

InvestHK

Client Profiles

Australia



Change Enablement delivers training and advisory services in Australia and has been awarded the Prosci primary affiliation for Hong Kong which gives exclusive rights to deliver Prosci public change management training in Hong Kong. Change Enablement also will work with organisations on an individual basis. Projects are increasingly global and Hong Kong is geographically and economically well positioned to play a leading role in building an Asian approach to change management.

Recruiting a local team and investing in Hong Kong is intended to allow **Change Enablement (HK) Ltd** to work with local companies and institutions to

maximise return on investment of all their projects. Change Enablement is an established company in Australia with a wealth of experience in change management and has the cultural know-how to extend the Prosci proven change management methodologies and tools to satisfy an increasing demand in Hong Kong.

Education
changeenablement.hk

Canada



Established on 1 March 2015, **Intralogue** is a grass-root ideas exchange platform that empowers people to initiate interesting ideas to draw public participation, collaboration, knowledge exchange, promotion and support. Users can join different thematic ideas ranging from casual interests to rigorous commitment. The purpose can be for fun, personal, academic, professional or solving world's problems.

Intralogue chose to set up in Hong Kong for the city's accessibility to Mainland China and the international markets. With the functions of product development, beta testing and marketing, the Hong Kong office offers web and app products as well as talent seeking services.

Knowledge Exchange Platform
intralogue.com



Lirico Technologies invests in Hong Kong because it enables the company to dramatically accelerate actualisation of the product from concept to reality with Hong Kong being close to the factories in southern China, while ensuring protection of intellectual property. As the company moves toward actualisation, the ecosystem in the region gives the company tremendous business development opportunities to expand and grow.

The new office in Hong Kong has taken over the majority of the R&D and sales activities. The Hong Kong office currently has 15 employees. Another office is in Toronto, where the company works with

many of the universities and research institutes in Canada to implement new technologies onto its platform. The company plans to double the team size in Hong Kong by the end of the year, by greatly expanding all areas inclusive of data analysis, software engineering and design, hardware engineering, sales and marketing, and user experience design. Valta is the trademark owned by Lirico Technologies.

Building Energy Management
valta.com



Established in April 2016, Mega Force's portfolio encompasses a wide spectrum of retail, commercial and residential areas and includes design, construction and product industries. As a market leader, it is dedicated to providing the most innovative designs and concepts available as well as helping develop customised design solutions. The company has expanded to include food and beverage, bringing the popular **Mr.Greek** franchise from Canada to Asia. Delivering with excellence in

quality and customer service, it looks forward to moving the company forward with Hong Kong as its primary base for all management, training and administrative responsibilities.

Food and Beverage

2 CLIENT PROFILES

Egypt



MOMO HK Ltd is a Hong Kong-based company with a mandate to import, promote and sell Egyptian fresh produce to wholesale and retail channels in Hong Kong and selected Asia-Pacific markets. Its mission is to position Egypt as a reliable supplier of premium export quality fresh produce in Asia Pacific alongside key international suppliers. MOMO HK's Owner (Mohamed Elmall) is a principal shareholder and former Operations Manager of the

Egyptian horticultural export company "Orchard". MOMO HK is capitalising on the owner's experience and strong links to established and internationally-accredited Egyptian fresh produce growers to supply its Asia-Pacific clients with premium export-quality fresh fruits and vegetables.

Food Trading
momohkld.com

France



AVIWEST, a global provider of video contribution system, has opened a new sales and services support office in Hong Kong. **AVIWEST Asia Ltd**, to further augment the company's growing business in the Asia-Pacific region. Frederic Parbey, APAC Director of Sales at AVIWEST, oversees AVIWEST's Asia operation from this office. AVIWEST Asia also features an engineering supporting team for equipment repairs and upgrades, further reducing AVIWEST equipment's total cost of ownership (TCO).

The new Hong Kong office enables AVIWEST to quickly respond to immediate pre-sales, sales, and

service support needs for regional customers with live newsgathering operations. The company's presence in Asia, immediate services support, and faster after-sales services also benefits AVIWEST's local distributors and channel partners. Hong Kong serves as a strategic position for AVIWEST to align with the company's long-term business goals and technology development roadmap.

