

# HK Foreign Direct Investment



## Hong Kong Rewards!

**With world-class meeting facilities, diverse hotel options, exciting attractions and a vibrant culture, attending an event in Hong Kong is a reward in itself. The Hong Kong Tourism Board is doing more to ensure delegates get the best out of their stay in the city.**

Hong Kong attracted over 1.7 million overnight MICE (meeting, incentive, convention and exhibition) visitors in 2015. The Hong Kong Tourism Board (HKTb) is teaming up with industry partners to ensure that MICE delegates will find their stay in Hong Kong even more rewarding.

"Hong Kong has been handpicked by business travellers around the globe as their favourite business city and has earned a number of international accolades in all these years. The enhanced 'Hong Kong Rewards!' scheme is our way to give thanks to our supporters and providing more diversified privileges for MICE visitors throughout their entire journey in

Hong Kong," said Kenneth Wong, General Manager, MICE & Cruise, Hong Kong Tourism Board.

"Positive feedback and increasing signup from both our trade partners and delegates since the programme enhancement have reassured us that we are on the right track to strengthening our position as a top-notch MICE destination."

'Hong Kong Rewards!' is designed to help planners stretch their budget and enhance their event experience. The larger the group size, the more attractive MICE privileges planners can pick for their delegates throughout the whole journey in Hong Kong.

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

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### Step into a World of Offers upon Arrival

'Hong Kong Rewards!' welcomes delegates with warm hospitality in the form of group meet-and-greets for VIPs, welcome souvenirs and a digital signage the moment they land at the award-winning Hong Kong International Airport.

### Unwind and Relax with a FREE cocktail reception at your hotel

More than 40 participating hotels, ranging from luxury, business-friendly to economy and strategically located in different parts of Hong Kong, cater to delegates in different meeting locations. To qualify, a group of 50 and above international delegates staying for two consecutive nights and more will enjoy a complimentary cocktail reception where they can unwind before rolling up their sleeves and get busy the next day.

### Energy Boosting with Kung Fu-infused cultural performance

'Kung fu' is known for being more than just a martial art. It symbolizes a determination and practice of excellence in what one does - the ultimate Hong Kong spirit of achieving excellence. International groups with 100 delegates are now offered with one of those uniquely Hong Kong performances, such as kung fu and acrobatic shows, traditional lion dances, Chinese drum shows and more, which will boost energy at the event.

### Exclusive Offers at World-Class Attractions

From Lantau to the peak, 'Hong Kong Rewards!' offer delegates plenty of special privileges from some of Hong Kong's top attractions.

Both Hong Kong Disneyland and Ocean Park Hong Kong will welcome MICE delegates with special perks that will add colors and fun to a business event. Souvenirs and welcome sessions with theme-park celebrities are among the various offers designed to intensify the bond within groups.

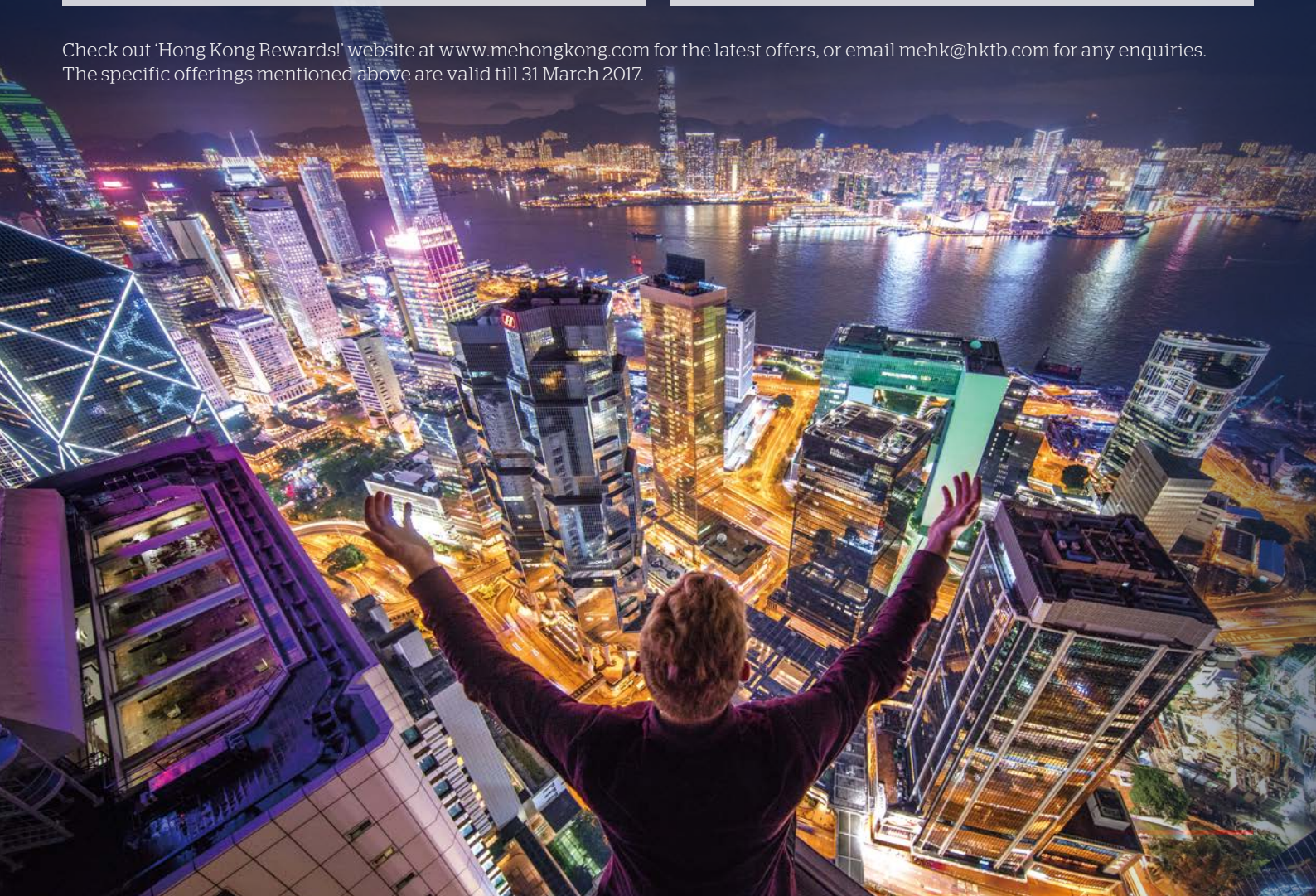
For those looking for sky-high attractions, *Ngong Ping 360*, *Sky100 Hong Kong Observation Deck*, and *Madame Tussauds Hong Kong* at the Peak cannot be missed.

