

# InvestHK

## Client Profiles

### Australia



**Burra Foods** is an Australian dairy ingredient processor that has been producing and marketing value-added dairy products to the global food manufacturing market for over two decades. Specialising in creating products that deliver the functional and sensory characteristics of fresh milk, Burra Foods has significant international market experience and a reputation for being a reliable supplier of high quality dairy products. These include natural cheese, fresh milk concentrates, food preparations, specialty milk powders and fresh dairy ingredients. The company has offices in Melbourne, Hong Kong and Tokyo.

Started in the early 80s, Burra Foods first floated the idea of transforming liquid milk to

manufacturing milk. In 2009, a partnership was established with the Japanese based trading company, Itochu Corporation, and made possible to build a multi-million dollar milk dryer facility. The new facility has opened doors to the far wider high end dry-milk product market expanding across Asia and the Middle East.

*Food and Agribusiness*  
[burrafoods.com.au](http://burrafoods.com.au)

### Canada



**4STRIPES**, created by Ideeli Limited, is a platform for promoting Brazilian Jiu Jitsu (BJJ) and other forms of martial arts. It was launched in Hong Kong in response to the growing demand for quality training, education and lifestyle. Through its international network, 4STRIPES aims to organise training camps, seminars and conferences for the enthusiasts of BJJ and martial arts in the region, and bring to them the most inspirational and sought-after world-class champions and instructors from around the world.

Hong Kong is ideally positioned to be the capital of martial arts in Asia for its cosmopolitan population, accessibility to Mainland China and

international outlook, and the company plans to stage three to four of its events in the city annually. In addition to promoting the highest sporting standards, Ideeli Ltd is committed to making a positive impact on the Hong Kong community through socially responsible events.

*Education, Sports, Event*  
[4stripes.com](http://4stripes.com)

### Czech Republic



**Fund Genesis Limited** is licensed with Securities and Futures Commission (SFC) for Type 1 (dealing in securities) and Type 4 (advising on securities) activities under the CE number AXH284.

The company acts as an intermediary connecting Asian companies and investors on cross-border transactions with international counterparties in USA, Europe and Southeast Asia. They execute private placements for companies and institutional investors looking to acquire majority/minority ownership stakes in target companies or invest in top international private equity, VC and real estate funds. Fund Genesis focuses on

TMT (Technology, Media, Telecom), real estate, healthcare and consumer sectors.

Fund Genesis only deal with Professional Investors (PIs) as defined in the Securities and Futures Ordinance (SFO) and do not hold any client assets.

*Financial Services*  
[fundgenesis.com](http://fundgenesis.com)

### Dubai



**MCG Associates Hong Kong** serves as the APAC Headquarters in recruiting for the creative, media, PR, digital and advertising industries on both agency and client side. MCG Associates cover roles from entry level to regional / global CEO level. Based on a wealth of expertise and a proven track record of helping place talent globally, MCG Associates is one of the top recruiters in the MENA region. Hong Kong is a natural choice for their expansion given the links to China and it being a clear growth market within APAC across the company's area of core focus. MCG Associates has experts at every level and within every sector

to help tailor a recruitment solution to each and every client's needs. They work in a strategically consultative manner offering advice and support to clients far after a role has been filled to maintain and nurture that talent. MCG Associates are proud to have expanded their operation in Hong Kong and look forward to continuing its growth within the region.

*Creative / Media / PR / Digital Recruitment*  
[mcg-associates.hk](http://mcg-associates.hk)

### France



Agorize, the leading European player in online open innovation challenges, is opening a new subsidiary in Hong Kong - **Agorize Asia**. After Paris, Stuttgart and San Francisco, the French startup is setting up in Asia in order to meet growing demand from local businesses for open innovation, innovative recruitment, and a closer relationship with the startup ecosystem.

Building on an existing community of one million innovators in Asia and almost 50 client companies with a local presence, Agorize Asia's mission is to

connect businesses with talented individuals and accelerate innovation in the Asia-Pacific region.

