

Market Research Services – 2007 Liberalization Measures

1. What are the specific commitments in respect of market research services under Supplement IV to CEPA?

Under Supplement IV to CEPA, Hong Kong service suppliers of market research services are allowed to set up joint ventures with majority shareholding in the Mainland.

2. What does market research services (CPC 86401) cover?

Under the United Nations CPC classification, market research services (CPC 86401) covers investigation services designed to secure information on the prospects and performance of an organisation's products in the market. This includes market analysis (size and other characteristics of a market) and analysis of consumer attitudes and preferences, which may utilise personal interviews, telephone and mail surveys, historical data, etc. Economic and social intelligence services not in connection with merchandised products, such as industry analysis, econometric modelling, demographic analysis, etc, are also included.

3. Is public opinion polling services regarded as market research services?

Public opinion polling services does not belong to market research services.