Live Video Contribution System
aviwest.com



Elyctis, a leading developer and provider of ID document reading systems, opened its office in Hong Kong in early 2016. The main business function of the Hong Kong office is to coordinate Elyctis' Asia-Pacific customers and to facilitate and promote the sales and marketing of Elyctis' products in the Asia-Pacific Region, including Australia and New Zealand. This will improve the customer relationship and customer services in the region with a better understanding of the customers' needs and wants. It will also help customers gain access to Elyctis products.

Elyctis, headquartered in Pertuis, France, specialises in the development of hardware and software dedicated to Secure Identity Documents (e-passport, e-ID card, resident permit, e-driver license, etc). The company, established in 2008, has an outstanding expertise in eID projects as well as hardware and software developments.

eID Document Reader Supplier
elyctis.com

Germany



3Faktur is a design and manufacturing specialist, focusing on production via professional 3D-printing technologies. Its core contract services include 3D design, 3D scanning, reverse engineering, rapid prototyping, production-on-demand, and low-volume production. In addition to contract based work, 3Faktur also develops innovative services which leverage the flexibility and speed of 3D-scanning and 3D-printing to better meet the needs of consumers or businesses.

3Faktur was founded in Jena, Germany in early 2014 and shortly thereafter established operations

in Hong Kong. Hong Kong's great logistics, creative talent, and blooming startup community made it an ideal base for its Asia business development and digital production operations. Led by co-founder Simon Choe, 3Faktur aims to work closely and collaboratively with its Asian clients to help them make their vision a reality quickly.

Prototype and Low-quantity Product Manufacturing
3Faktur.com

Ireland



ALT-254 is an Architecture and Project Management firm based in Hong Kong, a key epicentre for global operations. At ALT it believes in delivering world class design cost-effectively. Its design capabilities extend to retail, residential, food and beverage, and graphic design with a globally recognised clientele which includes brands like Tommy Hilfiger, Evisu, Lululemon, and 2XU.

Its residential division operates throughout Asia Pacific and it is currently constructing homes in Japan, Indonesia, Australia, and the Philippines. In addition to this, its team also specialises in

residential interior design in Hong Kong, including high profile projects in excess of 600-metre square on Hong Kong Island. Unlike most design firms, it has the ability to control the process in-house making it extremely cost-effective and more efficient than its competitors. The company has its own internal project management team, which continues to follow up and deliver its projects on-time and on-budget.

Architecture and Design
ALT-254.com

Israel



J. Rotbart & Co has begun operating in Hong Kong to provide bespoke bullion procurement and liquidation services to high-net-worth (HNWI) clients around the world. The company offers global transportation and storage for bullion as well as bespoke solutions such as the assaying of metal, valuation and authentication of rare collectibles and coins.

2016 saw a renewed interest from investors in the gold market as the price increased since January – the commodity was among the best

performing assets overall. With trust in traditional financial systems eroding fast, more HNWI clients are now developing their portfolio to include tangible assets, such as gold, art and precious stones etc. But this need is not just coming from Asia, due to the city's reputation and strategic location, more European and American HNWIs are looking to Hong Kong as one of the safest jurisdictions in the world to house their tangible assets.

Investment in Physical Precious Metals
jrothbart.com



Keshet International is Keshet Media Group's global distribution and production arm. Headed by CEO Alon Shtruzman, it includes Keshet's local production outposts in the UK, Asia and the US as well as its global distribution arm. **Keshet International Asia Ltd** was set up in Hong Kong in 2015 for all of its Asian activities.

KI's catalogue consists of over 70 tried and tested properties that appeal to audiences worldwide, spanning all genres. Highlights include hit drama

Prisoners of War, the original Israeli version of prime time Emmy® winner Homeland; gripping espionage thriller False Flag; touching family drama The A Word; the high octane game show BOOM!; hit interactive talent show Rising Star and children's talent show Master Class; reality dating format Girlfri3nds; and 'buddy comedy' Traffic Light, winner of an International Emmy Award.

Media Content Creation and Distribution
keshetinternational.com

Italy

MASSIMODECARLO

Massimo De Carlo (MDC) gallery was founded in Milan in 1987 with its first exhibition by Olivier Mosset. The gallery focuses on creating a dialogue between globally acknowledged contemporary artists, young and promising talents and more classical masters from the 50s and the 60s. Remarkable exhibitions by represented artists over the years include shows by Yan Pei Ming, Liu Xiaodong, Rudolf Stingel, Nate Lowman as well as post-war Italian artists such as Lucio Fontana, Enrico Castellani and Piero Manzoni among others.