Offers and discounts are also in place at Discovery Bay and two signature floating restaurants - Harbour Cruise - Bauhinia and Jumbo Kingdom. They will take their visitors back to the yester-year and one can enjoy Hong Kong at a slower pace.

### Shop and Dine with HKD 2,000 worth of discounts before Departure

Following all that pampering treats through to the event's finale, one can enjoy the airport shopping and dining coupons worth of HKD2,000. With over 400 restaurants and shops including international luxury brands housed underneath Hong Kong international airport, a wide array of luxury goods at duty-free prices are available at one of the greatest airport shopping and dining locations in the world.

Check out 'Hong Kong Rewards!' website at [www.mehongkong.com](http://www.mehongkong.com) for the latest offers, or email [mehk@hktb.com](mailto:mehk@hktb.com) for any enquiries. The specific offerings mentioned above are valid till 31 March 2017.



2016

## SEP

<b>Hong Kong</b>	
<b>6</b>	<b>German Community Networking Reception</b> The networking event is to thank German companies for their contribution to Hong Kong. <i>Location: Hong Kong</i> <i>Organiser: InvestHK</i>
<b>Hong Kong</b>	
<b>9</b>	<b>AmCham HK 2016 China Conference</b> Join AmCham HK's 2016 China Conference to gain insights on the economic transition happening in China and related hot topics, and take the opportunity to learn from and interact with around 20 Asia Pacific CEOs of renowned MNCs and China experts about the best practice of doing business in China. This exceptional half-day event will include two keynote speeches and four highly interactive panels, as well as plenty of networking opportunities for senior business executives. <i>Venue: Four Seasons Hotel Hong Kong</i> <i>Organiser: The American Chamber of Commerce in Hong Kong</i> <a href="http://amcham.org.hk/events/signature-events/china-conference">▶amcham.org.hk/events/signature-events/china-conference</a>
<b>Hong Kong</b>	
<b>13-14</b>	<b>Capital Markets Blockchain 2016</b> This Blockchain conference centered on its application to the capital markets and will bring startups and entrepreneurs, financial institutions, regulators, investors and more to discuss the practicality and implementation of blockchain into the capital markets. <i>Venue: Marco Polo Hongkong Hotel</i> <i>Organiser: EuromoneyAsia</i> <a href="http://euromoneyseminars.com/details/9061/capital-markets-blockchains-2016/details.html">▶euromoneyseminars.com/details/9061/capital-markets-blockchains-2016/details.html</a>
<b>London, UK</b>	
<b>15</b>	<b>BIMA Awards</b> The BIMA Awards are the longest standing and most prestigious digital awards in the UK for over 30 years. It recognises excellence within the UK digital industry by celebrating the best in British digital. <i>Venue: One Embankment, London, WC2R 2AB</i> <i>Organiser: British Interactive Media Association (BIMA)</i> <a href="http://bimaawards.com">▶bimaawards.com</a>
<b>Buenos Aires, Argentina</b>	
	<b>"Hong Kong – Your Platform to Go Global" Seminar</b> The seminar aims to introduce to Argentinian enterprises Hong Kong's investment environment and business advantages with a view to encourage them to "go global" through Hong Kong. <i>Event Format: Business Seminar followed by Networking</i> <i>Event Size: 51 - 100 people</i> <i>Organiser: InvestHK</i>
<b>Lima, Peru</b>	
<b>16</b>	<b>"HK as a Gateway to China and other APEC members" Seminar</b> The seminar aims to introduce to Peruvian enterprises Hong Kong's investment environment and business advantages with a view to encourage them as APEC members <i>Event Format: Business Seminar followed by Networking</i> <i>Event Size: 51 - 100 people</i> <i>Location: JW Marriott</i> <i>Organiser: InvestHK</i>
<b>Hong Kong</b>	
<b>20</b>	<b>Tourism and Hospitality Networking Reception</b> The networking reception is to thank the companies from the Tourism and Hospitality sector for their contribution to Hong Kong. <i>Location: Hong Kong</i> <i>Organiser: InvestHK</i>

**Hong Kong****The Hong Kong Institute of Bankers (HKIB) Annual Banking Conference 2016**

The conference will explore ways for Hong Kong to bolster capacity both in terms of resources, infrastructure and talent in order to fully benefit from the opportunities driven by technological development, regional investment and macroeconomic trends.

*Venue: Hong Kong Convention and Exhibition Centre*

*Organiser: The Hong Kong Institute of Bankers*

[▶plus-concepts.com/hkib2016](http://plus-concepts.com/hkib2016)

**Singapore****Marine Money Asia**

The 15th Annual Marine Money Singapore Ship Finance Forum will be attended by the industry's movers and shakers.

*Venue: St. Regis Hotel*

*Organiser: Marine Money Asia*

[▶marinemoney.com/forums/SINI6/index](http://marinemoney.com/forums/SINI6/index)

**Hong Kong****APAC Innovation Summit 2016: Smart City**

APAC Innovation Summit is Hong Kong Science and Technology Parks Corporation's flagship event with an aim to provide the leading minds with an opportunity for inspirational exchange in technology and market trends. Riding on the success of the past 11 years, the event has become a high profile regional event targeting to engage stakeholders from academia, research community, industry, government departments, and investors, both locally and globally.

*Venue: Hong Kong Science and Technology Park*

*Organiser: Hong Kong Science and Technology Parks Corporation*

[▶apacinnosummit.net](http://apacinnosummit.net)

**Frankfurt am Main & Düsseldorf (28), Hamburg & Munich (29), Germany****Think Asia Think HK 2016, Germany**

As Asia continues to drive the global economy's growth, German companies keen on exploring new business opportunities in the East can partner with Hong Kong, Asia's international trade and financial centre, in their search for success. Learn more by joining the event in various German cities for lining up of activities including thematic seminars, business matching meetings, business consultation with Hong Kong service providers and networking opportunities.

*Organiser: HKTDC*

[▶thinkasiathinkhk.com/2016/en/index.html](http://thinkasiathinkhk.com/2016/en/index.html)

## OCT

**Hong Kong****Walk21HK CityTech (Startup) Awards**

Walk21 Hong Kong Conference will recognise outstanding and innovative technological ideas related to walking - from the integration of apps on phones, tablets and wearable gadgets to technologies that encourage new walking habits. CityTech Awards is a competition whose theme is "Innovation and Ideas for Implementing Walkability."

