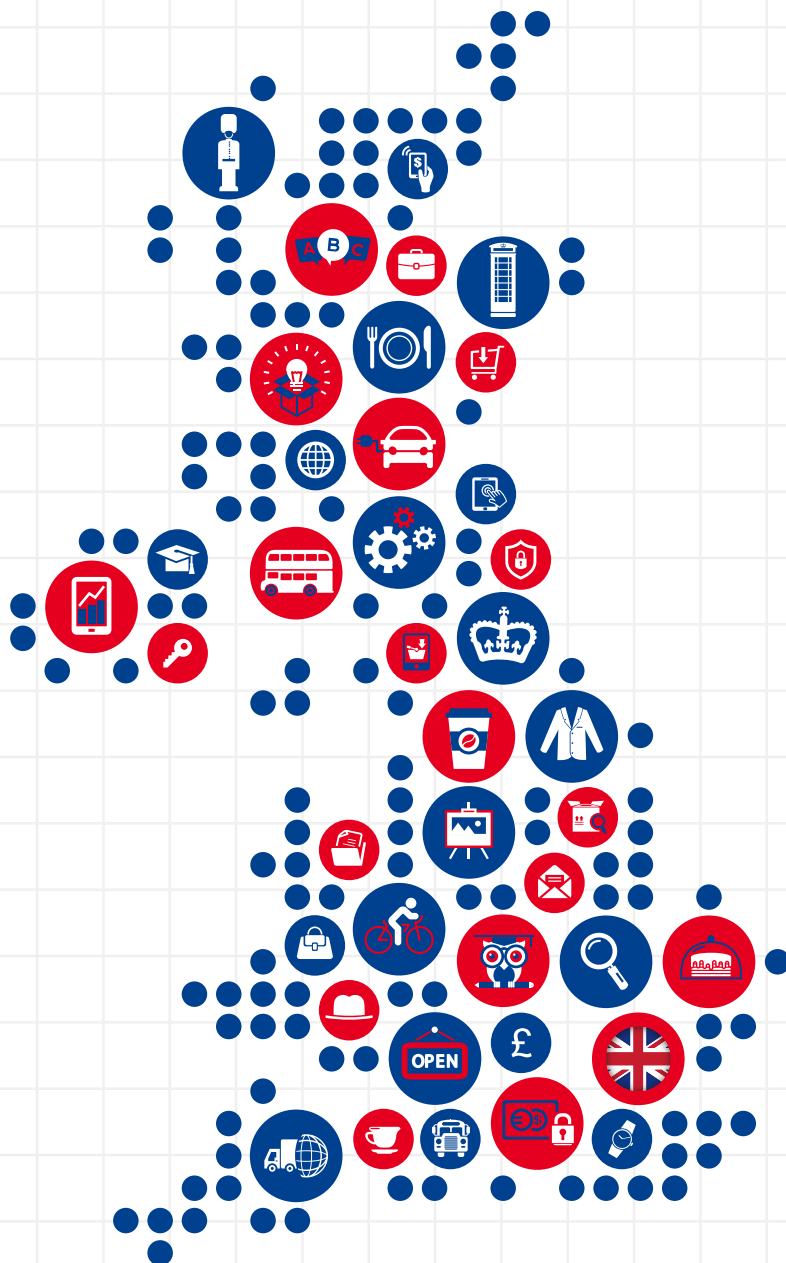


UK

Case Studies



InvestHK
The Government of the Hong Kong
Special Administrative Region



The British
Chamber of Commerce
in Hong Kong
香港英商會

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About InvestHK

Established in July 2000, Invest Hong Kong (InvestHK) is the Hong Kong Special Administrative Region (HKSAR) Government Department responsible for Foreign Direct Investment. Its mission is to confirm and strengthen Hong Kong as Asia's leading international business and financial centre by attracting economically and strategically important overseas, and Mainland companies to invest in Hong Kong.

InvestHK has industry specialists in Hong Kong's priority sectors: Business and Professional Services, Consumer Products, Creative Industries, Financial Services, Financial Technology, Information and Communications Technology, Innovation and Technology, Tourism and Hospitality, and Transport and Industrial plus an overseas network of staff and representatives based in 30 key business cities worldwide covering its target markets. The Department's staff based in Hong Kong and overseas work seamlessly to support the successful set up and expansion of clients' businesses in Hong Kong.

You can access InvestHK's free, customised and confidential services in any stages of your business:



About the British Chamber of Commerce in Hong Kong

The British Chamber is one of Hong Kong's largest international business organisations. Its 1,000+ membership comprises major multinational companies, as well as a substantial number of SMEs, and represents a broad spectrum of British, Hong Kong, international and Chinese companies. Collectively, it makes a significant contribution to the Hong Kong economy and to employment, and constitutes a representative cross-section of business opinion in the SAR.

The Chamber strives to be a dynamic and influential body representing and supporting the business interests and values of the Chamber's members, and creating business opportunity for them; and to enhance Hong Kong's standing and effectiveness as an international business centre.

Well-Connected Hong Kong Nurtures Growth of Small Architecture Company

“There are all the opportunities that you get just by being in Hong Kong. Everybody is willing to help you out. There is a lot of work here, you just need to go out and look for it.”

James Stewart, Partner
ALT-254



Architect Vincent McIlduff, from Ireland, and project manager James Stewart, from New Zealand, were both brought to Hong Kong by work, but it was through a triathlon event in Australia that they met. While training together, they started sharing stories about work and realised they had a common view: that oftentimes architecture projects involve too many consultants and contractors, making costs unnecessarily high and accountability difficult to track. They decided to combine their respective areas of expertise to form ALT-254 as a one-stop solution.

And their business kicked off in a somewhat unconventional fashion.

“We met our very first client at a bar. We told him what we were looking to do and exactly why we wanted to do it. He took a gamble on us, gave us a large budget to build a ski house in Japan, where we had never worked before. We

delivered the project on budget, on time and got a bit of press locally – that was a great starting point,” McIlduff recalled.

“I always say to people we couldn’t start this business anywhere else in the world. There are all the opportunities that you get just by being in Hong Kong. Everybody is willing to help you out. They might give you an opportunity on a house, an introduction or a business referral. There is a lot of work here; you just need to go out and look for it,” Stewart said. One of the specialisms of ALT-254 is designing and redesigning retail spaces, and it counts global fashion houses among its clients. It also has ongoing projects in Lombok, Indonesia and Niseko, Japan, building holiday homes for investors. Other markets in which ALT-254 has done projects include Shanghai and Beijing as well as Thailand, the Philippines, Vietnam, Australia, New Zealand and the UK.

McIlduff and Stewart are constantly looking to improve their company’s competitiveness, and one of the means is technology. Recently, they have developed an application that allows clients to modify the look and feel of their dream houses in a virtual reality environment.

“Last year, almost 60 percent of our designers’ time was spent rendering and drawing different options, and that’s something we are actively trying to reduce. Within one to two weeks, we can build this virtual reality model, and the client can go away on the weekend, choose all the materials and finishes, and give it back to us. We can cut a huge portion of our resources off a project and pass the savings on to the client,” Stewart said.

ALT-254 currently has a staff of 12, consisting of an even mix of locals and expatriates. The company’s headcount has been doubling every year since it was founded three years ago.

ALT-254

- Formed as a one-stop solution to architecture projects
- Has been doubling its headcount annually since it was founded three years ago
- Specialised in retail space design and residential projects

alt-254.com

Original date of publication: May 2017

British Council Opens its first International Pre-School in Hong Kong

“ There are a lot of qualified and experienced kindergarten teachers here, thanks to the rich talent pool in the city.”

Robert Ness, Director
Hong Kong British Council

The British Council opened in Hong Kong back in 1948 with an aim to strengthen cultural relations between Chinese and British people. Over the years, the Council has created strong connections between Hong Kong and the UK's cultural assets, including English, education, arts, and social entrepreneurship. To take one step further, the British Council is going to launch an International Pre-School starting in August 2016.

