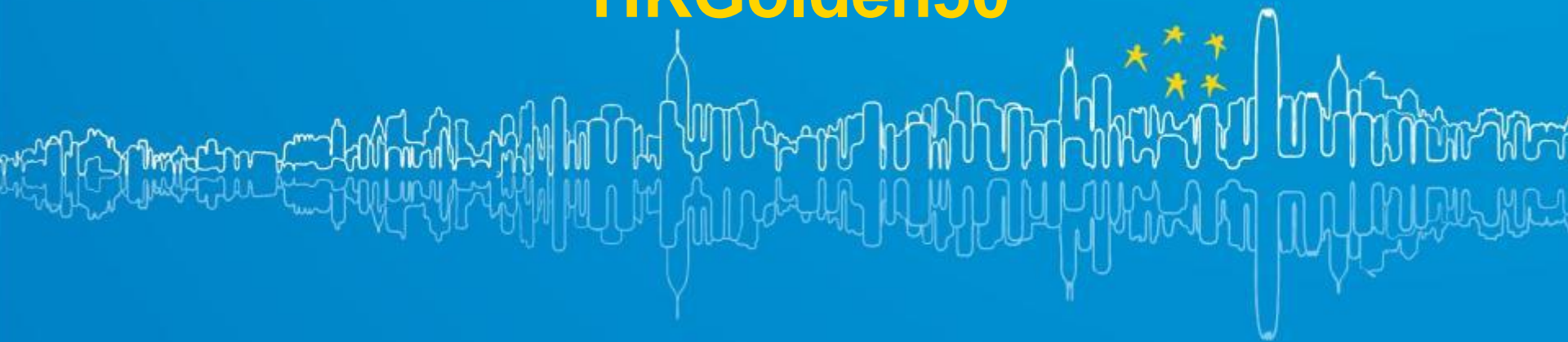


**Now** is the Time...  
**To Be in Hong Kong**

**HKGolden50**



# For whom?

- **Businesses** that want an Asian HQ (politically neutral: India, China, Japan, the West)
- **Type-A people** who rise to challenges & opportunities
- **Students**
- **Professionals** and managers who want to pursue growth
- **Retail brands**
- **Credibility/Certification industries** – Hong Kong synonymous with reliability & best quality
- **Visionary entrepreneurs** that can see potential in Guangdong Cluster...110m...best infrastructure... entertainment/global finance
- **Creative people** who love life - artists, chefs, designers, researchers, quality-of-lifers...



# Where...

- **Customer base** is as rich as London and New York
- **Education** is cheapest and best
- **Retail sales** are growing faster than emerging markets
- **Job growth** is the fastest in our history despite global recession
- **Fiscal system** - very responsible fiscal system, 4 years of surpluses in sequence despite global deficits
- **All things exciting in art** world are coming to Hong Kong



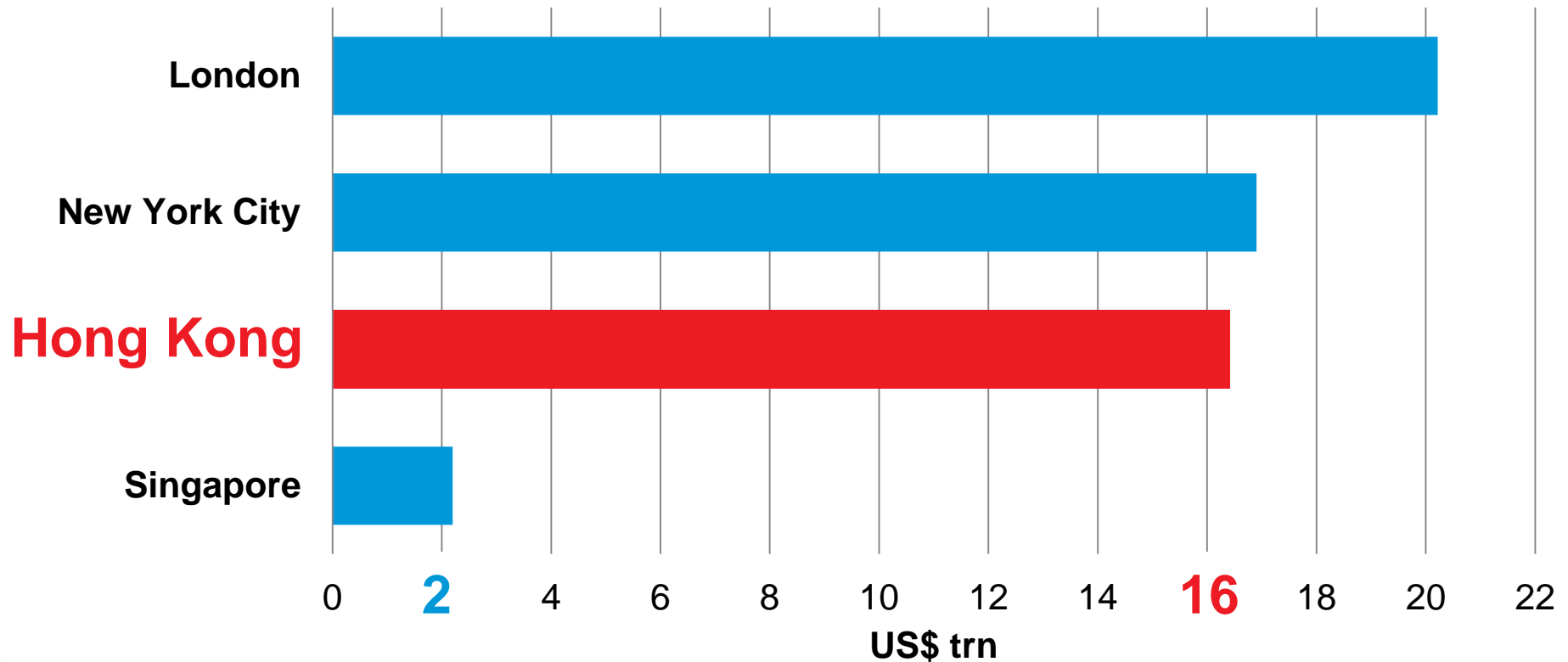
# Where...

