

Details of TDC's Study Reports
2001/02 to 2003/04 (up to September)

2001/02	
Project	Responsible Organisation
Positioning HK as Asia's Exhibition Capital	A.T. Keaney (HK) Ltd.
Study of Branding HK Product	Grey Advertising HK Ltd
Study on perception of main end-users on HK's IT services	ACNielsen (China) Ltd.
Competitiveness & export potential of HK's design services	ACNielsen (China) Ltd.
US Business Alert (12 issues in total))	Sandler, Travis & Rosenberg, P.A.
EU Business Alert (12 issues in total)	Van Bael & Bellis
Distribution and Sourcing of Garment in the EU	GfK Markforschung GmbH
Distribution system of consumer goods in the PRD	Sinomart Development (Holdings) Ltd
Survey on China's clothing market	Consumer Search H.K. Ltd.
Specified service supplied by medical & health research network	The University of HK
Export potential of HK's music industry	Media Station
Export potential of HK's HR recruitment & training industry	Mutual Partner Resources Ltd.
Total for 2001/02	HKD 7,585,000
Overall Expenditure of TDC for 2001/02	HKD 1,393,660,000
The percentage of research expenses in the overall expenditure of TDC for 2001/02 was <u>0.5443</u> .	

2002/03	
Project	Responsible Organisation
Study of licensing business in Mainland China	Character Databank Ltd.
China infrastructure and building project news for Hong Kong companies	Scott Wilson Ltd.
US Business Alert (12 issues in total)	Sandler, Travis & Rosenberg, P.A.
EU Business Alert (12 issues in total)	Van Bael & Bellis
Survey on HK as a sourcing centre for Mainland products	Taylor Nelson Sofres HK Ltd
Research project on success stories of brand-building on the Mainland	Lu Taihong
Study of marketing services market in Mainland China business opportunities for HK companies	Grey Insight Co. Ltd.
Survey on garment shoppers in 2 nd and 3 rd tier China cities	Consumer Search Hong Kong Ltd.
HK Guangzhou synergy study	Sinomart Development (Holdings) Ltd.
Survey on leather shoppers in major China cities	Oracle Marketing Research Ltd.
Survey on China's jewellery market	Consumer Search H.K. Ltd.
Survey on watch shoppers in major China cities	Consumer Search H.K. Ltd
The development of private enterprises in China and opportunities for HK	The Academy of Macroeconomic Research
China Business Alert Supplement on PRD	Sino Development Holdings Ltd.
Updating: "Guide to doing business in China"	Sinomart Development (Holdings) Ltd
Survey of FilmArt 2002	ACNielsen (China) Ltd.
Study of the Mainland publishing market for HK companies	Public Communication Strategic Consultancy Ltd
Updating: " Guide to working and living in China"	Cai Fuqiu
Total for 2002/03	HKD 5,333,000
Overall Expenditure of TDC for 2002/03	HKD 1,487,860,000
The percentage of research expenses in the overall expenditure of TDC for 2002/03 was 0.3584 .	

2003/04 (up to September)	
Project	Responsible Organisation
Business strategies of HK logistics company in Mainland China	Arthur D Little Asia Pacific Ltd
China infrastructure and building project news for HK companies	Scott Wilson Ltd
Customer expectation survey on service industries	ACNielsen (China) Ltd.
Business Alert US (12 issues in total)	Sandler, Travis & Rosenberg, P.A.
Business Alert EU (12 issues in total)	Van Bael & Bellis
Study on the rising demand for green products and environmental friendly production	Business Environment Council Ltd
Telephone survey of the impact of SARS on HK exports	Oracle Marketing Research Ltd.
Survey on European companies in PRD/Guangdong	Consumer Search Hong Kong Ltd.
Total for 2003/04 (up to September)	HKD 2,721,000
Estimated Annual Expenditure of TDC for 2003/04 (up to September)	HKD 1,523,464,000
The percentage of research expenses in the estimated overall expenditure of TDC for 2003/04 (up to September) is <u>0.1786</u> .	