Built on a solid reputation in English teaching over the years, the British Council sees a steady increase in the number of young children attending their classes and the rising demand from parents, which led to their decision to set up a pre-school in Hong Kong. In 2016-17, the new Pre-School can cater eight classes, with an average of 20 students each, for children from two years eight months to six years old. According to Robert Ness, Director Hong Kong, the Pre-School will focus on creativity and aim to create an enjoyable learning environment for the children to prepare for their next stage. Adopting the UK-based International Primary Curriculum (IPC), classes will be taught in English and Cantonese with integrated Putonghua time. Students will be immersed into a truly bilingual and bicultural learning environment to develop their language ability naturally.

Teachers are required to possess either native level proficiencies in English, Cantonese or Putonghua. “We



have no issues in recruiting teachers for our pre-school. There are a lot of qualified and experienced kindergarten teachers here, thanks to the rich talent pool in the city. Our Head of Pre-School is a Hong Kong professional who has thorough experience in early years education,” Ness commented. Other than locals, Ness also welcomes teachers from overseas as diversity is one of the core values of the British Council and Hong Kong is an attractive place to live and work.

Having lived in Hong Kong for almost four years and first time in Asia, Ness enjoys the professionalism and the energy of this cosmopolitan city. He also finds it easy to communicate and travel around even though he regrets not having made enough progress in learning the local language.

British Council International Pre-School

- In 2016-17, the new Pre-School can cater eight classes for children from two years eight months to six years old

britishcouncil.hk/en/preschool



Riding to the East

“With the support from InvestHK, we are able to turn our ideas into reality. They guide us to where we should start with, who to connect and how to obtain working visas for our staff.”

Will Butler-Adams, CEO
Brompton Bicycles

Designed in 1975 by engineer Andrew Ritchie in his flat overlooking the Brompton Oratory in South Kensington, London, Brompton folding bike is one of the UK's largest bike manufacturers producing over 45,000 bikes per year.

In the early years, Brompton started their Asia's presence in Japan. The company encountered an increasing number of customers moving from the UK to Hong Kong who always went back to check where their Brompton bikes can be fixed in the city. To cater to this rising demand, a few years ago Brompton started partnering with a local bike shop to sell their bikes. Originally they expected to sell 15 to 20 bikes each year, but it turned out over 700 bikes were sold within two years. The company then partnered with more distributors because of the overwhelming response.

In order to maintain a consistent brand image and marketing strategies, Brompton decided to set up their own Hong Kong office in 2016.

According to Will Butler-Adams, CEO, setting up the business in Hong Kong is very straightforward. “We are familiar with the Hong Kong corporate law and accounting framework, this makes it easier to set up our office in Hong Kong than in the US.”

The local team is dedicated to support distributors in Mainland China, Japan, South Korea and Hong Kong. Thanks to the proximity to nearby cities, the Hong Kong team can attend publicity events in various locations across Asia.

“With the support from InvestHK, we were able to turn our ideas into reality. They guide us to where we should start with, who to connect and how to obtain working visas for our staff, just to name a few,” Butler-Adams recalled.

“The opening of our Hong Kong office allows us to provide better support and quality service to the Greater China market as we believe there is an enormous potential here,” Butler-Adam added. “We also want to provide better support to our distributors in terms of guidance on branding, delivery of services and enhancement of customer experience.”

Butler-Adams also sees that in Asia, Brompton bikes are generally treated as recreational products and customers usually ride the bikes during weekends with friends. To promote a healthy lifestyle, by becoming a member of the Brompton club, customers can gather with like-minded individuals and enjoy cycling trips together.

Brompton

- Designed in 1975 by engineer Andrew Ritchie, Brompton folding bike is one of the UK's largest bike manufacturers producing over 45,000 bikes per year
- The Hong Kong office was set up in 2016 dedicated to support distributors in Mainland China, Japan, South Korea and Hong Kong

brompton.com

Original date of publication: May 2017

Offshore Law Firm Opens Hong Kong Office to Expand Asia Footprint

“There is an amazing depth of talent in the legal and accountancy professions in Hong Kong. I find regulations here sensible and conducive to setting up a new business, and that has lowered the daily burden of managing an office.”

Michael Makridakis, Partner
Carey Olsen

An increasing number of Asian companies are using offshore structures to conduct global investment activities, prompting leading offshore law firm Carey Olsen to open offices in Singapore in 2015 and Hong Kong at the end of 2016.

Hong Kong managing partner of Carey Olsen, Michael Makridakis, said: “We have been doing a lot of work which originates from Singapore and Hong Kong in our other offices for years. The levels of work have reached a point where we found that to best service our clients, it would be wise to have a presence in these jurisdictions.”

He added that having offices in Asia also helps the firm win new clients based in the region.

Carey Olsen provides services from the key offshore financial centres of the British Virgin Islands (BVI), the Cayman Islands, Guernsey and Jersey, and it also has offices in Cape Town, London and Singapore. It offers a comprehensive range of services for transactional, dispute resolution and private client work, with over 200 lawyers and 380 staff across the globe.

As an offshore law firm, Carey Olsen does not compete with onshore legal professionals, but it does collaborate with them. Hong Kong’s well-developed accountancy sector is also helpful to the firm’s work.

“There is an amazing depth of talent in the legal and accountancy professions in Hong Kong, and they are the two professions with which I do my day-in and day-out business,” Makridakis said. “I find regulations here sensible and conducive to setting up a new business, and that has lowered the daily burden of managing an office.”

According to Makridakis, by late-2017, the Hong Kong office will be staffed with four senior lawyers practising

Cayman Islands and BVI laws, with a focus on insolvency and dispute resolution. But as an integrated partnership, Carey Olsen serves clients on an inter-office basis, and its lawyers based in other parts of the world can fly in to offer expertise in other areas such as capital markets, mergers and acquisitions, and investment funds.

“I also do a lot of travel to see clients, and I find Hong Kong a very convenient place for it. The airport is probably the best international airport that I have travelled through,” he said.

Previously based in the Cayman Islands, Makridakis relocated to Hong Kong last year with his family. He has found international schools in Hong Kong to be of high standards, with excellent sporting programmes to keep his three boys active.

He also enjoys Hong Kong’s entertainment options. “I do a lot of client entertaining, and it doesn’t matter whether it’s a Monday or Thursday, there’s always something going on to take clients to.”

Carey Olsen

- Practises the laws of the British Virgin Islands (BVI), the Cayman Islands, Guernsey and Jersey
- Offers services for transactional, dispute resolution and private client work
- Opened Hong Kong office in 2016 to serve Asia-based clients better

careyolsen.com



Global Content Leaders Woo Hong Kong

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

Hannah Saunders,
Managing Partner Hong Kong
Cedar

Cedar’s Hong Kong office was established in April 2015 after the content marketing agency won a competitive pitch to produce Cathy Pacific and Dragonair’s inflight print and digital content portfolio which includes the award-winning Discovery magazine. In addition, the team also delivers multichannel content for a diverse range of clients, from luxury to finance, retail to property.

According to James Mastin, Managing Partner Hong Kong, brand marketing has developed into a suite of marketing tools that embraces print, video, digital and social media as companies seek to hold conversations with customers where they are, and to develop sales and loyalty across multiple channels. “Cedar’s commitment to journalistic and editorial excellence combined with an award-winning creativity, strategic and insight-driven approach enable us to create customised magazines, websites, apps, videos and social media content for clients that are effective, innovative and inspiring,” he said.

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

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

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

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

Cedar

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

cedarcom.co.uk

Original date of publication: May 2016

Insulation Material Maker on Fast Track for Growth

“ Hong Kong’s location is perfect for logistics to Mainland China and the region; the duty-free import arrangements make the movement of goods simple and efficient, and the culture of professionalism makes doing business an easy and pleasurable experience.”

Gary Bowyer, Group General Manager
Croylek

Leading supplier of electrical, mechanical and thermal insulation materials and components from the UK, Croylek, set up its regional headquarters in Hong Kong in 2004 as many of its clients had factories in Shenzhen. The move also allowed them better access to the region’s emerging markets.

More than 10 years on, Croylek has been seeing its business in the region thriving.

“Hong Kong is the ideal place to do business in Southeast Asia. The location is perfect for logistics to Mainland China and the region; the duty-free import arrangements make the movement of goods simple and efficient, and the culture of professionalism makes doing business an easy and pleasurable experience,” Gary Bowyer, Group General Manager, said.

