

HK Foreign Direct Investment



Full Steam Ahead Hong Kong as an International Maritime Centre

InvestHK is joining hands with the new Hong Kong Maritime and Port Board to raise Hong Kong's profile in the international maritime landscape

The new Hong Kong Maritime and Port Board was officially established in April 2016. Chaired by the Secretary for Transport and Housing, it is a high-level steering body to assist the Government in formulating strategies and policies to drive the growth of high value-added and professional maritime services in Hong Kong, foster talent

development, and promote Hong Kong as an international maritime hub.

Three functional committees will be formed under the Board, respectively focusing on industry development, manpower development, and promotion and external relations. To strengthen industry participation, these committees

will all be chaired by an industry person.

Hong Kong Shipping Register Ranks First in Asia

The Hong Kong Shipping Register currently ranks first in Asia and fourth in the world and our registration of ships has crossed the 100 million gross tonnage mark in 2015.

investhk.gov.hk

**this
Issue**

International Forward Calendar
Special Feature
Sector Focus: Smart City

3
4
6

Successful Investors
New Investors

7-15
16





Ship registration has been a core feature of maritime commerce for many centuries and is now an integral part of international maritime business.

As ship owners can choose which flag state to register their ships with, the registration is in itself a vote of confidence in the flag state. Upon its inception in 1990, the Hong Kong Shipping Register had a mere 765 ships with a total gross tonnage of six million. According to a United Nations report in October 2015, Hong Kong accounted for 8.6 percent of the world's total tonnage. Registries with good track record usually host younger fleets and keep a tight rein to ensure compliance with international regulations.

Hong Kong as a Logistics Hub

Hong Kong has extensive connectivity with Mainland China and the rest of the world via well-developed multi-modal transport network and outstanding efficiency:

Air transport

- 100 airlines operating some 1,100 flights per day
- Regular and direct services to 140 international destinations worldwide and 50 destinations in Mainland China
- Busiest airport for international cargo

Sea transport

- About 340 container vessel sailings per week to around 470 destinations worldwide
- One of the busiest ports in the world

Land transport

- Four road-based crossings between Hong Kong and Mainland China, with a capacity of about 120,000 vehicular crossings every day

The success of our shipping register owes a large part to our excellent partners in the maritime services sector. There are over 800 shipping-related companies operating in Hong Kong, providing a great variety of quality maritime services ranging from ship management, ship broking and chartering to maritime law and arbitration. We are also the leading international ship finance centre in Asia, with eight out of the world's top 10 bookrunners setting up offices here.

The Hong Kong Port is one of the busiest container ports in the world. It provides frequent and comprehensive liner shipping services with about 340 container liner services per week connecting to around 470 destinations worldwide.

Mainland China's Belt and Road Initiative involves about more than 60 countries in the world. Hong Kong Port has cargo movements to and from about 45 countries with sea ports along the Belt and Road corridor. Hong Kong will continue to play a pivotal role in the maritime silk road and the role of a "super-connector" in connecting Mainland China and the rest of the world.

InvestHK will actively participate and support promotional events held overseas and in the Mainland to attract more high value-added maritime services companies to cluster in Hong Kong. The upcoming event is Posidonia, one of the largest international shipping exhibitions, to be held in Athens, Greece on 6-10 June 2016.

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2016

MAY

Hong Kong

"Belt and Road" Seminar for Jiangxi enterprises

Aims to encourage Jiangxi enterprises to leverage Hong Kong's various business advantages to access overseas markets under Belt and Road Initiative through Hong Kong.

Organiser: The People's Government of Jiangxi Province

Co-Organisers: Jiangxi Provincial Development and Reform Commission, Department of Commerce of Jiangxi Province, InvestHK, Nanchang Municipal Government, Jiujiang Municipal Government and Jindengzhen Municipal Government

10

Hong Kong

FINTech 2016: Leveraging the Opportunities

Provides key insights on a new generation of emerging technologies and financial service opportunities and the way forward.

Location: KPMG Conference Facility, 23rd Floor Hysan Place, 500 Hennessy Road, Causeway Bay, Hong Kong

Organiser: Inspira International Ltd

► fintechasia-biz.com

Glasgow (10), Inverness (11), UK

Edinburgh Centre for Carbon Innovation – Hong Kong Low Carbon Export Workshop

Provides networking opportunity and relevant information about business opportunities in Hong Kong and Greater China.

Organiser: Edinburgh Centre for Carbon Innovation

► edinburghcentre.org

10-11

San Jose, US

FinovateSpring 2016

Showcases cutting-edge banking and financial technology in a unique demo-only format. Every Finovate event gathers 1,000+ fintech innovators together to network.

Location: San Jose City National Civic (Silicon Valley)

Organiser: Finovate

► spring2016.finovate.com

Riga, Latvia

The European Forum of Hong Kong Federation of Business Associations Worldwide

Board members of 14 associations from all over Europe will be introduced to the specifics of doing business with Mainland China and Hong Kong from the Baltic perspective, and the opportunities from the Belt and Road Initiative.

Location: Radisson Blu Elizabete Hotel

Organiser: BHKTA

► bhkta.org

12-13

Guernsey, UK

Guernsey Finance – China Update and Business Etiquette in Asia

Provides relevant information and business etiquette about doing business in Hong Kong and Greater China.

Organiser: Guernsey Finance

► guernseyfinance.com

17

Astana, Kazakhstan

HK Business Roundtable Meeting and Matchmaking Session

A one-to-one series of business appointments co-organised by ATF Bank.

