

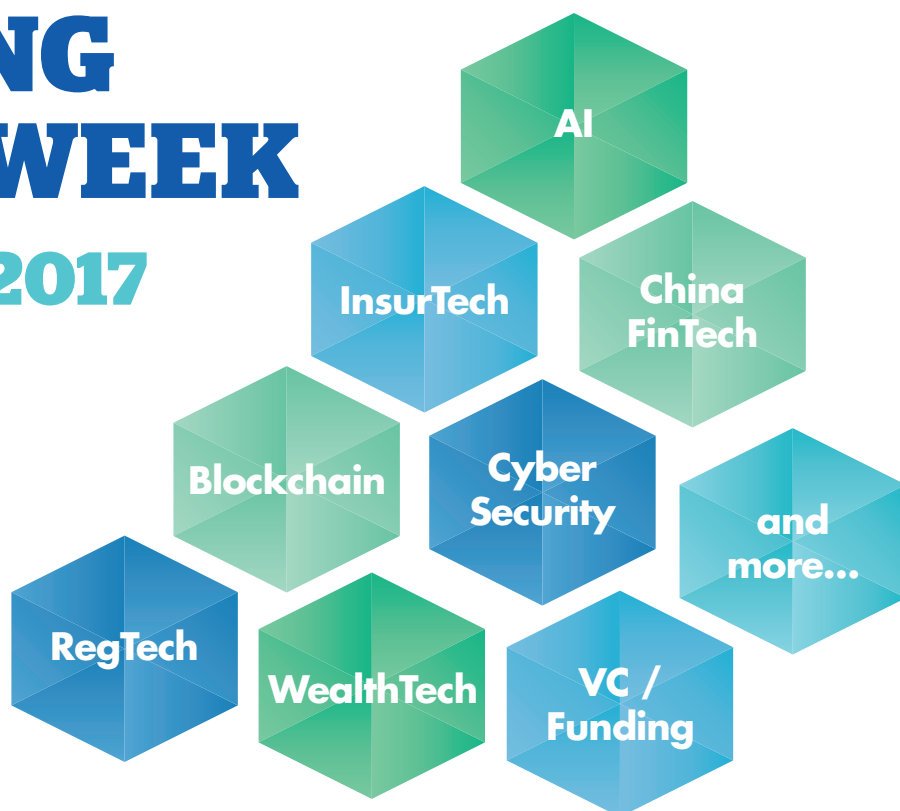
HK Foreign Direct Investment

HONG KONG FINTECH WEEK

23-27 October 2017

The second Hong Kong FinTech Week will be held from 23 to 27 October 2017 at the Hong Kong Convention and Exhibition Centre. The week will feature an expanded programme of events and activities that will highlight the distinctive and dynamic qualities the city offers the global FinTech community.

Hong Kong FinTech Week will be the first of a series of three consecutive weeks of FinTech activities in Hong Kong to be attended by regulators, entrepreneurs, investors, start-ups, academics and service providers from Hong Kong and around the world.



Week 1

Hong Kong FinTech Week (23-27 October)

Key themes include start-up funding to IPO, China FinTech, Blockchain and artificial intelligence, cybersecurity, RegTech, InsurTech and WealthTech, plus Belt and Road. Hong Kong FinTech Week will have the active involvement of the local regulators, including Hong Kong Monetary Authority (HKMA) and the Securities and Futures Commission (SFC). The city's FinTech accelerator programmes will also come under the spotlight.

Week 2

FinTech and U (30 October to 3 November)

A week that focuses on FinTech in education and Hong Kong's burgeoning FinTech talent pool. The week will include hackathon, job fair, Shenzhen visit, educational tours to high schools and universities.

Week 3

FinovateAsia 2017 (7-8 November)

Fast-paced competitive pitching to an audience of investors, entrepreneurs, service providers and other stakeholders, FinovateAsia 2017 is one of the signature events on the Asia FinTech calendar. Check out the website asia2017.finovate.com for details and event updates.

