

# InvestHK

# Client Profiles

## Australia



**Australian Nutrition and Sports (ANS)** specialises in manufacturing high quality Australian made sports supplements. It has a permanent office in Hong Kong, servicing the Asia-Pacific region. Witnessing a great demand for Australian made high quality sports supplements in Hong Kong, the company believes it is a great opportunity to grow its brand. After six years of hard work, it has gained great brand recognition and maintained a good working relationship with local sports clubs, fitness centres and a large retail chain.

Following its success in the fitness industry, the company launched its infant formula brand

ANS BABY, using only Australian dairy. ANS is working closely with its partners in Shenzhen and Guangzhou in order to widen its distribution channels. Its recent progress with the Guangzhou Free Trade Zone has been a milestone for its Mainland China advancement.

*Sports Nutrition*  
*ansprotein.com*

## Canada



**Blueprint** provides an industry-leading software solution that helps large organisations build better business and software applications. Blueprint resolves many of the time-consuming, costly, and error-prone functions that challenge IT leaders, thus ensuring that mission critical projects are completed successfully, on time and on budget. Enterprises across the globe use Blueprint to ensure regulatory compliance, speed transition to Agile, better align business and IT and leverage seamless integration with leading ALM (application lifecycle management) technologies. Nearly half of all Fortune 100 companies choose Blueprint to de-risk and accelerate their software projects.

Blueprint is laser-focused on global expansion and its growing footprint in Asia Pacific will allow it to extend its value proposition to strategic partners and customers in the region.

*Software*  
*blueprintsys.com*



**Pivot88** provides companies that contract globally manufactured products with highly customised analytics and tools to reduce costs and improve quality through dynamic, cloud- and mobile-based collaboration software and solutions. Through its real-time remote quality control platform, Pivot88 allows companies to view inside every tier of their supply chain, improve production speed, standardise processes and increase product quality across all partners with a unified, common platform. Its robust cloud-based business intelligence and analytics solution delivers valuable data on partners that has been impossible to efficiently and accurately gather before.

Pivot88 offers a unique solution to ensure that your quality standards, production event timeliness and accountability needs are met at every step - whether your supply chain extends around the block or across the world.

*Information Technology*  
*pivot88.com*

### France



For the last 14 years, Christophe Adam, founder of **L'Eclair de Génie** has dedicated himself to bringing out a chic snacking version of a French pastry landmark: the "éclair". Based on the brand proposition in the areas of luxury, cosmetics and fashion, he nevertheless offers a simple, accessible and engaging product. A top designer in the field of pâtisserie, Adam designs the product collections and refines his recipes continuously, drawing inspiration from local and global trends. His numerous appearances on television shows and his recipe books enable him to travel the world and make his "éclair" become a brand itself.

L'Eclair de Génie has six outlets in France, three in Japan and one in South Korea. It has recently ventured into Hong Kong with two outlets in prestigious shopping malls including Pacific Place and Prince's Building.

*Food and Beverage*  
[leclairdegenie.com.hk](http://leclairdegenie.com.hk)

### Germany



**BLEND** is a multi-disciplinary firm focusing on urban/ architectural design and research. The founding partners are from Germany and Taiwan, and together they possess decades of experience in internationally renowned architectural offices. The team members have managed projects ranging from urban design and master planning to public, commercial, residential developments, and cultural institutions.

BLEND's expertise spans from preliminary studies to detailed design and construction realisation. The team has been actively engaged with academic institutions worldwide as part-time professors, researchers and speakers. BLEND

also provides urbanism architecture research for private and public sectors. Officially launched in Hong Kong in 2015 with a global resource network, BLEND is committed to business expansion in Hong Kong, Mainland China and the entire Asia-Pacific region in order to develop a close and mutually beneficial relationship with potential clients including those in real estate, property development and governmental institutions.

*Architecture and Urban Design*  
[BLEND-arch.com](http://BLEND-arch.com)

### GREENPAGES

**GreenPages** provides a local and global directory of products that are accredited to be environmentally friendly, fair trade or organic. The online platform enables consumers to locate the nearest store(s) where these products are available, anywhere in the world. GreenPages stands out as the first search platform of accredited products that has a truly global and local reach.