Hong Kong’s law and working practices, he added, are in line with those in the UK, and the city is also supported by a highly skilled and educated workforce.

The company offers a broad range of products for various industries, such as electrical sleeveings, tapes, films, cables and laminates as well as machined parts and bespoke components.

Bowyer pointed to medical equipment as having been one of the strongest growth sectors for more than a decade, and he predicted it would pick up further with increasing investment in local infrastructure, hospitals and advancement of medical research in Mainland China. And other opportunities abound.

“In the UK, one of our most important markets is rail and mass transportation. With the high-speed railway networks across Mainland China and the development of the Trans-Asian Railway under way, we see a great opportunity for future growth,” Bowyer said.

“We recently moved into new, larger premises in the Kwun Tong and we foresee that this space will accommodate our growth for the next three to five years. We are recruiting more staff to support that growth by the end of this year. Our company is casting a vote of confidence,” he added.

“Our Hong Kong operation is currently contributing about 25 percent of our global turnover, and we see this continuing to increase over the next three years and beyond.”

InvestHK has been working closely with Croylek since the early days of the company’s decision to set up an office in Hong Kong.

“InvestHK introduced us to local landlords, accountants and legal representatives, referred us to recruitment agencies and offered advice and opinion on a wide range of topics and queries that gave us the confidence to set up our business with minimum difficulty,” Bowyer added.

“We are quite sure that our experience would have been far different without the support and guidance offered by InvestHK.”

Original date of publication: May 2017



Croylek
LIMITED

Croylek

- Leading supplier of electrical, mechanical and thermal insulation materials and components
- Set up its regional hub in Hong Kong in 2004
- Recently moved into new, larger premises in Kwun Tong to accommodate further growth

croylek.com



FITCH

Global Brand and Design Company Seeks Growth in Asia through Hong Kong

“ Hong Kong is a very dynamic place - people are always looking forward and moving forward. It is an open market, and that makes work fun, as well as good for business.”

Jonathan Cummings, Chairman, Hong Kong and Group Business Director, South East & North East Asia
FITCH

At the end of 2016, retail and brand consultancy FITCH, part of British multinational advertising and public relations company WPP, acquired a majority stake in StartJG in Hong Kong, formerly part of the Start Group. After rebranding, the Hong Kong operation became one of the 16 studios in the FITCH network and the biggest in Asia.

Jonathan Cummings, who opened StartJG in Hong Kong in 2009 and built it up into a successful company awarded by Marketing magazine as Brand Consultancy of the Year in 2014, is now Chairman, Hong Kong and Group Business Director South East & North East Asia of FITCH. He said: “Our studio has brought to FITCH greater presence in Greater China and the knowledge to help the firm to grow in Mainland China. The second thing is our specialism in digital. We are not just adding another office but a genuinely expanded capability to the FITCH network, regionally and globally.”

FITCH has six other studios in Asia, in Singapore, Beijing, Shanghai, Delhi, Mumbai and Dubai. The Hong Kong office, which has a 48-strong staff, will be central to the expansion of FITCH in Asia.

“We want to at least double the size of the business within the next four years. My goal is to build on the success we have had so far, and continue using Hong Kong as the platform for further growth.”

He commented that the city is increasingly embracing innovation, which makes for a favourable environment for a business like FITCH to grow.

“Hong Kong is a very dynamic place - people are always looking forward and moving forward. There is an ever-growing and thriving startup community, and big organisations are building innovative labs and starting to inject the culture of innovation into their organisations. That is brilliant and gives us access to a lot of partners and collaborators.”

And he sees a lot of opportunities ahead as the retail sector is becoming competitive. “Brands are seeing the need to invest in differentiating themselves, to refine their proposition and their retail experience, and to really make themselves stand out. That’s where we come in,” he said.

InvestHK has a long working relationship with Cummings, and it was also present at the launch event of FITCH in Hong Kong.

“To have that support from the government made the team feel very valued and very special, and it showed our clients that they were working with a business valued by the government. That’s really important for a small business like ours,” he said.

“The best thing about working in Hong Kong is accessibility to people, whether it’s potential clients, partners or collaborators. It is an open market, and that makes work fun, as well as good for business,” he said.

FITCH

- One of the 16 studios in the global network of FITCH and the largest in Asia
- Leading the growth of FITCH in Greater China and the rest of Asia
- Plans to double the size of its business within the next four years

fitch.com/studios/hong-kong

Original date of publication: April 2017

Watch this Payment Space

“ The ecosystem is quickly evolving. In the FinTech space there’s so much optimism about Hong Kong as a city.”

Gareth Parrington,
Commercial Partnerships Director – Asia
Fraedom



Fraedom is a company with roots in New Zealand, where it began life as myPCard.com, a technology startup incubated within Deloitte. Today, it is a wholly owned company of Hogg Robinson Group providing web-based payment and expense management technology that is used by more than 155,000 organisations in 178 countries. Its goal is to offer frictionless B2B payment solutions through a single user interface scalable to suit companies of different sizes.

Through Hogg Robinson Group’s presence in Hong Kong, Fraedom is using the city as its gateway to Asia. “For us, setting up in Hong Kong is a very strategic move,” Gareth Parrington, Commercial Partnerships Director – Asia, explained.

“There is a huge opportunity in Mainland China, and Hong Kong is a launch pad for us to grow our operation into China. Seventy of the 100 biggest banks in the world have a presence in Hong Kong, putting an office here allows us to open up dialogues with those organisations with whom we want to partner.”

He also pointed to FinTech events such as Finnovasia as instrumental in making Hong Kong a hub for companies like Fraedom.

“The ecosystem is quickly evolving. In the FinTech space there’s so much optimism about Hong Kong as a city. The way in which Hong Kong is trying to position itself and the work that’s being done are all being seen in very positive light,” he said.

Parrington furthered that APAC is on its way to become the world’s largest market for the payment industry. He cited a 2014 Nielsen report that showed the region

recording US\$9 trillion of spend across different types of cards. “If we look forward eight years from now, that is forecast to be US\$27 trillion; that’s a phenomenal amount of growth for our industry,” he said.

Fraedom’s solutions are distributed through two main ways; either direct to client or through banking partners. While the company has established networks in the UK, Australia, New Zealand and North America, Asia is very much an uncharted territory and hence presents huge potential.

The primary markets in Asia the company is assessing at this point are Hong Kong, Mainland China and India, but Southeast Asian countries such as Singapore, Indonesia and the Philippines are also on its radar.

Parrington said that Fraedom will soon be looking to recruit more staff not only on the technical front but also in areas such as client and strategic relationship management. The company now employs over 500 people globally. “We have big plans for our presence in Asia over the next 12 months,” Parrington said.

Fraedom

- Began life in New Zealand as technology startup myPCard.com incubated within Deloitte
- Provides web-based payment and expense management solutions to more than 155,000 organisations in 178 countries

fraedom.com

Instore Music Leader Turns Up the Volume in Asia through Hong Kong

“Hong Kong is one of the most business-friendly cities in the world. It has become even easier to do business here for creative industries, with co-working spaces in creative hubs becoming more prevalent.”

Paul Wong, Regional Consultant
Imagesound

You may or may not be conscious of it, but many stores, especially those by brands with international presence, have their own unique background music with consistent and organised music playlists that seek to create a sense of place and to suit the time of the day or day of week. And what you hear may have been curated by UK company Imagesound Group.

“It’s especially useful for brands which have stores across the world, where you are dealing with hundreds and even thousands of locations,” Paul Wong, Regional Consultant APAC, said. “Even for instances like Chinese New Year or Christmas, once you have decided on the direction we can push the seasonal music into the stores overnight.”

The company counts global brands among its clients and has served locations in Asia for years, but until recently, it was only represented in the region by individual consultants. In 2015, it opened a regional headquarters in Hong Kong, in addition to one in Los Angeles serving the US market.

“Hong Kong is geographically and culturally diverse, a



location where you can find K-pop fans, J-pop fans or Mando-pop fans. We want to have more localisation across Asia and Hong Kong is a great place for doing that,” he said.

“Hong Kong is one of the most business-friendly cities in the world. It has become even easier to do business here for creative industries, with co-working spaces in creative hubs becoming more prevalent. Any good business requires talent, of which Hong Kong has a diverse pool.”