Location: Astana Ramada Hotel

Organiser: Hong Kong Trade Development Council (HKTDC)

18

Hong Kong

Data Centre World Asia

The award-winning Data Centre World has arrived in Hong Kong after its huge successes in London, Frankfurt, Paris and Singapore. It will be one of the biggest events dedicated to data centres in North Asia. Free entrance.

Location: AsiaWorld-Expo

Organiser: CloserStill Media

► datacentreworldhk.com

18-19

Hong Kong

Cloud Expo Asia

This award-winning event has arrived Hong Kong after its huge successes in London, Frankfurt, Paris and Singapore. It will be one of the largest events dedicated to cloud computing in North Asia. Free entrance.

Location: AsiaWorld-Expo

Organiser: CloserStill Media

► cloudexpoasiahk.com

24-25

Vancouver, Canada

The Pacific Finance and Trade Summit, Vancouver

Looks at how we can build our economy with a focus on important new tools in finance and trade, and further develop those advantages to build a sustainable business in the Pacific.

Location: The Vancouver Club and The Vancouver Convention Centre

Organiser: CityAge Media Inc.

► cityage.org/pacific

25-26

Sydney, Australia

World Business Forum, Sydney

Brings together over 2,000 senior executives from throughout Australia and New Zealand, with the world's best business thought leaders for a two-day immersion of the key topics critical to success.

Location: The Event Centre, The Star

Organiser: BEE Australia

► wbfsydney.com

31 MAY

Hong Kong

RISE HK 2016

RISE is produced by the team behind Web Summit. In five short years, Web Summit has become Europe's largest tech conference which this year attracted 42,000 attendees from 134 countries.

Location: Hong Kong Convention and Exhibition Centre

Organiser: ConnectIntelligence

► riseconf.com

1

2 JUN

JUN

Hong Kong

APAC Innovation Summit 2016: Robotics

Provides the leading minds an opportunity for inspirational exchange in technology and market trends.

Location: Grand Hall and Conference Hall, Hong Kong Science Park

Organiser: Hong Kong Science and Technology Parks Corporation

► apacinnosummit.net

2-3

Hong Kong

EmTech Hong Kong

Brings MIT Technology Review's award-winning editorial content to life and explores how advancements in the areas of artificial intelligence (AI), robotics, smart cities, fintech and healthtech, are redefining our lives.

Location: Hong Kong Convention and Exhibition Centre

Organisers: MIT Technology Review and Koelnmesse

► emtechhk.com

7-8

CONTINUED ON PAGE 5

Dynamic Happenings in SoHo and Beyond

Just a few minutes' walk away the Central escalator off Hollywood Road, one can see the buzzing SoHo district with a wide offerings of exciting eateries and interesting art galleries. Further down the road, the NoHo area and beyond, is a quieter neighbourhood with design-driven lifestyle stores and boutiques. This vibrant part of the city with a wide selection of offerings is attracting overseas visitors and locals alike

SHEUNG WAN

Menu



Studio8 Atelier
PATRICK HENRI



Stockholm



Honeybunch

CENTRAL

La Galerie



Mr Simms Olde
Sweet Shoppe



Emack & Bolio's



Emack & Bolio's

Established in 1975, American ice-cream brand Emack & Bolio's opened their first Hong Kong shop on Cochrane Street and brought over 30 flavour combinations of ice-creams, sorbets and frozen yoghurts served in its signature flavoured cones. Hand-crafted ice-cream cakes, freshly blended smoothies, chocolates and more are also on offer.

► emackandboliohk.com

Honeybunch

Honeybunch presents to nature lovers a plethora of handmade soaps, body care products as well as flower bouquets on Aberdeen Street, all 100 percent handmade in New Zealand. All products are produced in small batches, paired with nature packaging and loaded with the wellbeing qualities of Manuka honey, goat milk and essential oil.

► honeybunch-hk.com

La Galerie

Specialising in high standard art photography and prints, La Galerie's founders Marie-Florence Gros and Cyril Delettre opened their gallery on Hollywood Road, right in the heart of the Asian art scene, to share with the public their passion and expertise. La Galerie covers all aspects of photography, from art photography to selected press photographs, presenting international recognised masterpieces as well as emerging and mid-career artists.

► lagalerie.hk

Menu

For more than 30 years MENU has been an important player in the Danish, Scandinavian and European design industry. Available in a pop-up shop on Hill Road, one of the most up-and-coming areas in the city, the brand presents products for every space of the home, tailored for those looking for innovative design with high quality merchandises.

► Menu.as

Mr Simms Olde Sweet Shoppe

Those with a sweet tooth will be enticed by this nostalgic British sweets shop when walking past Lyndurst Terrace. Offering over 1,000 confectionery products, including nostalgic sweets such as rhubarb and custards and contemporary handmade chocolates, toffees and fudges exclusive to the brand, Mr Simms Olde Sweet Shoppe is here to attract sweet lovers.

► mrsimms.hk

Stockholm

Stockholm is a Swedish-owned boutique that focuses on Swedish fashion, lifestyle and interior. The shop features handpicked jewellery collections, home accessories and handmade designer raincoats, creating a one-stop shopping and gifting destination for trendsetters who are looking for something unique and inspirational.

► facebook.com/stockholm.com.hk

Studio8 Atelier PATRICK HENRI

Studio8 Atelier PATRICK HENRI was created by Belgium born Patrick Henri, who brought a wealth of experience in working internationally as a professional make-up artist, trainer and spokesperson for world-renowned make-up brands to the studio. An escape in the vibrant part of downtown Hong Kong – Sheung Wan, it offers customers a place to wash away a busy day with refreshing skin care and be pampered and prepped for an evening event with make-up and hair services. The Atelier also distributes and retails a range of niche and natural skincare and make-up products sourced by Patrick from all over the world.