- **New global brands** entering Hong Kong in 2012 outnumbered total going to Shanghai, Beijing...
- **The safest place** Vs key US, UK cities
- **Medical services** are best and cheapest
- **Food** is the tastiest - more Michelin stars than London and matching/exceeding New York (Italian food)
- **People are the kindest** and most compassionate in Asia



# Hong Kong is at the **Heart** of Asia

## Total Nominal GDP Within 4-Hour Flight Distance

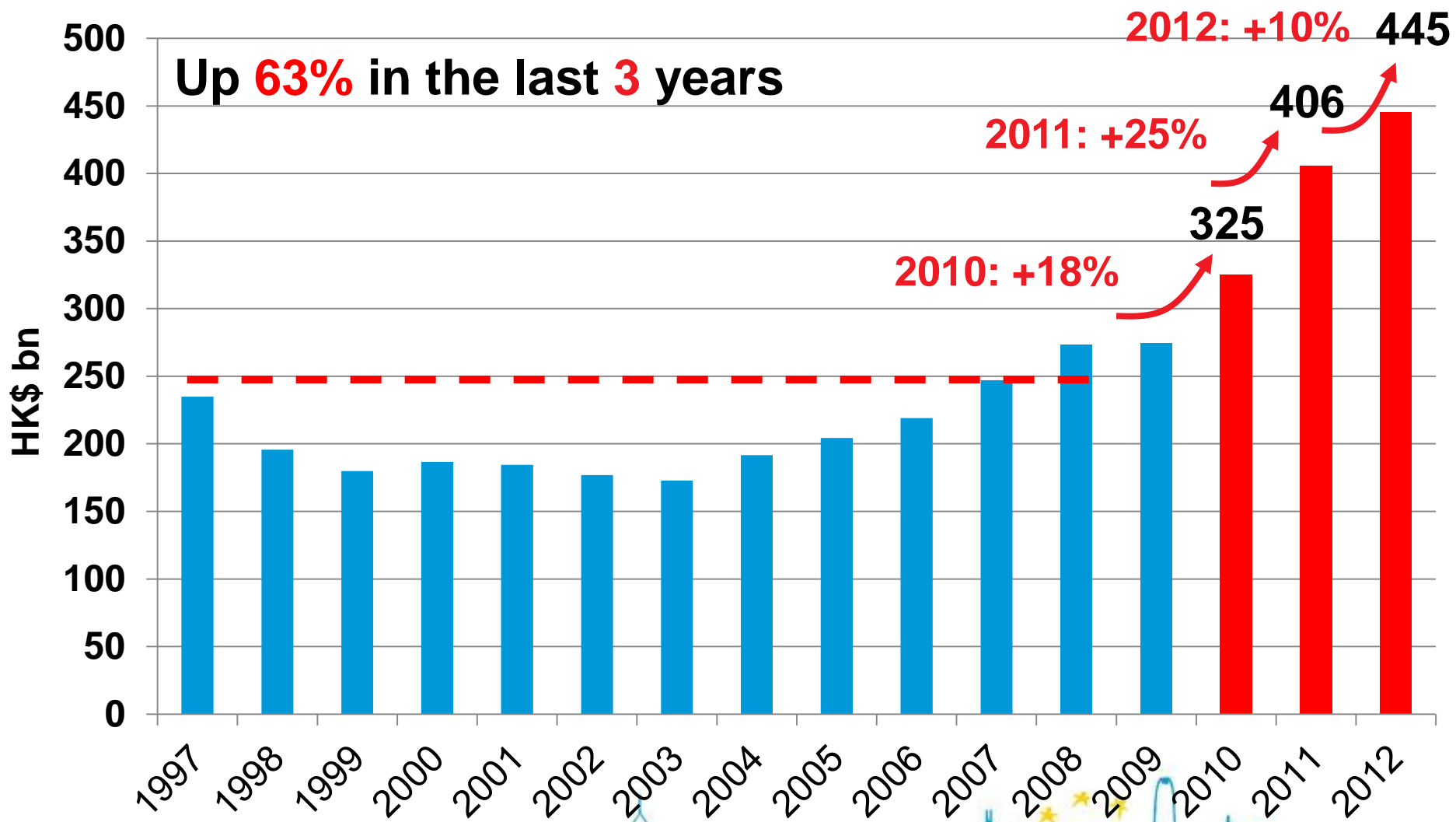