investhk.gov.hk

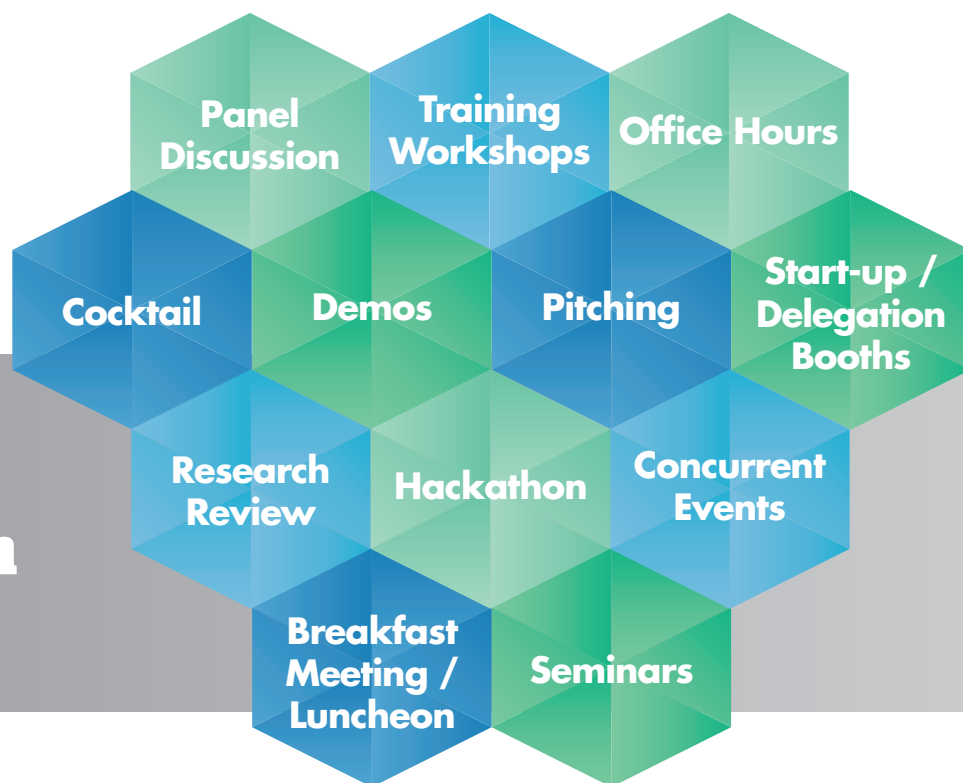
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A Wide Spectrum of Events



Dedicated FinTech Team

InvestHK has set up a dedicated FinTech team in Hong Kong with correspondents located in London and San Francisco. Its mission is to attract top innovative FinTech enterprises, start-up entrepreneurs, investors and other stakeholders from all over the world to Hong Kong and assist them to establish their presence here. The team provides practical support such as business evaluation, set-up (office, visa applications, and bank account), introduction to regulators, networking and PR & marketing support, etc.

Fast Growing FinTech Ecosystem

In 2016, there were 138 FinTech startups in Hong Kong, representing a year-on-year increase of 60 percent.

Since the inaugural Hong Kong FinTech Week in November 2016, there have been a number of new initiatives that promote the FinTech ecosystem in Hong Kong and foster international collaboration on FinTech innovation. Highlights include:

- In January 2017, the Chinese University of Hong Kong Faculty of Engineering announced the launch of Hong Kong's first-ever undergraduate programme in FinTech, which will start in the 2017/18 academic year.
- In March 2017, the HKMA unveiled a new trade finance platform based on Blockchain technology. It aims to demonstrate the feasibility of using the distributed ledger technology (Blockchain) to reduce the risk of fraudulent activity, while increasing business transparency, operational efficiency and productivity in trade finance
- In May 2017, the SFC has entered into a co-operation with the UK regulator, the Financial Conduct Authority (FCA), to collaborate on global FinTech innovation. The deal will make it easier for FinTech firms to enter one another's

markets. In June, the SFC has reached another agreement with the Australian Securities and Investments Commission (ASIC) to share information about FinTech developments and to assist FinTech firms looking to operate in each other's jurisdictions.

- In June, the HKMA and the Office of Financial Development Service, the People's Government of Shenzhen Municipality (OFDS) agreed to co-operate to assist FinTech firms looking to set up in their respective markets. InvestHK, Cyberport and the Hong Kong Science Park are strategic partners to this important initiative which will deepen bilateral exchanges and co-operation between Hong Kong and Shenzhen as part of the implementation of the Guangdong-Hong Kong-Macao Bay Area development.
- The Hong Kong Stock Exchange has launched a consultation on the new board in mid-June as part of its efforts to attract more technology and emerging companies to Hong Kong.

Sign up for more updates about
Hong Kong FinTech Week



 hongkong-fintech.hk

 fintech@investhk.gov.hk

 [@HongKongFinTech/](https://twitter.com/HongKongFinTech/) #HKFintechWeek

2017

JUL

Hong Kong

RISE 2017

RISE is produced by Web Summit, Europe's largest tech conference. People from the world's biggest companies and most exciting startups will come to Hong Kong to share their stories and experiences at RISE. The event will be joined by global media, hundreds of investors and thousands of attendees for three days of legendary networking.

