alliances between diverse stakeholders.

The European Chamber of Commerce in Hong Kong invites all interested parties to participate in the European Week and seize this remarkable opportunity to contribute to the ongoing growth and development of partnerships between Europe, Hong Kong, and China.

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About the European Chamber of Commerce in Hong Kong:

Initiated in 1997, the European Chamber of Commerce in Hong Kong (EuroCham) is a non-governmental business interest group. The EuroCham is a 'Chamber of Chambers' with its membership comprising 15 European Chambers based in Hong Kong. The appointed representatives of these chambers make up EuroCham's Board of Directors.

The European Chamber of Commerce in Hong Kong is a leading business organization that provides a forum to exchange information and promote and enhance commercial, industrial, financial, scientific, and other economic exchange between Europe, Hong Kong, Macau, and the Greater Bay Area. The chamber creates a thriving environment for trade, investment, and collaboration through a wide range of initiatives and activities.

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