*Venue: HKCEC*

*Organiser: Civic Exchange*

[▶walk21hk.com/news/detail.html?category\\_id=32&member\\_id=15](http://walk21hk.com/news/detail.html?category_id=32&member_id=15)

**Malaysia****Luncheon cum Seminar on "Hong Kong: Where Business Goes to Grow"**

The luncheon cum seminar aims to introduce to Malaysian enterprises Hong Kong's investment environment and business advantages with a view to encourage them to "go global" through Hong Kong.

*Location: Kuala Lumpur, Malaysia*

*Organiser: InvestHK*

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## Belt and Road

# Hong Kong Sets Up a Dedicated Office on Belt and Road

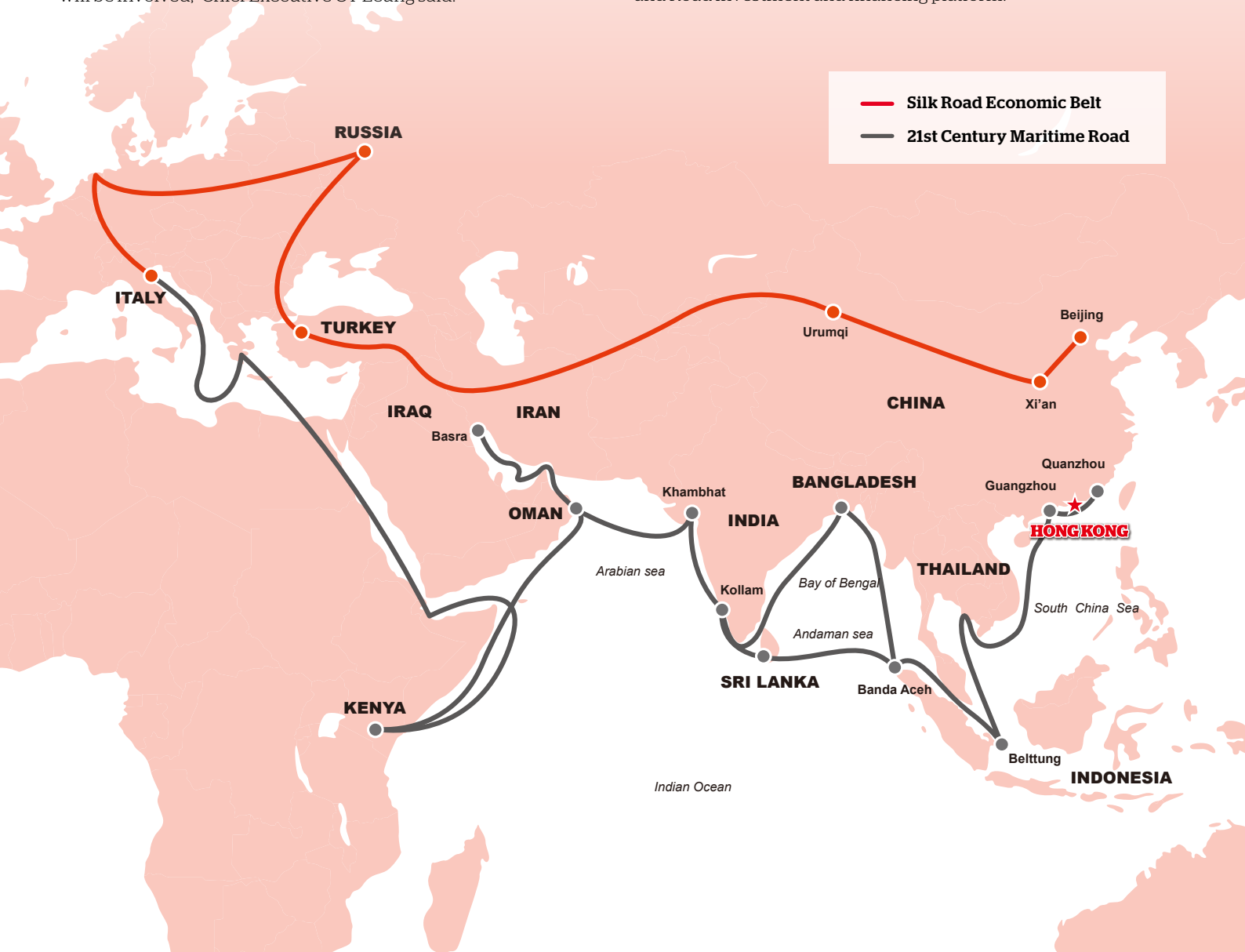
Chief Executive CY Leung announced in the Policy Address earlier this year that the Government would set up a steering committee for the Belt and Road to be chaired by himself to formulate strategies and policies for Hong Kong's participation in the Belt and Road Initiative. A Belt and Road Office will also be established for carrying out specific tasks to capitalise on the opportunities brought to Hong Kong by the Belt and Road development strategy of our country.

"As the most open city of our country, Hong Kong can make full use of the dual advantages of 'one country' and 'two systems' to seize the historic opportunity of the Belt and Road to promote social and economic development of Hong Kong and enhance our competitiveness. The Belt and Road strategy covers five areas, namely enhancing policy co-operation, strengthening infrastructural facilities connectivity, facilitating unimpeded trade and investment, deepening financial integration and building people-to-people bonds. The work of various government bureaux and departments will be involved," Chief Executive CY Leung said.

Ms Yvonne Choi was appointed as the Commissioner for Belt and Road with effect from 1 August 2016 until 30 June 2017.

Speaking at the Belt and Road Summit in Hong Kong, Mr Zhang Dejiang, Chairman of the Standing Committee of the National People's Congress, had this to say about Hong Kong's services sector: "In accounting, law, consultancy, tourism, infrastructure development, engineering design and other fields, Hong Kong may offer a variety of services to countries along the Belt and Road routes". The central government, he added, will support Hong Kong in playing an active role in building a platform of comprehensive services.

As the Belt and Road gains traction, the Renminbi will become more widely accepted and used. This will create more opportunities for Hong Kong, the world's largest offshore Renminbi centre which has a mature Renminbi payment and settlement system. The city has specific advantages and will play a significant role in facilitating capital flows and promoting Renminbi internationalisation, and the development of the Belt and Road investment and financing platform.