► patrickhenri.com

InvestHK has provided support to these companies to capture these exciting opportunities in Hong Kong.

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CONTINUED FROM PAGE 3

JUN	
15	Stroud, UK Join-In China Business Seminar Offers relevant information about doing business in Hong Kong and Greater China. <i>Location: Renishaw plc, New Mills, Wotton-under-Edge, Gloucestershire GL12 8JR, UK</i> <i>Organiser: Join In China</i> ► joininchina.com
20-26	London, UK London Technology Week 2016 A festival of live events to cultivate London as a global powerhouse of tech innovation by connecting the entire ecosystem both within London and beyond. <i>Organiser: UBM</i> ► londontechnologyweek.co.uk
21	Hong Kong Reception with the Chief Executive The Chief Executive hosts this annual reception to thank new investors for their support to Hong Kong. <i>Organiser: InvestHK</i>
28-30	Hong Kong 2nd ICC Asia Conference on International Arbitration This three-day annual conference will include the ICC Institute advanced level training on "the conduct of the proceedings and case management", and a workshop on "decisions as to costs in international arbitration", etc. <i>Location: The Excelsior Hotel, 281 Gloucester Road, Hong Kong</i> <i>Organiser: International Chamber of Commerce (ICC)</i> ► iccwbo.org/ICCASIA/

JUL	
5	Baotou, Inner Mongolia "Hong Kong – Belt and Road" Seminar for Enterprises in Baotou Aims to introduce to Baotou enterprises Hong Kong's investment environment and business advantages with a view to encourage them to "go global" through Hong Kong under the Belt and Road Initiative. <i>Location: Baotou, Inner Mongolia</i> <i>Organisers: InvestHK, The Office of the HKSARG in Beijing (BJO), and Trade Office of the Economic Affairs Department, Liaison Office of the Central People's Government in HKSAR</i>
15	Singapore SeaTrade Maritime Asia Seatrade is a firmly established brand in the international maritime community. Their world-renowned events, award schemes, publications and websites cover every aspect of maritime activity. <i>Location: Shangri-la Hotel, Singapore</i> <i>Organiser: Seatrade Communications Singapore Pte Ltd</i> ► seatrade-maritime.com
	Xi'an "Belt and Road, Together We Grow" Seminar (Xi'an) Aims to introduce to Shaanxi enterprises Hong Kong's business advantages and how Mainland enterprises could make use of the Hong Kong's platform to "go global" under the Belt and Road Initiative. <i>Organiser: InvestHK</i>

Hong Kong Gets Smarter

Hong Kong can be a role model and enabler of smart cities in Asia

Hong Kong has all the essential ingredients for Internet of Things (IoT). It has well-established infrastructure and transportation network, world-class universities and robust intellectual property protection. It is one of the world's largest IPO fund raising platforms and has one of the world's busiest ports and airports. The city's proximity to the manufacturing facilities in the Pearl River Delta region enables easy access to low-cost hardware for developing IoT.

In fact, the development of the Kowloon East area, including the old airport site at Kai Tak, Kwun Tong and Kowloon Bay, into Hong Kong's second business hub after Central, which is called **CBD2**, is underway and there are plans to transform CBD2 into a smart city. According to Energizing Kowloon East Office (EKEO), the development of the CBD2 embraces six smart-city elements, i.e. smart economy, smart mobility, smart environment, smart people, smart living and smart government. Upon completion, CBD2 will become Hong Kong's largest commercial district, doubling the size of Central in terms of commercial office space.

Smart economy is also taking shape in Hong Kong, with high penetration of mobile Internet and smart card technology providing convenience in all aspects of our daily life - shopping, parking, taking public transport, rapid immigration clearance and online transactions, etc.

From business perspectives, the thriving startup ecosystem in Hong Kong has become a magnet to international technopreneurs, renowned IoT accelerators and institutions. Their set up in Hong Kong brought us exciting innovations. For example, **Scoutbots** invented marine robots to protect the oceans; **Hanson Robotics** developed the world famous humanoid robots; **Soundbrenner** designed and made the first wearable metronome for musicians.

More recently, Hong Kong saw the boom in IoT. Two IoT accelerators, **Brinc** and **Wearable IoT World**, set foot in Hong Kong in 2015 and 2016 respectively. Various co-work spaces have also announced their focus on IoT, including **Tuspark Global Network** (TGN) set up in Hong Kong in 2015. Last year, the Massachusetts Institute of Technology (MIT) chose Hong Kong as a key partner for innovative projects. Set to launch this summer, the **MIT Hong Kong Innovation Node** will bring together MIT students, entrepreneurs and Hong Kong universities to collaborate on new ideas; accelerate the lab-to-market process; and develop makerspace and startup programmes for student entrepreneurs.

Smart City Collaboration

To promote the culture of innovation through various activities, the annual **International IT Fest** has featured ICT events on cloud computing, startups, cyber security, mobile technology and IoT, etc. At the first Internet Economy Summit under the IT Fest, a Memorandum of Understanding (MOU) between Smart City Development Alliance (Mainland China) and Smart City Consortium (Hong Kong) was signed to propel smart city development and collaboration between academia, industry and research sectors.

"With all the favourable conditions and successful examples, Hong Kong will unleash the potential of IoT and create boundless opportunities for smart city innovators. It could be a role model of smart city in Asia, especially for Mainland China which aims at building numerous smart cities within the nation," Charles Ng, Associate Director-General of Investment Promotion, InvestHK, said.