\*Countries/regions with "economic capital" within 4 hours flight

Source: IMF, HKGolden50



# Record Retail Sales



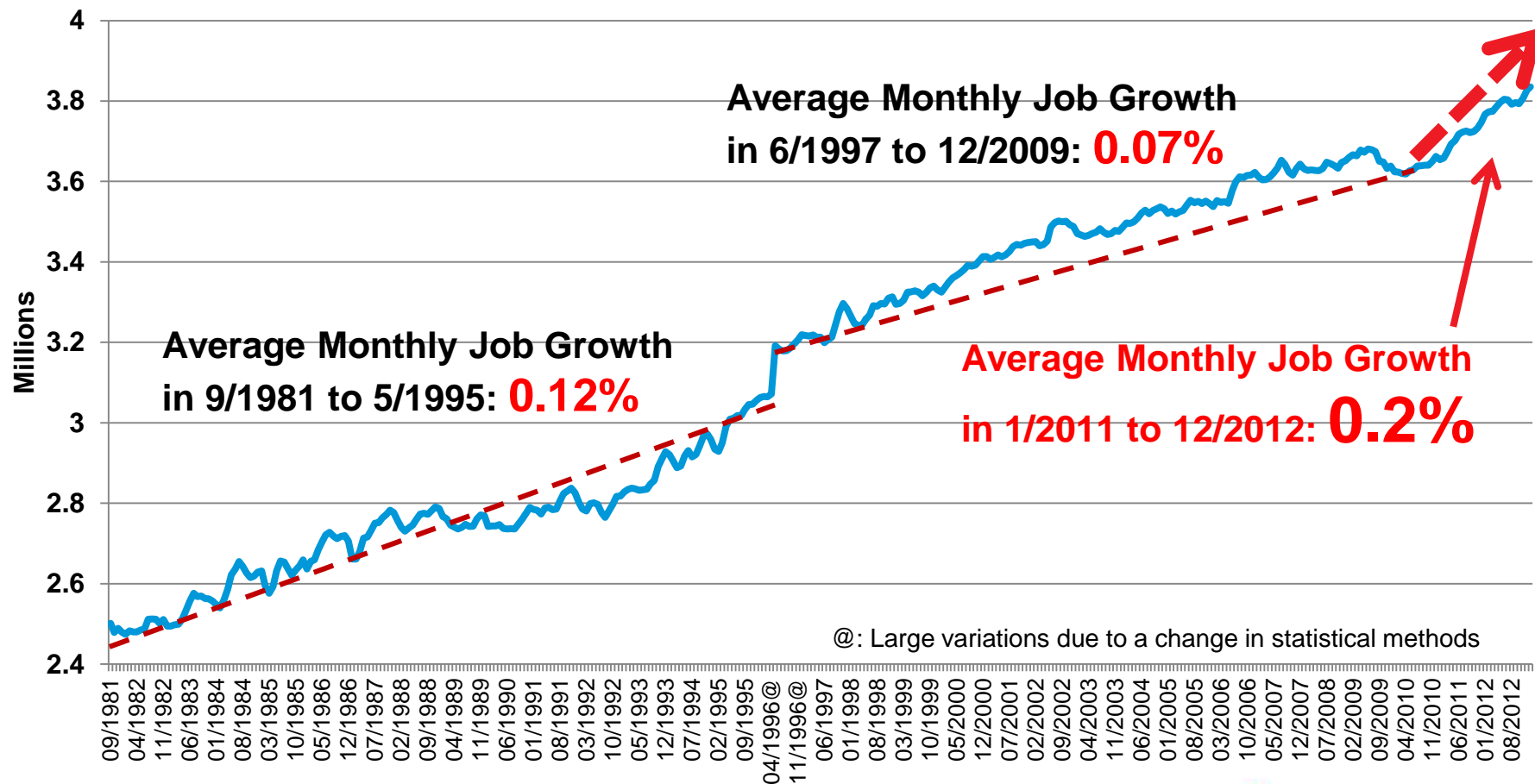
Source: HK CSD, HKGolden50

# Number of new brands entering HK 2012 = 2x of Shanghai+Beijing



# Fastest job growth on Highest base

## Total Employment Numbers

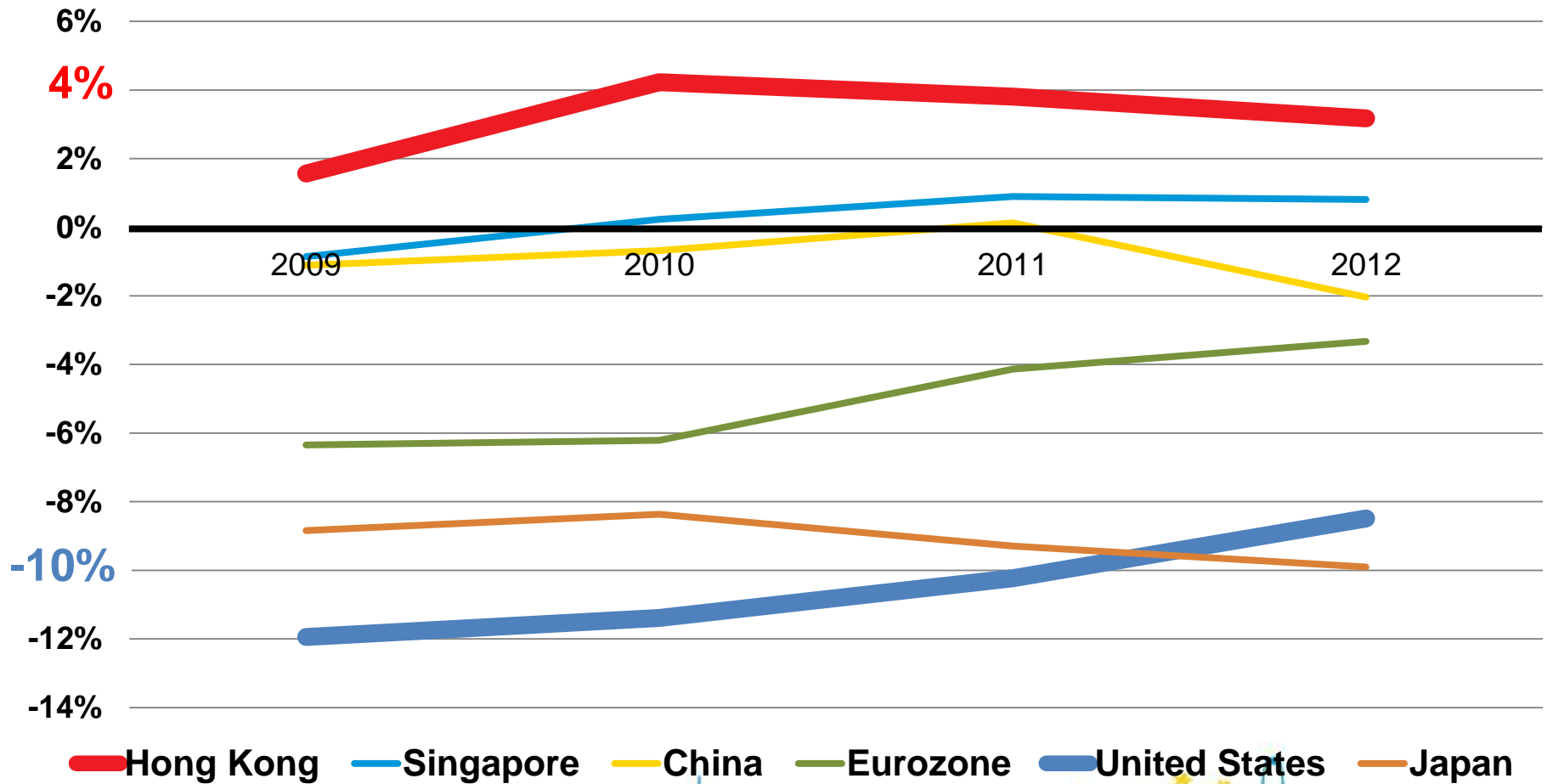


Source: HK CSD