Beyond financial and professional services, Hong Kong has much to offer in trade and commerce, especially in the Southeast Asia region with which Hong Kong has close economic and cultural ties. Hong Kong is nearing the end of negotiations on a Hong Kong-ASEAN Free Trade Agreement

(FTA). The FTA, expected to be completed by year's end, will expand the flow of goods, services and investment between Hong Kong and the 10 nations of ASEAN. It will further strengthen economic ties, stimulate growth and expand business prospects - for territories and cities in the region.



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## INTERNATIONAL FORWARD CALENDAR

### OCT

#### Wattens, Austria

##### AplusB Startup Platform meets GIN Go International Austria Initiative

Business seminar for tech startups on how to internationalise and adapt their products and services to the Asian markets. InvestHK and the GIN Go International Austria will introduce startup ecosystem in Hong Kong and opportunities for European startups.

*Location: Werkstätte Wattens, 6112 Wattens*

*Organiser: QUADRI Consulting*

► [aplusb.biz](http://aplusb.biz)

#### Dresden, Germany

##### HighTech Venture Days – Hong Kong as Partner – Business in Asia/China

A business seminar for companies in and around Dresden interested in expanding to Asia or sourcing in China, including case studies from high tech companies from Saxony that have already expanded to Asia.

*Location: BioInnovation Centre, Dresden*

*Organiser: HighTech Startbahn e.V.*

► [hightech-startbahn.de](http://hightech-startbahn.de)

#### Boston, US

##### EmTech MIT Boston 2016

From AI and robotics to data-driven health care and future cities, the 16th annual EmTech MIT explores technologies highlighted in the recent 10 Breakthrough Technologies list and celebrates the 2016 Innovators Under 35.

*Venue: MIT Media Lab, 6th Floor Event Space, Boston*

*Organiser: MIT Technology Review*

► [tech.co/event/emtech-mit-2016-boston](http://tech.co/event/emtech-mit-2016-boston)

#### Beijing, China

##### "Hong Kong – Regional Hub for Corporate Treasury Centres and New Opportunities for Mainland Enterprises" Seminar

This seminar aims to provide an overview of the various business advantages and relevant investment policies of Hong Kong as an investment destination for Mainland enterprises, especially on the advantages of setting up Corporate Treasury Centres (CTCs) in Hong Kong, recent tax policies that are favourable to CTCs, etc.

*Location: Beijing*

*Organiser: InvestHK*

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

#### Las Vegas, US

##### Money 20/20

Money 20/20 Hackathon is the world's largest fintech event of its kind, and plan to draw 600+ of the world's most skilled developers to solve challenges from 10 of Fintech's most influential brands. With only 24 hours to prove their mettle, developers come from across the globe showcasing their skills and vision using the APIs, SDKs and other tools from today's leading innovators in Payments and Financial Services.

*Venue: The Venetian, Las Vegas*

*Organiser: Money 20/20*

► [money2020.com](http://money2020.com)

#### Twente, The Netherlands

##### International Business Forum

Companies can explore the business opportunities for expansion abroad in one-on-one interviews with representatives from 30 countries and embassies and workshops on "International Business" are also available. IBF is an excellent opportunity to network with other companies.

*Location: Hengelo, The Netherlands*

*Organiser: World Trade Center Twente*

► [internationalbusinessforum.nl](http://internationalbusinessforum.nl)

#### Nagoya, Japan

##### Hong Kong B2C Business Seminar

The seminar introduces the latest information on investment environment and business opportunities of "Business to Consumer in Hong Kong" with focus on consumer products, food delivery service and personal care service. Speakers will give practical advice and foresight on the business of Hong Kong, China and Asia with case studies.

*Location: Nagoya Marriott Associa Hotel*

*Organiser: InvestHK*

### NOV

#### Hong Kong

##### 15th Asia-Pacific Conference of German Business

This event is one of the largest networking events in the region attracting both political and business leaders.

*Venue: HKCEC*

*Organiser: German Industry and Commerce in Hong Kong (AHK Hong Kong)*

► [hongkong.ahk.de](http://hongkong.ahk.de)



## Education

# Hong Kong as a Regional Education Hub

**With top-notch universities and the highest number of international schools (from kindergarten up to secondary school) among Asian cities, Hong Kong is well-positioned to be a regional education hub**

The total budgeted government expenditure on education in 2016/17 financial year is HK\$84 billion, representing 17 percent of the total government expenditure.

In the international school scene, Hong Kong has 51 international schools offering about 41,100 primary and secondary school places. Serving students of more than 30 nationalities, these schools offer over 10 non-local curricula, including British, American, Australian, Japanese, Singaporean, French, German, Korean, Canadian and the International Baccalaureate (IB).

To meet demand, seven greenfield sites and seven vacant school premises have been allocated since 2007 for international school development.

InvestHK has been actively providing advice and support to international educational institutions planning to set up a presence in Hong Kong. Examples include Nord Anglia (UK), which has chosen Hong Kong to be its global headquarters; British Council's International Pre-school (UK) opening this August as British Council's first school in Hong Kong; Savannah College of Art and Design (US) providing a range of bachelor's and master's degree programmes in art and design; and the University of Chicago Booth School of Business (US), which relocated its Executive MBA programme from Singapore to Hong Kong in July 2013, as part of its strategic plan to deepen its global engagement and influence in Asia. The latter two institutions have recently been approved to broaden its student intake to include those from the Mainland China.

More recent cases include the launch of the MIT Innovation Node in Hong Kong in June 2016. This is a collaborative space that aims to connect the MIT community with unique resources, including advanced manufacturing capabilities, and other opportunities in Hong Kong and the neighbouring Pearl River Delta (PRD) region. The world-renowned Karolinska Institute's overseas research branch will also be set up right here in Hong Kong.

In terms of global rankings, the Hong Kong University (HKU)

ranked 44th and the Hong Kong University of Science and Technology (HKUST) 59th in the Times Higher Education World University Rankings 2015-16.

In 2016, the Times Higher Education survey placed the HKUST 3rd, the City University of Hong Kong 20th and the Hong Kong Polytechnic University 27th in the "150 under 50" rankings in the 150 listed universities less than 50 years old.