In 2009, Massimo De Carlo opened a new space in central London. As well as working with the historically represented artists, this venue focuses on emerging American artists. After many years of operating in the Asian territory, both in Mainland China and Hong Kong, Massimo De Carlo opened a new gallery in Pedder Building, Central, Hong Kong in 2016.

Contemporary Art Gallery
massimodecarlo.com

Japan

NTT DATA

NTT DATA Hong Kong Ltd is an international payment service provider that helps global merchants process and manage local and cross-border transactions in multiple currencies for their international businesses through one single platform. The company offers the advantages of global reach and local processing capabilities with deep expertise in Asia.

Merchants can benefit from NTT DATA's extensive coverage of payment methods as well as innovative solutions designed to help businesses capture new market opportunities. NTT DATA Hong Kong

Ltd is a subsidiary and the new global payment hub for Japan's NTT DATA Corporation which has been managing large payment systems for over 30 years. NTT DATA is part of the NTT Group, one of the world's largest technology services companies, generating more than US\$100 billion in annual revenues, and a partner to 80 percent of the Fortune Global 100 companies.

Global Payment Services
hk.nttdata.com

Mainland China



Guangdong Goldjet International Logistics Co Ltd ("Goldjet Logistics") was founded in 2004 in Guangzhou, Guangdong Province. It is a large professional integrated international logistics company with long history and well-known brand in the market. In order to meet market demand, Goldjet Logistics set up a branch in Hong Kong to grab the opportunity of cross-border eCommerce. The Hong Kong subsidiary specialises in cross-border 3PL (third-party logistics) which

includes international airfreight, ocean freight, custom broker, warehousing, dispatching, international express, and international eCommerce. It develops an excellent logistics network and provides one-stop logistics services to its customers with integrated services, mature and stable business pattern, and worldwide network.

Logistics
goldjet.com.cn



OBK Labs is a software development and data analysis company producing KwikDroid, a multilingual, workflow management online solution, which allows streamlining, simplifying and controlling remote payroll and expenses. KwikDroid provides instantly to the management the information needed to make business decisions and thus controls fraud incidents. KwikDroid is also fully integrated with all major accounting software packages, therefore addressing needs of accounting and tax advisory firms working in an international environment.

Being a sister company of S.J. Grand Financial and Tax Advisory, which operates in Greater China, OBK Labs chose Hong Kong for its development as it is a high paced business place and a gateway to Asia, offering great IT infrastructure, a well-trained workforce and a sensible tax and regulatory environment.

Software Development Services
obksecure.com



Guangdong Shenling Environmental Systems Co Ltd provides premium and eco-friendly heating, ventilation, and air-conditioning (HVAC) systems and solutions to the global market. The company has set up **Shenling Environmental Systems (Hong Kong) Ltd** aiming at combining the advantage of Hong Kong's status as an international financial centre and cutting-edge technology resources to boost further development of Shenling. Hong Kong is the centre of the company's Asian and global sales network, and the city's strategic location has helped Shenling to establish new client relationships and sales channels. Shenling also make use of Hong Kong and international industry

standards to enhance their product quality and competitiveness in the global market. The company has established cooperative partnerships with Hong Kong-based research institutes in order to enhance existing products and develop innovative products. Shenling has already invested over RMB5 million and recently recruited seven new staff. It plans to increase investment and continue to recruit more staff to facilitate the company's further expansion.

HVAC Manufacturer
shenling.cn



Sino-Euro Air Training Alliance Holdings Ltd was incorporated in Hong Kong in March 2016, with shareholders from leading air training institutions based in Mainland China, Europe and the US. They establish in Hong Kong because of its internationalism and great location to link the Mainland Chinese and Asian markets with the rest of the world. Hong Kong is also well placed to provide quality service to customers in the Asia-Pacific region. Initially, the Hong Kong office will employ

at least three staff for sales and marketing, and will gradually expand to a team of 10 staff in the next three to five years. As a result, Hong Kong office not only works as the company's regional headquarters, but also plays an important role in the company's global operations and development strategy.