# Fiscal Responsibility = Economic Freedom

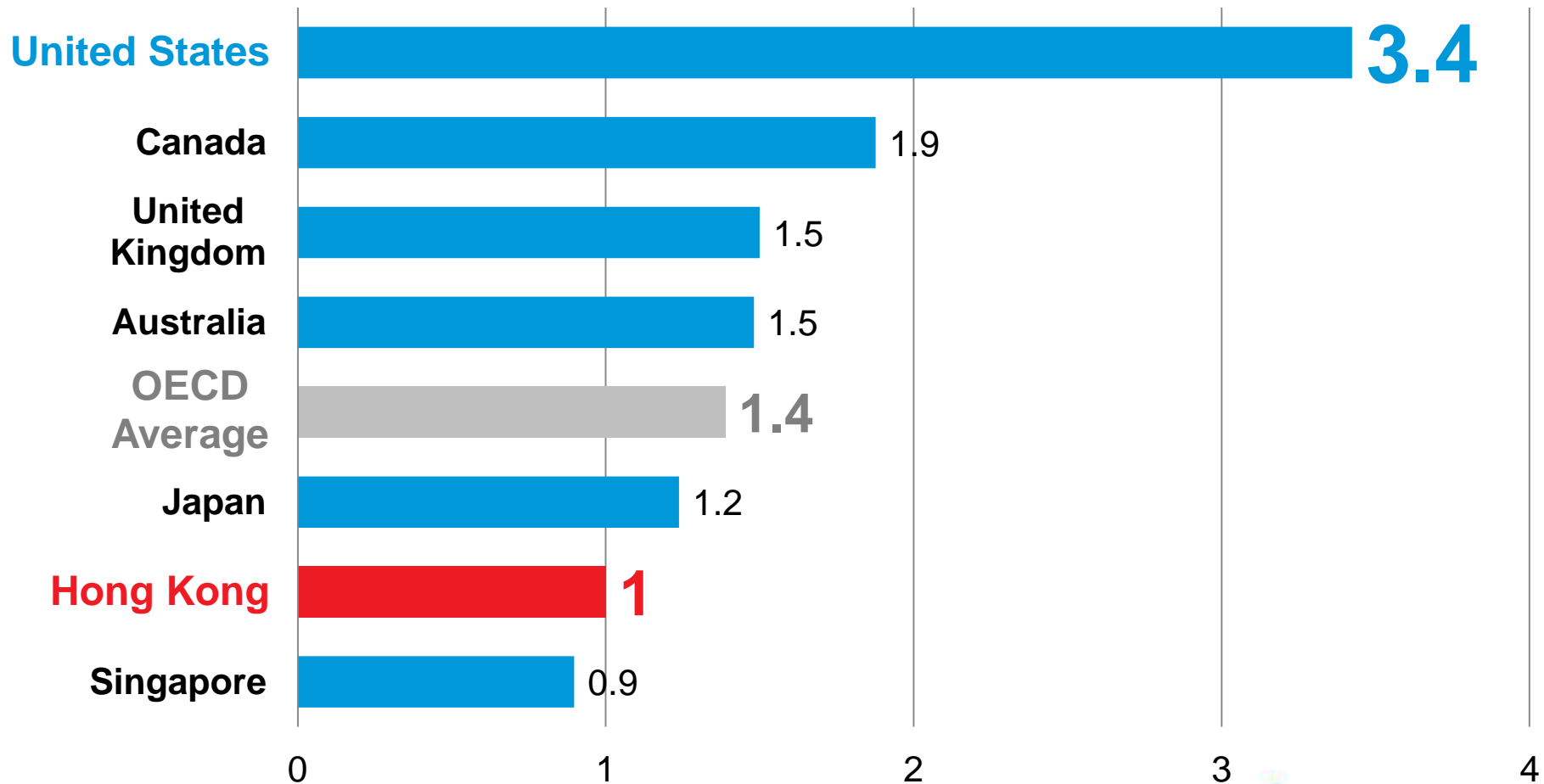
## Public Fiscal Surpluses/Deficits



Source: OECD

# Fiscal Responsibility – Reflected By Cheap & Efficient Medical System

## Healthcare Expenditure Per Capita (PPP) as Multiples of HK



\*2011 or latest figures

Source: OECD, HK Dept. of Health

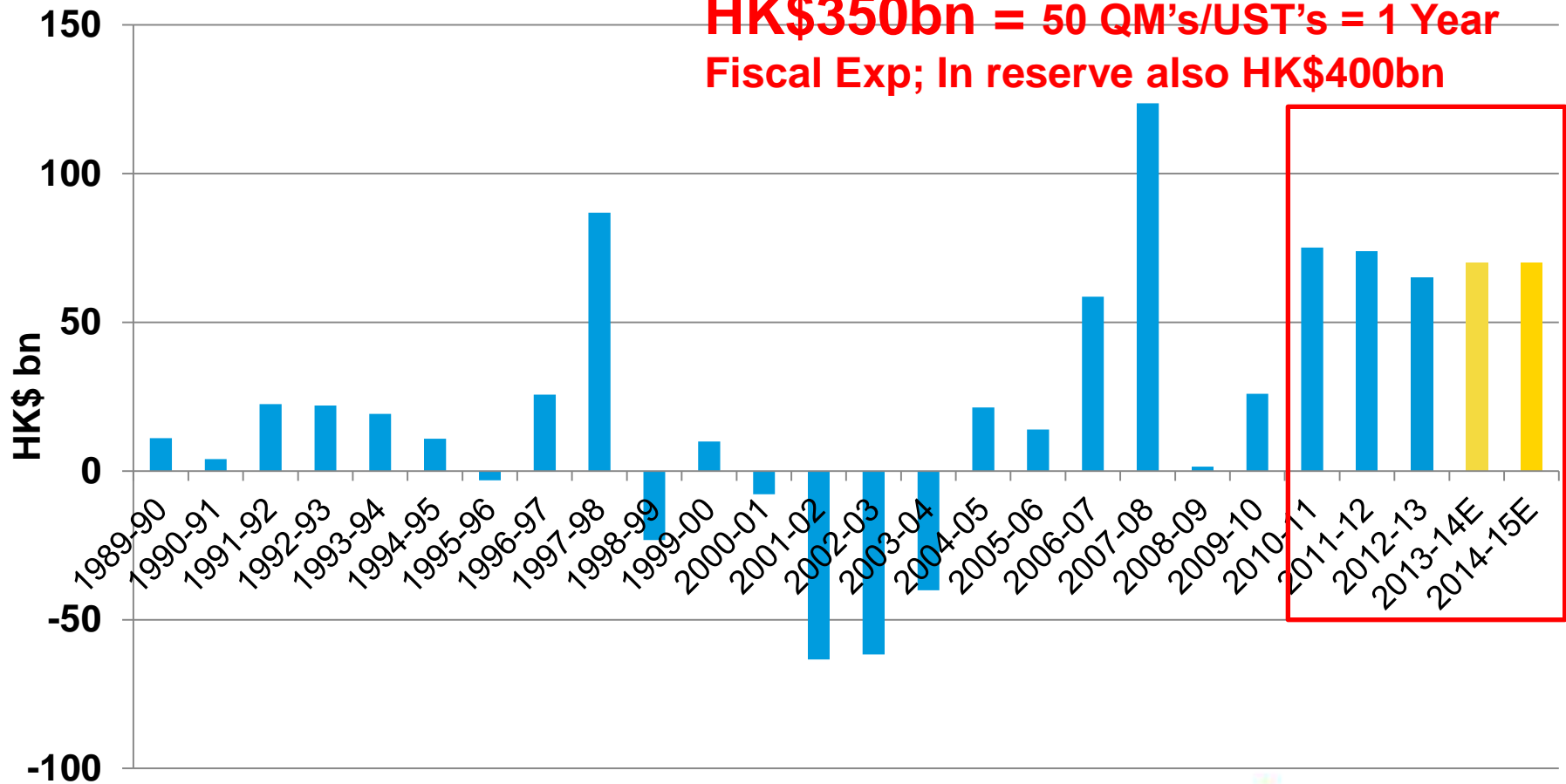
# A Period of Fiscal Abundance: Time to Invest in HK's Future

## Fiscal Surplus

Total Surpluses in Golden 5 Years:

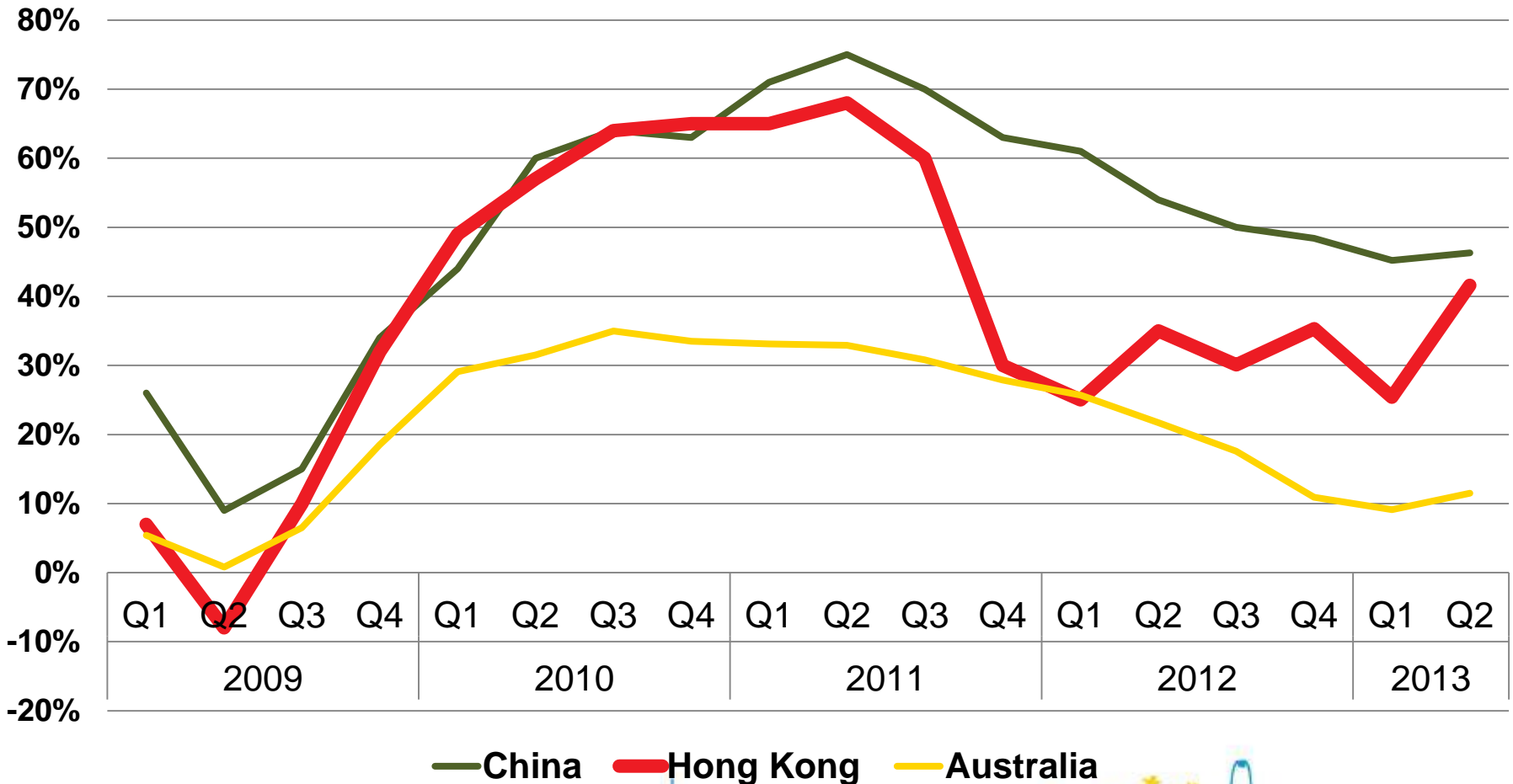
**HK\$350bn = 50 QM's/UST's = 1 Year**

**Fiscal Exp; In reserve also HK\$400bn**



# Hong Kong Labour Market Optimism Second Only to China

## Hudson Net Hiring Index



Source: Hudson

# Clustering Effect – Megacities Vs Megacities

- 21<sup>st</sup> century international competition will be between regions, not cities
- Rich content of PRD region:
  - Entertainment: Macau gaming revenue US\$38bn vs Las Vegas US\$6bn
  - Nearly completed Hengqin Chimelong Resort e. 20m visitors per annum vs DisneyWorld 17m; 2 wild safari parks within 100km of each other!
  - Perfect blend of finance & high-tech – HK+Shenzhen = NYC+Silicon Valley, just thousands of miles closer to each other
  - Cleanest and freest region in China



# Cheap But Top-notch Higher Education

| Country/Region   | Annual tuition fees for international students (US\$) |
|------------------|---|
| United States    | 32,000-46,000   |
| United Kingdom   | 16,000-32,000   |
| Singapore        | 22,000-26,000   |
| Australia        | 15,000-36,000   |
| <b>Hong Kong</b> | <b>13,000-17,000</b>                                  |

- Highest quality at the lower cost - Hong Kong remains one of the prime higher education centres in Asia - HK has 4 Global Top 200 universities vs Seoul's 3, Singapore's 2, Tokyo's 2, and 2 in whole of China
- Hong Kong Polytechnic University's hotel management school is ranked 2<sup>nd</sup> in the world – only non-US top 5 institution

Source: Various Sources

# Best Secondary Education System

| Country/Region   | Reading Score Ranking | Math Score Ranking |
|------------------|-----------------------|--------------------|
| <b>Hong Kong</b> | <b>1</b>              | <b>4</b>           |
| Singapore        | 4                     | 2                  |
| United States    | 6                     | 9                  |
| England          | 11                    | 10                 |
| Australia        | 27                    | 12                 |