Its mission is to create a healthier global environment by providing a free directory for brands to list out a wide range of accredited products and enable consumers to search for these healthy and responsible options.

*Green Online Directory*  
[greenpages.info](http://greenpages.info)

### India



As Asia's business capital, Hong Kong has the best location and transport links across Asia and internationally. The founder of **B'CREO** makes use of his solid work experiences in major multinational technology firms, now provides services to technology companies, with a focus on startup technology companies, to create business, opportunities and growth in a competitive environment.

Based in Hong Kong, B'CREO provides services covering the whole product development and marketing chains, ranging from product

development, sales and marketing, brand management, market strategy development and implementation, sales follow-up, channel expansion, customer management to relationship development and management. B'CREO is dedicated to assist technology startups to develop their brands and businesses in Asia.

*Services for Technology Startups*  
[mehul.dhakka@bcreo.com](mailto:mehul.dhakka@bcreo.com)

## Italy

### actiMirror



actiMirror is a platform of connected data-gathering intelligent mirrors, offering 'YOUNIQUE' customer-centric experiences for the retail, hospitality, health care and exhibition verticals.

**actiMirror Corporation** relocated its headquarters from Milan to Hong Kong in 2014 to benefit from Hong Kong's prime location, low tax, legal system, efficiency, economic freedom, global mindset, and the growing start-up, angel and venture capital

scene. actiMirror has created six jobs and many indirect jobs. It has offices in Italy, Hong Kong and Mainland China.

*Internet of Things*  
[actimirror.com](http://actimirror.com)

**Euro Healthy Foods Corporation** is a company owned by Italian entrepreneurs of the food sector. Brought together with a great wealth of 70 years of experience, from an idea of an Italian family who has exported, to all over the world, not only the food, but the philosophy that accompanies its use and consumption.

The Hong Kong branch is able to source, import and distribute in the Hong Kong market the best food of the Italian regional tradition. Its manager, in direct contact with the Italian mother company, will increase the Hong Kong customers'

knowledge and awareness of the Italian food traditions and local recipes. It plans to strengthen the market knowledge with different investments, samplings, food fairs, and events. Its mission is to make people aware about the healthfulness and wholesomeness of its culinary tradition.

*Italian and European Food Trading*  
[eurohfc.com](http://eurohfc.com)

**Noi Company Ltd** is a trading company operating in Hong Kong sourcing and supplying steel materials dedicated to the heavy industry (oil and gas, power generation, petrochem, etc), focusing on supplying "hard-to-find", "customised to drawings" items usually not available in stock. It supports the technical development of its clients in Asia.

Noi Company Ltd developed a platform for smart sourcing, Steel Available, that has been proudly selected to join the Blueprint (Swire Properties) accelerator programme. Steel Available aims to create and improve relationships, quotations

and commercial processes among top-tier steel products' buyers and suppliers involved in the industrial markets, with a global outlook. It chose Hong Kong as the leading hub in Asia for trading, logistics, financial and new technologies, with a great support for startups. In Hong Kong there is the right ecosystem to grow its idea into a successful project.

*Trading*  
[noicol.com](http://noicol.com)



## Japan



Founded in Hong Kong in December 2014, **DFL-Shutoken Leasing (Hong Kong) Company Ltd** provides high quality professional services in financing business. It specialises in loan, finance leasing, installment payment, and other financial services. It was jointly established by Shutoken Leasing Co Ltd, DFL Lease Company Ltd and Mitsubishi UFJ Lease & Finance Company Ltd in order to meet the increasing needs from Japanese companies in overseas, and for them to expand business operations into Asia using its function.

Offering services in multi-currency, it aims to be a business partner for Japanese companies in Mainland China and Hong Kong for them to cope

appropriately with issues, such as risk of foreign currency exchange fluctuation, independent management of overseas subsidiaries, flexible financing, diversified funding source, transfer price taxation measures etc. It provides "One-Stop-Services", ranging from consultation of overseas investments to financing support of capital investments.

