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工業貿易署
Trade and Industry Department

“HK Digital Interactive IT Solution Directory” Programme - HK IT Industry Survey 2015



31 August 2015
Report of 2nd Survey

Executive Summary

- The Survey aims to
 1. Understand current difficulties and advantages of HK IT solution providers in the China market
 2. Understand the effectiveness of the IT Solution Directory Programme
- 182 responses were collected in this Survey
- The top three difficulties encountered/ concerned in doing business in Mainland China are “Difficult to Find Reliable Local Partners” (30.2%), “Difficult to Manage Local Employees ” (29.7%) and “Lack of Industry / Government Support from HK ” (27.5%)
- The top three competitive advantage of Hong Kong IT Solution Providers are “Reliable” (63.2%), “Quality Solutions” (58.8%) and “Respect Intellectual Property/ Confidentiality” (54.9%)

Report Structure

Survey Background



Survey Result

- Major Client Types of Hong Kong IT Companies
- Difficulties Encountered / Concerned in Doing Business in Mainland China
- Competitive Advantages of Hong Kong IT Solution Providers Comparing with Mainland Counterparts
- Effectiveness of IT Solution Directory
- Suggestion to Improve the IT Solution Directory



Concluding Remarks

Survey Background

Survey Background (1)

- HK IT industry is energetic and dynamic, offering various solutions and services with good quality
- The Survey aims to
 1. Understand current difficulties and advantages of HK IT solution providers in the China market
 2. Understand the effectiveness of the IT Solution Directory Programme

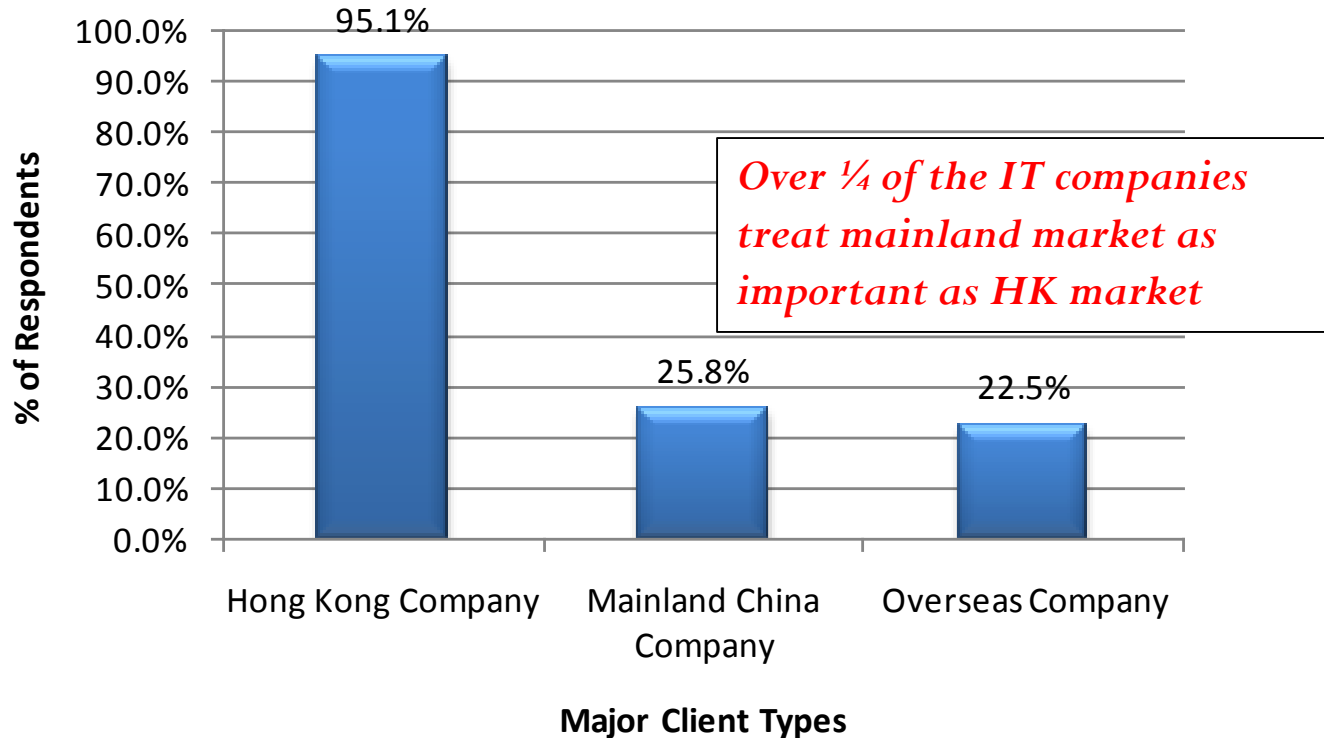


Survey Background (2)

