

# HK Foreign Direct Investment



Consumer IoT

Fintech

Digital Health

Data Analytics

## StartmeupHK Festival 23-30 January 2016

InvestHK is hosting the StartmeupHK Festival on 23-30 January 2016, a week-long celebration of the Hong Kong startup ecosystem

The signature event of the week, InvestHK's StartmeupHK Venture Forum on 26 January, will feature renowned founders and investors such as Fritz Demopoulos, Fred Mouawad, Mitch Presnick, Eric Gnock and Paul Tomes, among others, who will share stories about their entrepreneurial journeys, and the advice they have for aspiring entrepreneurs.

[investhk.gov.hk](http://investhk.gov.hk)

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Four industry verticals will be featured during the week:

## Fintech (Financial Technology)

Hong Kong is one of the world's major financial centres and it's not surprising to see the recent proliferation of financial startups that are streamlining the processes and sometimes disrupting the very products and services offered by traditional financial institutions. To see some of the cutting edge innovations happening in this space, NxtBnk and Fintech Hong Kong are launching FF16, Asia's biggest fintech startup competition, full conference, breakout summits and industry awards as part of the StartmeupHK Festival.

**25-26 January 2016**

PMQ, 35 Aberdeen St,  
Central, Hong Kong

► [www.fintechfinals.com](http://www.fintechfinals.com)

Forty fintech startups can exhibit for free in the Startup Village, and 24 selected fintech startups will present their business ideas and models to the brightest collection of bankers, techies, entrepreneurs, venture capitalists and designers.

You will also hear from leading global experts in banking design, innovation and entrepreneurship, and take part in special breakout Sideline Summits.

## Consumer IoT (Internet of Things)

The LAUNCH Consumer IoT Summit by Brinc aims to empower the next generation consumer IoT (Internet of Things) hardware entrepreneurship and showcase Hong Kong as the super-connector and leading startup hub for IoT.

The Summit includes a global IoT competition which aims to attract innovative IoT entrepreneurs from key startup hubs and help them discover Hong Kong's distinct advantages as a lab to develop and validate their products, a showcase and a global launchpad.

Confirmed speakers and investors include Ben Bateman, Director for Hardware, Design, and Technology at Indiegogo; Spencer Fung, Group CEO of Li & Fung; Allison Baum, Managing Partner, Fresco Capital; Sonny Vu, Founder of Misfit and Tom Via, President & CEO, Brookstone Company.

There will also be an IoT Startup Village, workshops, networking sessions and a competition. Prizes include funding and a chance to get onto Brinc's accelerator programme.

**27-28 January 2016**

PMQ, 35 Aberdeen St,  
Central, Hong Kong

► [launch.brinc.io](http://launch.brinc.io)

## Data Analytics

Data analytics has revolutionised the ways companies understand their customers and has ramifications for large and small companies. In 2014, KPMG set up an Insights Lab in Hong Kong, a virtual R&D centre that serves as a global innovation hub with the aim to incubate and develop data-driven business solutions for KPMG's clients. KPMG is an event partner for 2016 StartmeupHK Festival, helping companies and startups to unlock the value of their data at the Insights Lab.

### Data Analytics Showcase

**23-29 January 2016**

23/F, Hysan Place,  
500 Hennessy Road,  
Causeway Bay, Hong Kong

KPMG Insights Centre, 8/F,  
Prince's Building, Central,  
Hong Kong

The activities will showcase KPMG's state-of-the-art data analytics lab and provide expert views and discussions on data privacy and case studies on data analytics from around the world.

### "The Changing Face of Commerce" Seminar

**26 January 2016  
2:00 pm - 6:00 pm**

23/F, Hysan Place,  
500 Hennessy Road,  
Causeway Bay, Hong Kong

## Digital Health

The 2016 Health Tech Asia is the premier Health Tech competition in Asia. Grab the opportunity to talk with founders and team members from dozens of health tech startups exhibiting in the Startup Village and watch them compete in the AIA Nest Health Tech pitch competition. Through a series of five-minute pitches, you can hear founders articulate their personal stories and how their innovation may change your life or those you care for. You will also get to interact with health tech innovation thought leaders, experts and entrepreneurs.

**29 January 2016**


PMQ, 35 Aberdeen St,  
Central, Hong Kong

► [www.digitalhealth.asia](http://www.digitalhealth.asia)

Sign up for more information:

 [www.startmeup.hk](http://www.startmeup.hk)

 [www.facebook.com/startmeuphk](https://www.facebook.com/startmeuphk)

 [#StartmeupHK](https://twitter.com/StartmeupHK)