Source: PIRLS, TIMSS

# Still the Freest Place in Asia

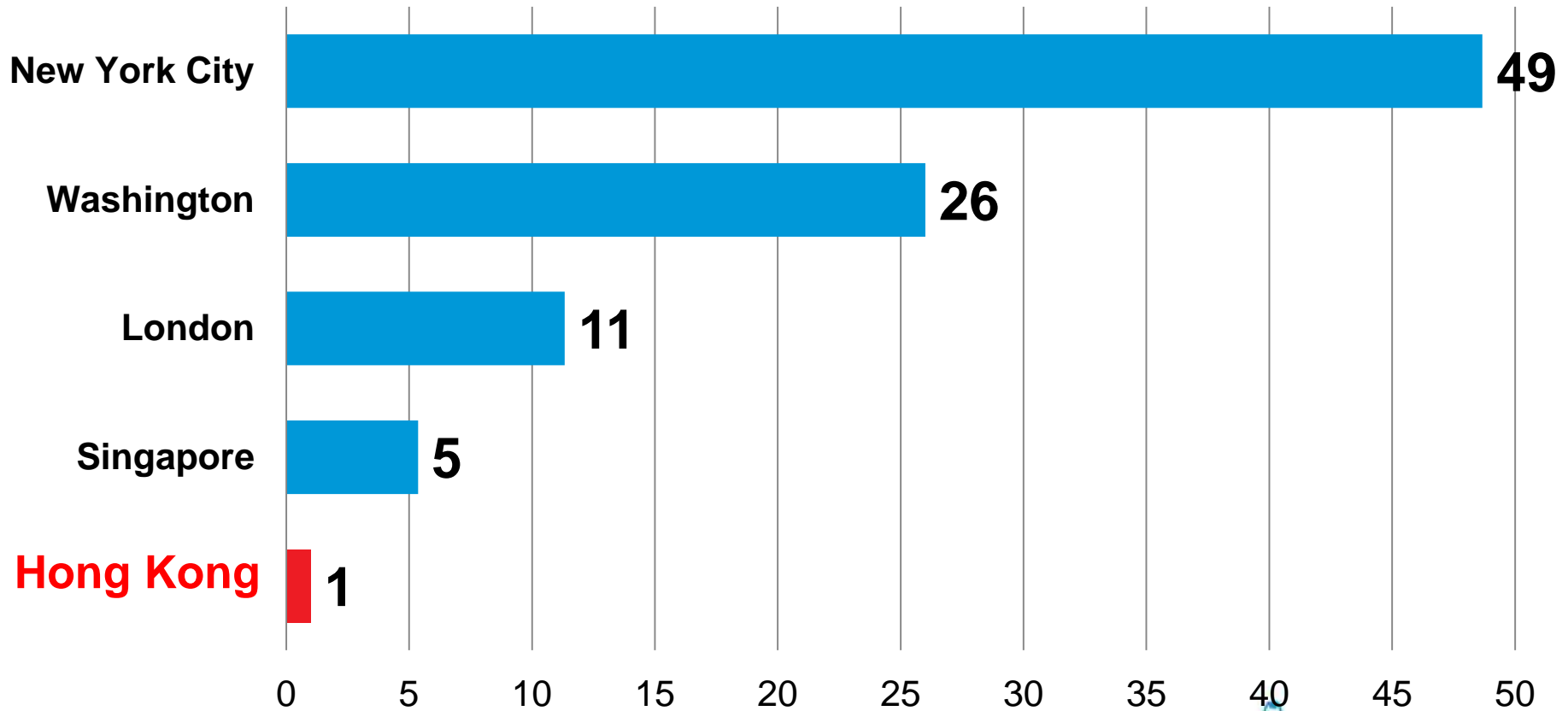
| Ranking    | Country/Region   | Freedom Index |
|------------|------------------|---------------|
| 1          | New Zealand      | 8.73          |
| 2          | Netherlands      | 8.47          |
| <b>3</b>   | <b>Hong Kong</b> | <b>8.39</b>   |
| ...        |                  |               |
| 7          | United States    | 8.30          |
| ...        |                  |               |
| 9          | Japan            | 8.28          |
| ...        |                  |               |
| 18         | United Kingdom   | 8.08          |
| ...        |                  |               |
| <b>39</b>  | <b>Singapore</b> | <b>7.67</b>   |
| ...        |                  |               |
| <b>100</b> | <b>China</b>     | <b>5.76</b>   |

Source: Fraser Institute



# Train delays only occur 0.3% of the time

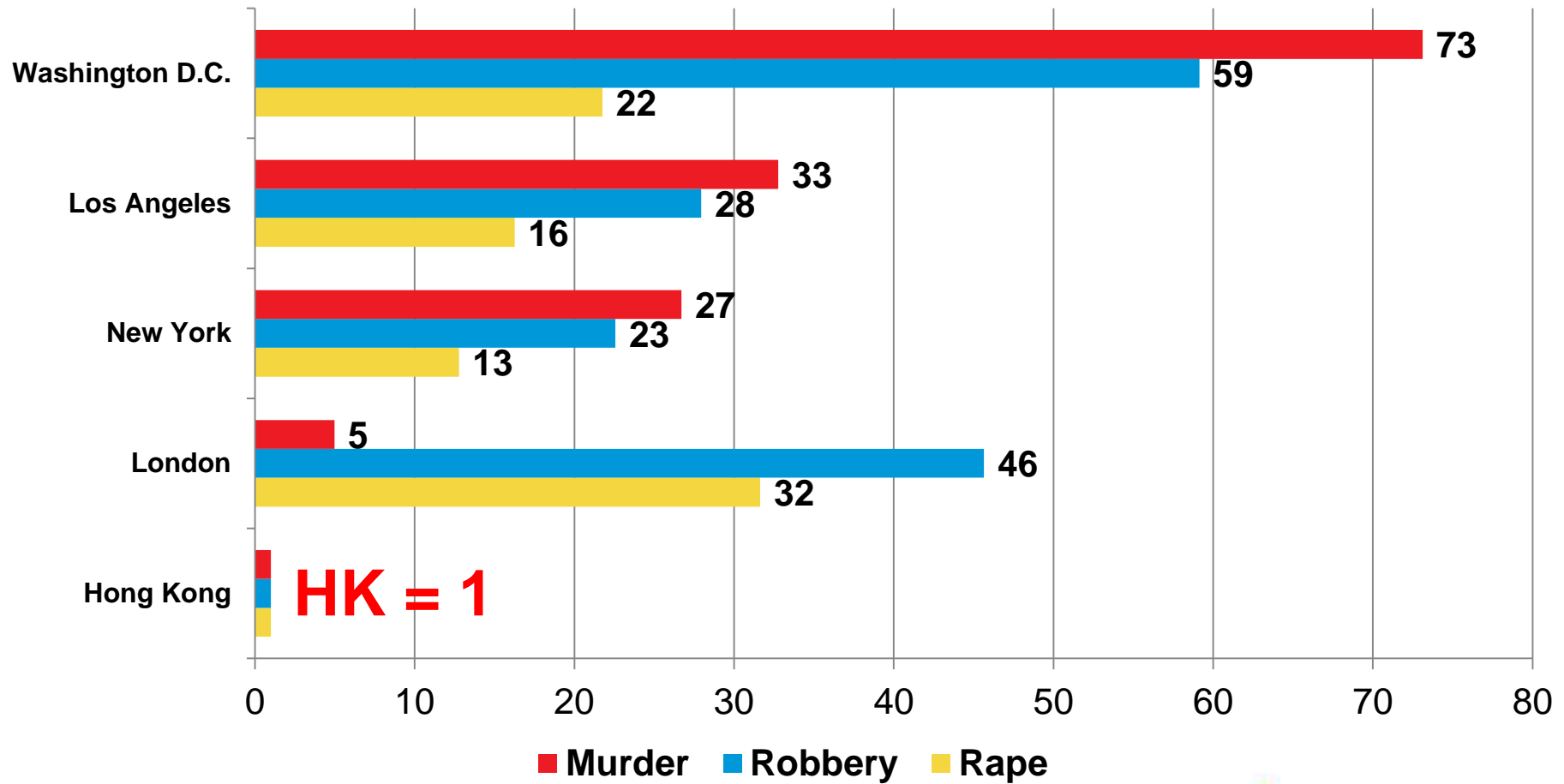
## Occurrence of Metro System Delays - As Multiples of Hong Kong