- The Survey was conducted in 1st half of 2015
- 182 responses were collected in this Survey
- The Survey covered the following aspects:
 - Major Client Types of Hong Kong IT Companies
 - Difficulties Encountered / Concerned in Doing Business in Mainland China
 - Competitive Advantages of Hong Kong IT Solution Providers Comparing with Mainland Counterparts
 - Effectiveness of IT Solution Directory
 - Suggestion to Improve the IT Solution Directory

Survey Result

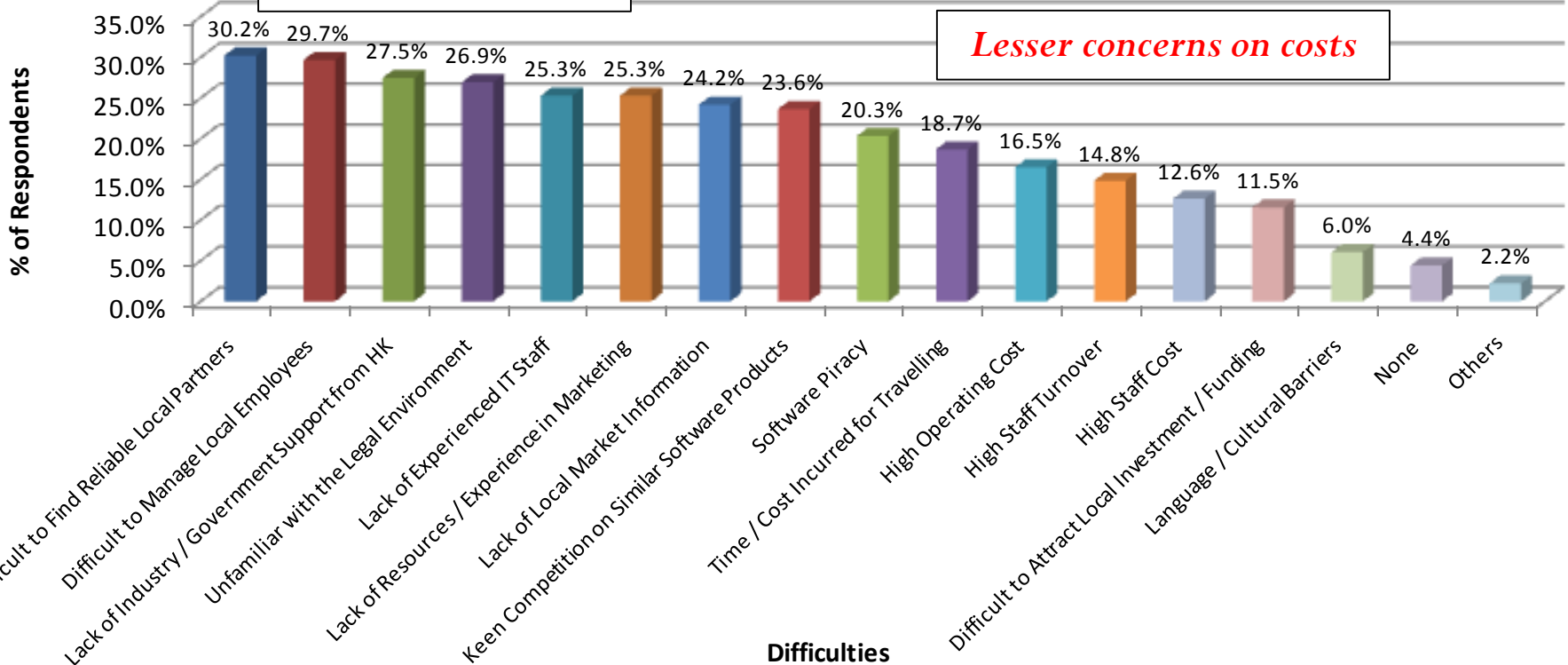
Major Client Types of Hong Kong IT Companies



Most of the Hong Kong IT Companies (95.1%) target at local market while 25.8% of the respondents are also treating Mainland China as their major target market

