



Our ref.: EffO/BF/WB/032  
Your ref.:

香港特別行政區政府  
效率促進辦公室  
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Dear Sir / Madam,

### Support to the World Bank Group's Enterprise Survey

We write to appeal for your active participation in the World Bank Group (WBG)'s Enterprise Survey being conducted as part of its new flagship Business Ready (B-READY) project.

The B-READY project is a benchmarking exercise to provide a quantitative assessment of the business environment of the economies worldwide for private sector development. The Hong Kong Special Administrative Region (HKSAR) is selected by the WBG to take part in the first edition of the new report to be published in April 2024. Data collection for the Enterprise Survey has already commenced. The WBG has commissioned *Policy 21 Hong Kong Ltd*, a local research organisation to contact firms in the HKSAR to provide responses to the survey. The survey findings will have a direct bearing on the HKSAR's image for business and investment. Your participation is hence of paramount importance in reflecting the HKSAR's competitive edge in the international arena.

You may know more about the WBG's B-READY project via the following websites -



*WBG's B-READY website*



*Efficiency Office's B-READY thematic site*

If you have any questions about this survey, please feel free to contact the WBG and Policy 21 Hong Kong Ltd. as indicated below.

#### **WBG**

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#### **Policy 21 Hong Kong Ltd**

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Yours faithfully,

(Miss Winnie LEONG)  
for Commissioner for Efficiency