In five years, Agorize has organized over 200 challenges with key accounts (including Google, Microsoft, L'Oréal, Galeries Lafayette, Axa, Uber and Total) to boost their innovation.

*Innovation & Technology*  
[business.agorize.com/en](http://business.agorize.com/en)



**NeoXam Hong Kong** is a subsidiary of the French fintech company NeoXam that was established two years ago by a carve-out of two Sungard products. Since then three more companies have been acquired. NeoXam provides Data Management, Investment Management and Investment Accounting solutions globally. The company has been serving its Asian clients from their offices in Shanghai and Beijing. The company's growth strategy is very much focusing on Asia, and Hong Kong has recently been chosen to accelerate their growth outside Mainland

China. Hong Kong does not only have a large and ever growing Asset Management industry, it also enables the company to leverage their existing relationships and is in line with the expansion strategies of many of their Mainland clients.

*Financial Technology*  
[neoxam.com](http://neoxam.com)

### Greece



**Greek Delicatessen Ltd** was established in 2011 by Greeks living in Hong Kong who are passionate about Greek food and culture. They source and import the finest Greek products from selected producers to Hong Kong. Their mission is to bring the authentic and the genuine Greek taste and Mediterranean way of life to the city.

Customers include hotels, supermarkets, recreation and leisure clubs, restaurants, caterers, delicatessens, specialised retailers as well as individual consumers through their online store. The company offers a wide selection of productions, such as dairy, olive oils and olives,

honey, jams and condiments, pickled antipasti, bakery products and pastries, beans and pulses, charcuterie, waters, beer etc.

Greek Delicatessen Ltd has their own warehouse and storage facilities in Hong Kong and is looking to expand operations through strategic partnerships to Macau, Mainland China and S.E. Asia.

*Importer, Distributor, Wholesaler, Retailer*  
[greekdeli.com.hk](http://greekdeli.com.hk)

## Mainland China



**Ampd Energy** develops and manufactures state-of-the-art Energy Storage Systems (ESS). After two years of R&D and having closed a substantial Series Seed round in 2016, Ampd's first product line will be launched in mid-December 2016 with full-scale production following shortly after in Q1 2017.

Ampd Energy operates under the Hong Kong Science and Technology Park's Incu-Tech Incubation Program and their products will be launched in markets which suffer from grid instability. The company has also found enthusiasm for the product in high-density cities such as Hong Kong and Singapore, as existing

battery backup solutions require an extremely large floor footprint. Ampd's product is up to 80% smaller, has twice the lifetime and requires zero maintenance.

*Energy Storage / Cleantech*



**Tianyun International Holdings Limited** (06836.HK), headquartered in Shandong Province in Mainland China, is specialised in the production and sales of processed fruit products packaged in metal containers, plastic cups and glass containers. Tianyun adopts stringent quality control measures in its entire production process and has been accredited with BRC (A+), IFS Food (high), FDA, WALMART ES, WCA, HALAL, KOSHER, TESCO Global and ISO22000. In addition to supplying its products to international well known brands on an OME basis, Tianyun has been selling its products under its own brands, which include "Tiantong Times", "Bingo Times" and "果小懶", in over

20 provinces in Mainland China. The company's white peach and grape products are currently sold in almost 1,000 point of sales in Hong Kong including 7-11 Stores, Wellcome Supermarkets, Aeon Department Stores and O'Farm Stores.

*Fruit Sales*

*tianyuniinternational.com*

## New Zealand



**Clean Nutrition Co** is a New Zealand nutrition brand with distribution in Asia. It focuses on a simple purpose - to provide customers with protein and supplements of highest quality. This inspired brand is centered on the strong belief that quality foods and nutrition are the foundation of health, wellness and achieving fitness goals. With this in mind, the company aims to fill the niche in the market for a clean product from a trusted and regulated source.

Clean Nutrition Co cuts through the crowded and unregulated nutritional supplements market with 100 percent transparency of its products' source, regulatory standards and ingredients. The core product, Clean Protein, is accredited by the globally recognised Informed-Sport programme, which provides the highest level of quality assurance for athletes. It is made in New Zealand

from healthy grass-fed cows. It is 100 percent natural with no artificial ingredients and available in cocoa, vanilla and natural flavours.