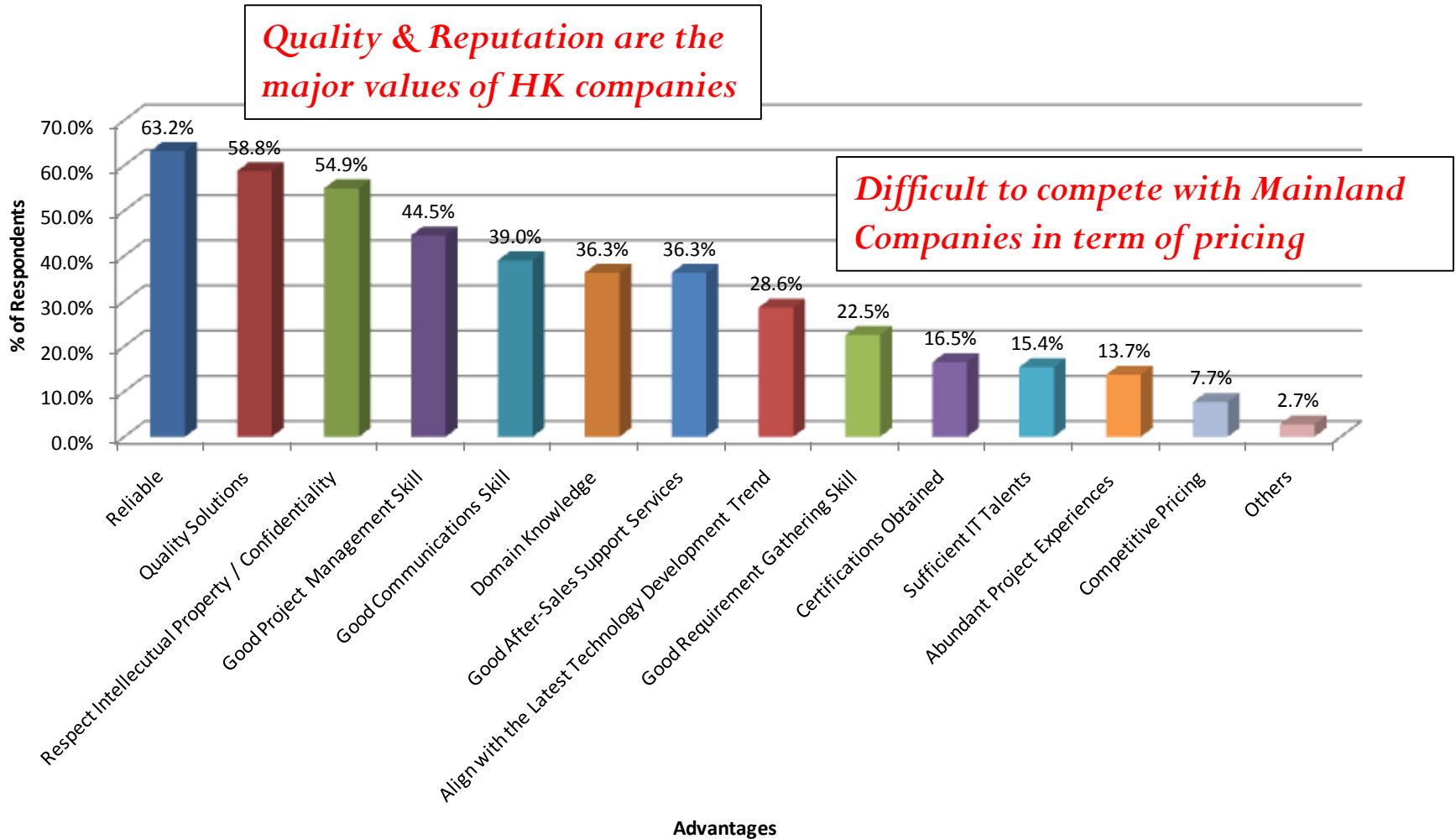
Difficulties Encountered / Concerned in Doing Business in Mainland China