## 2016

## JANUARY

## StartmeupHK Festival 2016

23-29	<b>Hong Kong</b> <b>StartmeupHK Festival 2016 – Data Analytics Showcase</b> The activities will showcase KPMG's state-of-the-art data analytics lab, provide expert views and discussions on data privacy, and share case studies on data analytics from around the world. <i>Location: 23/F, Hysan Place, 500 Hennessy Road, Causeway Bay, Hong Kong</i> <i>Organiser: KPMG</i> ► <a href="http://www.startmeup.com.hk/kpmg">www.startmeup.com.hk/kpmg</a>
	<b>Hong Kong</b> <b>StartmeupHK Festival 2016 – FF16</b> Asia's largest fintech startup competition with full conference, breakout summits and industry awards. <i>Location: PMQ, Hong Kong</i> <i>Organisers: NxtBnk and Fintech Hong Kong</i> ► <a href="http://www.startmeup.com.hk/ff16">www.startmeup.com.hk/ff16</a>
25-26	<b>Hong Kong</b> <b>StartmeupHK Festival 2016 – 2016 StartmeupHK Venture Forum</b> StartmeupHK's flagship conference, with inspiring keynote speakers and panel discussions. By invitation only. <i>Organiser: InvestHK</i> ► <a href="http://www.startmeup.hk/forum">www.startmeup.hk/forum</a>
	<b>Hong Kong</b> <b>StartmeupHK Festival 2016 – "The Changing Face of Commerce" Seminar</b> <i>Location: 23/F, Hysan Place, 500 Hennessy Road, Causeway Bay, Hong Kong</i> <i>Organiser: KPMG</i> ► <a href="http://www.startmeup.com.hk/kpmg">www.startmeup.com.hk/kpmg</a>
26	<b>Hong Kong</b> <b>StartmeupHK Festival 2016 – LAUNCH Consumer IoT Summit and Brinc's LAUNCH Consumer IoT Global Competition</b> A two-day summit on consumer IoT to explore and master everything you need to know about creating an IoT startup, as well as developing, manufacturing and distributing your products. Apply for the Launch Startup Competition and get funding. <i>Location: PMQ, Hong Kong</i> <i>Organiser: Brinc</i> ► <a href="http://www.startmeup.com.hk/launch-consumer-iot-summit">www.startmeup.com.hk/launch-consumer-iot-summit</a>
	<b>Hong Kong</b> <b>StartmeupHK Festival 2016 – Health Tech Asia</b> An event focusing on innovative solutions and on providers looking for new ways to improve and maintain health, to reward people for embracing a healthier lifestyle and to help them make informed choices. <i>Location: PMQ, Hong Kong</i> <i>Organisers: AIA, Hong Kong Biotechnology Organization (HKBIO), Hong Kong Association of Pharmaceutical Industry (HKAPI), Hong Kong Medical &amp; Healthcare Device Industries Association Limited (HKMHDA)</i> ► <a href="http://www.startmeup.com.hk/health-tech">www.startmeup.com.hk/health-tech</a>
27-28	<b>Hong Kong</b> <b>StartmeupHK Festival 2016 – LAUNCH Consumer IoT Summit and Brinc's LAUNCH Consumer IoT Global Competition</b> A two-day summit on consumer IoT to explore and master everything you need to know about creating an IoT startup, as well as developing, manufacturing and distributing your products. Apply for the Launch Startup Competition and get funding. <i>Location: PMQ, Hong Kong</i> <i>Organiser: Brinc</i> ► <a href="http://www.startmeup.com.hk/launch-consumer-iot-summit">www.startmeup.com.hk/launch-consumer-iot-summit</a>
29	<b>Hong Kong</b> <b>StartmeupHK Festival 2016 – Health Tech Asia</b> An event focusing on innovative solutions and on providers looking for new ways to improve and maintain health, to reward people for embracing a healthier lifestyle and to help them make informed choices. <i>Location: PMQ, Hong Kong</i> <i>Organisers: AIA, Hong Kong Biotechnology Organization (HKBIO), Hong Kong Association of Pharmaceutical Industry (HKAPI), Hong Kong Medical &amp; Healthcare Device Industries Association Limited (HKMHDA)</i> ► <a href="http://www.startmeup.com.hk/health-tech">www.startmeup.com.hk/health-tech</a>

## FEBRUARY

## Tokyo, Japan

## Saitama-Asia Forum

The forum will focus on Hong Kong's transparent legislative system and low tax rate, and position it as a hub for global finance and logistics. Invest Hong Kong's representative will speak at the seminar.

*Location: Saitama Chamber of Commerce and Industry*

*Organiser: Saitama Prefectural Government*

## St Petersburg (2 Feb), Moscow (3 Feb), Russia

## Chinese New Year Reception

The reception aims to promote Hong Kong-Russia bilateral ties. Russian companies will learn more about how to benefit from Hong Kong's service platform in order to expand business in Mainland China and Asia.

*Locations: Renaissance St. Petersburg Baltic Hotel, St Petersburg, Russia (2 Feb)*

*Renaissance Moscow Hotel, Moscow, Russia (3 Feb)*

*Organiser: Hong Kong Trade Development Council*

## London, UK

## "Taking Your Business to Hong Kong" Event

This event provides useful information about getting started and doing business in Hong Kong for firms in the UK.

*Location: HSBC, 8 Canada Square, Canary Wharf, London*

*Organisers: InvestHK and HSBC*

## Riga, Latvia

## Lunar New Year Reception

The reception is aimed at promoting Hong Kong-Russia bilateral relations. Russian companies will find out more about how they can benefit from Hong Kong's services platform to expand their businesses in China and Asia.

*Location: Gallery Park Hotel, Riga, Latvia*

*Organiser: Baltics-Hong Kong Business Association*

## Tokyo, Japan

## Hong Kong Business Seminar

The seminar introduces Hong Kong's advantages as a regional headquarter for China and Asia, including opportunities, global competitiveness and the latest information on the corporate treasury centre. Speakers will give practical advice and predictions on Hong Kong, China and Asia business, with case studies.

*Location: Meiji Kinenkan, Tokyo*

*Organiser: InvestHK*

## Edinburgh, UK

## Chinese New Year Reception and "Doing Business in Hong Kong" Information Seminar

This unique Chinese New Year event provides a networking opportunity along with useful information for UK companies about doing business in Hong Kong.

*Location: Edinburgh Centre for Carbon Innovation, High School Yards, Edinburgh EH1 1LZ*

*Organisers: InvestHK, Hong Kong Economic and Trade Office (London)*

## MARCH

## London, UK

## The 4th Annual China Business Conference 2016

This event provides useful information about business opportunities in Greater China.

*Location: QEII Centre, Broad Sanctuary, Westminster, London SW1P 3EE*

*Organiser: The China-Britain Business Council*

► [www.cbcc.org/whatson/china-business-conference-2016/](http://www.cbcc.org/whatson/china-business-conference-2016/)



### 15 Years On



## 15 Years On ...

### InvestHK has just celebrated its 15th year of investment promotion achievement

InvestHK is the department of the Hong Kong Special Administrative Region Government established in July 2000 to attract foreign direct investment and support overseas and Mainland businesses to set up or expand in Hong Kong. It provides free advice and customised services to help businesses succeed in Hong Kong's vibrant economy.



*Chief Secretary for Administration, Mrs Carrie Lam speaks at InvestHK's annual reception celebrating its 15th year of investment promotion achievement.*

Officiating at the department's annual reception on 8 Dec 2015, Chief Secretary for Administration, Mrs Carrie Lam said, "InvestHK has done a remarkable job despite the ups and downs of the global economy in the last 15 years. The numbers speak for themselves. From the establishment of InvestHK until the end of November 2015, the department has assisted over 3,800 companies which together created more than 41,000 new jobs and over \$101 billion of investment in their first year of operation or expansion to operate in Hong Kong."

In 2015, the United Nations Conference on Trade and Development for the first time listed Hong Kong second in the world, both in terms of Foreign Direct Investment (FDI) inflow (US\$103 billion) and outflow (US\$143 billion), second only to Mainland China and the United States respectively. "It shows that Hong Kong continues to be a prime conduit of FDI regionally and globally," Dr Simon Galpin, Director-General of InvestHK said.

The department looks to a promising future with a series of new initiatives planned to align with Hong Kong's enhanced role as Mainland's super-connector under the "Belt-and-Road" campaign as well as the city's fast-growing startup ecosystem.