The company has warehousing and distribution based in Hong Kong to support its online B2C e-commerce platform as well as B2C wholesale channels.

*Protein Supplements*

*cleannutritionco.com*

### Russia



**Tau Integration Systems Limited** was established in December 2013 and is the sole owner of the Inter Trade Bridges (ITB)® trademark. "Best Cloud Solution for fast inquiries and quotations processing with valuable shipment information" ITB® is an advanced supply chain partner networking an import-export processes automation system based on universal flexible operations and documents. Using ITB service, clients can operate their foreign trade business in an easy and standardised way by managing inquiries and quotations in a workflow. ITB

system is built on their own developed universal innovative platform for sophisticated business applications automation and integration.

*Cloud e-Commerce Solution for Import-Export Automation*  
[beitb.com](http://beitb.com)

### Singapore



**LYNK** is a knowledge-sharing platform. Lynk connects investors, consultants and companies with industry experts, and facilitates the sharing of knowledge and insights through telephone consultations and consulting projects. With its data-driven curation platform, Lynk gives companies the edge to make informed decisions and enables them to surf high above their competitors. The company is made up of a dedicated, high-calibre team located in Hong Kong, Singapore and Mumbai, who collectively speak over 11 languages.

The Hong Kong office plays a role in global operations as well as sales and marketing, administration and management. Lynk's

commitment to Hong Kong remains unwavering as it expands to other key markets in Asia, Europe and North America. The Singapore office caters to the Southeast Asian tigers, making Lynk a leader in that region, whilst the Mumbai office is dedicated to servicing the Indian market.

*Knowledge Platforms & Expert Network*  
[lynk.global](http://lynk.global)



Headquartered in Hong Kong Science and Technology Parks, **Well Being Digital Limited** is a startup company that focuses on R&D on ensuring accurate heart rate (bpm) can be obtained dynamically under motion and in a continuous real-time manner by using their own patented multiple sensor algorithm that removes motion artifact, with the final information sent to smartphone via Bluetooth Smart. The company has won many local and international awards including Best Wearable Mobile Technology at Mobile World Congress 2016.

The company has a number of Intellectual Property in the Dynamic Physiological Sensing Space.

*Medical Device*  
[wbd101.com](http://wbd101.com)

### The Netherlands



Dutch oldest professional football club **Sparta Rotterdam Football Club** set up its Asia Headquarters in Hong Kong to nurture players at their young age. Sparta Rotterdam Football Club historically had strong link with Football Club in Shanghai and also maintain close relationship with the Chinese Football Associations and Sports Bureau in Mainland China via its official representative Sparta Rotterdam Asia Ltd. The Club sees the huge market in Mainland China

and Asia for football development and is willing to invest time and human resources to transfer the Dutch Football knowledge and skill to Hong Kong, Mainland China and Asia, trying to nurture young players the same way like it does in the Netherlands.

*Sport*  
[spartarotterdam.asia](http://spartarotterdam.asia)



Established in 1992, **WSS** has developed, produced and installed high-grade recording devices for waste collecting systems based on the Radio Frequency Identification (RFID) system. WSS is a Dutch company and can be seen as the authority on electronic waste management systems. It has developed and implemented systems that are now successfully operational in more than 60 municipalities within the Benelux. The extensive knowledge and experience combined with the constant drive to expand expertise and innovate products, makes WSS able to control of every aspect of modern waste-technology.

WSS Asia Ltd. is fully licensed to sell and deliver the WSS NL portfolio, including the CO2 calculator recently announced in Hong Kong and has plan to expand into the Mainland China market.

*Environmental Technology, Waste Management*  
[wss-asia.com](http://wss-asia.com)

## United Kingdom



As a partnership between Nexus media and Angloinfo in the UK, **Angloinfo HK** entered the market to offer a trusted source for expats to find local information, as well as businesses and services available in English. The online platform offers business users the ability to create their own listing or event for free, which is then verified by the Angloinfo team. Premium listings are then available for increased visibility. The site also provides users with classified listings, regular

lifestyle blogs, discussions, properties and job listings. The new office, based in Central, currently employs a team of five with plans to expand further.