Founded in 1998, Imagesound has built up a clientele consisting of many international hotel groups and retail chains, in addition to food and beverage outlets and gyms. It services more than 30,000 locations in 142 countries.

The success of the company is firmly hinged on technology. Through a small black box, a store’s speaker system can be linked via the Internet to the company’s music bank of tracks across every possible genre. Gone are the days when updating the playlist required sending hundreds or even thousands of CDs to locations around the world.

“Customers and guests today are becoming hyper-aware of the places they eat, shop and stay—so music and the curation behind it, are even more important for brands looking to form stronger bonds with their customers, and to develop a strong in-venue point of view. We have a proprietary app for Android, iOS or PC, and once you have the downloaded the app we push the brands’ unique music profile to it. Staff can also engage with the list and see what is being played,” he said.

Location-by-location customisation is also possible. A playlist may have 70 percent of a brand’s unique “core sound” and 30 percent of music catering to customers of a specific market.

Imagesound hires more than 100 people globally and it plans to eventually do the same with the Hong Kong office as it develops into a fully-fledged regional hub.

Imagesound

- Founded in 1998 in the UK, with its regional headquarters set up in Hong Kong in 2015
- Connects some 30,000+ locations in 142 countries to a music bank of hundreds of thousands of songs from every genre imaginable.
- Plans to develop a fully-fledged regional hub in Hong Kong to serve Asian markets

imagesound.com

Original date of publication: May 2017

Jamie Oliver Comes to Hong Kong

“ Hong Kong is a very open market and the people have an open mindset. They are willing to work with you and welcome new startups.”

William Lyon, Chief Executive
Jamie's Italian (Hong Kong and China)

Big Cat Group is the startup that acquired the rights to Jamie's Italian for Hong Kong and Mainland China. Its chairman is Lord Mervyn Davies, the former chairman and CEO of Standard Chartered Bank. It took the company a year to prepare for the opening of Jamie's Italian Hong Kong in July 2014. After six months of operation, the restaurant is attracting between 24,000 to 28,000 guests per month, and is planning to open more branches soon.

“When we first started, we spent a huge amount of focus on our recruitment and the training of our staff. InvestHK was responsible for a number of the chefs that we have in our restaurant today. It introduced us to Winnie Ngan, Academic Director of the Vocational Training Council (VTC) Hotel, Service and Tourism Studies Discipline, and from there we went on to meet with a number of different students, give talks about Jamie's Italian and Jamie Oliver, and offer people a career path. The recruits we have are really good staff and we are very happy with them,” William Lyon, Chief Executive, Jamie's Italian (Hong Kong and China), said.

Located on Tang Lung Street, in the midst of the hustle and bustle of the Causeway Bay shopping and dining district, the 12,100-square foot high-ceiling restaurant offers a relaxed atmosphere and warm neighbourhood feel. It has an open-kitchen design with a fresh pasta making corner and an open antipasti bar positioned around the 200 seat restaurant, so that every customer can enjoy the theatre of the kitchen wherever they sit. Pasta is freshly made every day with free range organic eggs and top-grade 00 Italian flour. Juices are freshly squeezed and served to children alongside the kid's menu.

“It is Jamie Oliver's ambition to open Italian restaurants where families can enjoy quality and socially-responsible food at a good price. The Italian



cuisine is simple and accessible, and that is reflected in the restaurant. Jamie's Italian is a casual, walk-in, neighbourhood restaurant. It is not about fine dining. We have a celebrity chef without celebrity prices,” Lyon said.

The British TV chef designs all the menus, recipes, and makes final decisions on decoration and artwork. He requires all staff to have a good understanding of the food ingredients, food ethos and values. Through his food and cooking, he wants to educate young people about good food and empower people, especially children and the less well-off to eat healthily. His kid's menu is another focus of the restaurant. There are daily specials and seasonal menus as well as an a-la-carte menu.

Staff training is another crucial area. “We spent a whole month training our staff to make sure they try all the food, understand the heritage of the ingredients and the culture of Jamie Oliver and Jamie's Italian,” Lyon said.

“Hong Kong is a very open market and the people have an open mindset. They are willing to work with you and welcome new startups. The small size of Hong Kong also makes networking very easy,” he enthused. He believes there are many similarities between home-style Italian food and Chinese food, which will make Jamie's Italian a successful brand for Chinese customers.

Jamie's Italian

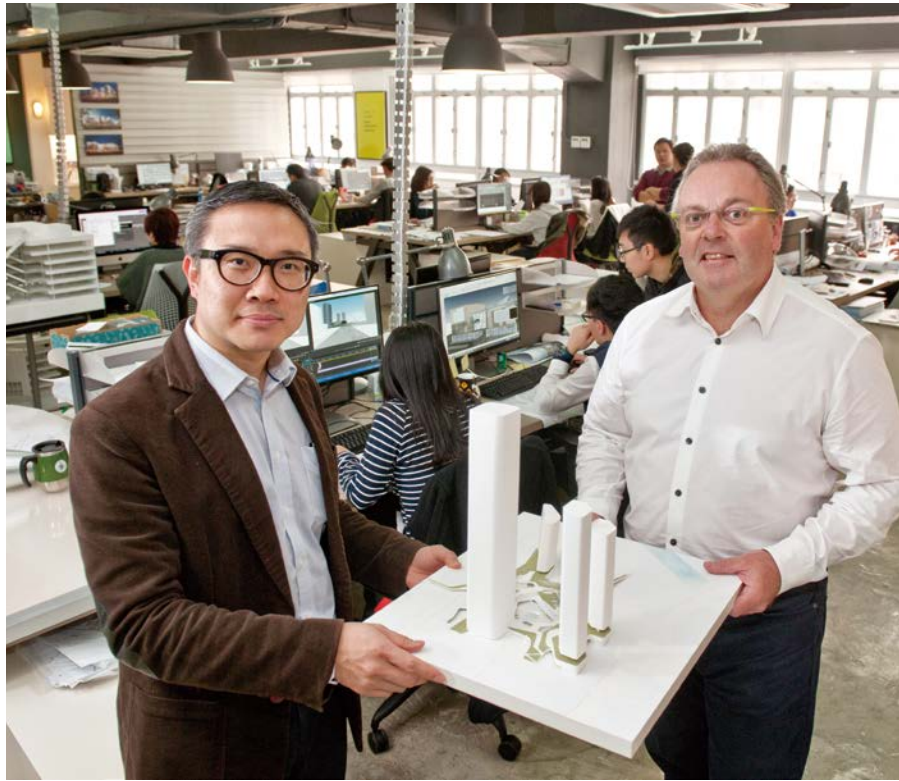
- The first Jamie's Italian opened in Oxford, UK in 2008
- It was the brainchild of Jamie Oliver and his Italian mentor, Gennaro Contaldo
- The chain has around 50 establishments worldwide

jamiesitalian.hk

Leading the Architectural Journey

“ Hong Kong is a liveable city and very accommodating to both new and established businesses.”

Simon Blore, Director
Lead Architecture



Hong Kong was a natural choice for Lead Architecture (Lead), according to its director Simon Blore. “There is a deep employment pool here for the type of design work that we undertake, and combined with the very supportive business environment, low and simple tax regime, air connections around the region and proximity to our key market Mainland China, these are all compelling reasons for us to be here,” he said.

“With the Guangzhou-Shenzhen-Hong Kong Express Rail Link and Hong Kong-Zhuhai-Macau bridge being completed in the near term, we see the strategic importance of Hong Kong continuing to grow,” Blore added.

Coming from a diverse range of cultures and nationalities, Lead’s team in Hong Kong offers full services, which include masterplanning, architecture, interiors, graphics, product design, signage and branding. The team has grown from three to 60 in less than a year, and has a further 10 to 15 employees in the pipeline to help cover a series of recent major project wins.

“In the early months, our staff compliment was primarily focused on the early stages of design, but we

already have projects in technical/working drawings stage as they move towards construction onsite. So we need to continue to expand and recruit architects and designers with technical expertise,” Blore explained.

Lead’s key projects include designing the retail zones of a transport hub in north Malaysia, a major new retail destination in Shanghai, a huge department store in Taipei and another in Harbin, and two 200-metre towers allied to two retail destinations in Mainland China.