## Hong Kong's attraction for Mainland and overseas students

- Academic freedom and learning in a cosmopolitan and liberal environment
- Universities providing excellent prospects for internships and further education
- High-ranking, internationally recognised qualifications
- International perspective and employment opportunities
- Vibrant multi-cultural scene expanding students' horizons
- Geographical and cultural proximity favourable to mainland students

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## Art is in the Air

**Parkview Art Hong Kong brings contemporary art closer to the people in this Asian art hub**

**“This city is full of energy and is the most vibrant city in the world. There is no other place I can think of that has such a unique flair.”**

**Alberto Annesi, Managing Director  
Parkview Art Hong Kong**

After running an art gallery in Italy for more than 10 years, Alberto Annesi, Managing Director, and Franco Savadori, Curatorial Director, decided to move their gallery to Hong Kong in 2010 and set up Flame Art Gallery in Wong Chuk Hang due to the lack of Italian contemporary art gallery in the market at that time. In 2014, the two became business partner with George Wong, Chairman of the Parkview Group, and established Parkview Art Hong Kong - a fine art gallery located in Central. Parkview Art specialises in Asian and Western modern and contemporary art, as well as bringing in museum quality exhibitions of modern masters, such as Mao Lizi, You Jin, Zheng Lu, Hong Kyoung Tack, John Franzen, Annalù.



The recent “Botero in Hong Kong” exhibition featuring monumental sculptures by world-renowned Colombian Master Fernando Botero at the Central Harbourfront was organised and sponsored by Parkview Art Hong Kong. Through this unique opportunity, the general public is able to touch, feel, and enjoy the sensuality of the monumental sculptures for free. “We hope to bring some of the modern masters’ artworks to Hong Kong

and spread the art culture to more people here,” Alberto Annesi said.

Annesi explained why they had decided to move their gallery business to Hong Kong. “This city is full of energy and is the most vibrant city in the world. It is a truly special place which carries both Chinese and western cultures. There is no other place I can think of that has such a unique flair. People are friendly and respect each other. Also, the low tax system allows people to invest in other things, such as art,” he enthused.

Nowadays, most of the buyers are collectors - they have profound knowledge and have a clear idea what they want to buy. To cater for this market, the gallery has a clear vision of showcasing high quality artworks with important names and aim at the medium to high market. Also, the gallery offers services which include art consulting, art rental, advisory on art collecting and investment. By hiring local staff who understand Chinese culture, art and mentality, the gallery is able to provide customised services to clients.

### **Parkview Art Hong Kong**

- Partnered with George Wong, Chairman of the Parkview Group, to form Parkview Art Hong Kong in 2014
- Specialises in Asian and Western modern and contemporary art, as well as bringing in museum quality exhibitions of modern masters

**Parkviewarthk.com**



# The Arrow that Points to Innovation

**Arrow Electronic set up the Arrow Open Lab in Hong Kong, signifying a new milestone in Arrow's support of innovation and technology development in the region**

Founded in 1935, Arrow Electronic is a global provider of products, services and solutions to industrial and commercial users of electronic components and enterprise computing solutions. Arrow is a supply channel partner for more than 100,000 original equipment manufacturers, contract manufacturers and commercial customers through a global network of more than 460 locations serving over 85 countries.

Spanning over 3,000 square feet at the Hong Kong Science Park, Arrow Open Lab is equipped with state-of-the-art engineering equipment and testing modules with an initial investment of more than US\$1.3 million. The lab is the first-of-its-kind in the APAC region which opens to all technology entrepreneurs, companies, and organisations pursuing innovation and product development in Hong Kong. "We aim to help developers significantly enhance product design, shorten the development cycle and reduce costs," Simon Yu, President of Arrow Asia Pac Ltd said.

## Building an Innovation City

Arrow noticed that Hong Kong technology startups and enterprises are known to be good at understanding market demand, developing new ideas, IP research, product design, and software development. However, they usually lack support in engineering expertise, especially in areas such as wireless connectivity, sensing and controlling and system integration. Arrow's aim is to bridge these shortcomings and accelerate the process of turning innovative ideas into sustainable businesses and marketing to overseas markets.

Arrow Open Lab is a one-stop proof-of-concept design workshop and platform which helps enterprises save up to four months of development time and up to 25 percent of engineering design costs. As a trusted advisor, they guide developers on how to improve their system design, and support them throughout the development cycle from formulation and proof-of-design concept, component sourcing, rapid prototyping, and testing to system integration and pre-production verification.

Free membership is open to start-ups, SMEs and innovators. "We look forward to partnering more closely with InvestHK and other ecosystem players in transforming Hong Kong into an innovation city and thus sustaining its economic development," Yu said.

## Arrow Open Lab

- Launched by Arrow Electronics in June 2016 at Hong Kong Science Park
- A one-stop proof-of-concept design workshop and platform that aims to help tech startups and innovators turn innovative ideas to sustainable businesses and marketing to overseas markets

[arrowopenlab.com](http://arrowopenlab.com)



**"We look forward to partnering more closely with InvestHK and other ecosystem players in transforming Hong Kong into an innovation city and thus sustaining its economic development."**

**Simon Yu, President  
Arrow Asia Pac Ltd**



# Every Beer Tells a Story

**Local craft beer brand Moonzen, which means “Door Guardians” in Chinese, has opened a new chapter by moving into a bigger manufacturing facility**

**“It is straightforward to start a business in Hong Kong. Thanks to the free trade port and easy custom procedures, these help us in importing ingredients cost effectively and efficiently.”**

**Ladislao Raphaël, Founder & Brewmaster  
Moonzen Brewery**



The couple Michele and Ladislao Raphaël founded Moonzen Brewery and launched their craft beer in 2014. It now offers six locally brewed beers to the Hong Kong market. Inspired by the Chinese folklore Moonzen, represent spiritual guardians of entrances and good luck, now the couple hopes to celebrate the Chinese culture, community and craftsmanship through their craft beer.



Two years ago when Ladislao Raphaël, Founder and Brewmaster, decided to create a Hong Kong brewed beer, he saw a market potential in the community as the locals are keen to look for something that is made and produced locally. “It is straightforward to start a business in Hong Kong. Thanks to the free trade port and easy custom procedures, these help us in importing ingredients cost effectively and efficiently,” Raphaël said.

Every Moonzen beer is named after a Chinese mythology god such as Moon Goddess Chocolate Stout and Monkey King

Amber Ale. Their flagship Thundergod Ale won the “Best Pale Ale” and “Best Hong Kong Produced Beer” in the Hong Kong International Beer Awards 2014 while the Jade Emperor IPA won a Bronze Award in the Asia Beer Cup 2015. Available in bars, restaurants and hotels, the brand attracts locals and visitors who are interested in exploring Chinese culture.

## **Celebrate Chinese Culture in the Community**

Raphaël finds that Hong Kong people are very receptive to new things and he is planning to launch more tastes with flavours from different Mainland provinces such as Sichuan style beer using spices and Fujian style beer with pomelo. In addition, they collaborate with local artists and Chinese calligraphers to design special beer editions in order to promote local culture, support local young artists and engage with the community.