Asset Management

# Hong Kong's Fertile Ground for Asset Management

**Hong Kong's financial services advisory body has set out recommendations to promote the city's asset management business, aiming to create related jobs locally**

Hong Kong has great potential to develop as the Asia-Pacific's retail fund distribution centre according to reports released by the Financial Services Development Council (FSDC) in December 2015. The research reports focus on fund distribution, tax issues relating to private equity investments, and an alternative legal structure for private equity funds. Each report contains in-depth discussions and expert recommendations to assist government, regulators and industry in developing Hong Kong's asset management business.

## Fertile Ground

Hong Kong was also ranked third for its asset management sector in the latest Global Financial Centres Index survey, after New York and London. Hong Kong's strong rule of law and regulatory framework, coupled with its strategic location and close relationship with Mainland China, provide confidence for investors and industry players at large to make Hong Kong the domicile-of-choice for doing business.

According to the Fund Management Activities Survey 2015, issued by the Securities and Futures Commission, Hong Kong's combined fund management business reached a record high US\$2.3 trillion at the end of 2014. Funds from overseas investors are the major source for the fund management business in Hong Kong, and account for more than 70 percent of the fund management business.

Hong Kong's role as the world's leading provider of RMB products (outside Mainland China) is one of the key drivers behind the growth of its fund management business. The rapid development of offshore RMB business in Hong Kong proves this.

Asset managers are grappling with issues involving penetration into new markets and for many, distribution is a key issue. FSDC's recommendation is to set up more diversified fund distribution platforms through which investors can access a wide range of investment choices, while helping fund managers solve the distribution issue. Other recommendations include providing additional guidelines on suitability requirements, using fintech,

enhancing the KYC (know your client) process and developing cross-border initiatives. Some overseas examples include the Korean fund supermarket, an initiative led by the regulator, and the mfund, a platform launched by ASX in Australia and initially led by the government.

The tax regime for open-ended fund companies (currently under government review), the profits tax exemption criteria for private equity funds, and the proposal for an alternative limited partnership structure to strengthen Hong Kong's competitive position as a centre for private equity, will also benefit the financial services industry and help create jobs.

Over the last few years, InvestHK has supported a number of asset management firms to set up here. Recent examples include MC Asset Management Asia Ltd, Natixis Global Asset Management and Edmond de Rothschild Group, among others. Many of these firms find that having an office in Hong Kong enables them to offer real asset alternative investment opportunities for their clients in Hong Kong and in Mainland China.

"Hong Kong is the gateway – not only to the money in the city, but also to the money in the vast Mainland market, which we can deploy across the globe," Takajiro Ishikawa, Senior V P, Division COO, Asset Management Business Division, Mitsubishi Corporation, said.

To view FSDC's full reports, please visit its website: [www.fsd.org.hk](http://www.fsd.org.hk)

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# eslite: a Fusion of Literature and Lifestyle, Provider of Cultural Content

**“We would like to offer an attractive career path to our staff and we welcome more talent to join the eslite group with our upcoming store openings in Hong Kong and various projects on the Mainland. We would like our employees to grow and develop with us.”**

**Allen Su, Vice President  
eslite Hong Kong**



**The eslite, one of Taiwan’s major bookstore and lifestyle companies, has established two stores and created nearly 200 job opportunities in Hong Kong since its first opening in 2012**

eslite’s business model has proven popular among the Hong Kong customers. After the first opening of its book-and-lifestyle operation in an upscale property in Causeway Bay, a prominent shopping destination in Hong Kong, the company has recently further expanded into Tsim Sha Tsui, an area popular with overseas and Mainland visitors. The move tapped into the growing interest in products and handcrafts from Taiwan. The Tsim Sha Tsui store covers close to 40,000 square-foot and features a range of products including fashion accessories, ceramics, jewellery, educational toys, beauty products and food products, to name a few.

“The experience at the two megastores is each distinctive,” Allen Su, Vice President of eslite Hong Kong, said. “While eslite Causeway Bay is one of the largest bookstores in Hong Kong, containing the entire collection of our books, the new store at Tsim Sha Tsui features over 40 brands selling lifestyle items. These two main lines of products complement each other and add variety and interaction when customers wander among books and non-book items, producing a new kind of reading experience.”

## Hybrid Strategy

eslite’s hybrid strategy has been successful in attracting many retail brands, both from Taiwan and overseas; also it provides an established platform and excellent venue management support for these new entrants to the Hong Kong market.



“During its inception, eslite established its hybrid retail strategy by injecting rich cultural content into different aspects of our operation. This has led to the addition of bookstores, galleries, art and event spaces, creative platforms into our business scope,” Su explained.

“Reading is at the root of eslite. Our journey begins with reading. We try to interpret the meaning of reading in broader terms, and to extend the imagination from reading to various aspects of life. At the same time, the diversified atmosphere from bookstores brings people a more cultural creative lifestyle,” he said.

## Welcoming New Talent

eslite created around 200 job opportunities in Hong Kong at the end of 2015, and provided opportunities for employees to develop within the retail industry. “We would like to offer an attractive career path to our staff and welcome more talent to join the eslite group with our store openings in Hong Kong and various projects on the Mainland. We would like our employees to grow and develop with us,” Su said.

InvestHK has been providing support to eslite since the early days of its expansion into Hong Kong. The department continues to offer facilitation and advisory services to the new tenants who have been introduced to Hong Kong through the new eslite stores. These services included information on the retail sector, introduction to service providers, advice on expatriate relocation and recruitment of local staff.

## eslite

- Founded by Robert Wu in 1989
- Operates 43 stores in Taiwan, two stores in Hong Kong and one store in Mainland China

[www.eslitecorp.com](http://www.eslitecorp.com)



# Hapag-Lloyd Branches Out From Hong Kong

**Celebrating its 20th anniversary in Hong Kong, Hapag-Lloyd has expanded its staff size and moved to a larger office in the city**

Hapag-Lloyd is a global shipping group with regional headquarters in Hamburg, Germany; Singapore, New Jersey, US and Valparaiso in Chile. Its principal headquarters is Hamburg, home to its Executive Board. Hapag-Lloyd (China) Ltd was established in 1995 in Hong Kong as the head office for South China.

The container line has branch offices in Shenzhen, Zhongshan, Guangzhou and Xiamen, along with one representative office in Fuzhou. Agencies in Kunming, Guiyan, Nanning, Fangcheng, Zhanjiang and Haikou serve business needs in the Yunnan, Guizhou, Guangxi and Hainan provinces.