Smart City @ Kowloon East

-  To improve city management, enhance efficiency, provide transport/traffic information and high quality public services by establishing an information platform for communications and data sharing
-  To continue to implement the district cooling system, encourage more green buildings and implement Greening Master Plan to reduce transportation needs and carbon footprint
-  To encourage the healthy habit of walking by improving the pedestrian and traffic environment

Source: Energizing Kowloon East Office (ekeo.gov.hk)

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“Hong Kong is ideal for fintech businesses to scale globally.”

**Terence Chau, Founder
Austreme**

Austreme Expands Global Fintech Business from Hong Kong

The Australian fintech company sets up a regional headquarters in Hong Kong to capitalise on the growing demand for cloud-based, big data-enabled eCommerce monitoring services

Malicious sites, malware threats and transaction laundering damage brand reputation and erode consumer confidence in eCommerce and online payment. Founded in Sydney, Australia in 2011, Austreme helps brand owners, merchant banks and payment gateways combat illegal merchant activities and prevent fraudulent transactions by using its proprietary technology. Its worldwide services span across Asia-Pacific, the US, Europe and Middle East markets.

“We are helping international credit card associations resolve challenging issues related to suspicious payment transactions and reduce financial and reputation risks for banks,” Terence Chau, Founder, Austreme, explained. According to Chau, Austreme is the only merchant monitoring service provider in the world that has attained the internationally-recognised Payment Card Industry Data Security Standard (PCI DSS) for three years.

In 2012, Austreme was selected as the top 23 emerging companies in Australia’s Tech 23. In 2015 it became the MasterCard’s Approved Merchant Monitoring Service Provider (MMSP) and received a strategic investment of US\$6.3 million. To realise its global ambition, Austreme relocated its regional headquarters to Hong Kong in 2016.

“Hong Kong is ideal for fintech businesses to scale globally because it is a well-connected international financial hub located in a favourable time zone and has a highly efficient workforce,” Chau said. “Demand for fintech solutions, especially web security and risk management tools, by international and Mainland clients are increasing. This represents the right place and right time for us to establish a foothold in Hong Kong and accelerate our global expansion.”

The new regional headquarters will not only support clients in Hong Kong, but also the company’s offices being planned in Mainland China followed by the US and Europe. The company is expanding the workforce rapidly and is on the watch out for new blood of high calibre to join his startup with training opportunities ready to offer.

Its core technology platform provides big data intelligence on illegal online merchants or transaction laundering monitoring, brand protection, detection for malware, phishing, scams and malicious sites, etc. There are about 300,000 to 500,000 new sites traced and added into Austreme’s database for analysis every week, according to Chau.

Austreme’s niche expertise and the ability to understand the first-hand problems through active communication with the leaders of merchant banks reaffirm its leadership position in the industry. Chau is often invited to speak at various industry conferences to share his insights. To further enhance the company’s profile, he leveraged on InvestHK’s services for publicity support and networking opportunities.

Austreme

- Established by web security and risk compliance expert Terence Chau in Australia in 2011
- Offices in Hong Kong and Australia

www.austreme.com

Global Content Leaders Woo Hong Kong

Hong Kong's content marketing industry gets a boost as London-based agency Cedar opens their second Asian office in the city

Cedar's Hong Kong office was established in April 2015 after the content marketing agency won a competitive pitch to produce Cathy Pacific and Dragonair's inflight print and digital content portfolio which includes the award-winning *Discovery* magazine. In addition, the team also delivers multichannel content for a diverse range of clients, from luxury to finance, retail to property. According to James Mastin, Managing Partner Hong Kong, brand marketing has developed into a suite of marketing tools that embraces print, video, digital and social media as companies seek to hold conversations with customers where they are, and to develop sales and loyalty across multiple channels. "Cedar's commitment to journalistic and editorial excellence combined with an award-winning creativity, strategic and insight-driven approach enable us to create customised magazines, websites, apps, videos and social media content for clients that are effective, innovative and inspiring," he said.

Headquartered in London, Cedar is part of the Omnicom Group's network of more than 1,500 marketing and communications agencies worldwide. The company has been an integral part of the branded content story from its evolution from a niche area of publishing with the launch of inflight magazine *High Life* for British Airways in 1973 to playing a leading role in a global industry estimated to be worth US\$313 billion by 2019. Today, Cedar has grown into a global team of 170, with offices in London, Hong Kong, Cape Town and Johannesburg.

Research, Insight, Production

The full service content marketing agency is able to produce a magazine or a digital content project for clients from content

strategy, design, production to delivery. The Cedar Consult service can also provide clients an evaluation and audit on existing content, process, brand positioning and more. And the regional focus is important - one size does not fit all. Managing Partner, Hong Kong Hannah Saunders, added, "In the age of information overload, it is important to consistently create high quality content for local and regional brands that really stands out.

"When we first started in Hong Kong, I was very impressed with the entrepreneurial spirit here. The 'can-do' attitude is unlike any other city we've ever experienced," Saunders said. "There are few places in the world that are so geared to ensuring small businesses have the opportunity to flourish, thanks to the support of progressive government initiatives and investment."

Through the assistance of InvestHK, the agency built its team and delivered some of its projects in record time.

Cedar

- A full service content marketing agency with offices in London, Hong Kong, Cape Town and Johannesburg
- Specialists in content strategy, delivering multichannel content for a diverse range of clients
- 30 staff in Hong Kong

cedarcom.co.uk



"When we first started in Hong Kong, I was very impressed with the entrepreneurial spirit here. The 'can-do' attitude is unlike any other city we've ever experienced."