Originated from Mexico and having lived in the city for seven years, Raphaël feels welcomed by the city’s cosmopolitan culture and expat friendly environment. Also, it is easy to get around by the comprehensive transportation system.

## **Moonzen Brewery**

- Launched its first Hong Kong brewed craft beer in 2014
- Offers six beers available in bars, restaurants and hotels

**moonzen.hk**



# Hong Kong - The Key to NTT DATA's Global Payment Hub Strategy

**Japan's NTT DATA, a world's leading IT services provider with business operations in over 40 countries across the globe, chose Hong Kong as the Global Payment Hub for its payments business to serve merchant customers around the world**

**“With the push by the Hong Kong government to strengthen the city as the fintech hub of Asia, it is a perfect time for fintech companies like us to set up operations here.”**

**Tim Sparrow, VP, Global Sales and Marketing  
NTT DATA Hong Kong Ltd**

NTT DATA Hong Kong Ltd was set up in 2015 to help global merchants accept payments from worldwide customers and manage transactions in over 150 different currencies through one single platform.

NTT DATA had looked into different cities and finally picked Hong Kong to set up its Global Payment Hub because of the city's proximity to Mainland China, one of the world's largest eCommerce markets. Hong Kong is right at the heart of Asia, where the company's heritage is. The location fits perfectly with the company's positioning of global reach combined with local payment advantage, especially in Asia. This also helps NTT DATA stay ahead of competition and bring value to global merchants who are looking for a payment partner with industry expertise and strong local knowledge.

## **Extending Payments Expertise Beyond Japan**

As the regional headquarters of many companies in retail, travel and digital services, Hong Kong brings NTT DATA closer to the clients they serve. "Hong Kong is a global business and financial hub with strong economic strengths, market openness and a well-connected location. It has a sound legal system, excellent infrastructure, a highly skilled and multi-lingual workforce which are important elements for the payments industry to further accelerate," said Tim Sparrow, VP, Global Sales and Marketing.

"With the push by the Hong Kong government to strengthen the city as the fintech hub of Asia, it is a perfect time for fintech companies like us to set up operations here," he added.

Sparrow saw huge opportunities arising from the growing e-Commerce trends in the region. Consumers in Mainland China and Hong Kong are increasingly making online purchases

from international e-commerce sites. Global merchants looking to grow sales from Greater China and across Asia can rely on NTT DATA to help them navigate the complex and dynamic e-Commerce market in Asia.

NTT DATA Hong Kong has about 20 employees covering all essential business functions. "It's a small team to start with but we are well supported by our corporate headquarters in Tokyo. It's indeed a unique combination of having the room for innovation yet being able to pull in resources from our headquarters," Sparrow explained.

"InvestHK has been very supportive in helping NTT DATA build awareness and getting engaged with the growing number of fintech events in the city. We have a symbiotic relationship with InvestHK. Our story will in turn attract more talent to this city, which is a win-win for both Hong Kong and our company," he enthused.

## **NTT DATA Hong Kong Limited**

- Set up in 2015, it is a subsidiary of Japan's NTT DATA Corporation which has over 30 years of experience running leading payment systems in Japan
- An international payment service provider that helps global merchants process and manage local and cross-border transactions in multiple transactions around the world

[hk.nttdata.com](http://hk.nttdata.com)



# Hong Kong: the Hub of Asian Entertainment

**Diversified media company dedicated to Asian entertainment is proud to call Hong Kong home**

Celestial Tiger Entertainment (CTE), a leading independent media company, operates a bouquet of pan-Asian entertainment channels throughout the region. Celestial Movies and Celestial Classic Movies are the two flagship channels that are programmed heavily with Hong Kong/Chinese films, while KIX and Thrill focus on action programmes and horror movies respectively from the East and West. In recent years, the company has expanded by launching three new channels including cHK, Miao Mi and CM Pinoy.

Headquartered in Hong Kong, CTE currently has 70 full-time staff covering all business and functional lines including general management, finance, human resources and administration, sales, legal, technical/operations, programming, marketing, research and creative/on-air presentation.

Given CTE's emphasis and expertise in Asian entertainment, this entrepreneurial company saw Hong Kong as a natural fit for its home. "Hong Kong is the hub of Asian entertainment with a highly skilled, multilingual and entrepreneurial workforce, great infrastructure, transportation and communications. We are proud to call Hong Kong home," Todd Miller, Chief Executive Officer, said.

With the emergence of new free television channels, over-the-top platforms and international players, Miller sees the intensifying competition as an opportunity to the company. "Among these players, there is a growing demand for high-quality content in order to capture and retain the subscribers. So in March this year, we launched Thrill 360, Asia's only regional horror and suspense movie channel, on the pay TV platform LeEco in Hong Kong," he added.

## Growth Potential in the Region

While CTE is actively seeking new and relevant content that caters to the Hong Kong market, the company also sees a huge

potential for these Asian-targeted content to attract viewers in the rest of the region. Over the past few years, CTE launched three new channels to cater for different audience segments in Asia. They are cHK, the Chinese entertainment channel offering the latest Hong Kong and other Asian blockbuster movies, alongside highly-anticipated Chinese dramas and series; Miao Mi, a Mandarin edutainment channel created for preschool kids across Asia; and CM Pinoy, a Chinese movie channel that is programmed, dubbed and promoted specifically to Filipino viewers. In the long run, the company aims to be the leading regional Asian entertainment company.

Miller first visited Hong Kong in 1989. "The energy and beauty of this city still captivates me. Hong Kong is an ideal place to work and to live. It is a city that attracts interesting, creative, passionate and high-energy people," he concluded.

## Celestial Tiger Entertainment

- A diversified media company headquartered in Hong Kong
- Creates and distributes branded pay television channels and services targeted at Asian consumers
- A bouquet of channels, including Celestial Movies, Celestial Classic Movies, CM Pinoy, cHK, Miao Mi, KIX and Thrill

[celestialtiger.com](http://celestialtiger.com)

**"Hong Kong is the hub of Asian entertainment with a highly skilled, multilingual and entrepreneurial workforce, great infrastructure, transportation and communications. We are proud to call Hong Kong home."**

**Todd Miller, Chief Executive Officer  
Celestial Tiger Entertainment**



# Leading Cloud Communications Platform Company Sets Up Operations Hub in Hong Kong

**Twilio opened its office in Hong Kong as the sales, marketing and technical support operations hub servicing customers in Asia**

Established in 2008 with headquarters in San Francisco, Twilio is a leading cloud communications platform company which provides a new category of software that enables developers to embed real time communication and authentication capabilities directly into their software applications. The company now has over 30,000 active customers globally and over 1,000,000 developer accounts registered on its platform.