InvestHK has assisted Hapag-Lloyd (China) by providing market information and marketing support, and by including the firm in networking events. In 2015, the line celebrated the 20th anniversary of setting up in Hong Kong, and also moved to larger offices at Manhattan Place in Kowloon Bay to cater for the expansion of its staff. Following the merger with the Chilean shipper CSAV, Hapag-Lloyd has become the world's fourth largest container line.

"Being one of the world's busiest container ports, Hong Kong is the centre of maritime trading activities in the Asia-Pacific Rim. Its free port status, low and simple tax system, high quality workforce and world-class port facilities are the vital forces to help propel our growth in the last two decades," Thomas Mandelkau, Managing Director, Hapag-Lloyd (China) Ltd, said.



Over the last decade, Hapag-Lloyd has been developing e-business solutions in order to support customers with efficient electronic tools that care for their international shipping requirements, while also improving logistics operations and supply chain visibility.

"With the rapid growth of online shopping activities and eCommerce sales globally, it is necessary for us to develop e-business solutions for information sharing with our customers efficiently. As the needs of our clients keep on changing, we also

keep on enhancing our services to meet their expectations. Being in Hong Kong allows us to grasp the latest world trends and practices, and to strengthen the reputation of our services among the people working along the supply chain," Mandelkau said.

On 20 April 2015, Hapag-Lloyd ordered five container vessels, each with a capacity of 10,500 TEU and having 2,100 slots for reefer containers. They are scheduled for delivery between October 2016 – May 2017. It has 175 containers ships, with staff at more than 350 locations in 117 countries.

## Values

Hapag-Lloyd's services have been a hallmark for successful international cooperation among people and cultures for 165 years, and it stresses the values of tolerance, open-mindedness and mutual respect. Environmental sensitivity and sustainability are central to Hapag-Lloyd's philosophy.

## Hapag-Lloyd Foundation

Companies bear a responsibility to society generally and Hapag-Lloyd is committed to its corporate social responsibility. On its 150th anniversary in 1997, the group established the Hapag-Lloyd Foundation to support artistic, cultural, scientific and societal affairs, especially at its Hamburg headquarters. The company believes that cultural diversity and vibrancy are indispensable for making a metropolis attractive, and should not be underestimated as a location factor. Consciousness of traditional values distinguishes the Hapag-Lloyd Foundation, but so too does its interest in contemporary, unconventional and experimental forms of presentation. The foundation's activities are concentrated on the areas of theatre, ballet, music and museums. It also develops projects of its own.

## Hapag-Lloyd (China) Ltd

- Established in 1995 in Hong Kong
- Became the world's fourth largest container shipping line after merging with CSAV's container business in December 2014

[www.hapag-lloyd.com](http://www.hapag-lloyd.com)

**"Hong Kong is the centre of maritime trading activities in the Asia-Pacific Rim."**

**Thomas Mandelkau**  
Managing Director  
Hapag-Lloyd (China) Ltd





# The New York Times

## International New York Times

**“Knowing that we have that support and access to such great resources like InvestHK is important for our confidence and provides a welcome sense of security about operating our Asia business from Hong Kong now and into the future.”**

**Helena Phua, Executive Vice President, Asia Pacific International New York Times**

## The New York Times Uses Hong Kong Base to Capture New Audience in Asia

**With an increasing percentage of its subscribers coming from outside the US, The International New York Times (INYT) is focused on developing new audiences internationally, particularly in Asia**

The New York Times is a global company with 3,500 employees including 1,300 newsroom staff, of which 75 are full-time internationally based correspondents.

Established in 2005, the Hong Kong bureau is the company's regional headquarters, from which editors coordinate the global news report with other teams in New York, Paris and London. It includes reporters, editors and content specialists as well as a dedicated Asia business team that runs production and advertising operations in more than 15 countries across the region.

The INYT has recently achieved an important milestone, crossing the one million paid digital subscriber mark. This is in addition to its 1.1 million print and digital subscribers. The key driver is its commitment to creating the best original journalism and storytelling.

“Our plan is to cultivate a new generation of readers who can't imagine a day without The New York Times no matter where they are in the world,” Helena Phua, Executive Vice President, Asia Pacific, International New York Times, said.

### New Audience in Asia

In Asia, this has meant testing and refining new approaches to reach new audiences, including experimenting with translations, specialised content and social media. Its Chinese-language website has become an essential news source for Chinese readers not only in Asia, but worldwide. Similarly, the newly launched monthly magazine in Simplified Chinese, the INYT Chinese Monthly, has helped INYT develop an entirely new audience across Asia. It has also launched a New York Times international WeChat account in 2015 with specially curated content for readers throughout the region.

Most recently, the company has launched NYT VR, a virtual reality app, and partnered with Google to deliver more than one million Google Cardboard viewers to subscribers in the US, allowing them to experience content in a completely new and exciting way.

“Looking ahead, we will continue to develop and experiment with products specific to Asia and tailor our journalism to make them more relevant. That includes exploring opportunities for more local language products such as the INYT Chinese Monthly, hosting more events within the region and discovering new ways to develop and engage with our readers in Asia,” Phua said.

“InvestHK has been very active and supportive of not just INYT, but many of our international suppliers and clients. Since I first met InvestHK five years ago, the department has been extremely helpful, always providing useful data and information. Knowing that we have that support and access to such great resources like InvestHK is important for our confidence and provides a welcome sense of security about operating our Asia business from Hong Kong now and into the future,” Phua concluded.

### International New York Times

- Established in Hong Kong in 1980
- INYT Chinese Monthly magazine launched in May 2015
- Employs around 90 staff in the Hong Kong RHQ

[www.INYT.com](http://www.INYT.com)





**“I am very delighted with the support we are getting from InvestHK.”**

**Andreas Binder, President & CEO  
Mercedes-Benz Hong Kong Limited**

## Mercedes-Benz Creates a New Lifestyle Platform

**The German premium carmaker has opened the Mercedes me Store in Hong Kong that includes a restaurant, bar, and brand communication area, hoping to penetrate into the wider and younger consumer market**

Mercedes-Benz unveiled its first Mercedes me Store in Hong Kong in September 2015 in Entertainment Building, Central. The prime location reflects Mercedes-Benz's firm commitment to brand building, especially among the younger generation in this part of the world. By teaming up with a local restaurant group, the Mercedes me Store is able to address existing and future Mercedes-Benz customers using both digital and physical touch-points.