Hannah Saunders
Managing Partner, Hong Kong
Cedar



“The tremendous business environment, low and simple tax regime, administrative simplicity and lean processes for material shipment constitute key assets for any contractor here.”

**Jacques Bordignon, CEO
Hydrokarst**

From Divers to Subsea Builders

Hydrokarst set up a branch office in Hong Kong after being awarded a part of the city's longest, largest and deepest sub-sea tunnel section connecting Tuen Mun and the airport

Hydrokarst, a French based company specialises in undersea construction work, is the sub-contractor of Dragages for its 5km long dual two-lane sub-sea tunnel since 2014. The project is part of Dragages' Tuen Mun-Chek Lap Kok Link - Northern Connection Sub-sea Tunnel Section, targeted for completion in 2016. This project has the largest-ever contract sum in Hong Kong, and it will be Hong Kong's deepest (50m below sea level), longest (5km long) and largest (2 tubes) sub-sea road tunnel.

By setting up a branch office in Hong Kong, Hydrokarst plans to build its management team, invest in equipment and eventually expand to the rest of Asia.

“Unlike other places where setting up a branch office can be a cumbersome and complex task, we appreciate how easy and practical things are done in Hong Kong to encourage business. Once again, the tremendous business environment, low and simple tax regime, administrative simplicity and lean processes for material shipment constitute key assets for any contractor here,” Jacques Bordignon, CEO of Hydrokarst, said.



Bordignon began his career in the oil and gas sector in the North Sea, after graduating as an offshore structure controller expert and a deep-sea diver. He joined Hydrokarst as a project manager in 1986.

Prior to Hong Kong, Hydrokarst has set up branch offices in Africa. The company sees significant potential in Asian markets such as Thailand, Burma, the Philippines, Indonesia and Malaysia.

As undersea construction work is a niche expertise, Hydrokarst has sent one project manager with his family to Hong Kong. It also intends to recruit hyperbaric technicians, alongside with mechanical engineers, a local branch manager and a sales representative in Hong Kong. There are also plans to relocate divers with technical expertise from France by 2016. Up to fifty jobs will be created.

“One of my priorities is to ensure that the diving profession remains rigorous and at the leading edge in terms of its training requirements, safety regulations and hygiene standards. French know-how in difficult access works is recognised worldwide and our clients have high expectations from diving companies regarding safety and quality of works,” he said.

InvestHK provided advice on visa application, staff accommodation and international school places for Hydrokarst's expatriate staff. Last year, Bordignon spoke at an InvestHK's seminar co-hosted with the Jiangmen Municipal People's Government and Guangdong Province in Lyon, France, to promote the combined business advantages in Hong Kong and the Greater Pearl River Delta region.

Hydrokarst

- Founded in 1977 by cave divers and speleologists
- Headquartered in France with 200 employees worldwide
- Specialised in underwater works, rope access works and works in confined areas

hydrokarst.fr



San Francisco's Wearable IoT World Debuts in Hong Kong

The new Hong Kong accelerator is set to drive IoT innovation and entrepreneurship across Asia while propelling IoT development globally

“It’s an absolutely wonderful feeling that we have such a trusted partner as InvestHK located in both cities who will not only take care of our needs, but also our startups today and in the future.”

**Kyle Ellicott, Chief Labs Officer and Co-Founder
Wearable IoT World and Wearable IoT World Labs**

Wearable IoT World (WIoTW) is an innovation hub in San Francisco that serves the Internet of Things (IoT) and wearables community with customised accelerators, advisory services, publishing services and conference organisation. With WIoTW Labs as the harbinger of the world's first accelerator focusing on the IoT, wearables and emerging technologies, the company envisions itself to be a leader behind the driving force in IoT innovation for brands, businesses, government and bright minds.

Entering Asia's World City

With Hong Kong widely renowned as an international hub and the key gateway to Mainland China, WIoTW made its Asia debut at Hong Kong Cyberport in May 2016 with the launch of the US-Pan Asia IoT Superhighway Accelerator. Offering a curriculum customised for the Asian markets, the accelerator in Hong Kong aims to foster bright entrepreneurial talent with a comprehensive array of services, including tailored mentorship, education, office space and business services that strengthens collaboration between local and global wearable and IoT sectors.

“With the support from the HKSAR Government and InvestHK, Radiant Venture Capital, Cyberport and our local partners, we have successfully extended WIoTW's expertise from the US into Asia through a full suite of services for startups and enterprises. These services help our companies excel in IoT, wearables and emerging technologies, bridge the gaps in the startup community and connect dispersed efforts and resources. This signifies a long-awaited milestone in our commitment to building a trusted platform for knowledge exchange and nurturing a sustainable IoT innovation and entrepreneurship ecosystem in Hong Kong and around the world,” Kyle Ellicott, Chief Labs Officer and Co-Founder, Wearable IoT World and Wearable IoT World Labs, said.

The accelerator will be a catalyst for visionaries to execute game-changing revolution in the wearables and IoT ecosystem. With a base in Hong Kong, it will continue to expand its support for wearable and IoT startups in other Asian markets, including Shenzhen, Singapore and Southeast Asia.

“Hong Kong provides a strong government infrastructure dedicated to supporting startups, convenient cross-border facilitation between Hong Kong and overseas investors, close proximity to Chinese manufacturers, as well as the availability of global professionals from various business streams. We see great potential in Hong Kong for startups entering the Asian marketplace,” Ellicott said.

