

Description of visuals of the promotional video for CEPA

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Description of visuals:	The video begins with showing the high-rise buildings near Central and Admiralty and the text "Mainland and Hong Kong Closer Economic Partnership Arrangement CEPA" appears. The voice-over says,
Male voice-over (MVO):	Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) is a free trade agreement signed between the Mainland and Hong Kong in 2003 It is also the most liberal free trade agreement of the Mainland
Description of visuals:	The scene shows aerial shots over the Hong Kong West Kowloon Station, Hong Kong Convention and Exhibition Centre, West Kowloon Cultural District and Hong Kong-Zhuhai-Macao Bridge. The voice-over says,
MVO:	Over the years, CEPA has been enhanced to become a comprehensive and modern free trade agreement
Description of visuals:	The scene then shows four separate pieces of puzzle gradually combining and eventually attached to one another, meanwhile the texts "Trade in Services", "Trade in Goods", "Investment" and "Economic and Technical Cooperation" appear next to each piece of puzzle respectively. The voice-over says,
MVO:	covering four major areas, namely Trade in Services, Trade in Goods Investment, and Economic and Technical Cooperation
Description of visuals:	The scene shows an aerial shot over the night view of the Victoria Harbour and the text "Agreement on Trade in Services" appears, then a pie chart is shown. The texts "153 service sectors" and "Accounting for 95.6% of all 160 service sectors" appear above the chart. The voice-over says,
MVO:	The Agreement on Trade in Services opens up 153 service sectors allowing Hong Kong enterprises to expand their businesses in the Mainland and enjoy preferential treatment
Description of visuals:	The scene shows Mr Yuen Mo, Chairman of The Chinese General Chamber of Commerce, Hong Kong, and the text of his title and name appears. The scene cuts to the Central Ferry Pier and shows some street views with heavy traffic in Hong Kong etc., and the text "Market liberalisation measures" appears. The scene then shows several business professionals having a meeting, and some others approaching them, symbolising active participation and co-operation. Mr Yuen Mo says,

<p>Mr Yuen Mo Chairman of The Chinese General Chamber of Commerce, Hong Kong:</p>	<p>The National 14th Five-Year Plan puts forward the establishment of a new development pattern featuring “dual circulation” which takes the domestic market as the mainstay while enabling domestic and foreign markets to interact positively with each other Hong Kong businesses and professional services can better leverage on the liberalisation measures of CEPA to tap the ample business opportunities in the Mainland and proactively become “participants” and “contributors” in the domestic circulation</p>
<p>Description of visuals:</p>	<p>The scene cuts from an aerial shot over the buildings near Admiralty to a low angle shot in between commercial buildings and a footbridge in the business district in Central. The text "Total number of companies with parent companies outside Hong Kong in 2021: 9,049" appears. The scene then shows a plane flying in the sky. The voice-over says,</p>
<p>MVO:</p>	<p>CEPA does not impose restrictions over the source of capital of beneficiaries Companies all over the world are welcome to establish their businesses in Hong Kong or join forces with Hong Kong enterprises to enjoy preferential treatment of CEPA</p>
<p>Description of visuals:</p>	<p>The scene shows Mr George Leung, CEO of Hong Kong General Chamber of Commerce, and the text of his title and name appears. The scene cuts to a businessman having a meeting with two foreigners. He signs a contract and shakes hands with one of the foreigners which symbolises making a deal. The scene then shows the logo of Hong Kong General Chamber of Commerce, and cuts back to the interview shot of Mr George Leung. Then the scene shows some busy roads, buildings and an aerial shot over the Oriental Pearl Tower in Shanghai. Mr George Leung says,</p>
<p>Mr George Leung CEO of Hong Kong General Chamber of Commerce:</p>	<p>CEPA can also attract foreign investors to invest in Hong Kong’s service sectors thereby strengthening Hong Kong’s position as a commercial centre and headquarter of multinational corporations They can enter the Mainland market by setting up a base in Hong Kong or partnering with local enterprises to jointly explore the vast business opportunities in the Mainland market</p>
<p>Description of visuals:</p>	<p>The scene shows some roads near Wanchai. The scene cuts to a simulated hospital setting, a doctor is walking up to a nurse and a patient in a wheelchair. She asks for the patient’s condition, and the text "Market liberalisation measures" appears. The scene then shows a simulated film setting, a film crew is having a shooting, and the text "Lower entry barriers" appears. The scene then splits into four parts showing four service sectors and the names of the respective sectors appear, which are "Film", "Construction", "Legal" and "Medical". The voice-over says,</p>