Lead’s immediate expansion is focused on southeast Asia, and it has set up a presence in both Singapore and Malaysia to cover these key markets. In time Lead is planning to set up a representative office in Mainland China, and further afield, will be establishing in Europe, probably the UK, towards the end of 2015 or early 2016 as the market strengthens there. In this regard, Blore sees the strong connections between Hong Kong and the UK as very helpful in assisting Lead in establishing a UK design studio.

Blore and Lead’s other seven founders have lived in Hong Kong for a long time. “The phrase ‘open for business’ is often used, but it fits very well what Hong Kong has to offer. It is a liveable city and very accommodating to both new and established businesses. Setting up Lead in March 2014 took us only two weeks, and then we were off and running. The reporting and tax rules are uncomplicated and undemanding, so for business ‘newbies’ like us we can maximise our time growing our company rather than being tied up in bureaucracy and filing procedures,” Blore concluded.

Lead Architecture

- Established in March 2014
- Studios in Hong Kong, Singapore and Malaysia

www.leadarchitecture.com

Original date of publication: May 2015

Primed To Become a FinTech Hub

“The ecosystem here has already got a lot of major players, a pro-entrepreneur environment with a focus on collaboration, access to incubators and accelerators, and a transparent regulatory environment – all these advantages put Hong Kong at the forefront of the FinTech business.”

Vikash Thanki, Head of Hong Kong Operations
LMAX Hong Kong

LMAX Hong Kong is a Securities Futures Commission (SFC) -regulated broker for foreign exchange (FX) and a part of LMAX Ltd. It offers professional investors the ability to trade on firm limit-order liquidity. Clients benefit from a level playing field regardless of status, size or activity levels – and with complete pre- and post-trade transparency, no “last look” rejections and exchange -quality execution.

Vikash Thanki, Head of Hong Kong Operations for LMAX HK, calls Hong Kong the obvious choice for the firm's head office in Asia.

“The city is one of the largest global financial centres,” he said. “The World Bank has recently rated Hong Kong the third easiest place to do business out of 189 economies. It has a long-standing tradition as a financial centre, to go with a transparent regulatory framework and easy access to our client base in the Asia Pacific region. The company is fully staffed with nine team members covering client services, information security, market and technical operations, sales and compliance. Most of them are local recruits, thanks to Hong Kong's deep pool of financial talent.”

“The startup environment here is very good,” Thanki said. “There are plenty of highly educated individuals who are not just focused on major banks or corporates, but ready to look for new challenges within disruptive business models like LMAX Exchange, and to become part of these companies' success stories. We must continue to encourage these individuals and support their development to enhance innovation in the industry.”



“The FinTech ecosystem here has already got a lot of major players, a pro-entrepreneur environment with a focus on collaboration, access to incubators and accelerators, and a transparent regulatory environment – all these advantages put Hong Kong at the forefront as an Asia-Pacific hub for FinTech,” he said.

Hong Kong also benefits from its symbiotic relationship with Mainland China. “The Hong Kong Shanghai Connect, and the Hong Kong Shenzhen Connect are all steps toward opening up the Mainland market and internationalisation of the RMB. As the market becomes more open, we are positioned to start attracting business from the region,” he added.

Thanki has been in Hong Kong for only eight months and finds the city fantastic. He said he had expected a culture shock but was pleasantly surprised at how easy it's been to integrate into society. He's also developed a new-found love for hiking and fitness. “People are friendly,” he said. “They are busy but still have time for genuine conversation. Hong Kong is not just a great place for business, but for a social life as well.”

Thanki appreciates the help from InvestHK in helping LMAX Hong Kong establish its presence here. “The networking opportunities, and the doors being opened, are a massive assistance for us,” he enthused.

LMAX Hong Kong

- Incorporated in Hong Kong in 2014 and licensed by SFC in 2015
- A SFC-licensed broker for foreign exchange

hk.lmax.com

A Work of Art

“Hong Kong gives you that opportunity to be ambitious and grow your business from here.”

Jonathan Macey, Chairman & Founder
Macey and Sons



Specialised in private sales, Macey and Sons set up their headquarters in Hong Kong five years ago. Jonathan Macey, Founder and Chairman, was attracted by the vibe and energy of the city in the first place and people here are very hard working. Doing business is easy with a sophisticated logistics industry and a low tax regime.

Macey and Sons has been proactive in acquiring artworks directly from both emerging and mid-career artists. They opened their first art gallery in Wanchai to service their clients in the primary and secondary art market. They moved to Central three years ago and by the end of 2016, they opened a second gallery - Lot88, an art gallery and event space that spans 2,500 sq. feet. Not only is the gallery filled with extraordinary artworks, it is also an event space that can hold different kinds of art and social events, such as art seminars, wine tasting and dinners etc. In addition, there is a private kitchen equipped in the space and guests can hire the space with private chef and butler provided. Macey explained that his goal is not just setting up a bigger art gallery but to build an art community with like-minded people.

Macey and Sons

- Macey and Sons established their headquarters in Hong Kong offering art advisory, private sales and valuations.
- Recent expansion to occupy three floors of space which include an art gallery and event space, an auction floor, and office space

maceysandsons.com

According to Macey, Hong Kong has become an art hub with 42 auction houses and 94 galleries. “Hong Kong government has been promoting the art scene for Hong Kong and the city has been gearing itself right. There are more and more people getting involved in this industry. I believe in the next 5 to 10 years, the city could be the number one art hub in the world that takes over London, New York and Paris.”

At the moment, over 90 percent of their customers are locals aged around 25 to 40 as compared to five years ago, where majority of the customers were expatriates in their 50's. This young clientele is interested in traditional painting, water colour and fine Chinese painting. Macey is pleased to see this shift in demography as this is where the future of the art market lies. “They will pass on their knowledge to their children and the children of their children,” he enthused. To cater for this changing market, Macey and Sons has hired more staff to manage the private sales and art gallery business. 70 percent of the team is local while Macey himself focuses on auctions and valuations.

InvestHK has been providing market information to Macey and Sons and invited their representatives to networking events so they can expand their circle of network.

Macey has just confirmed to rent another floor in the same building as an auction floor, taking up altogether three floors. “Hong Kong gives you that opportunity to be ambitious and grow your business from here,” he concluded.

Original date of publication: May 2017

Music to Hong Kong's ears

“ There is a real can-do attitude in Hong Kong; people support you, it's really positive.”

Mike Hill, CEO
Magnetic Asia



Mike Hill, CEO, explained that being from the UK where music festivals are an important part of cultural development, he and his business partner felt Clockenflap “was something Hong Kong needed, and wanted.”

And they were right. What started out as a side project grew from a modest one-day gathering of 1,500 local music lovers in 2008 to a three-day extravaganza attracting some 60,000 local and overseas visitors last year. Top-class performers who have shared the stage of Clockenflap with local talent over the years include New Order, The Libertines, Primal Scream, Chic featuring Nile Rodgers, Franz Ferdinand and De La Soul.

With the success of Clockenflap came other opportunities. Faced with the challenge of ticketing, Hill made use of his expertise as the owner of a technology company to create Ticketflap, which has become one of the top four ticketing businesses in Hong Kong. While searching for help in digital marketing, Magnetic Asia struggled to identify an agency with the know-how and insights to properly evaluate the effectiveness of its online activity through data analysis, so it created one.

With an integrated range of capabilities, not only has the company been able to sell out 95 percent of the events it organises and promotes, it is also offering its service to other event managers.

Despite the diversification of Magnetic Asia as a business, music remains close to its heart. It has created more events for different audiences, including Neon Lights, a spinoff of Clockenflap in Singapore that is in its second year. Then there is YourMum, a live show series that brings the finest talent on a regular basis to

Hong Kong, and matches them with suitable venues and top-grade production support throughout. Morrissey is one of the most notable names featured in 2016. Scheduled for an April 2017 debut in Hong Kong is Sónar, the legendary electronic music and arts festival hailing from Barcelona. Since its creation in 1994, Sónar has established itself at the cutting edge of the electronic music landscape, and is widely considered the world's most respected event of its kind.