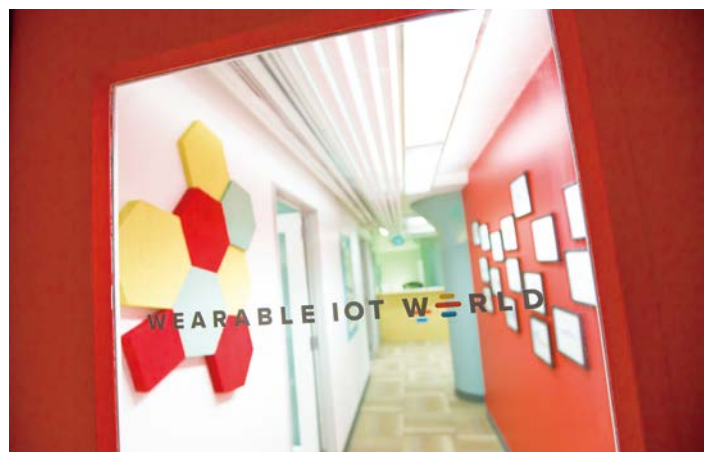
WIoTW was first introduced to InvestHK in San Francisco through a mentor. Since then, the InvestHK teams in San Francisco and Hong Kong have been extremely helpful in providing advice and support for WIoTW's smooth set-up in the city.

“It's an absolutely wonderful feeling that we have such a trusted partner as InvestHK located in both cities who will not only take care of our needs, but also our startups today and in the future,” said Ellicott.

Wearable IoT World

- Established in 2013 and headquartered in San Francisco
- Its business model uniquely blends the best of venture acceleration, entrepreneurial mentorship, corporate strategic partnerships and media into one thriving community
- Accelerated over 90 startups, in 15 countries around the world including Hong Kong

wearableworld.co



Unleashing the Power of Intelligent Shopping ... Through a Looking Glass

Hong Kong-based Internet of Things (IoT) startup actiMirror relocated its base from Milan to the city, reflecting strong business traction and widespread interest in its level of innovation

Human fascination with the mirror can be traced back throughout civilisation and its enduring appeal today is the reason why actiMirror came into being. actiMirror not only reflects a user's personal appearance, but it engages consumers on an emotional level by displaying real-time personalised content to suit each individual's needs.

actiMirror also ensures better-informed decision making and boosts profits. Installed with sensors and using RFID tagging and biometric detection technologies, actiMirror helps retailers collect anonymous consumer data including essential insights such as sales conversion rates (trial vs buy ratios), in-store behaviour (including products evaluated prior to final selection and purchase), detailed consumer demographics, up-to-the-minute inventory and sales monitoring. This information is curated and delivered both to headquarters and locally, enabling well-informed decision-making on key product focus, price-positioning and major sales promotion initiatives.

"With actiMirror, we are unleashing IoT's potential to disrupt the retail, hospitality, healthcare and exhibition sectors, by delivering an emotional and unique experience to customers and valuable data analytics to businesses," Victor Ruiz-Sanchez, CEO and co-founder of actiMirror, said.

Relocation to Hong Kong

Determined to challenge the status quo, Ruiz-Sanchez realised Hong Kong's advantages and in 2014, he decided to relocate the company's headquarters from Milan to Asia.

"We've considered a number of places. But Hong Kong enjoys several advantages that other Asian cities do not have - close proximity to Mainland China, rule of law, competitive tax regime, well-known efficiency, economic freedom and a can-do mindset. These factors all blend together to make Hong Kong an ideal runway for our business to take off successfully. Hong Kong's startup, angel and venture capitalist scene is also beginning to consolidate and attract more potential investment partners," Ruiz-Sanchez said.

actiMirror's Hong Kong operations includes a team of product development specialists and a sales force that focuses on

worldwide business growth. So far, seven direct and 15 indirect jobs have been created in this region. In fact, some 90 percent of the company's business is software and only 10 percent is hardware. "Our proprietary software is the life blood of our business and it's worth noting that this is 100 percent made in Hong Kong," he said.

Ruiz-Sanchez is optimistic about his venture. Quoting the KPMG Global Technology Innovation Survey (Autumn 2014), he said that Retail/Intelligent shopping was identified by 20 percent of the 768 global industry leaders interviewed by KPMG as the top vertical application with the greatest monetisation potential as a result of adopting IoT.

"How we shop today is changing dramatically in the era of Big Data," declared Ruiz-Sanchez. "Data Analytics are instrumental in providing organisations with a massive competitive advantage versus their business rivals."

In terms of doing business, he thinks Hong Kong has friendly customers to help run the company's market validation projects and a supportive government for startups. "InvestHK has been instrumental in supporting actiMirror from day one. They gave us a welcome above the call of duty, guided us through different schemes available to startups and broaden our network. One does not often come across a team that is so committed to delivering on its mission," he concluded.



actiMirror

- Established in 2014
- Headquartered in Hong Kong with operational and logistics facilities in Dongguan and an office in Milan

actimirror.com



"InvestHK gave us a welcome above the call of duty and guided us through different schemes available to startups."

Victor Ruiz-Sanchez, CEO and Co-founder actiMirror

Mobile Solutions for Enterprises and Social Good

In less than a decade, Hong Kong's mobile consulting and solution provider MotherApp has expanded from a mobile app startup with three people into an international company with more than 60 staff, offering enterprise solutions and social innovation

MotherApp is a Hong Kong-based mobile consulting and solution provider dedicated to solving challenging business problems with mobile technologies, including Internet of Things (IoT) and big data analytics. The company was among those who pioneered in the mobile technology space in Hong Kong. The first product was the "MotherApp Engine", used by companies across the world to convert HTML codes into iOS and Android apps. Over the last decade, MotherApp has been developing mobile solutions for a wide spectrum of clients, including listed companies, multinationals, government bodies, startups and entrepreneurs, etc. helping them increase business revenue, improve customer experience, enhance management and facilitate communication.