“It's more than a concept store. We have developed this new platform under a strategic direction of Mercedes-Benz, which we call 'Mercedes me'. That's a new sub-brand of Mercedes-Benz. It binds all of the innovative services we offer that go beyond cars – like mobility concepts, mobility services and financial services. The Mercedes me Store is an element of that new sub-brand, which will give customers and the public access to our brand in a much more relaxed atmosphere,” Andreas Binder, President & CEO, Mercedes-Benz Hong Kong Limited, said.

### Important Gateway to Mainland China

Hong Kong fits perfectly into Mercedes-Benz's brand strategies in several ways. First is the nature of the market. Hong Kong matches the car brand's aim to roll out in metropolitan areas. “Hong Kong is one of the most vibrant metropolitan cities in the world,” Binder said.

The Mercedes me Store creates a vibe that makes people relaxed and open to learning more about the brand, its products, its heritage and its insight.

Alongside this concept, Binder sees a new marketing approach by engaging the consumers, especially younger people, to become acquainted with the Mercedes-Benz brand at a much earlier stage. With new and attractive offerings, like good food and drinks, he

believes it will be easier for customers to accept and experience the brand first-hand.

“The brand has been established here for more than 60 years, and of course our long-term plan is to stay here. Hong Kong is an extremely important place for us in Asia. It's the gateway to Mainland China. There are many Mainland Chinese coming to Hong Kong every year. They want to see what is happening in the Western world,” he said. “Mainland China will soon become the biggest car market in the world, and it is definitely one of the cornerstones for every car manufacturer in future.”

InvestHK's support has been instrumental in the Mercedes me Store's grand opening. The Department's Transport and Industrial team has helped the company connect with other government departments, and it opened the door to discussions about new mobility concepts and infrastructure topics.

“I am very delighted with the support we are getting from InvestHK. We are really supported in many ways,” Binder said.

### Mercedes-Benz Hong Kong Limited

- Owned by German auto conglomerate Daimler AG
- Mercedes-Benz Hong Kong Limited was established in 2006 with about 100 staff
- Operates 11 sales and services outlets in Hong Kong, and two in Macau with its exclusive dealer Zung Fu

[www.mercedes-benz.com.hk](http://www.mercedes-benz.com.hk)



## Designing For Beauty and the Environment

**“It’s a great place to start a business. The people are very willing and helpful, and everything is set up in a way that makes it easy.”**

**Sonia Jackson**  
**Founding Partner, CEO**  
**IROCO Design**

**Bringing unique, modern European design to Asia, IROCO Design is among the very few firms here offering creative and design solutions in furniture rental and installations for the world of events, locally and regionally, as well as the sale of design solutions to the world of architects and interior designers**

Alex Henrich, co-founder and creative director of IROCO Design, doesn't mind rolling up his sleeves. Previously in banking, Henrich does most of the creative work at IROCO, from designing the company's catalogues and providing creative consultancy for clients, to working at his workshop prior to delivery. He works in partnership with his wife, Sonia Jackson, who takes care of business development and servicing accounts.

Located in the industrial district of San Po Kong, IROCO provides design solutions for a wide range of events, sells and rents high-end designer furniture from Europe. “We’re passionate about design, and we’re making beautiful original European designs available in Asia, whether for events, for your home or for hospitality. If you’re renting and planning a corporate event, exhibition, trade show, photo shoot, wedding or private party, we can provide you with creative ideas, fabulous furniture and flawless delivery services,” Jackson said.

### **Originals Only, No Replicas, Please**

This unique service, combined with the couple's sharp eye for detail, as well as for playful and unusual designs, has attracted many professionals in the architecture, interior design, hotel, restaurant to purchase its furniture, as well as corporate event and exhibition fields to rent their iconic furniture. Some of its furniture can be illuminated in different colours. Most importantly, they are reusable, which is better for the environment.

“Authenticity is something we are proud of. We do not deal in replicas. That’s why many prestigious brands and international

art fairs came to us for help. We promote original design, bring the latest trends to Asia, and reach events and brands that previously had no access to these designer brands. Furniture rental also means less waste is produced, and hence less burden on landfill sites,” she said.

InvestHK's Creative Industries team keeps in regular contact with IROCO Design to understand its needs. Jackson also thinks setting up a business in Hong Kong is extremely easy for SMEs and startups. “It’s a great place to start a business. The people are very willing and helpful, and everything is set up in a way that makes it easy. We hope that in the future more public resources will be put into developing creative talent and the industry as a whole,” Jackson said.

### **IROCO Design**

- Established in Hong Kong in 2011
- Employs nine staff in Hong Kong, two in Mainland China and is part of a larger company of 18 in Tokyo
- Offers customised design solutions in furniture rental and installations for the event world, introducing new brands and designs throughout Asia

[www.irocodesign.com](http://www.irocodesign.com)





## Health Tech Startup Benefits Workplace Wellness

**Singapore-based ConnexionsAsia (CXA) is helping companies improve employees' health and productivity through innovations in employee benefit**

**“The StartmeupHK Venture Forum was really useful for us to educate our potential clients about what flex benefits are.”**

**Dawn Soo**  
Chief Wellness Officer/ Head of Hong Kong office  
CXA Insurance Brokers Ltd

CXA has developed an innovative online platform enabling companies to offer flexible benefits for their employees. It works on a credit system that allows employees to choose how their given budget is spent in accordance with their individual needs, whether it be a fitness programme, a gym membership or healthcare services for personal and family needs. Its Singapore headquarters has about 150 staff, serving companies ranging from SMEs to Fortune 100 companies.

“This way of doing flex benefits is a win-win because employers can control their budget and employees now all get a choice,” Dawn Soo, Chief Wellness Officer/ Head of Hong Kong office, CXA Insurance Brokers Ltd, said.

While companies' human resource (HR) and insurance costs keep going up, dictating the benefits that employees get, CXA offers a full suite of innovative solutions to help companies reduce costs and make wiser use of their HR resources. These solutions include shifting employee benefits from treatment to prevention, personalised benefits for maximum employee satisfaction, leveraging brokerage spend to get flex, wellness and data as well as driving spending decisions by using return-on-investment (ROI) data on benefits and workforce health.

### StartmeupHK Helps

Soo and Rosaline Koo, the founder of CXA, visited Hong Kong in 2014 to do market research before setting up here. They first got advice from InvestHK on market information and referrals to service providers. With the encouragement of InvestHK, the company entered the StartmeupHK global competition in 2014, and was selected as one of the finalists to pitch at the Venture Forum.

“The StartmeupHK Venture Forum was really useful for us to educate our potential clients about what flex benefits are. We

were able to get new clients and business partners because of this forum,” Soo said.