Source: NYC MTA, Transport for London, SMRT, MTR

# Safest Metropolis in the World

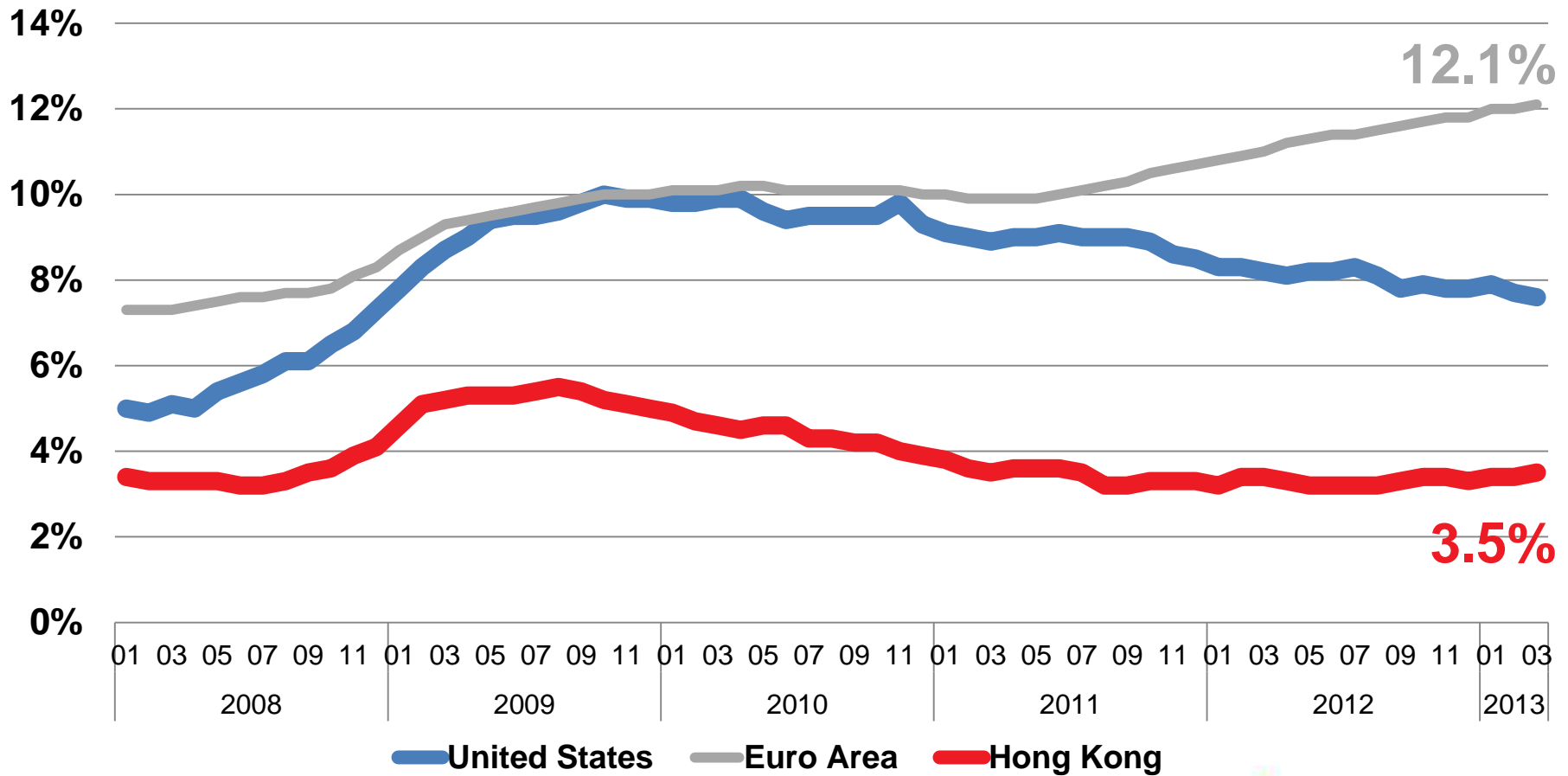
## Per Capita Crime Rates as Multiples of Hong Kong



Source: MPDC, LAPD, NYC.gov, London Met Police, HK Police; 2011 figures

# Full employment Vs Chronic unemployment

## Unemployment Rates

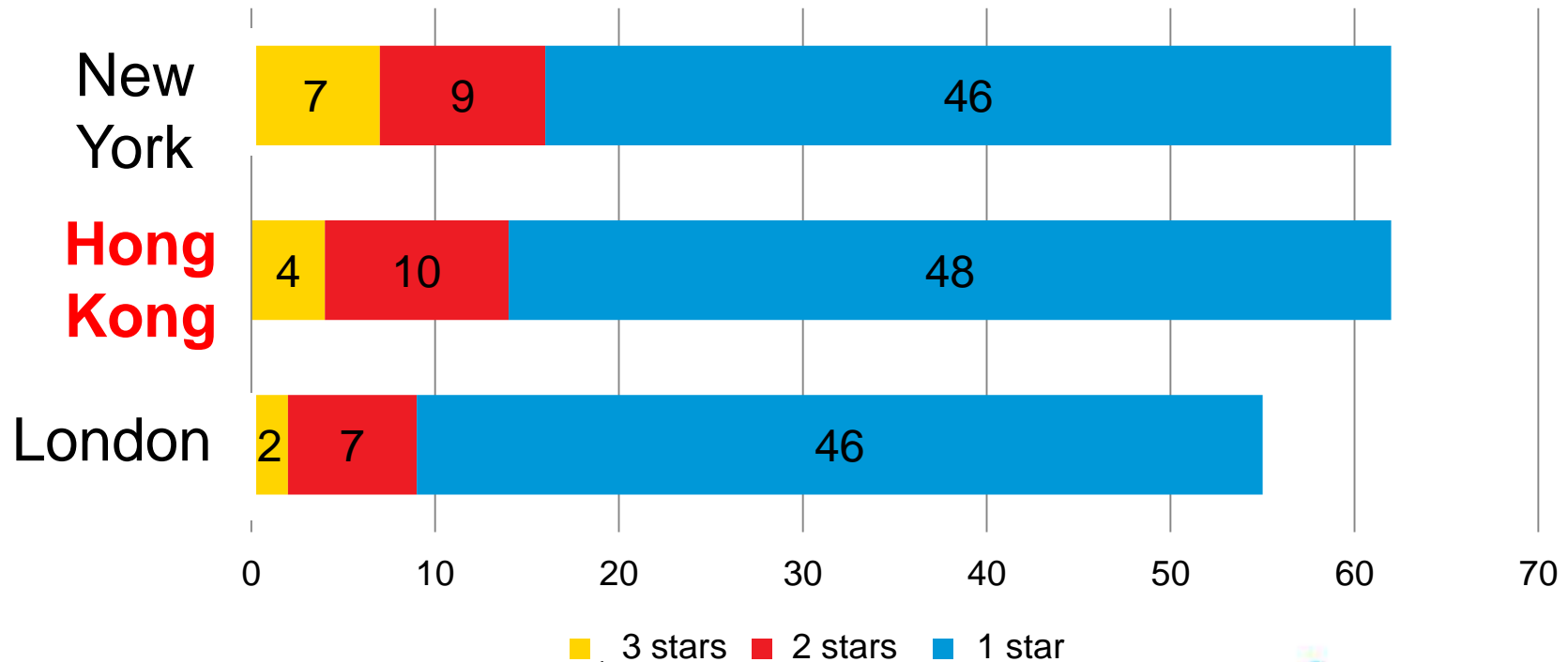


Source: US Dept. of Labor, OECD, HK CSD

# A true culinary capital

- Michelin, “the quality of Hong Kong restaurants is comparable to New York City...”

