



## Gaining ground

In this month's *A Plus* you'll find magic, music and HKAS 39. In our main feature, we take a look at the phenomenon of mainland Chinese companies emerging onto the international stage.

Anyone travelling regularly to the Mainland will confirm the growing sense of pride and self-reliance among PRC companies, and the increasing sophistication of Chinese consumers. This is a country that produces five billion mobile handsets in a year, which is buying up businesses around the world, and that will in due course hold the world's largest foreign exchange reserves.

When Chinese tourists go overseas they spend more per head on shopping than any other nationality. Now, their biggest companies are also looking overseas for opportunities to sell into higher value markets and build brands.

Certainly, much remains to be done. While Chinese companies prepare new joint ventures and acquisitions, the required management and technical skills are in short supply. A recent McKinsey survey noted that fewer than ten percent of mainland Chinese graduates have the skills needed to work in an international company. This is a deficit that Hong Kong professionals can address, even if our Mainland counterparts are proving to be quick learners.

China is racing towards its goal. The finish line, once so far away, is now in sight.

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