*Expatriate Information and Business Directory*  
[angloinfo.hk](http://angloinfo.hk)



**Indigo Software** is a leading warehousing and logistics provider implementing warehouse management software around the world, either on premise or in the Cloud. Established in the UK in 1980, Indigo Software has grown successfully over the last 36 years and opened its Asia Pacific subsidiary in June 2016 with its regional headquarters based in Hong Kong.

Indigo's expansion into the Asia Pacific region will provide local manufacturers and logistics companies with access to a proven and highly regarded warehouse management software solution, allowing them to derive the benefits

associated with smart, efficient, accurate and technologically advanced warehouse operations.

Indigo already has a number of existing customers using their WMS in the Asia Pacific region, including Bunzl and Wesfarmers in Australia and New Zealand. Hong Kong provides Indigo with an ideal base to expand to new countries and increase the company's footprint in the region.

*Warehouse Management Software*  
[indigo-wms.com](http://indigo-wms.com)



**JAC Recruitment Hong Kong** is a specialist recruitment firm that is part of the JAC Group. In 26 countries throughout Asia, Japan, and the UK, JAC Recruitment actively seeks to connect talented job seekers with best-fit companies. It is also the regional head office for JAC Recruitment's Greater China business operations that collaborates closely with offices in Shanghai and Guangzhou.

JAC Recruitment Hong Kong has a dedicated team of Japanese speakers and native Mandarin speakers to better serve clients who are looking to hire key talent that will be integral for their Mainland China and Japan business growth. The

consultants include experts who specialise in the areas of: Accounting & Finance, Banking & Finance/ Insurance, Construction, Human Resources, IT & Telecoms, Legal & Compliance, Management, Manufacturing, Marketing & Media, Medical & Pharmaceutical, Procurement & Logistics and Sales.

*Employment Agency*  
[jac-recruitment.hk](http://jac-recruitment.hk)



### **Macey and Sons Auctioneers and Valuers**

**Limited** was founded by Mr. Jonathan Macey in 2014. Macey possesses over 25 years' experience within the auctioneering and financial services industry. The company offers a comprehensive range of services, including Art Investment Advisory, Valuations and Private Sales. Macey and Sons opened their first art gallery in Wanchai to service clients in the primary and secondary markets by showcasing both Chinese and Western contemporary artworks. After relocating to Central, Macey and Sons expands its business and recently opened a second art gallery, Lot88, in September 2016. This new and larger gallery allows the company to continue providing a platform for their current range of services as well as offering an event space to host educational

seminars, exhibitions of artists' new works and collaborative events with other firms in promoting products of interest to their clientele. The company boasts a team of staff with diverse backgrounds catering to the needs of both Asian and Western clients.

*Retail Art Gallery*  
*maceyandsons.com*



**Tute.HK** is a premium online tutoring service and education consultancy. It connects students and parents across China with exceptional tutors from Oxford, Cambridge and other world-class universities. The easy-to-use virtual classroom offers students a convenient and cost-effective way of learning without having to travel to a tutoring centre or have a tutor come to their home.

Drawing on the expertise and networks of its UK team, Tute.HK also offers practical advice and services to parents looking for boarding schools or universities in the UK. These services range from advice on selection of school to assessment

and interview preparation, including support with personal statements. Advice provided by Tute.HK is based solely on the best solution for the children, not on commission fees paid by some schools.

*Education*  
*tute.hk*

## United States



**AirHelp** assists customers to get money from airlines when their flight is delayed, cancelled, or overbooked. Having already helped over one million passengers to receive compensation, AirHelp recently raised US\$12 million to finance further growth, and part of that includes expansion into Asia.

The Hong Kong office opens in October 2016 and acts as the regional headquarters. Headed by Toby

Robertson, the office now focuses on international flights to and from Europe, but other routes and destinations are already being explored.