*Financial Services*

# Mainland China



IngDan 硬蛋  
HATCH THE INTERNET OF THINGS

**IngDan** is a subsidiary of the Cogobuy Group, the largest eCommerce platform for corporate procurement of electronic components in Mainland China. The IngDan platform is built based on a “shared economy” with its Hong Kong office acting as a key bridge between entrepreneurs around the globe to the rich supply chain and innovation ecosystem in Mainland China.

IngDan has formed a large supply chain-based open ecosystem through strategic collaborations with influential partners like Baidu, WeChat, Microsoft, Intel, etc. IngDan has already successfully facilitated over 10,000 Internet of Things (IoT) startup projects and built a vast network of over 6,000 suppliers. Located in Cyberport, the 600-square metre multifunctional

Hong Kong IngDan Experience Centre is open to the public, exhibiting the most innovative IoT products for consumers to experience. It is also a community for innovators to promote their products, hosting workshops, events, forums, product launches and exchange ideas.

*IoT Supply Chain Platform*  
[ingdan.com](http://ingdan.com)



港丰集团  
Gangfeng Group

**Shenzhen Gangfeng Investment Consulting Co Ltd** was founded in 2004 and has offices in Hong Kong, Shanghai and Beijing. Over the past decade, the company has provided a well-managed one-stop service to help Mainland Chinese companies expand their business overseas. Gangfeng’s services include company registration, offshore structuring, tax planning, cross-border financing, legal advisory services, brand protection and immigrant visas, etc. In addition, the company also provides training courses, networking platforms and a number of exclusive and premium value-added services, to help business leaders empower themselves to face international competition, in order to succeed in the global market. Hong Kong is an important stepping stone for Mainland Chinese

companies looking to expand overseas because the city offers a plentiful supply and free-flow of resources and skilled professionals, with which Gangfeng can help Chinese companies with all kinds of planning and ensure their lasting success of “go global”.

*Investment Consulting*  
[hkfff.com](http://hkfff.com)

# Netherlands

**WECREATE** is an all-round advertising agency with offices in Amsterdam and Hong Kong. Because of the close connection between its offices, it offers Dutch quality design in Hong Kong.

Specialised in branding, web design, e-commerce solutions and app development, the company offers everything to build a strong brand, product or company. They develop coherent strategies, design strong logos, make distinctive corporate identities, design pixel perfect websites, build solid e-commerce solutions, contrive user-friendly apps, invent catchy packaging, come up with striking brochures and create creative advertisements.

As Hong Kong is a strategic hub for the whole Southeast Asia, it opened a second office here and has grown into a team of 10 within a year, serving startups to well established brands.

*Advertising, Branding, Web Design, eCommerce and App Design*  
[wecreate.com.hk](http://wecreate.com.hk)

W E C R E A T E  
AMSTERDAM / HONG KONG

## Poland



BLU is the next generation of energy drinks.

**BLU Energy Drink Asia** has enjoyed great success in the international market and is recognised as a premier energy drink in 39 countries around the world. BLU is widely accepted as the choice of energy drink because it is relatively healthier than other energy drinks. Having a great taste, it offers a wide range of seven innovative and refreshing flavours because of its alcohol mix ability. The mission of BLU Energy Drink is to provide a superior product, superior brand, and superior service at a superior price for a healthier product. BLU is manufactured in Europe using

advanced technology and most diligent research. Its beverages consist only of the highest grade products to guarantee its customers ultimate satisfaction.

*Food and Beverage*  
[blu-energydrinkasia.com](http://blu-energydrinkasia.com)

## Spain



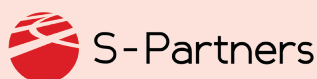
**360Experience** is a customised global service that provides comprehensive travel experiences to their customers all over the world. An international specialised team of more than 80 employees, available 365 days a year and present in 13 different countries make the soul of the company.