After receiving its insurance broker license in May 2015, CXA opened its Hong Kong office, which has sales, marketing and vendor management functions. Soo said the company will open an office in Mainland China in the second quarter of next year. Meanwhile, CXA continues to develop its technology platform in Singapore.

“The regional decision makers for human resources tend to sit either in Singapore or Hong Kong. The Hong Kong team usually looks after Mainland China as well. These markets are very synergistic, which is why we wanted to open in Hong Kong first – to look after clients with a base in Hong Kong and a small team in Mainland China,” Soo explained.

CXA was recently selected as a finalist in the *HR Magazine's* employer compensation-and-benefits category award. Its short-term plan is to focus on serving a few clients well – as it usually takes several years for a company to be fully converted to flex benefits – and on educating insurers to support flex benefits. In the medium term, in addition to hiring veterans from the insurance field, CXA also plans to train up young graduates with its own curriculum.

### ConnexionsAsia (CXA)

- Based in Singapore, established in Hong Kong in May 2015
- Asia's first marketplace for employee flex benefits

[www.cxagroup.com](http://www.cxagroup.com)

# Canadian Tech Firm Scales Global Business from Hong Kong

**Appnovation opened an office in Hong Kong in search of growth, innovation and enhanced customer satisfaction**

Appnovation Technologies is a global IT services firm that delivers innovative and creative open-technology solutions. With offices in North America, Europe and Asia, Appnovation's team delivers projects like websites, mobile applications, and backend systems for enterprises and governments around the world.

Founded in 2007 and headquartered in Canada, the company has grown to 180 staff working in 11 offices globally. Arnold Leung, CEO and founder of the company, decided to set up a local team in Hong Kong in August 2015.

"We see Hong Kong as a major financial centre in the Asia-Pacific region. It has a sound legal system and framework, a simple-and-low tax regime and a stable economic system. Having a presence here enables us to enter the Asia-Pacific market, including Mainland China, Taiwan, Japan and southeast Asia. It also enables us to meet our customers on the Mainland, especially in Shanghai and Beijing, more conveniently. Hong Kong is also a suitable fund-raising platform for startups and entrepreneurs," Leung said.

Leung has found it easy to bring talent here from overseas and the Mainland, and to organise training programmes. In the near future, the company plans to train up local talent, helping them to understand the IT framework and how to service global customers with the technologies.

One of Appnovation's key strategic partners, MuleSoft, the company that makes it easy to connect applications, data and

devices, has also opened an office in Hong Kong, enabling Appnovation to deliver value-added open technology solutions to their growing network of global customers.

"A lot of people starting up a company here are aiming at the Mainland market. It can be a challenging market, and that's why we are trying to help these companies develop systems to improve their marketing and business operations there. We also help Mainland companies go overseas, using our experience in helping companies go to other parts of the world, like Europe and North America," Leung said.

InvestHK has provided Appnovation with practical support in office location and updates on the latest business environment.

## Appnovation Technologies

- Headquartered in Vancouver, Canada
- Specialises in developing cloud-based solutions using open technologies
- Arnold Leung was named BC Business' inaugural Top 30 under 30 list in 2014 and the company was included in 2015 PROFIT 500 list by *Canadian Business Magazine*

[www.appnovation.com](http://www.appnovation.com)



APPNOVATION  
TECHNOLOGIES

**"Hong Kong is a suitable fund-raising platform for startups and entrepreneurs."**

**Arnold Leung, CEO and Founder  
Appnovation**



**“Hong Kong is such a vibrant, exciting and energetic city, with plenty of talent and an east-meets-west culture.”**

**Barbara Yu, CEO and Founder  
PAKT**



## Your Wardrobe on Demand

**Out of a passion for clothes, Barbara Yu set up PAKT to help people care for their clothes, shoes and accessories with a wardrobe on demand – the business has proven successful and scalable**

“Wardrobe” is the keyword in the various descriptions about PAKT’s unique service, whether it is “wardrobe away from home”, “wardrobe on demand” or “wardrobe management”. As one of the latest pioneers of O2O (online-to-offline or vice versa) commerce in Hong Kong’s fast-growing startup scene, PAKT provides full-fledged logistics and value-added services focusing on the clients’ personal needs to care for garments of sentimental value, vintage clothes, favourite purchases and other treasured items.

According to Barbara Yu, CEO and Founder of PAKT, the company was set up to cure the headache of space and clothing care, by providing a 24/7 temperature and humidity-controlled clean facility for clients’ treasured clothes and off-season clothing – items not needed at home all the time.

In addition to collection and delivery, the company provides a per item photo catalogue of stored items to create the client’s personal virtual wardrobe. Plans are under way to supplement the PAKT photo catalogue with a home photo shoot of other key wardrobe items. Experienced staff members will also examine each item and decide how best it should be handled. For the clients, sorting, filtering, tagging or ordering for scheduled delivery of their wardrobe items can be done with a click. The clients can even place orders online for a full range of “Clothing Spa” services from alterations and repairs, to dry cleaning and pressing.

Moving to Hong Kong in 2010 with her family, Yu was fascinated by the cosmopolitan lifestyle in the city. At the same time, she also noticed a common problem of clothing care and storage in her circle of friends due to Hong Kong’s compact living space and clothing-unfriendly climate of high temperatures and humidity. That was how the PAKT concept took shape. She sounded out a group of Hong Kong businessmen and women, friends and acquaintances and the response was positive and encouraging that she decided to start this business in 2015.

After establishing a firm foothold in the wardrobe management business which is currently unique in Hong Kong, PAKT is considering how to enhance the service by providing other value-added services such as sharing clothes between friends, selling them second hand or donating to charity. The company is developing the second generation of its technology platform to promote the sharing culture. In the longer term, PAKT is also looking to expand to other cities in Asia, including Singapore, Tokyo and major cities in China.

Having had successful careers in both investment banking and executive search, Yu says the keys to starting up a business are finding the right people and leveraging a global network. “Being passionate about what you do, being able to see the big picture and knowing when to be flexible and pivot are critical,” she said.

“Hong Kong is such a vibrant, exciting and energetic city, with plenty of talent and an east-meets-west culture – it’s the perfect place to start your own business. My daughter just told me the other day how excited she is that I have become a tech entrepreneur!” she added.