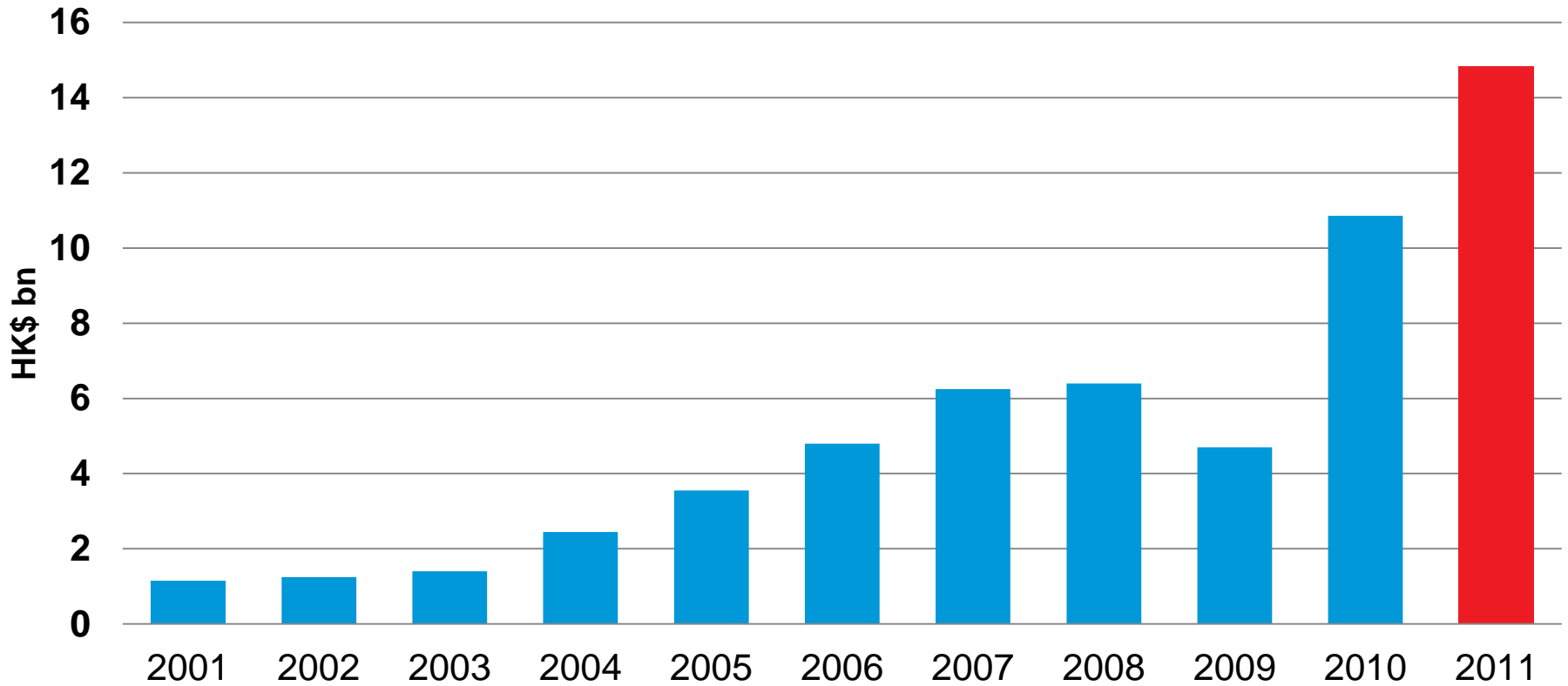
## Number of Michelin Star Restaurants in 2011



Source: Michelin Guide

# Auction Sales increased by 12x in ten years

## Christie's & Sotheby's Combined Auction Sales in HK



International galleries choose to station in Hong Kong:  
Gagosian Gallery, White Cube...

Source: Christie's, Sotheby's

# Number of art exhibitions held in Hong Kong has become world no.1 in 4 years

|  | <b>ART HK<br/>2012</b> | <b>Art Basel<br/>2012</b> | <b>London<br/>Art Fair<br/>2012</b> | <b>Frieze<br/>Art Fair<br/>2012</b> |
|--|------------------------|---------------------------|-------------------------------------|-------------------------------------|
| <b>Attendance</b>                            | <b>67,000</b>          | 50,000                    | 25,000                              | 60,000                              |
| <b>Number of Exhibiting<br/>Galleries</b>    | <b>266</b>             | 250                       | 120                                 | 175                                 |
| <b>Number of Participating<br/>Countries</b> | <b>38</b>              | 31                        | Mainly<br>British                   | N/A                                 |

Source: ART HK, Art Basel, London Art Fair, Frieze Art Fair

# Compassionate & Responsible Society

- **85%** of HK citizens would financially support their elderly parents; **69%** willing to live with them
- 1945 to 1951 – Population exploded from 600,000 to 2,400,000 in 6 years – without social conflicts and tensions
- HK is a World City that is the ultimate melting pot – we may not share the same origins but we share the same future...
- **Asia's "Melting Pot"** – **70% of 65+** citizens are born outside Hong Kong



# The Most Purposeful City with the Softest Heart in Developed Asia

| Global Ranking | Country/Region   | World Giving Index Score | % Donating Money | % Helping a stranger |
|----------------|------------------|--------------------------|------------------|----------------------|
| <b>19</b>      | <b>Hong Kong</b> | <b>44%</b>               | <b>64%</b>       | <b>56%</b>           |
| 45             | South Korea      | 36%                      | 33%              | 45%                  |
| 52             | Taiwan           | 34%                      | 43%              | 44%                  |
| 85             | Japan            | 26%                      | 33%              | 25%                  |
| 114            | Singapore        | 20%                      | 29%              | 24%                  |
| ...            |                  |                          |                  |                      |
| 141            | China            | 13%                      | 10%              | 26%                  |
| 145            | Greece           | 13%                      | 5%               | 30%                  |
| 145            | Montenegro       | 13%                      | 10%              | 23%                  |

\*146 countries ranked in total

Source: CAF World Giving Index