"In particular, we strive to develop solutions that have social impact. We're the first company to build an app to view TED video on iOS and Android - long before the official TED app was launched. Also, we think slavery is a problem that we can help solve, so we developed pro bono a slavery victim identification app by working with a non-profit organisation," Ken Law, Founder and CEO, MotherApp, said.

Law started his career in Google U.S. and developed a patented algorithm to find related pages and created a system to evaluate Google's search quality based on big data. He returned to Hong Kong in 2007 and founded MotherApp. The company was admitted to Hong Kong Science and Technology Parks Corporation's Incu-Tech Incubation Programme in 2008 and moved in the Science Park. Law regarded Hong Kong as the ideal place for his startup because of the strong talent pool in technology and adequate support for startups.

Mobile App Trends

According to Law, mobile apps are not just for consumer market; increasingly, companies are using mobile apps for enterprise use. "Mobile app developers must have a good understanding of a company's culture and process to create the best-fit user experience that addresses critical issues. That's why we take

the time to conduct stakeholder and end user interviews, map out how they work together and understand their expectations. Our comprehensive consulting services ensure the solution is beneficial and worth the investment," he said.

MotherApp is expanding its footprint in enterprise solutions and IoT space, and in the long-run, machine learning technologies to solve clients' problems.

Law first heard of InvestHK when he was considering moving back to Hong Kong. "InvestHK provides a good support platform and information resources for startups to thrive in the city," he concluded.

MotherApp

- Headquartered in Hong Kong with offices in Mainland China and the US
- Founded by Ken Law in 2007

motherapp.com

"InvestHK provides a good support platform and information resources for startups to thrive in the city."

**Ken Law, Founder and CEO
MotherApp**





“ As many of the regional decisions are being made in Hong Kong, we foresee a growing demand for content marketing services in the region.”

**Craig Hodges, CEO
King Content**

Storytelling in the Digital Era

Australia's King Content is ready to help brands craft compelling content and scale their global business from Hong Kong

Established in Sydney in 2010, King Content is now a full-service marketing agency with offices in Melbourne, New York, London, Hong Kong and Singapore. In 2015, the company was acquired by Isentia, the Australia-listed media monitoring and analysis service provider.

“We set up content hubs in different parts of the world so that we can understand what the audience wants better,” Craig Hodges, CEO, King Content, said. “Hong Kong is certainly one of those hubs because the opportunity for brands to purchase our services is very high. By co-habiting with our new parent, we have a strong base to capitalise on the continuing revolution in corporate content creation and strategy across the globe.”

Content Marketing Solution

King Content works with some of the biggest brands in the world in the insurance, business to business (B2B), consumer electronics, software, and food and beverage (F&B) industries. It helps clients develop strategies and tell their brand stories through blogs, infographics, white papers, ebooks, search engine optimisation (SEO), video writing and more. The agency also developed its own content marketing workflow platform, Communiqué, to help brands create, distribute, measure and optimise their online content.

“We have 75 clients using Communiqué and every year we triple our size,” Hodges said. “Having a presence in Hong Kong allows us to engage with our customers more directly. As many of the regional decisions are being made in Hong Kong, we foresee a growing demand for content marketing services in the region.”

Hodges also explained that money “goes with the eyeballs”. The next generation of consumers are using mobile, so forward-

thinking brands are shifting their marketing budgets to the mobile world.

As content marketing is still a burgeoning concept in Asia, King Content will focus on educating decision-makers and marketers about content strategies by organising regional events. Hodges was pleased with the positive response to the first Content Marketing Academy last year.

King Content provided several tips on choosing a content marketing agency:

- Look at the agency's strategic capabilities
- Ask which tools they offer and how they can give you actionable outcomes and results
- Get under the hood (meet the team)
- Get a better understanding of the marketing technology the agency has at its disposal and how you will interface with it
- Longevity and retention are key

King Content

- Award-winning content marketing agency headquartered in Sydney
- Employs 150 staff in six offices globally

kingcontent.com.au

“For an emerging technology company like Thinfilm, Hong Kong provides a solid foundation on which to build and grow.”

Achim Neu, Managing Director and VP Global SCM
Thin Film Electronics ASA



Thinfilm Picks Hong Kong for Supply Chain Support

The Norwegian hi-tech company set up a supply chain management (SCM) support office in Hong Kong to serve the APAC region

Thin Film Electronics ASA (“Thinfilm”) is a global leader in the development and commercialisation of printed electronics and smart systems. The company’s product line includes four core product offerings: printed rewritable memory, EAS (electronic article surveillance), NFC (near field communication) solutions and smart sensors.



The company was established in late 1990s and went through a major restructuring in 2005. It is a public Norwegian company listed on the Oslo Stock Exchange and also trades in the OTCQX Marketplace.

Headquartered in Oslo, Norway, Thinfilm has a number of other offices around the globe – product development and production in Linköping, Sweden; product development, production, and business development in San Jose, California, US; and sales and support offices in the US, Hong Kong, and Singapore.

An Ideal Base to Serve APAC Customers

As a large percentage of the company’s assembly operation is outsourced to Asia, Thinfilm decided in 2015 to set up a logistics support office in Asia to coordinate various functions along the supply chain. These functions range from sourcing materials to customer order fulfilment. As a result, Thin Film Electronics HK Ltd was established in mid 2015 and now operates with three full-time employees. It will expand to support Thinfilm’s manufacturing business in the Asia-Pacific region as necessary.