### PAKT

- Established by Barbara Yu, an ex-investment banker and executive search expert
- Offers the unique and personalised logistics service comprising storage solutions, on-demand wardrobe management and clothing care
- Development is currently under way on a clothes sharing, trading and donation platform

[www.pakt.hk](http://www.pakt.hk)

# Managing Your Precious Metal Assets

**Gold Bullion International (GBI) sets up in Hong Kong with a view toward developing it into a regional client service centre**

**“Not only is Hong Kong a key trading hub for physical precious metals, it is also an important conduit to Mainland China.”**

**Jammy Chan**

**Head of Greater China, Managing Director  
GBI Asia Pacific Co Ltd**

GBI is a leading institutional provider of precious metals to individual investors and to the wealth management industry. Its technological platform allows clients to acquire and manage their precious metals assets directly through GBI, or through their existing wealth management account relationships. Precious metals are acquired from dealers selling brands recognised by the London Bullion Market Association, and stored on clients' behalf in protected and insured vaults in New York, Salt Lake City (Utah), London, Zurich, Singapore and Australia, as directed by the investors. GBI provides a safe and reliable option for precious metals owners.

Investors own the actual physical metal in an allocated private account, verified by an independent accounting firm, and their holdings and valuations are reported daily. Investors also have the option to take physical delivery of their precious metal holdings.

The Hong Kong office of GBI is in close coordination with its US headquarters and is extending its reach into the region. GBI provides a wide array of precious metal services to virtually every type of market participant, using its robust technology, logistics and sales platform to facilitate customised solutions. In addition to this, the Hong Kong office will soon launch an online coin store targeting the Chinese collector's market.

“Not only is Hong Kong a key trading hub for physical precious metals, it is also an important conduit to Mainland China,” Jammy Chan, Head of Greater China, Managing Director, GBI Asia Pacific Co Ltd, said.

“The Mainland offers a huge physical market and it is important for us to grasp these opportunities. We need to set up in a well-established financial centre like Hong Kong that is close to Mainland demand and global supply,” Chan added. “As the Mainland market undergoes further liberalisation, Hong Kong and our business stand to benefit. New cross border programmes, as we have seen in the past, often started with Hong Kong.”



Hong Kong is the regional business development centre, and GBI's present focus is on Hong Kong and Mainland China. As GBI's business continues to grow, Chan said it will explore other markets using Hong Kong as a base. And if the Mainland market opens further, he said he would look into the possibility of an onshore presence there.

“We have already added our first Hong Kong based wealth customer and we are confident of our business pipeline. We are working to expand our clientele in terms of size and diversity. We also hope to refine our client services and our ongoing support. As for the medium-and-long-term, we want to develop a regional client service centre,” Chan said.

Chan learned of InvestHK by word of mouth. “The department has a good network and provides advice to companies that are yet to set up in Hong Kong, including its update on regulation. The PR opportunity for a new business in Hong Kong is particularly valuable,” he said.

## **GBI Asia Pacific Co Ltd**

- Headquartered in the US
- Offers a comprehensive solution for physical precious metals investment, featuring a robust platform for purchasing, global vaulting and insuring a wide range of products

**[www.bullioninternational.com](http://www.bullioninternational.com)**



# Shipping's Never Been So Easy

**Easyship, a local eCommerce logistics service provider, has grown from an incubatee with blueprint to a startup with more than 20 staff – in less than a year**

Tommaso Tamburnotti and Augustin Ceyrac decided to start Easyship one year ago when working for Rocket Internet. They were unable to find an ideal shipping service that could fulfil all their delivery needs. Easyship's online logistics platform features cross-border market intelligence to help compare all available couriers, complete visibility of cost and on-demand pick-and-pack. With Easyship, eCommerce companies can ship faster, easier and cheaper.

"We provide visibility for the company that wants to ship worldwide, in terms of couriers' availability, shipping cost and taxation. We want to make shipping worldwide easy and accessible when you want," co-founder Tamburnotti said.

## From Incubatee to Startup

Easyship was among the first batch of incubatees selected from more than 150 startups for blueprint's six-month acceleration programme. Launched in January 2015, Swire Properties' blueprint business-to-business (B2B) tech accelerator programme is very popular in Hong Kong. It accepts around 10 startups in each cohort.

The co-founders spent six months in blueprint, then moved to Easyship's own 4,000-square-foot premise in Lai Chi Kok five months ago. They have already hired 21 staff locally. Most of the products the firm ships are from eCommerce merchants, spanning electronics, fashion, cosmetics and group buy. Most items weigh less than 20kg.

According to Tamburnotti, Hong Kong is the easiest place to start up, and it is also a logistics and finance hub in the region. "We were looking at Singapore and Silicon Valley, but we preferred Hong Kong for many reasons.

"First, we want to leverage on our existing network of clients, suppliers and investors in Hong Kong. Second, as a vibrant

eCommerce export community with many companies shipping worldwide, Hong Kong represents the best kind of customers for us. Our business is to develop cross-border shipping solutions, and we believe Hong Kong is the best place in this area."

By developing its own proprietary algorithm and online shipping platform, Easyship won the Tech In Asia Award in May 2015 and the Cyberport Creative Micro Fund in June, which will help propel its growth to the next stage.