Pilot, Cabin Crew and Aviation Technician Training
sinoeuroair.com

Singapore



Opened in late February 2016, **AIMS Immigration Specialist (HK) Ltd** is the sixth overseas office of the Singapore immigration consultation firm - AIMS Immigration Specialist. This is part of AIMS' achievement of its expansion in the APAC region at its 10th anniversary of incorporation. Besides Hong Kong, AIMS has offices in Australia, Mainland China and Vietnam.

AIMS Hong Kong office will provide new domestic services such as helping customers on application

of visas into Hong Kong in addition to its traditional services such as helping clients to attain their residency in various countries including Australia, Canada, New Zealand, Singapore, UK and USA.

Immigration Consultation
aims.sg/hk



Angsana is a multinational company specialising in developing premium genomic assays in four medical areas that have the largest impact on the Asian population: molecular oncology, fetal maternal health, allergy and molecular allergology, and pharmacogenetics. By combining genomics insights with clinical consultation by board-certified medical geneticists and sub-speciality trained pathologists, it empowers physicians and patients to make better information for clinical

decisions and improve the quality of patient care. Strategically located in the centre of Asia and operated under CAP-accredited laboratories, Angsana is dedicated to serving the Asian community with fast and more affordable services within easy reach.

Molecular and Diagnostics Laboratory
angsanaadx.com

Taiwan



KOI Café was founded in 2006 by Ma Ya-Fen, Central Area Manager of the renowned tea beverage chain 50 Lan. KOI's first two stores were opened in Taiwan's Taichung area with a focus on product development and innovation. Its first overseas store was opened in Singapore in 2007. The Singapore branch helped trigger enthusiasm for Taiwanese bubble tea across the city state and there are now 37 outlets in the city.

Since 2011, KOI has expanded its overseas presence and opened stores successively in China's Xiamen and Macau, Indonesia, Cambodia, Japan, South Korea, China's Shanghai and Suzhou, and Vietnam. KOI opened its Hong Kong outlet at the end of 2015. It plans to expand into Thailand very soon. It now

has over 100 stores in more than 10 countries and regions. KOI specialises in traditional Taiwanese bubble tea and uses standardised brewing methods to ensure consistent quality in every beverage and to provide customers with an enjoyable in-store experience.

Beverage Chain Store
koicafe.com/hk



Picowork Ltd is a cloud operating system (OS) solution company established in May 2012, that offers adaptive and smart cloud solutions for businesses and individuals. Picowork enables enterprise and individual to develop an all-in-one communication platform with cross device support for seamless interactions, instant communications and secure document management.

In 2016, Picowork has expanded its Hong Kong office as the regional base to enhance collaboration with its Mainland and Taiwan offices, on top of delivering client support functions, cloud

consulting, platform integration and customisation. The company's vision is to provide a converged OS platform without boundaries for the global market.

Cloud Operating System Solutions
picowork.com

The Netherlands



www.voustenshoes.hk

Vousten Shoes is an international online shop selling handmade Italian shoes for men and women. Established in 1926 by the grandfather of the current CEO, the company is part of Vousten Man & Mode BV and a leading online high-end fashion specialist in the Netherlands. Currently, Vousten Shoes is an online market leader for Santoni Shoes, Stone Island, Jacob Cohen jeans, Armani and Philippe Model. In 2015, Vousten Shoes opened its satellite stock office, **Faust Hong Kong Ltd**, in Hong Kong.

Vousten believes that offering of high-end fashion brands has to be matched by unparalleled service. With a loyal customer base in Europe, America and

Asia, it has expanded its market operations beyond the Netherlands. By operating three regional offices located in Schijndel (Europe), Hong Kong (Asia) and Los Angeles (US), their products can be delivered to clients efficiently.

Shoes Retail
voustenshoes.hk

United Kingdom



The British Council was founded to create international opportunities for the people of the UK and other countries and build trust among them to foster cultural relations. It works in over 100 countries, connecting millions of people with the UK through programmes and services in the English language, arts, education and society.

British Council Hong Kong will open a new and unique international pre-school, called the **British Council International Pre-School**, in August 2016. The school is committed to providing students with an excellent bilingual and bicultural education that enables them to become global citizens.

The school adopts the UK-based International Primary Curriculum (IPC) delivered through a full immersion bilingual programme. It aims to develop its students to become internationally-minded, life-long learners.