The company usually maintains a staff of 25 to 30, but at peak times, the number can grow to 60. Employees range from marketers and event producers to digital professionals and software engineers.

Having lived in Hong Kong for 17 years, Hill cited the opportunities the city presents as the reason he has decided to stay. “There is a real can-do attitude in Hong Kong; people support you, it's really positive. There is a great network of people and friends, and amazing quality of life.”

Magnetic Asia

- Founded on the success of Clockenflap music festival, whose audience grew from 1,500 in 2008 to some 60,000 over three days last year
- Business has expanded to encompass event management, ticketing and digital marketing

magneticasia.com

Bridging Cultures through Design

“ You don’t meet people here who are not doing anything. You come here to think, meet people, process facts, and cross-pollinate what you are doing with other people’s ideas.”

Michael Young, Director
Michael Young Ltd.

When Michael Young came to Hong Kong to set up a studio in 2006, he was already an established designer in the UK and Iceland, with 14 years of experience under his belt. But he wanted to expand internationally, and he needed a base where business decisions were made.

“I think per square foot, you have more entrepreneurs here than anywhere else in the world,” he said. “You don’t meet people here who are not doing anything. You come here to think, meet people, process facts, and cross-pollinate what you are doing with other people’s ideas.”

The decision has paid off. The studio that employs a staff of seven is now taking care of projects worth millions of dollars each.

“This year is probably the most important year for us, because we are starting to get a lot of respect from very

large Asian companies. We are competing against some of the biggest industrial design firms in the world,” Young said. “We have been working locally for 10 years. A lot of the Asian clients trust that we know what we are talking about when it comes to working in this Euro-Asian environment.”

Riding on the experience gained in Hong Kong, Young also leveraged the know-how of manufacturing facilities around the Pearl River Delta. “It’s like a new craft centre. We have all these beautiful factories highly developed at skilled labour. And I don’t called it labour, I call it craftsmanship,” he said.

Michael Young Studio does not only design products for clients. One of its latest projects involves a line of furniture it produces for a Mainland Chinese company, and in addition to the actual pieces, the studio designs everything from the brand’s logo and marketing graphics, to displays at trade shows around the world, and branded stores in Paris and around China.

Young points out that for Asian brands to succeed, they need to be able to speak to the local market as well as a global audience, and that is what his studio aims to help his clients do.

“The American market is massive, the European market is massive and the Chinese market is massive. We are trying to design something that can service all these areas, design that has got its DNA in China but is appreciated globally.”

To support the expansion in China, Young is setting up an office in Shunde with five staff sought from a local design school, although the Hong Kong studio remains the “cornerstone” of his business. The new office will also be joining a studio in Paris and a showroom in Brussels.

Original date of publication: October 2016



Michael Young

- Set up a studio in Hong Kong in 2006
- Expanded to Mainland China with an office in Shunde

www.michael-young.com



Urban Transformers

“Culturally, Hong Kong is a wonderfully collaborative and productive city as a platform for Asia and beyond.”

**Mark Blackwell,
Partner and Chartered Landscape Architect
Morphis**

Morphis is a UK landscape-architectural startup founded by Mark Blackwell and John Montgomery in August 2014. Morphis's approach celebrates context, experience and memory. Emphasising the connections between people and nature, Morphis has a three-prong design ethos: responsibility for people's health and wellbeing, connection with nature, and creating experiences that enhance people's enjoyment of public space as part of the sustainable cities movement.

Morphis recently won the international design competition for Kai Tak City public realm. “The ‘Living Roots’ design concept is Banyan-tree inspired, symbolic of the urban jungle growing coherently in time and space,” Mark Blackwell, Partner and Chartered Landscape Architect, Morphis, said. “What Hong Kong people are missing are opportunities to connect with the natural environment, stimulate their senses, and to bring family and friends together to celebrate the unique sub-tropical environment in Hong Kong.”

After quitting their corporate careers in early 2014, Blackwell and Montgomery set up Morphis to focus on their passion for landscape architecture and design. “Culturally, Hong Kong is a wonderfully collaborative and productive city as a platform for Asia and beyond,” Blackwell said. He sees continued sustainable growth across Asia, and with Hong Kong's pro-business environment, ease of setting up a studio, and the opportunities to connect with other clients and professionals, makes it easy for Morphis to operate a global business from here.

Morphis is passionate about the evolution of cities and communities, including nurturing and inspiring local talent. Morphis has been supporting the Hong Kong Design Institute to develop a degree course on landscape architecture that is accredited by Birmingham City University (UK). Morphis has employed student interns to work at its office in Central. Blackwell also lectures at the University of Hong Kong's Division of Landscape Architecture, encouraging students' aspirations for a career in this exciting design field.

Montgomery met InvestHK's Creative Industries team at a Royal Institute of British Architects (RIBA) event earlier this year. Morphis appreciated the practical information, publicity and networking support provided by InvestHK.

Morphis

- Established in August 2014
- Founded by landscape architects Mark Blackwell and John Montgomery

morphisdesign.com

Deep Talent Pool is Key

“ A deep talent pool is the real strength of the city.”

**Paul Christopher, Managing Partner, Hong Kong
Mourant Ozannes**

Prior to establishing its presence in Hong Kong in 2012, Mourant Ozannes had been advising on the laws of the British Virgin Islands (BVI), the Cayman Islands, Guernsey and Jersey from its offices in each of these jurisdictions as well as London.

The firm started with a solid team of seven, each bringing with them a wealth of knowledge and experience in their respective fields. Mourant Ozannes provides advice on matters spanning corporate, finance, private equity, funds and litigation and insolvency matters to financial institutions, global corporates, investment managers and sovereign wealth funds with a private equity bias. It also boasts a fully integrated corporate services arm which provides a seamless management and administration service to holding and investment companies, and partnerships.

“When we first started in Hong Kong, we believed that there was a deep talent pool here, which is the real

strength of the city. This has certainly proven to be the case and we have been recruiting talent with exceptional backgrounds and experience,” Paul Christopher, Managing Partner, Hong Kong said. “Without any doubt, Hong Kong was the right place for us to establish our office in Asia.”

After almost five years, Mourant Ozannes now has 31 staff in its Hong Kong office and is further expanding. Its team of lawyers is a mix of talent from Hong Kong, Mainland China, the UK and Australia complemented by strong teams who are responsible for business development and corporate services. With the expansion, the firm also established new teams handling litigation, insolvency and restructuring with lawyers who are experienced in the courts of the BVI and Cayman Islands.

Paul attributed their rapid growth in Hong Kong to a very clear strategy since the beginning. By deploying this strategy to business development and recruitment, they have now built a great team. “Hong Kong is the key part of our business in Asia and this is where the growth in business is generated. We are committed to Hong Kong and feel confident in the existing approach with our strong foundation in the city. We feel it is a privilege to be here.”

The Hong Kong office provides legal services to businesses across Asia, including China, Japan, Taiwan and Southeast Asia. “Hong Kong enjoys a geographic advantage of being an easy place to travel to and from those jurisdictions and an efficient airport is a real plus,” Paul added.

Paul moved to Hong Kong in August 2011 with his family and has found the city’s people to be very straightforward and receptive to what the firm is trying to do. He has also found them to be open-minded, energetic and easy to work with.

Original date of publication: December 2016



MOURANT OZANNES

Mourant Ozannes

- A leading offshore law firm advising on the laws of British Virgin Island (BVI), the Cayman Islands, Guernsey and Jersey
- Established its Asia office in Hong Kong in 2012; staff size grew from 7 to 31

www.mourantozannes.com

Get Smart with Your Clothes

“Hong Kong is a very connected city and it’s very easy to meet people. You can always find someone who can help you, or who can make that introduction.”

Barbara Yu, CEO and Founder
PAKT



Today’s urbanites rely on their smartphones or tablets to manage their lives, and startup company PAKT offers to literally help them manage their wardrobe through a digital solution.

“In crowded urban centres with high humidity and temperatures, clothing care and storage is something that can be outsourced,” Barbara Yu, CEO and Founder, said. As a former investment banker and headhunter who relocated to Hong Kong from London in 2010, Barbara quickly realised the business opportunity here.