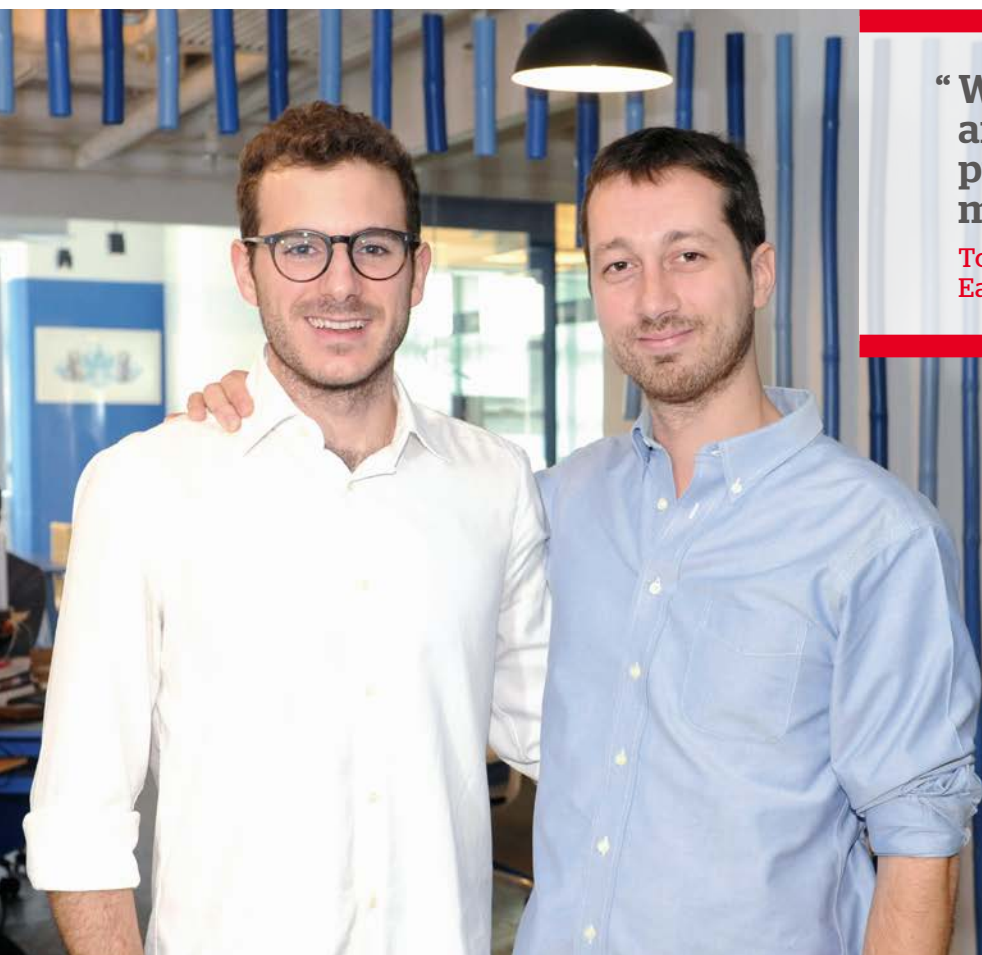
During Easyship's early growth stage, InvestHK provided advice on visa application and marketing support to the startup. Easyship will also be invited to future networking events organised by InvestHK. "I think the services of Invest Hong Kong are very helpful for us," Ceyrac, the other co-founder, said.

"When you are starting your own company, you have a hundred million things to do," Ceyrac concluded. "You always need to understand, every day, which thing actually brings value, and which thing helps you to move to the next. Then you'll get investors, strategic partners and referrals naturally."

## Easyship

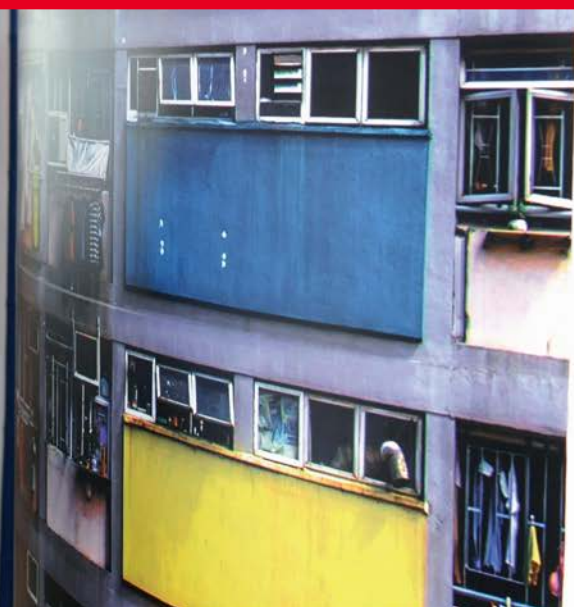
- Founded in January 2015
- eCommerce logistics company with its own proprietary technology

[www.goeasyship.com](http://www.goeasyship.com)



**"We were looking at Singapore and Silicon Valley, but we preferred Hong Kong for many reasons."**

**Tommaso Tamburnotti, Co-founder  
Easyship**



InvestHK recently facilitated the following companies to establish or expand their business presence in Hong Kong. We welcome them to our city and wish them a prosperous future.

Company name	Sector	Company name	Sector
<b>Australia</b>		<b>Spain</b>	
Prime Time Training	Corporate Training	IROCO Design	Design
The Pulse	Creative Content Creation Agency		
<b>Canada</b>		<b>Sweden</b>	
Appnovation Technologies	IT Services	TRIWA ASIA Ltd	Watches and Accessories
Shore Hospitality	Hospitality		
<b>Cyprus</b>		<b>Switzerland</b>	
IPTP Ltd	Telecommunications	Ernst Basler + Partner Hong Kong Ltd	Environmental Consulting and Engineering
<b>France</b>		<b>Taiwan</b>	
KRDS Hong Kong Ltd	Digital Marketing	ATG Holdings (HK) Ltd	Eco Bags
LBB Asia	Brand Development	Cathay Securities (Hong Kong) Ltd	Securities Dealing and Advisory
PALO IT	IT Consulting and Software Development	CiPU Creative Co Ltd	Maternal and Infant Products
Sommelier at Home	Private Sommelier Services	eslite	Retail
		Montmartre Art Ltd	Jigsaw Puzzle
<b>Germany</b>		<b>Thailand</b>	
Hapag-Lloyd (China) Ltd	Maritime	Issaya Siamese Club Hong Kong	Restaurant
Mercedes-Benz Hong Kong Limited	Automobile		
Scintec Asia Pacific Ltd	Production of Meteorological Instrument	<b>The Netherlands</b>	
		GreenPeak Technologies	Smart Home Semiconductor Technology
<b>India</b>		<b>United Kingdom</b>	
Bindaas Bar + Kitchen	Restaurant	BlisMedia	Marketing, Location and Demographic Analytics
<b>Japan</b>		Easyship	eCommerce Logistics Service
Confectionery West Hong Kong Ltd	Confectionery Retail	Fresh Accounting Ltd	Accounting and Consultancy
Nippon Wealth Ltd	Banking and Wealth Management Service	Harbour Litigation Funding Ltd	Litigation and Arbitration Funding
TKP International Ltd	Conference Room Rental	PAKT	On-demand Wardrobe Management
<b>Mainland China</b>		<b>United States</b>	
Mainland Law-service Centre (HK) Ltd	Legal Services	Academic Internship Council	International Education Exchange
<b>New Zealand</b>		CallisonRTKL Asia Ltd	Architecture and Design Services
Eat the Kiwi	Premium Food Services	DTI	Dispute Resolution Services
<b>Singapore</b>		GBI Asia Pacific Co Ltd	Physical Precious Metals
Connexion Asia (CXA)	Employee Flex Benefits	Heritage Auctions Hong Kong Inc	Auctions
Dining Workshop	Restaurant	International New York Times	Media
GuavaPass	Health and Fitness		



**InvestHK 投資推廣署**  
The Government of the Hong Kong  
Special Administrative Region

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