*Travel*  
*app.airhelp.com/scanner*



**Backstop Solutions Group** is a leading provider of cloud-based technology solutions for hedge funds, funds of funds, pensions, endowments, private equity firms, consultants and family offices. Founded in 2003, Backstop created the industry's first web-based software that helps firms in the alternative investment management industry operate more efficiently, invest intelligently and communicate effectively.

Headquartered in Chicago, Backstop now serves over 700 firms worldwide. The new office, located in Hong Kong, will allow Backstop to expand its offerings to the APAC region, continuing to empower the global institutional asset

management community to make smart, creative business decisions.

With three core products: Backstop, for investor relations, research management, and portfolio management; InvestorBridge, a fully customisable, web-based reporting portal; and Cogency for portfolio and partnership accounting, Backstop Solutions Group is one of the fastest growing software providers in the financial services industry.

*Cloud-based Technology Solutions*  
[backstopsolutions.com](http://backstopsolutions.com)



Established in 2016, **BYDEAU** is an online gift company set up by an American Creative Director in Hong Kong. The company opened a design studio in September, bringing customers fresh, in-season flower arrangements and gifts inspired with a modern flair.

BYDEAU's mission is to remove the stress, time and hassle associated with sending beautiful flowers and gifts. By creating a simple and delightful gift-giving experience through its mobile integrated online shop, BYDEAU makes sending a little something a big deal and fun again.

Its objective is to create the perfect gift-giving and receiving experience. In addition to selling

direct to consumers, BYDEAU supplies a growing number of B-to-B clients' such as financial offices, restaurants, spas and other businesses with weekly flower arrangements and corporate holiday gifts.

BYDEAU's headquarters is located in Hong Kong, which will play an important role in the company's development strategy and global expansion.

*e-commerce, Flower and Gifts*  
[bydeau.com](http://bydeau.com)



Incubated out of the Harvard University Venture Incubation Program in the United States, FeedMe Limited is an online platform for discovering unique dining experiences. Exclusive tasting menus are listed on the platform by approved restaurants, with the approval process supported by a proprietary technology engine that analyses online sentiment on restaurants in the city.

**FeedMe Guru** saw a huge opportunity presented by the Hong Kong market, a city which has both

the highest restaurant per capita, and decided to pilot the product here in October 2015. Partnerships have been forged with top F&B groups in the city, including the Jia Group, Drawing Room Concepts and Maximal Concepts. The FeedMe Guru user community now totals more than 40,000 in Hong Kong.

*Online Food-Tech Platform*  
[feedmeguru.com](http://feedmeguru.com)



**Harvest Mission Community Church (HMCC)** was first launched in 1996 in Ann Arbor, Michigan with a mission to transform lives and impact the world. HMCC's vision is to multiply churches in global cities to reach the next generation among the nations. HMCC of Hong Kong hopes to reach Asia and the surrounding countries through Hong Kong as it is strategically located as a gateway to the rest of Asia. They believe in the power of the Gospel to transform lives in this global city and to equip people to then transform the world.

HMCC is committed to opening its community to both locals and internationals by fostering a strong community and emphasis on discipleship. Members meet in various life stages in LIFE Groups and they are dedicated to investing in families, single adults, and students all over Hong Kong.

*Church*  
[hongkong.hmcc.net](http://hongkong.hmcc.net)

## 8 CLIENT PROFILES

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**iPharma Ltd** is a global pharmaceutical inhalation development contract research organisation. iPharma provides services including inhalation drug formulation, device selection, product development, as well as product testing and manufacturing. The company is founded by a team of world-renowned experts in inhalation product development who learned their skills by developing the newest, most advanced inhalation technologies and products for the United States and European regulatory bodies. Headquartered

in the Hong Kong Science Park R&D laboratory, the company also has a GLP (good laboratory practice) analytical test lab in California, USA.

*Pharmaceutical Contract Research Organisation*  
*[ipharmaalimited.com](http://ipharmaalimited.com)*



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