Education
britishcouncil.hk/en/preschool



BuyAssociation is an award winning property marketing and media platform with headquarters in Manchester, UK. It recently celebrated its 11th birthday. It chose Hong Kong as its Asian base because the city is a true global city, easy to do business in and is the gateway to Asia.

BuyAssociation (Hong Kong) Ltd is its Asian headquarters which is responsible for the operations in Asia, including its Taipei office. Its Hong Kong office is located in Central with a team of five.

Trading as BuyAssociation Marketplace, a UK property platform that unites developers, agents

and buyers to deal directly, it is the leanest route to market for property and people. With no service charges, no handling or "membership" fees and its properties being sold in Asia and the UK at exactly the same price, it has successfully built a loyal customer base and strategic partnership network.

UK Real Estate
bamarketplace.com



Croylek Ltd has established itself as a leading supplier of electrical, mechanical and thermal protective solutions in the United Kingdom for over 50 years. April 2016 saw the 10th anniversary of their branch opening in Hong Kong with the key focus on maintaining continuity of supply to existing European customers who had set up factories in Mainland China. Originally operating from a small serviced office in Tsim Sha Tsui East, the company has steadily grown over the past decade and now supplies a range of products and services to various industries including medical, automotive, mass transport, transformers and the Hong Kong film industry.

The company boasts a branch office and warehouse in the industrial Kwun Tong district with customers in Hong Kong, Mainland China, Singapore, Malaysia and Japan. They have also built up a stable and reliable network of suppliers and manufacturers, allowing them to compete in both the Asian and European markets.

Electrical, Mechanical and Thermal Insulation Supplier
croylek.com



Eventus Study Tours Ltd is an innovative educational study tour company founded by two British teachers in response to an increased demand for more purposeful overseas learning experiences for Hong Kong students.

Eventus believes that students should participate in educational experiences beyond the classroom. With this in mind, it provides tailor-made tours with activities that are specifically designed to meet a school's individual requirements. What makes the company unique is that it works closely with the school to determine the desired outcomes and then creates a tailor-made itinerary. Tours are

often subject specific - identifying areas within an existing curriculum for further study, but can also be designed for personal growth and students' overall development. Examples of study tours include confidence building, team challenges in the Australian outback, or handling of the original works of Shakespeare, etc.

Education
eventusstudytours.com



Higgins + Higgins Architecture + Design Studio (H²a) is a co-operative of designers that have secured a decade of corporate architecture knowledge and developed it into creative and inspiring design solutions. H²a creates places for living, working and playing with an emphasis on sustainability and considerate design.

H²a chose Hong Kong to build the studio as it hosts a wide array of clients looking for unique designs to match their international lifestyles and properties. H²a centres on nurturing every design until it creates the best solution, focusing on quality of projects over quantity. The studio designers form

part of a knowledgeable cutting edge team which shares and gains from Hong Kong's extensive collection of networks, events and local and international creative platforms. The studio plans to expand to projects around the world, contributing to the world's built heritage and leading progressive design.

Architecture and Design
higginsandhiggins.com

Practicology

[defining] comm/erce

Founded in the UK in 2009, **Practicology** is a strategic multichannel consultancy with offices in London, Sydney, Melbourne and Hong Kong. The 50-plus global team continues to grow, but its point of difference remains the same: every consultant has worked within retail and consumer brands and understands its clients' challenges; it is platform agnostic, so you are truly getting impartial advice; and lastly it has a global perspective. It delivers an end-to-end portfolio of services including strategic consulting, internationalisation, data and CRM, analytics, digital marketing, conversion rate optimisation, wireframing and design.

The company is supporting clients in the UK, North America and Australia with their internationalisation efforts. A strategy for China and other developing markets in Asia Pacific is an important aspect of its development. Many regional offices for retail industry are located in Hong Kong while it maintains a close relationship with the Greater China market and talent.

Multi-Channel Retail Consultancy
practicology.com



Rush Hour Media was founded in 2011 with one goal: to revolutionise the online landscape of Hong Kong. It wants to leave behind those image-cluttered, word-heavy websites to a cleaner, more elegant and user-friendly experience. Its clients include HSBC, French Chamber of Commerce & Alliance Française.