Twilio's developer-first platform approach consists of programmable communications cloud, super network and business model for innovators, which helps their customer by using the power of software to build differentiation through communications. The company believes communications will be embedded in every application and has fostered innovation by implementing a platform with a strong focus on ease of use and simplicity. Twilio is a pioneer of the cloud communications segment and was named the Communications Platform as a Service (CPaaS) category leader in the 2016 IDC MarketScape report.

Opened in March 2015, Twilio's Hong Kong office serves as a sales, marketing and technical support operations hub for customers in Hong Kong, Mainland China, Japan, South Korea and Taiwan. "The strategic location and mature business environment of Hong Kong provide us the flexibility of movement and business trade between key markets in the region," Angie Bell, Director APAC Sales, said. "Hong Kong has one of the highest mobile penetration rates in the world with a sophisticated network infrastructure. As a key economic and financial centre, Hong Kong is a welcoming environment for foreign companies to set up their operations to serve the APAC region."

In the near future, Twilio plans to raise its brand awareness and brand equity and continue powering the voice and messaging requirements for enterprises and startups in Hong Kong, Mainland China, Japan and other markets in the APAC region.

While Bell found it easy to set up a business in Hong Kong, her advice to new companies is to do the due diligence in researching how to get the right support from the business community, and seek advice from reliable organisations such as InvestHK.

"Living and working in Hong Kong is very safe. It is an energetic and dynamic city with people being open to new ideas in business innovations. The city has an excellent transportation system, amazing variety of cuisine and great outdoor activities only minutes away from the city," Bell concluded.

## Twilio

- A leading global cloud communications platform company based in San Francisco
- Named as the Communications Platform as a Service (CPaaS) category leader in the 2016 IDC MarketScape report

[twilio.com](http://twilio.com)

**"As a key economic and financial hub, Hong Kong is a welcoming environment for foreign companies to set up their operations to service the APAC region."**

**Angie Bell, Director APAC Sales**  
**Twilio**







華洋(香港)船務有  
HUAYANG (HONGKONG) SHIPPING



## Hong Kong - The Perfect Place to Set Up a One-stop Maritime Chain

**Huayang Maritime Center established its subsidiary in Hong Kong to make the one-stop maritime industry chain for the group complete**

**“As a maritime hub in Asia, Hong Kong is very attractive to Mainland enterprises with its robust maritime policies and low tax regime.”**

**Li Yong Zheng, Managing Director  
Hua Yang (Hong Kong) Shipping Limited**

Headquartered in Beijing, Huayang Maritime Center (HMC) was founded by China Maritime Service Center (CMSC) in February 1995. Having established 30 invested companies covering major coastal cities in Mainland China, HMC has a total of 8,000 seafarers and agencies in different countries including Singapore and Myanmar. Driven by market demand, the company expands its business covering ship operation, ship management, training and manning of crew to offer highly efficient global cargo shipping services.

In 2013, HMC set up an office in Hong Kong, which plays an integral role in operation and management. The Hong Kong office acts as a ship owner while also co-ordinates with the group's crew manning and shipping agents services. The other affiliated companies in Mainland China focus on ship management, the provision of labour service and development of information industry. Together with the ship repair services and seafarers recruitment by agencies in Singapore and Myanmar respectively, HMC forms a complete chain covering all aspects of the maritime industry.

“We are glad to see that the ship registration in Hong Kong has crossed the 100 million gross tonnage mark in 2015. As a maritime hub in Asia, Hong Kong is very attractive to Mainland enterprises with its robust maritime policies and low tax regime,” Li Yong Zheng, Managing Director of Hua Yang (Hong Kong) Shipping Ltd said.

Under the Belt and Road Initiative, the maritime industry in Hong Kong is expected to be more thriving. “There will be an increase in infrastructure projects and low-cost sea transportation will be mostly adopted, hence providing us

the opportunities to go global.” Li added. Hua Yang (Hong Kong) Shipping Ltd now has a fleet of nine ships in Hong Kong and has a long term goal of expanding to over 20 ships, in order to achieve more flexibility in operation and grasp the opportunities brought about by this exciting initiative. In addition, the company is planning to hire more staff to cater for business expansion.

InvestHK has assisted HMC to co-ordinate with the Marine Department and the Hong Kong Maritime and Port Board in regards to marine-related policies. “The Hong Kong government has been very supportive and created a pro-business environment in the city. InvestHK and the other government departments have been supporting us from ship registration to staff recruitment, making every process very efficient and easy,” Li concluded.

### Huayang Maritime Centre

- Founded by China Maritime Service Center (CMSC) in February 1995
- The Hong Kong office acts as a ship owner and plays an integral role in the operation and management of Huayang Maritime Center (HMC)

[huayangmaritime.com.cn](http://huayangmaritime.com.cn)

**“Hong Kong is the perfect hub for PwC Experience Centre from the geographical, client and skills perspectives that bring together creative, industry and business talent into collaborative teams.”**

**Colin Light**  
PwC China and Hong Kong Experience  
Centre and Digital Services Leader  
PwC Experience Centre

## Experience Business Innovation with Emerging Technologies

**PricewaterhouseCoopers (PwC) chose Hong Kong as the regional headquarters for its innovative PwC Experience Centre to meet growing demand for digital consulting services and solutions in the region**

PwC Experience Centres were launched simultaneously in Hong Kong, Shanghai and Beijing in March 2016. Hong Kong, being the regional headquarters of the Centre, serves as a hub for all creative design and emerging technologies and takes the lead in digital solutions especially for the financial service sector.

“Hong Kong is considered the perfect hub for PwC Experience Centre from the geographical, client and talent perspectives. The city’s strategic location facing both North and South allows us to connect with the Pearl River Delta and southeast Asia. There is also a strong multinational client base for financial services, retail and consumer products and other sectors. Despite keen competition from different firms to recruit digital and creative talent, Hong Kong has further enhanced education for creative design to nurture and retain more talent in the region,” Colin Light, PwC China and Hong Kong Experience Centre and Digital Services Leader, said.