<p>MVO:</p>	<p>The Agreement Concerning Amendment to the CEPA Agreement on Trade in Services has been implemented since June 2020 It has introduced new liberalisation measures in many service sectors in which Hong Kong has competitive edge and further lowered the entry barriers in the Mainland for Hong Kong enterprises and professionals thus providing room for Hong Kong economy to develop diversified businesses</p>
<p>Description of visuals:</p>	<p>The scene shows Mr C.M. Chan, President of The Law Society of Hong Kong, and the text of his title and name appears. The scene shows several lawyers introducing among themselves and shaking hands. The scene cuts to a lawyer studying and filling in a multiple choice answer sheet. The scene then shows a judicial organ in the Mainland and a map of the Guangdong-Hong Kong-Macao Greater Bay Area, the texts "Zhaoqing", "Guangzhou", "Huizhou", "Foshan", "Dongguan", "Jiangmen", "Zhongshan", "Shenzhen", "Zhuhai", "Macao" and "Hong Kong" appear on the map. Then the scene shows several lawyers discussing a case, and cuts back to the interview shot of Mr C.M. Chan. Mr C.M. Chan says,</p>
<p>Mr C.M. Chan President of The Law Society of Hong Kong:</p>	<p>CEPA has been enriched over the years awakening more and more Hong Kong lawyers' interest in developing their businesses in the Mainland For example, allowing Hong Kong and Mainland law firms to operate partnership associations in the entire Mainland removing the restriction on the minimum capital input ratio allowing Hong Kong lawyers to practise in the nine Mainland municipalities in the Greater Bay Area after passing the examination and obtaining the relevant practice certificate These measures help encourage Hong Kong lawyers and small and medium-sized law firms to enter the Mainland market and to provide flexible cross-boundary legal services</p>
<p>Description of visuals:</p>	<p>The scene shows Mr Nicholas Ho, Chairman of hpa (Ho & Partners Architects Engineers & Development Consultants Ltd.), and the text of his title and name appears. The scene cuts from several architects having a discussion to some architectural drawings and models being placed on a desk, and then cuts to an architect drawing. The scene then shows some close-up shots of some architectural models, several architects busy planning for a project and 3D animation of buildings being constructed. Then the scene shows the architects and architectural models again, and eventually cuts back to the interview shot of Mr Nicholas Ho. Mr Nicholas Ho says,</p>

<p>Mr Nicholas Ho Chairman of hpa (Ho & Partners Architects Engineers & Development Consultants Ltd.):</p>	<p>We are very honoured that in 2014 our company was the first Hong Kong architectural practice that was awarded the “Grade A Architectural Certification” by the Ministry of Housing and Urban-Rural Development of the People’s Republic of China through CEPA Currently, the renewed “Grade A Architectural Certification” in principle allows us to participate in the architectural and design projects in all municipalities in the Mainland We look forward to utilising our qualifications extensively in Qianhai</p>
<p>Description of visuals:</p>	<p>The scene shows a staff working in a warehouse and the text "Agreement on Trade in Goods" appears. Then the scene cuts to a warehouse, a container terminal and a cargo ship sailing on the sea, the text "Zero tariff" appears. The voice-over says,</p>
<p>MVO:</p>	<p>Under the Agreement on Trade in Goods all Hong Kong products can enjoy zero tariff preference upon importation into the Mainland provided that CEPA rules of origin are met</p>
<p>Description of visuals:</p>	<p>The scene shows Dr Allen Shi, President of The Chinese Manufacturers’ Association of Hong Kong, and the text of his title and name appears. The scene cuts from a crowded exhibition to a busy street, and then cuts to several shots passing through some supermarkets. The scene then shows a night view of Shanghai, and eventually cuts back to the interview shot of Dr Allen Shi. Dr Allen Shi says,</p>
<p>Dr Allen Shi President of The Chinese Manufacturers’ Association of Hong Kong:</p>	<p>Hong Kong brands have always been known for their good quality to the Mainland consumers Hong Kong enterprises can capitalise on the advantages in this aspect to participate in and foster high-quality development for the national consumer market Through the zero tariff arrangement under CEPA enterprises can reduce the cost and price of their products and enhance competitiveness</p>
<p>Description of visuals:</p>	<p>The scene shows some commercial buildings and roads near Central. Then a stamp appears in the scene and a "香港原產 Hong Kong Origin" chop is stamped. The chop then transforms into a pie chart with the text "Product Types Covered by Certificates of Hong Kong Origin - CEPA". Other texts show that "Food and Beverages" represents the largest product type, followed by "Plastics and Plastic Articles", "Textiles and Clothing", "Others", "Pharmaceutical Products" and "Chemical Products". The voice-over says,</p>
<p>MVO:</p>	<p>As at end of 2021, nearly 220,000 Certificates of Hong Kong Origin - CEPA have been approved to cover exports of goods to the Mainland with a total value of over HKD 130 billion saving tariff of more than RMB 8.6 billion for the trade</p>