The company knows that not everybody loves the web as much as it does. That's why it makes the time during the consultation period to fully understand

and recognise its clients' vision and goals. Every member of the team is passionate about turning great ideas into exciting, dynamic and intelligent websites and marketing solutions. The company is energetic, full of enthusiasm, responsive and multilingual - fluent in Cantonese, English, French, Mandarin, PHP and CSS. But it all speaks one language: elegant design, great websites.

Branding and Web Design
rushhourmedia.hk

United States



As the exclusive provider of the BASIS.ed curriculum to students outside the United States, the mission of **BASIS Global** is to raise the standards of student learning to the highest international levels. BASIS Global assesses the curricular needs of various international markets and implements operations for new international BASIS.ed-managed schools. In addition to bringing its unique, respected, and top-ranked curriculum to students in China, BASIS Global offers international students the opportunity to study at BASIS.ed-managed schools in the United States through its International Student Program.

BASIS Global operates BASIS International School Shenzhen and uses Hong Kong as the base for its Asian operations with more schools planned across Asia in the coming years. Beyond the international school in Shenzhen, BASIS.ed manages five independent schools (located in Brooklyn, Manhattan, McLean, and two locations in Silicon Valley), and 18 charter schools across the United States.

Education
basisglobal.net



OSSIC Corporation is a San Diego based audio technology company. OSSIC delivers hardware and software solutions that use sensors to calibrate to the listener's unique anatomy, enabling accurate 3D audio with headphones and earphones. **OSSIC HK Ltd** started its operations in Hong Kong in early 2016 with the goal of providing research and development and factory support to the mother company OSSIC Corporation. OSSIC electronics,

software, quality and logistics teams will be based in Hong Kong. During the first year of operations OSSIC plans to hire at least 10 people and add another 10 to 15 employees during the second year of operations.

3D Audio Headphones and Earphones
ossic.com



Recognised by Financial Times as one of the most innovative law firms, **Pillsbury Winthrop Shaw Pittman** is a leading international law firm with offices around the world including, now, in Hong Kong. Pillsbury and its lawyers are highly regarded for their forward-thinking approach, their enthusiasm for collaborating across disciplines and their unsurpassed commercial awareness.

Pillsbury's opening in Hong Kong is an important step in continuing to build its presence in Asia. The Hong Kong office is Pillsbury's third in Mainland China (Beijing and Shanghai) and fourth in Asia

(Tokyo). The Hong Kong team comprises US and English law-qualified lawyers and staff who will work seamlessly with the firm's other Asian and global offices focusing on transportation finance, private client advisory, disputes and technology-focused corporate and securities matters. Members of the Hong Kong team are fluent in English, Mandarin and other Chinese dialects as well as in Farsi and Italian.

Legal Services
pillsburylaw.com



Schrage's has introduced authentic New York bagels to Hong Kong. Bagels are freshly baked every morning with traditional methods and each bagel is hand rolled, kettle boiled and stone baked to order.

Schrage's is founded by Rebecca Schrage whose mother is a Hong Kong native and father is Jewish from New York. Schrage's grandparents ran Jewish delis in New York during the 1950s and 60s and her bagel recipe has been passed down through the generations. The Sheung Wan based business is open daily for walk-ins. It can deliver freshly-baked

bagels, bagel chips, homemade cream cheese and smoked salmon for weekend brunch parties or boardroom breakfast meetings. Schrage's also has a wholesale business supplying a growing number of restaurants, hotels, clubs and cafes.

Bakery - New York Bagels
schrage's.com



The Association of Pacific Rim Universities (APRU) is an association of 45 leading research universities in the dynamic Asia-Pacific region. It was established in 1997 by the presidents of Caltech, UC Berkeley, University of California, Los Angeles (UCLA) and The University of Southern California (USC). Seeing the rapid economic integration of the region and the formation of Asia-Pacific Economic Cooperation, the founding presidents' vision was to establish a premier alliance of research universities as an advisory body to international organisations, governments and businesses on the development of science and innovation as well as on the broader development of higher education. The vision now encompasses focusing new knowledge on global challenges affecting the region.

The APRU International Secretariat has recently relocated from Singapore to Hong Kong, seizing the opportunities in strategic collaboration in academic research, industry partnership and student development with the international communities from Hong Kong's unique position as a global information and communication hub.

Non-profit Education and Research Network
apru.org



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