

## Opportunities in Information and Communications Technology (ICT)

Hong Kong has a **well established ICT infrastructure** which is well suited to UK's innovative technologies. The local telecommunications sector remains one of the most **dynamic and technologically advanced** in the world. The mobile subscriber penetration rate reached saturation point in 2003. The latest penetration rate as of March 2007 is 137% with 9.44 million registered mobile subscribers.

Since the launch of 3G in 2004, the number of 3G subscribers is now close to 1.4 million. On the information technology front, the infrastructure in Hong Kong is very well developed.

Broadband coverage is high as 100% of commercial premises and over 95% of residential properties are broadband enabled. As of March 2007, the number of registered customer accounts with dial up and broadband access are 945,193 and 1.74 million respectively.

The local government takes a pro-competition and pro-consumer approach in the mobile telecommunications industry. Hence, **competition** is fierce. The growth areas will be driven by the introduction of new technologies and the need for applications to maximise usage of the established infrastructure to generate revenue.

On information technology, the government has been encouraging the community to embrace information

technology. The aim is to promote Hong Kong as one of the **leading digital cities** in the region.

Thus, Hong Kong offers ample of opportunities for UK ICT companies. In particular, this market is relatively easy for SMEs and new exporters as English is widely spoken in the business community, there are minimal cultural difference and Hong Kong has retained its top ranking in the Economic Freedom of the World, 2005 Annual Report.

Last but certainly not least, Hong Kong also acts as a **springboard** into China as mainland companies often look at Hong Kong as a test market for new applications and technologies.

### Opportunities for UK Technologies and Services

- Mobile and wireless applications which increase data usage
- Mobile commerce applications which enhance efficiency
- Infotainment, digital games and digital contents
- Information technology applications which reduce companies' operating costs
- Vertical sector information technology applications which increase companies' effectiveness

Further information on the ICT sector is available on [www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)



Contact us to see what opportunities are available in Hong Kong for your business:

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### Proposed Activities and Events

Mobile & wireless outward mission to coincide with International ICT Expo	14 April – 18 April 2007
TechnologyWorld	4 – 8 June 2007
Mobile & wireless outward mission to coincide with 3GSM Asia in Macao	13 - 15 November 2007
GSM World in Barcelona	February 2008
NHS-Direct project	Ongoing
Soft Land Zone project	Ongoing

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