Since the beginning of its activity, the company has experienced an exponential growth by expanding their business lines. 360Experience was created to provide their customers with the best tickets for major sporting and musical events, and only a few years later offers a complete experience around them, such as travel needs and event organisation (conferences, corporate events, hospitality experiences, meet and greet, team

building activities or incentive tour programmes). As a travel agency from Spain, they provide their clients with airline tickets, hotel accommodation and transfers, so their customers don't have to worry about anything.

*Travel Agency*  
[360experience.com](http://360experience.com)

## Switzerland



Founded in July 2015, **S-Partners Ltd** is a financing and management consulting firm acting as a bridge between Europe and Asia. The purpose of S-Partners is to help and promote Swiss innovative technology startups to build up their business in the Asian markets.

S-Partners offers a qualified portfolio of startups for Hong-Kong and Asian investors to participate in fund raising or find the right business partner. Additionally S-Partners is also offering services such as company representation and merger and acquisition activities. Our know-how and experience are built over more than 40 years in helping leading companies and innovative startups from different industries. Hong Kong

has been chosen as the headquarters due to its importance as a business hub, easy entry point to Mainland China and growing development of start-up ecosystem.

*Start-up Investment Services*  
[spartnersasia.com](http://spartnersasia.com)

### Taiwan



**Beast Kingdom Co Ltd** was established in Taipei in 2009. The company focuses on four categories of business: distribution, production, exhibition, and the Beast Kingdom Store. As at the end of 2015, the company has manufactured and distributed thousands of products to shops in over 40 different countries and opened four concept stores across Taiwan. Beast Kingdom's goal is to bring the toys culture not only to children's world but also to adult's daily life. Hong Kong was chosen to be the first location of having Beast Kingdom Store

outside of Taiwan and the Beast Kingdom Store in Hong Kong carries collectible toys and apparels licensed by world-class licensors.

*Collectible Toys and Apparels Retail*  
[facebook.com/BKTOYSHK001/](https://facebook.com/BKTOYSHK001/)



Kawoo Studio was founded in October 2014 in Taipei and specialises in the production of modern wooden furniture and accessories that combine cutting-edge design with functionality, bringing fun out of the daily commodities. Following the success of the first product range, Kawoo decided to market its products overseas. As a multicultural city, Hong Kong is playing an important role in the company's expansion. Established in July 2015, **Hong Kong Kawoo Life Co Ltd** has opened its first stores in Cityplaza (Taikoo Shing), and their products are also available at Star House (Tsim Sha Tsui) and PMQ (Central). Over the course of its

expansion, Kawoo Studio hopes to introduce more wooden products to its customers and lead the public into life with simple and minimalist design, so that more customers would love wooden products.

*Wooden Product Design*  
[kawoo.com.tw](http://kawoo.com.tw)

### Turkey



TLS Logistics is a Turkish company. Increasing trading activities in Turkey make the company more focused in the Asian region as Turkey has a large amount of imports from Mainland China, and its exports to Mainland China and other countries nearby also increase year on year. The new company in Hong Kong, **TLS Logistics Asia Co Ltd**, will reach direct importers and exporters in the region. With the new office in Hong Kong, the company will increase its market share in both sea and air freight in Turkey for imports and exports.

The Company has decided to use Hong Kong as its regional logistics hub in Asia because of its free port status, strategic location, open and transparent regulatory regime, low and simple tax system, free flow of capital and information and efficient customs clearance procedures, etc.

*Logistics*  
[tlslogistik.com](http://tlslogistik.com)

### United Kingdom



Baillie Gifford employs over 900 people and has assets under management of £123 billion as at 31 December 2015. An asset management firm founded in 1908, with a headquarters in Edinburgh, UK, **Baillie Gifford Asia (Hong Kong) Ltd** is licensed under the Securities and Futures Ordinance with a Type 1 licence from the Securities and Futures Commission in Hong Kong. The licence allows marketing and selling of funds to Hong Kong professional investors.

With regulatory developments opening up new markets within the region and with institutional

investors seeking to diversify internationally, it believes that now is the right time to establish a permanent presence in the region and Hong Kong is the right place for the company to set up its first Asian office.