PAKT stores clothing items for customers in an environment with round-the-clock climate control at a per-item fee. Its photo inventory allows users’ easy access to their clothes, shoes and handbags and with a tap of the finger, they can get everything collected or delivered on demand. Add-on services include garment care and restoration.

Since opening in 2015, the company has steadily built up a clientele and recently acquired additional warehouse space, storing nearly 3,000 clothing items for customers. Other than local residents who need to free up space at home, PAKT is also serving business travellers to Hong Kong, especially those who stay here for several weeks at a time.

“One of our clients stays at a serviced apartment every time she visits the city, and we will deliver 20 to 30 items to her. Then she might add a few and take away a few, adjusting her stored wardrobe with us based on the season,” Yu explained.

To appeal to a larger audience, the company has recently introduced PAKT LITE, a starter option for storing clothing items in a sealed bag at a fixed monthly fee.

Yu said that, as a small startup with limited advertising and marketing budget, PAKT has to expand through working with strategic partners. Hong Kong offers many opportunities to meet them.

“Hong Kong is a very connected city and it’s easy to meet people. You can always find someone who is willing to help, or who can make that introduction. You get a meeting within one or two weeks after contacting someone. In most other big cities you might have to wait at least two months,” she said.

Her company is collaborating with a high-end valet service in the city, as well as another storage specialist in Tokyo. She is also eyeing the Mainland market, where there is demand for high fashion but a lack of garment care specialists.

Other potential partners, she added, could range from residential developers and serviced apartment operators to businesses in the fashion industry.

Having a passion for fashion means you care about your clothes and their impact to the environment, by striving to recycle and repurpose unwanted items and giving them a second chance. PAKT has recently launched The PAKT Showroom, a pop up sale that allows customers to sell their preloved clothing, with an option to donate proceeds to charity.

PAKT started with a staff of three but the team has since expanded to 10, with some of them having started as interns. Yu found it easy to recruit staff in Hong Kong.

“Young people in Hong Kong are not only well educated and hardworking but also open to new ideas and learning to think outside the box,” she said.

PAKT

- Offers to store clothing items in a climate-control environment and manage them through a digital solution
- In partnership with a high-end valet service in Hong Kong and another storage specialist in Tokyo

pakt.hk

UK Education Group Picks Hong Kong for Global Office

“Hong Kong locates us at the epicenter of educational opportunities and future school growth.”

Peter Dunne, Managing Director
Partnership Education Global China Ltd



Asian School Partners (ASP) is one of the world's largest consortia developing new school projects, introducing high-quality UK education to the world while meeting social changes. In the last decade, ASP members have supported the global opening of more than 600 schools under the leadership of Partnership Education Greater China Ltd. Major innovative projects have included university technical colleges: Formula 1 at Silverstone, Cambridge University Bio-technology and Medical Health, and the University of Birmingham Specialist Teaching School.

Partnership Education Global China Ltd was set up in Hong Kong in 2014 by its parent company, PTS. It provides consulting services for its investors and local partners to develop and open schools in Mainland China and Hong Kong. The office is located in the Wing On Centre, Central, Hong Kong, with a seasoned local team working closely with colleagues in the London, Dubai, Singapore and Mainland China offices.

“Mainland China is recognised as the fastest-growing region in the independent school sector. Hong Kong locates us at the epicentre of educational opportunities and future school growth,” Peter Dunne, Managing

Director, Partnership Education Global China Ltd, said.

“Hong Kong's status as a transport and communications hub enables ready international travel whilst fast Internet supports data-rich distribution and seamless video conferencing across our global offices and 43 syndicated locations across the Mainland,” he said.

Demand in Mainland China for British education keeps on growing. Dunne anticipates that with this level of demand, an additional 300 international schools will be needed for Mainland China in the next decade.

“There is increasing demand from Chinese developers with building schemes that require international standard school campuses, co-managed with UK school operators. Our other business opportunities have included the introduction of UK schools to prospective Chinese partners, support for both inbound and outbound foreign direct investment (FDI) and support for master planning and education projects in both China and the UK. ASP is increasingly recognised as being specialist providers with the knowledge and ability to traverse Chinese education practice and their inter-relationship with central and local government offices. There are still challenges, but these are increasingly being addressed by a government that's keen on accelerating the provision of a more liberal education for young people,” Dunne said.

He also said that government support is necessary for the successful growth of its operations and that InvestHK's services for new companies in the education sector are highly regarded. “The increasing reach and expertise of InvestHK enables it to provide advice across a range of quasi-legal and procedural matters that might otherwise be a trade barrier for new companies in Hong Kong,” he said.

Partnership Education Global China Ltd

- Parent company PTS founded in 1987, a lead company of ASP
- Plans, designs, manages and operates K-12, senior high and independent boarding schools

pel.asia

Original date of publication: November 2015

UK Conservation Architect to Revitalise Central Police Station

“ During our initial visit to Hong Kong, we were struck with the ease of doing business, the buoyancy of the economy, the growing interest in conservation and the available means with which to fund it.”

Brian Anderson, Managing Partner
PURCELL



PURCELL, a UK architecture firm has a family of many experts: architects, interior designers, heritage leaders and specialist consultants. From its roots in the UK, and since 2010 well-established in the Asia Pacific region, they undertake projects across eight core sectors, principal among these being high-end residential and hospitality, educational and cultural. Their strategy is to place their teams locally or regionally so that they are well versed in the distinctive character of a place. This is especially important at a time when regional architecture is at risk of being lost due to globalisation.

Much of their work is focussed on the revitalisation of existing buildings, which is gaining momentum more widely as heritage is more appreciated and sustainability and economics are driving development decisions. Finding new uses for existing buildings, or adapting them to keep pace with modern expectations, are key parts of Purcell's expertise. Its project portfolio includes some of the best-known buildings globally, ranging from a number of World Heritage sites to national treasures such as the National Gallery, National Maritime Museum, British Museum, Westminster Abbey, all in London, to the former Central Police Station and The Helena May Club, both in Hong Kong.

The Hong Kong Jockey Club invited the firm in 2008 to prepare a Conservation Management Plan for the former Central Police Station (CPS). The plan involved in-depth research to propose how the historical buildings, based on existing features and characteristics, could be transformed into a centre of heritage, arts and leisure facilities.

“During our initial visit to Hong Kong, we were struck with the ease of doing business, the buoyancy of the economy, the growing interest in conservation and the available means with which to fund it - all in addition to Hong Kong's proximity to important markets in the South East Asia region,” Brian Anderson, Managing Partner said. Therefore, instead of setting up a single-project office, the firm decided to establish a permanent office in Hong Kong.

Over the past 10 years, the firm has expanded in the Asia Pacific region, opening offices in New Delhi, Melbourne and Sydney. Hong Kong continues to serve clients in Mainland China, Singapore and Myanmar. Moving forward in the Asia Pacific region and in Hong Kong, PURCELL have expanded into offering interior design as they seek to diversify and explore new markets.

At PURCELL, architectural conservation matters to the cultural and economic development of a city. They also think that the concept of “smart” cities is partly related to how “liveable” the cities are, and that they are measured on how easily people can travel, work and relax, and the sense of identity that people feel. By managing change sensitively, cities can evolve in a way that meets people's needs, and prosper.

PURCELL

- Award-winning conservation architect established in London in 1947
- Looking to diversify and explore new markets

purcellap.com



Breaking New Design Grounds

“There is a huge opportunity for Hong Kong, sitting on the doorstep to many of these rapidly changing markets, to become the de facto capital of design and innovation services for Asia Pacific.”

Rufus Turnbull, Founder and Creative Director
Studio X

Consumer expectations constantly change as societies evolve, and businesses need to keep pace with this change in order to stay ahead in the game. That's the value proposition of Studio X, a boutique interior design and brand experience agency set up by two British entrepreneurs in Hong Kong.

“In China, and other economies in the region, many people have begun to reassess how they wish to spend their time and their money and this change in attitude has placed challenges on mall operators, shopkeepers and restaurateurs to come up with radically new ideas in order to attract customers and generate loyalty,” Rufus Turnbull, Founder and Creative Director explained.

“There is a huge opportunity for Hong Kong, sitting on the doorstep to many of these rapidly changing markets, to become the de facto capital of design and innovation services for Asia Pacific.”