Description of visuals:	The scene shows some clips of the manufacturing processes and raw materials of anti-epidemic supplies, food, health products and Chinese medicines. The scene then cuts to Dr Sunny Chai, Chairman of The Federation of Hong Kong Industries, and the text of his title and name appears. The scene then shows the manufacturing processes of Chinese medicines, health products, food, and textile products, and eventually cuts back to the interview shot of Dr Sunny Chai. Dr Sunny Chai says,
Dr Sunny Chai Chairman of The Federation of Hong Kong Industries:	Speaking of our anti-epidemic supplies, food, health products and Chinese medicines Hong Kong has been performing brilliantly in the production of these products for many years CEPA benefits our local industrialists and continuously encourages them to make more local products for the Mainland market It is definitely a golden opportunity, especially when we would have a larger market in the Greater Bay Area with an eleven-fold increase in size
Description of visuals:	The scene shows an aerial shot over Tsim Sha Tsui and the Victoria Harbour and the text "Investment Agreement" appears. Some numbers and graphs sweep past the scene and the texts "Non-service sectors", "Market Access", "Investment Protection" and "Investment Facilitation" appear. The scene then shows a close-up shot of a line graph shown in a tablet. The voice-over says,
MVO:	The Investment Agreement expands market access commitments of CEPA to non-service sectors introduces obligations on investment protection, ensures stability in the investment regimes of both sides and thereby upholds investors' confidence
Description of visuals:	The scene shows Mr Michael Hui, Chairman of Small and Medium Enterprises Committee, and the text of his title and name appears. The scene then shows some business professionals working in an office and a line graph showing an upward trend. The scene cuts to the aerial shot of a container terminal and some commercial buildings, then a close-up shot of two men shaking hands, symbolising co-operation. Mr Michael Hui says,
Mr Michael Hui Chairman of Small and Medium Enterprises Committee:	The preferential treatment and legal certainty offered by CEPA facilitate small and medium enterprises to develop businesses in the Mainland With more opportunities and enhanced stability the flow of goods, professional services and investment activities between Hong Kong and the Mainland naturally increase further consolidating the economic and trade connections between the two places

Description of visuals:	The scene shows an aerial shot over the business district in Central and the text "Agreement on Economic and Technical Cooperation" appears. Then the text "22 areas" and the text of each area appear, which includes "Deepening cooperation in economic and trade areas of the "Belt and Road" Initiative", "Financial Cooperation", "Cooperation in Tourism", "Cooperation in Legal and Dispute Resolution Services", "Cooperation in Accounting", "Cooperation in Convention and Exhibition Industry", "Cultural Cooperation", "Environmental Cooperation", "Cooperation in Innovation and Technology", "Cooperation in Education", "Cooperation in Electronic Commerce", "Cooperation in Small and Medium Enterprises", "Cooperation in Intellectual Property", "Cooperation in Trademark and Branding", "Cooperation in Traditional Chinese Medicine and Chinese Medicinal Products Industry", "Deepening Economic and Trade Cooperation in Pan-Pearl River Delta Region", "Supporting the Participation of Hong Kong in the Development of Pilot Free Trade Zones", "Deepening the Cooperation between Hong Kong and Qianhai, Nansha and Hengqin", "Trade and Investment Promotion", "Quality Supervision, Inspection and Quarantine", "Transparency" and "Mutual Recognition of Professional Qualifications". The voice-over says,
MVO:	The Agreement on Economic and Technical Cooperation updates and strengthens cooperation activities between Hong Kong and the Mainland in 22 areas
Description of visuals:	A final piece of the puzzle descends slowly to complete and light up the whole puzzle. The scene then shows the maps together with the texts of "Belt and Road", "Greater Bay Area" and "Pan-Pearl River Delta Region" one by one. The voice-over says,
MVO:	including the cooperation in the economic and trade aspects of the "Belt and Road" Initiative, Guangdong-Hong Kong-Macao Greater Bay Area Pan-Pearl River Delta Region, etc. laying the foundation for closer cooperation between the two places in the future
Description of visuals:	The scene shows some quick cuts of busy roads and then an aerial shot over the Hong Kong-Zhuhai-Macao Bridge. The voice-over says,
MVO:	The "Most-Favoured Treatment" provisions in CEPA assure that any CEPA-plus preferential treatment that the Mainland accords to other countries or regions will be extended to Hong Kong
Description of visuals:	The scene shows Ms Maggie Wong, Director-General of Trade and Industry, and the text of her title and name appears. The scene then cuts from the aerial shot over the Trade and Industry Tower to the Victoria Harbour, and goes into a montage of quick cuts, which shows the architects, business professionals, an actress with a film crew, lawyers and a doctor. Ms Maggie Wong says,

<p>Ms Maggie Wong Director-General of Trade and Industry:</p>	<p>CEPA is of paramount importance to the economic development of Hong Kong Looking ahead the Trade and Industry Department will continue to assist the trade to fully leverage on the preferential measures of CEPA and coordinate different government departments to drive forward the development of CEPA in order to meet the economic development needs of the Mainland and Hong Kong Under the framework of CEPA we will strive for more preferential treatments for Hong Kong's businesses to enter the Mainland market</p>
<p>Description of visuals:</p>	<p>The scene shows a glowing sphere floating on a palm and then cuts to the earth's surface. A few dozens pieces of puzzle appear and combine in the universe to form a complete picture of an aerial shot over the Victoria Harbour. The texts "CEPA" and "In touch with endless possibilities" appear with the Trade and Industry Department logo at the bottom right.</p>