*Asset Management*  
[bailliegifford.com](http://bailliegifford.com)





**CloserStill Media** - often described as the fastest growing business media company in the UK - specialises in high-value, content-driven events and the nurturing of B2B or professional communities. The company operates chiefly in the healthcare and technology markets. Portfolio includes some of the UK's fastest-growing and often award-winning events such as Learning Technology, Cloud Expo Europe, The Pharmacy Show and The London Vet Show.

In the last five years CloserStill has been repeatedly recognised as a leading innovator with its teams and events winning considerable

awards, including Best Marketing Manager - Four times in succession - Best Trade Exhibition, Best Launch Exhibition, Rising Star - Two years in succession - Best Operations Manager, Best Sales Person and Management Team of the Year. And now, CloserStill Media is bringing its "Cloud Expo Asia" and "Data Centre World" to Hong Kong in 2016, after its huge success in London, Frankfurt and Singapore and soon to be Paris.

*Event Production*  
[closerstillmedia.com](http://closerstillmedia.com)



Malvern College, a leading UK independent school with a 150-year history, announces the opening of **Malvern College Hong Kong** in 2018. It will offer a first-rate education in Hong Kong to students from diverse international and cultural backgrounds, using an IB curriculum reflecting its UK heritage. Ultimately, this will be a through-train school from years 1 to 13 that can cater for almost 1,000 students. The campus will be state-of-the-art and purpose-built, offering fabulous sports, arts and academic facilities near the Hong Kong Science and Technology Park, The Chinese University

of Hong Kong and the Hong Kong Institute of Education. It will be close to waterfront and residential areas, with easy transport access.

Building on its many years of educational excellence in the UK, Malvern College Hong Kong will be the fourth international school in the Malvern Family of Schools: Qingdao (2012), Chengdu (2015) and Egypt (2016).

*International Education*  
[malverncollege.org.hk](http://malverncollege.org.hk)



Founded by architect Greg Pearce and technology entrepreneur James Oliver, **One Space** is Asia Pacific's only fully integrated architecture, interior design and technology design firm specifically tailored to meet the needs of the banking and finance sectors. Over the past year, this innovative design studio has expanded its design, project management and business team as well as its service scope to provide deeper interdisciplinary design expertise to the retail sector. The firm's ground-breaking approach reconceptualises the retail customer experience and installs heightened brand reinforcement, especially for retail banks and wealth management centres, and other customer-centric businesses.

One Space was founded in Hong Kong in 2004, as a strategically placed design studio serving clients across Asia Pacific. Several of its clients are multinational organisations seeking on-the-ground insight and expertise to ensure their premises are well-suited to this region's culture and habits. Others are local startups that require highly-functional and cost-effective design innovation.

*Integrated Architecture, Interior Design and Technology*  
[one-space.com](http://one-space.com)

## United States



Based in Hong Kong, **Art-Life Gallery Workshop** features artworks on paper, paintings and prints by established artists and up-and-coming talent but also offers classes for children and adults seeking hands-on art practice, and sells drawing papers, artist books, and books-by-the-foot for interior design. It selects affordable artworks and

introduces its buyers to the passion and principles of building a collection and transforming a home into a creative environment.

*Art Gallery and Workshop*  
[artlife.link](http://artlife.link)

## 8 CLIENT PROFILES

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**Lumen Labs Inc** was born in Boston, the US where the idea of smart cycling helmet, Lumos Helmet, was created. With the introduction of a local Hong Kong manufacturer of helmet, Lumen Labs decided to start in Hong Kong. The co-founders found Hong Kong a very favourable location for their operations including manufacturing, research and development (R&D), logistic and marketing as well given the free port policy, free internet access and large talent pool.

So far, the company has invested over HK\$2 million from manufacturing, R&D to

marketing and intellectual property services. The local team had expanded double with a satellite office in Shenzhen. After the successful launch of Lumos Helmet, the company is now working on their next generation of products. In future, Lumen Labs will continue to expand in Hong Kong and to pool more talent here.

*Wearable Technology*  
[lumoshelmet.co](http://lumoshelmet.co)



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