



Dear potential participant,

**Invitation to participate: UK Business Sentiment in Hong Kong for the UK Department for Business and Trade**

I hope this message finds you well.

We are reaching out on behalf of the **UK government's Department for Business and Trade (DBT)** to invite you to participate in an important research study. The study is gathering information about the **current business sentiment** and **market challenges** faced by UK businesses operating in Hong Kong.

**Ipsos UK** is conducting this research in collaboration with a local Ipsos research team in China, and we would be grateful for the opportunity to speak with a **senior leader** from your organisation. Your insights will help inform DBT's strategy in addressing trade barriers and supporting UK businesses in Hong Kong.

**What will the discussion involve?**

We would like to invite you to take part in a **45–60-minute online interview** via **MS Teams**. The discussion will focus on:

- **Business sentiment in Hong Kong:** How you view the current business climate and how relevant factors are shaping business decisions.
- **Market challenges and barriers:** The challenges your business is facing when it comes to the Hong Kong market, regulatory compliance, and other operational hurdles.
- **UK Government support:** What forms of support from the UK Government would be most beneficial for your business moving forward.
- **Future business planning:** How your business is planning for the next 5-10 years in Hong Kong.

We would like to confirm that your **privacy is guaranteed**, and all responses will be treated confidentially:

- **Ipsos will not share any identifying details** with DBT and all findings will be reported anonymously.
- There will be no way for DBT to know which organisations or individuals have taken part.
- **With your consent, the interview would be recorded** for analysis purposes only and the recording would be deleted 12 months after the study is completed.
- Your participation would be completely voluntary, and you could withdraw at any time during the process.

We can arrange the interview at a time that is most convenient for you, between **24<sup>th</sup> February-31<sup>st</sup> March 2025**. We are also offering an **incentive payment** made directly to the individual participating or to a charity of your choice.

If your business is currently operating in Hong Kong and is **UK-owned**, we would love to hear from you. Please reply to this email confirming your interest. Alternatively, if someone else in your organisation is better placed to contribute to this research, please forward this email to them.

If you would like to verify the legitimacy of this study or have any questions, please do not hesitate to contact **Sophia Fu** at Ipsos CN via [sophia.fu@ipsos.com](mailto:sophia.fu@ipsos.com), Alice Haywood at Ipsos UK via [alice.haywood@ipsos.com](mailto:alice.haywood@ipsos.com) or **Christopher Sargent** at DBT via [Christopher.Sargent@businessandtrade.gov.uk](mailto:Christopher.Sargent@businessandtrade.gov.uk).

We look forward to your participation and thank you in advance for considering this request.

Best regards,



Department for  
Business & Trade

**Christopher Sargent**

Senior Policy Adviser for  
China & Hong Kong

*International Strategy &  
Trade Relations Directorate*

Department for Business  
and Trade

*UK Government*



**Alice Haywood**

Research Manager

*Trade, Innovation &  
Enterprise Team*

Ipsos UK