Partner is the most important element



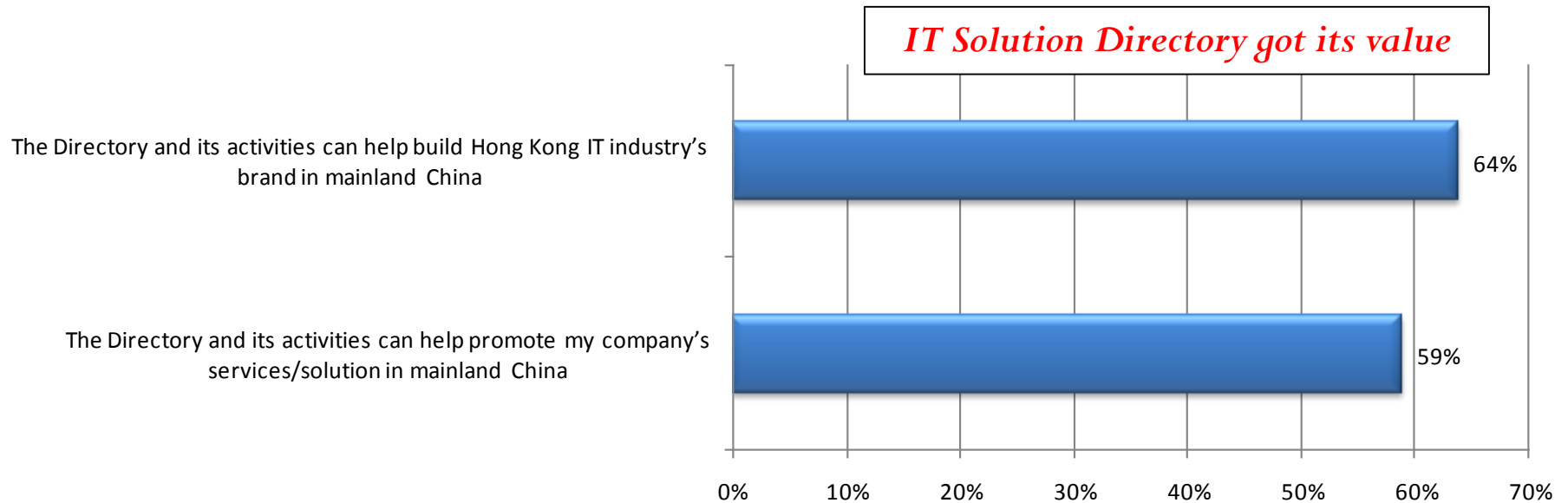
The top difficulty encountered/ concerned in doing business in Mainland China is “Difficult to Find Reliable Local Partners” (30.2%), following by “Difficult to Manage Local Employees ” (29.7%) and “Lack of Industry / Government Support from HK ” (27.5%)

Competitive Advantages of Hong Kong IT Solution Providers Comparing with Mainland Counterparts



The top competitive advantage of Hong Kong IT Solution Providers is “Reliable” (63.2%), following by “Quality Solutions” (58.8%) and “Respect Intellectual Property/ Confidentiality” (54.9%)

Effectiveness of IT Solution Directory



Most of the respondents appreciate the value brought by IT Solution Directory Programme, with 64% of the respondents think that it can help build Hong Kong industry's brand in Mainland China.

Individual company also sees the impact of IT Solution Directory, with 59% of the respondents think that it can help promote their company's services/solution in Mainland China.

Suggestion to Improve the IT Solution Directory

	Suggestions
Enhance the function of Directory	<ul style="list-style-type: none">• Allow graphical information• Separated link/connection for business users• To enhance the interface to be more user-friendly• Not only focus on product feature but also solution advice
Facilitate the comparison of companies in the Directory	<ul style="list-style-type: none">• Allow identification of listed company• Allow identification of competitive advantages of each company
More promotion in both Hong Kong and China	<ul style="list-style-type: none">• Advertisement• Focus on business decision makers• Events and seminars
Organize more events to link buyers and suppliers	<ul style="list-style-type: none">• Business matching• Face-to-face event• Gathering events/ seminars/ exhibitions
Periodic market information and updates to existing companies in the Directory	<ul style="list-style-type: none">• Newsletters• Events
Others	<ul style="list-style-type: none">• Funding support• Security to avoid plagiarism of solution ideas

Concluding Remarks

Concluding Remarks (1)

- The Survey aims to
 1. Understand current difficulties and advantages of HK IT solution providers in the China market
 2. Understand the effectiveness of the IT Solution Directory Programme
- The Survey reveals HK IT industry's major competitive advantages, facilitating the Industry to formulate the promotion strategy for IT users in the Mainland and other countries
- HK IT solution providers should make use of the greatest values - Reliability, Reputation and High quality services when serving mainland IT users

Concluding Remarks (2)

- The Survey also reveals that the Industry has faced certain challenges when entering the mainland market
- In view of this situation, Hong Kong Information Technology Federation (HKITF) has applied a government funding, so as to support the Industry in exploring the mainland market by developing an interactive IT solution Directory
- The interactive IT solution Directory is found to be effective and appreciated by the Industry
- HKITF will continue to explore the area to improve in terms of promotions and features of the directory

This project is organised by Hong Kong Information Technology Federation (HKITF) and funded by the Dedicated Fund on Branding, Upgrading and Domestic Sales (Organisation Support Programme) of the Trade and Industry Department, HKSAR Government.

Any opinions, findings, conclusions or recommendations expressed in this material /event (or by members of the Project team) do not reflect the views of the Government of the Hong Kong Special Administrative Region, Trade and Industry Department or the Vetting Committee for the SME Development Fund and the Dedicated Fund on Branding, Upgrading and Domestic Sales (Organisation Support Programme).

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End of Report

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