When selecting a location, Thinfilm decided that Hong Kong best met its needs. “Geographically, its close proximity to many Asian countries is an advantage. It also has very good infrastructure, especially in information and communications technology (ICT), which facilitates fast, high-quality communication with our other offices around the world. Financial systems, such as inter-banking, e-banking and various credit card solutions, are also well developed.

A large percentage of the working population in Hong Kong is bilingual, which facilitates effective business communication and leads to enhanced productivity,” Achim Neu, Managing Director and VP Global SCM, Thin Film Electronics ASA, said.

“For an emerging technology company like Thinfilm, Hong Kong provides a solid foundation on which to build and grow,” he added.

InvestHK’s Support

“InvestHK provides quality professional services that suit the needs of an emerging technology company like Thinfilm,” Neu said. “I have found InvestHK’s services very useful, such as assistance with company registration and office setup, personal help with schooling and housing while relocating my family, introduction to accounting services, the provision for office services outsourcing, and initial support with networking opportunities. They also helped me in filling out application forms for my work visa.”

Thin Film Electronics HK Ltd

- A subsidiary of Thin Film Electronics ASA
- Provides critical engineering and supply chain support to the company’s Asia-based manufacturing partners

thinfilm.no



“The InvestHK team provided us with practical information such as government regulations and the latest retail technology trends in Hong Kong. They also provided us with additional perspectives for growing the business.”

**Catharine Hui, General Manager
Diamanti Per Tutti Asia**

Diamonds for Everyone

Diamanti Per Tutti is a company which wants to bring a sparkle to everyone's life by offering quality diamond jewellery with unique designs

Originally from Antwerp (Belgium), the diamond center of the world, Diamanti Per Tutti (meaning 'diamonds for everyone') reinvents diamond jewellery by offering 18K gold plated sterling silver (vermeil) jewels, hand-set with real diamonds.

After its success in Europe, Diamanti Per Tutti (DPT) has selected Hong Kong to open its first regional headquarters in Asia, because of Hong Kong's cosmopolitan culture and status as Asia's centre for the diamond and jewellery trade. "Elegance, style, simplicity and uniqueness appeal to consumers in Hong Kong," says Catharine Hui, General Manager of DPT Asia. "DPT is 'Belgian' in every sense: Antwerp-designed, dedicated to the very best quality and offering excellent service. All diamonds are certified authentic, conflict-free and come with a two-year full product warranty."

In its start-up phase DPT explored various retail models in Hong Kong. First they set up a pop-up shop in Tsim Sha Tsui; next DPT

moved to PMQ (Police Married Quarters), a revitalised heritage site which promotes design-led brands and is a cultural hub of events and activities. The success of these two locations has helped DPT to expand to a permanent retail location in Causeway Bay. DPT currently also has a shop in Mong Kok, a busy commercial district. DPT plans to open two more shops in Hong Kong and one retail outlet in the Mainland later this year.

Hui attributes the DPT's success in Asia to a combination of factors: its European origin and design, the integration of social media and customised services, and careful management and cost control.

When setting up in Hong Kong, Hui recalled, "The InvestHK team provided us with practical information such as government regulations and the latest retail technology trends in Hong Kong. They also provided us with additional perspectives for growing the business."



Diamanti Per Tutti

- Originally from Antwerp, with first Asian regional headquarters in Hong Kong
- Unique jewellery designs, hand-set with real diamonds
- Two retail locations in Hong Kong, with more planned

diamantipertutti.hk

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
Australia		Malaysia	
Austreme	Fintech	2Easy	Information and Communications Technology
King Content	Content Marketing Agency	PappaRich	Restaurant
Belgium		Netherlands	
Diamanti Per Tutti	Jewellery Design	Kedtrade Asia Ltd	Watches, Lifestyle and Fashion
Studio Dott	Design	Norway	
Canada		Thin Film Electronics HK Ltd	Electronics
Legend Publishing (HK) Ltd	Media	Switzerland	
France		Edipresse Media	Media and Publishing
Hydrokarst	Undersea Construction	Taiwan	
Tartine	Food and Beverage	iCHEF (Hong Kong) Co Ltd	Restaurant Management Technology
VS-A.HK Ltd	Façade Architecture, Engineering, Research and Design	TP Tea	Takeaway Teahouse
Germany		Thailand	
Hexapi (Hong Kong) Company Ltd	Natural and Organic Honey Products	Hong Kong Xin Xing Corporation Ltd	Food Trading
MNS Alliance Ltd	Pharmaceutical Business Consulting	Turkey	
Indonesia		BRC Construction Ltd	Construction
Nature And Beyond Ltd	Food Trading	UK	
Italy		Cedar	Content Marketing Agency
actiMirror	Internet of Things (IoT) and Smart Mirrors	Jobable Ltd	Human Resources Technology
Japan		Mabu Design	Retail and Product Design
Jan Jan Kushikatsu	Restaurant	Nexus Ltd	Media Sales
Korea		University College of Estate Management	Education
Heartisans	Healthcare Technology	Victoria Leigh Design & Trend	Textile and Surface Design
Mainland China		US	
Datang Telecom International Technology (Hong Kong) Co Ltd	Information and Communications Technology	MotherApp	Mobile Consulting and Solution Provider
Hytera Communications Hong Kong	Wireless Communications Equipment	Rhodium Group Ltd	Macroeconomic and Energy Research
KuangChi Science Ltd	In-depth Space Business	The Loop	Lifestyle Media
Shenzhen Zhongyu Energy Technology Co Ltd	LED Lighting Research, Production and Sales	Wearable IoT World	IoT Accelerator
		WWT Hong Kong Ltd	Technology Integrator



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The Government of the Hong Kong
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