PwC Experience Centre forms an integral part of PwC Consulting, which helps clients from strategy to execution. Having worked in the digital space since 2013, PwC saw rising demand for business innovation to solve clients’ problems around disruption, and a need to transform the way a firm works by integrating digital solutions in a collaborative and creative environment that fosters strategic changes and agility to meet changing customer needs and hence the Experience Centre was developed around the globe in accordance with three aspects nurture innovative thinking by re-imagining future customer relationships, accelerate product and services to market, and a more diverse set of talent and a more digital way of work.

### Holistic Approach to Customer Experience

PwC Experience Centre focuses on embedding digital strategy into the fabric of every process to put digital at the forefront of

business strategy early in the decision making process instead of separating the digital team and solutions from the rest of the organisation. Differentiated customer experience is created by means of digital apparatus such as virtual reality and 3D printing.

To strengthen the consulting services and its existing strategy capabilities with innovative and emerging technologies and skill sets, PwC acquired Fluid, an award-winning creative, digital and marketing agency in Hong Kong, in February 2016. As a result, its staff size has increased to 75 in Greater China.

With Hong Kong being the Asia hub, PwC plans to establish strategic partnership with technology companies, startups and education institutions, open more Experience Centres in Asia and double the size of the Hong Kong centre by 2017.

InvestHK has been supporting PwC since the establishment of the Experience Centre in New York. “I’d love to see how we can collaborate more, especially with InvestHK’s StartmeupHK and Fintech teams. We’re very keen to plug in more to the startup community,” Colin enthused.

### PwC Experience Centre

- Established by PwC Consulting in 2013
- Core services range from digital strategy, customer experience management, brand and marketing strategy, big data and analytics, digitisation to emerging technologies

[digital.pwc.com/experiencecenter](http://digital.pwc.com/experiencecenter)



# Get a Taste of Shaanxi Flavour

**Authentic Shaanxi cuisine is gaining popularity, with two outlets opened in Hong Kong within two years**

The three co-founders of Chang'An Taste come from Shaanxi Province and graduated from a local university in 2011. They enjoyed everything that Hong Kong offers but sorely missed the indigenous Shaanxi cuisine. They then came up with the idea of setting up Chang'An Taste, a fast food shop with "rou jia mo" (i.e. meat burger) as the signature snack of their first shop which was opened in Hong Kong in 2014.

## Localised Recipe

Rou jia mo originates from Shaanxi Province and is a widely consumed street food in Mainland China. The recipe created in the province dates back to over a thousand years ago and the team has taken a rigorous approach in market and product research. "To ensure our recipe is as authentic as possible, we visited almost every Shaanxi-style restaurants in Xi'an and Hong Kong before coming up with the present recipe which maintains the traditional Shaanxi flavour yet accommodating to local taste," Davie Wang, one of the co-founders, said.

Opened in August 2014, Chang'An Taste's first shop is located in the vibrant street food scene in Hung Hom. On the first day of business, their meat burgers were sold out in just one and a half hours. The continuous encouraging market response led to the opening of their second branch in Western District in May 2015, adding another popular Shaanxi snack named Liangpi, Chinese-style cold noodles with chili oil and sesame sauce served in individual small packs to cater for customers' different levels of spice tolerance.

While spices and seasonings are ordered and shipped directly from Shaanxi, most of the ingredients in Chang'An Taste's recipes, including meats and greens, are sourced locally. According to the team, food safety is definitely a priority. "Hong Kong is not only well known for its food variety and quality, but also its efforts in ensuring food safety through collaboration among the government, food suppliers and consumers," said another co-founder, Neil Han.

Having resided in Hong Kong for almost a decade, the three founders find the city a dynamic and convenient place to work and live. Looking ahead, Chang'An Taste plans to expand by establishing takeaway outlets to add an even faster and convenient supply of Shaanxi flavour to the local food scene.

## Chang'An Taste

- Operates two outlets in Hung Hom and Western District
- Offers authentic Shaanxi food including rou jia mo and Liangpi

**"Hong Kong is not only well known for its food variety and quality, but also its efforts in ensuring food safety through collaboration among the government, food suppliers and consumers."**

Neil Han, co-founder  
Chang'An Taste



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

Company name	Sector	Company name	Sector
<b>Australia</b>		<b>Peru</b>	
Artvantage (Asia) Limited	Art Gallery Services	Pachamama Farmers	Food Trading and Distribution
Containerchain Hong Kong Limited	B2B Shipping Software Solutions	<b>Singapore</b>	
Diadem Limited	Signage and Wayfinding Consulting Services	AnyWorkspace Limited	Online Commercial Real Estate Service
Inside Retail Asia	B2B Media	MyMaha	Health and Wellness
<b>Belgium</b>		Zfranchises Hong Kong Limited	Food and Beverage
Odoo Limited	Enterprise Resource Planning (ERP) Integrated Solution	<b>Spain</b>	
<b>Canada</b>		Excellence in Languages HK Limited	Foreign Language Education
Allysian Science (HK) Ltd	Health Products	<b>Thailand</b>	
Fairchild Canadian Academy Limited	Education	The Vault Limited	Lifestyle Products Retail
<b>France</b>		<b>The Netherlands</b>	
Bellota-Bellota (Hong Kong) Limited	Food Trading	Elastic	Software and Technology
<b>India</b>		Knead	Food and Beverage
Arges Global Limited	Professional Services	<b>UK</b>	
<b>Italy</b>		Givergy (HK) Limited	Fundraising Technology
Parkview Art Hong Kong	Art Gallery	MissQT Ltd	Online Media
Proposition Hong Kong Ltd	Head Hunting and HR Consulting	Stamford American School - Hong Kong	Education
<b>Japan</b>		WSET Asia Pacific Limited	Education and Training
Baikohken Co., Ltd	Food and Beverage	<b>US</b>	
NTT DATA Hong Kong Limited	Global Payment Service	Arrow Open Lab	Electronic Product Development Lab
YCP Dining Hong Kong Limited	Food and Beverage	Celestial Tiger Entertainment	Paid TV and Multimedia
<b>Mainland China</b>		Help Me See Inc Ltd	International Non-Profit Social Enterprise
Chang'An Taste	Food and Beverage	Hong Kong Integrated Oncology Centre Limited	Medical clinic, Imaging and Diagnostic Centre
Huayang Maritime Centre	Maritime	Pivot Global Limited	Recruitment
Unispeed Development Limited	Supply Chain Management and Trading	PwC Experience Centre	Digital Consulting Services And Solutions
VisionNav Robotics Limited	Robotics and Automation	Twilio	Cloud Communications Platform
<b>Mexico</b>			
Moonzen Brewery	Beer Brewery		



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