The company was set up in May 2016 and, in almost a year, has already managed more than 40 projects with a roster of clients that includes several global brands.

Studio X's focus is to help clients create ground-breaking retail stores, F&B solutions, leisure and entertainment environments, but there is more to its services than meets the eye. One of the company's latest projects was an

invitation-only cinema in Beijing and, other than designing the building and the interior, the commission also involved producing the naming strategy and graphical identity. They even designed the staff uniforms and developed a digital ticketing platform to complement the project.

“It's a holistic design approach that means we don't just look at things in an interior decorative mode. We are looking at the brand; we are looking at the consumer; and we are looking at how to bridge the gap between the two,” said Sam Bradley, co-Founder and Project Director.

Turnbull is an industrial designer by training, while Bradley is trained in interior architecture. They describe Studio X as “innovation-focused”, and its goal is to help clients improve business performance by challenging the status quo.

“The consumer market is changing more quickly than ever before, so that's where we step in. We focus heavily on understanding what consumers want and then we customise our creative approach on each project in order to disrupt and innovate.”

Turnbull and Bradley have a staff of five equipped with skills in interior architecture, visualisation, graphic design and digital experience. They plan to slowly grow the headcount to around 10 by the end of 2017.

In addition to in-house resources, Studio X also works with freelancers and collaborators for certain projects. They point to Hong Kong's burgeoning startup community as a great source of potential collaborators.

Turnbull and Bradley have been living in Hong Kong for five and three years respectively, and they both find the city to be an enjoyable place to work and live.

“Hong Kong is a really fun city to live in with a great climate, mountains, beaches and low tax, all of which make it easier to attract the best staff,” Turnbull said.

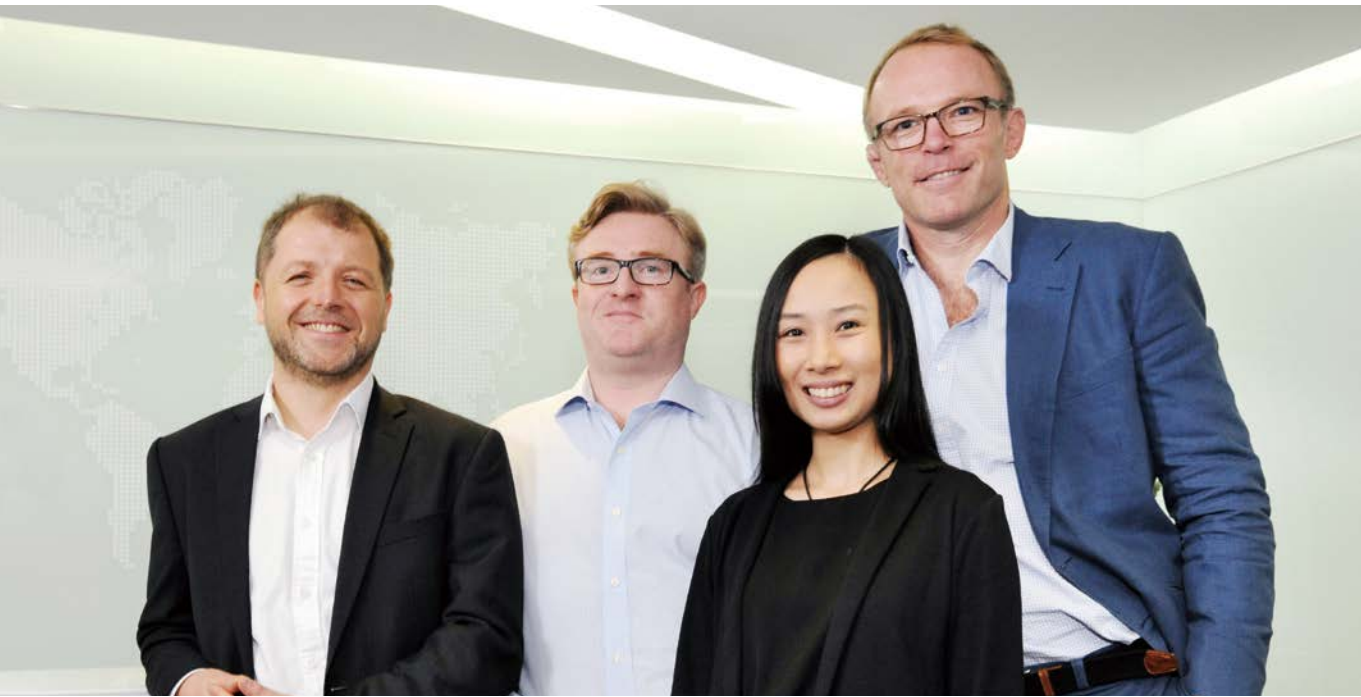
Bradley agreed. “There's the proximity to Asia and the amount of travel you can do within two hours. Once you've been here a few years, it's quite difficult to think about leaving,” he said.

Studio X

- Founded in May 2016 and has been commissioned more than 40 projects within a year
- Specialised in developing retail store, and entertainment spaces and other branded environments.
- Looking to increase its staff size from five to ten by the end of 2017

thisstudiox.com

Original date of publication: May 2017



Flexible Workspace Leads the Way

“ Seeing an increase in new companies and entrepreneurs establishing their footprint in Hong Kong, together with more and more co-workspace operators setting up in the city, we believe there is a market potential for us to expand.”

**Tim Rodber, CEO
The Instant Group**

Established in 1999, The Instant Group understands that creating a bespoke workspace is indeed time consuming and expensive. So they offer clients an alternative to the traditional way of procuring and managing workspace by offering a one-stop shop that starts from researching the appropriate office space, negotiating with landlords, to fit-out and maintain clients' workspaces.

With presence in the US, Europe and Australia, the Hong Kong office is the regional headquarters that acts as the regional hub to handle works across the region. Also, with the geographic advantage, the city is a natural gateway to Mainland China which benefits the expansion plan of the group.

Tim Rodber, CEO of The Instant Group, sees a growing momentum in the city, “Asia is behind the US or Europe in offering flexible workspace. Seeing an increase in new companies and entrepreneurs establishing their footprint in Hong Kong, together with more and more co-workspace operators setting up in the city, we believe there is a market potential for us to expand”, Rodber said. “Also, the way people work has changed. They now travel more, or work from home, flexible working is coming into place.”

According to Rodber, when they help clients to find office space in several cities, instead of talking to one flexible workspace operator, they approach various operators in the region. Then they come up with options that can cater the needs of the clients yet offer the best price and greatest flexibility. And, they manage the workspace for the clients from there. In addition, they ensure corporate branding, security, furniture and technology requirements are followed through in all the new workspaces. On the other hand, when small companies are setting up in Hong Kong, The Instant Group provides advices on the best approach to look for workspace that allows their client company to expand in the future.

The Instant Group

- Established in 1999, The Instant Group offers flexible solutions to clients around the world to procure and manage workspace
- With presence in the US, Europe and Australia, the Hong Kong office is the regional headquarters

theinstantgroup.com

InvestHK's Office in the UK

The InvestHK team in the UK helps companies from all sectors and of all sizes, from large MNCs to startups, set up and expand in Hong Kong.

London Office

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Address:
Hong Kong Economic and Trade Office (London)
18 Bedford Square, London, WC1B 3JA
United Kingdom



“ Hong Kong is a very dynamic place – people are always looking forward and moving forward. It is an open market, and that makes work fun, as well as good for business. ”

Jonathan Cummings, Chairman, Hong Kong and Group
Business Director, South East & North East Asia
FITCH

“ With the support from InvestHK, we are able to turn our ideas into reality. They guide us to where we should start with, who to connect and how to obtain working visas for our staff. ”

Will Butler-Adams , CEO
Brompton Bicycles



Plug in to Hong Kong – a Global Super-connector



Hong Kong's strategic location and world class infrastructure make it an ideal business hub in Asia. Its free flow of information, simple and low tax regime, range of financing options, easy access to Asia's fastest growing markets and the talent make it the perfect place for your business.

Invest Hong Kong has the expertise to help you set up smoothly in our city. Our services are free, confidential and tailored to your needs.

Get in touch at investhk.gov.hk

InvestHK

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