Location: Hong Kong Convention and Exhibition Centre

Organiser: Web Summit

► riseconf.com

Tel Aviv

Hong Kong: Gateway to Asia

One-on-one pre-arranged meetings between Israeli companies and InvestHK, Hong Kong Trade Development Council and Incoming Consul General of Israel in Hong Kong to discuss plans and opportunities in Hong Kong.

Location: Federation of Israeli Chambers of Commerce

Organisers: InvestHK Israel Office & HKTDC Israel Office

► hongkongmeetingday2017.eventbrite.com

Tokyo

World Wealth Summit 2017, Summer

This seminar is for professionals who support successful owners and companies both inside and outside of Japan. InvestHK will introduce the investment environment in Hong Kong with case studies.

Location: Ark Hills Club

Organiser: Nature International Tax Inc.

Hong Kong

Korea Brand & Entertainment Expo 2017 (KBEE)

KBEE is the largest overseas event held by KOTRA to foster trading, targeting overseas business and consumers to promote K-wave and Korean products.

Location: Asia World Expo

Organiser: Korea Trade Investment Promotion Agency

► kbee.kr/hk/main

Shanghai

Lang Di Fintech Conference

Organised by the Lendit team, the Lang Di Fintech Conference brings together 2000+ innovators and leaders from the FinTech community across Asia Pacific, Europe and North America. With six tracks of content, as well as the PitchIt startup competition, there is something for everyone. Enter Invest Hong Kong code "IHK17LDF" to save 15%.

Location: The Kerry Hotel Pudong Shanghai

Organiser: Lendit

► lendit.com/china

AUG

Hong Kong

International Design Furniture Fair Hong Kong (IDFFHK) 2017

IDFFHK is Asia's upscale international design furniture and lifestyle event which aims to advocate design appreciation and business networking opportunities in Asia. Collaborated with IMM Cologne, the 2nd edition of IDFFHK 2017 will feature Dialogue Speakers Series with award winning architects and designers, Gallery Showcases in reflection of the brands philosophy, as well as Design Exhibitions.

Advance special admissions offer available at www.hkticketing.com

Location: Hong Kong Convention and Exhibition Centre

Organiser: International Design Furniture Fair HK Ltd

► idffhk.com

Hong Kong

The Natural & Organic Products Expo 2017 (NOPA)

Since 2014, NOPA has been the leading trade platform for all things natural and organic. Last year's show attracted over 220 exhibitors from more than 30 nations and regions, showcasing natural, certified, healthy, wholesome and organic products in Hong Kong. Riding this success, NOPA 2017 is expanding its show floor to accommodate more exhibitors and visitors.

Location: Hall IDE, Hong Kong Convention and Exhibition Centre

Organiser: Diversified Communications

► naturalproducts.com.hk/event

30 AUG
|
1 SEP

SEP

Hong Kong

APAC Innovation Summit 2017: Smart City

APAC Innovation Summit is Hong Kong Science and Technology Parks Corporation's flagship event with an aim to provide an opportunity for exchange in technology and market trends. The event has become a high profile regional event engaging stakeholders from academia, research community, industry, government departments, and investors, both locally and globally.

Location: Hong Kong Science and Technology Park

Organiser: Hong Kong Science and Technology Parks Corporation

► apacinnosummit.hkstp.org/en/ais-smart-city

7

Hong Kong

AmCham Hong Kong 2017 China Conference

AmCham HK will host its annual China Conference where experts, regional and international business leaders discuss the outlook for China and its associated challenges and opportunities.

Location: Four Seasons Hotel Hong Kong

Organiser: AmCham

► amchamhk.eventbank.com/event/5648/home.html

8

Hong Kong

Belt and Road Summit

The Summit brought together 2,400+ government officials, senior representatives of international institutions and top business executives from China and countries along the Belt and Road to identify the new business opportunities arising from the Initiative.

Location: Hong Kong Convention and Exhibition Centre

Organiser: HKTDC

► beltandroadsummit.hk/en/index.html

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Hong Kong

ICT and I&T Networking Reception

The networking reception is to thank the companies from the Information & Communication Technology and Innovation & Technology sectors for their contribution to Hong Kong.

Location: Hong Kong

Organiser: InvestHK

12

Xiamen, Fujian province

2017 China International Fair for Investment and Trade (CIFIT)

CIFIT will feature a wide range of exhibitions and events to attract investment. The fair will be held in two exhibition halls.

Location: Xiamen International Conference & Exhibition Centre

Organized by the Ministry of Commerce of the People's Republic of China (MOFCOM)

► chinafair.org.cn

18-21

London

Think Asia, Think Hong Kong (TATHK)

TATHK is a mega promotion campaign organised by the Hong Kong Trade Development Council to attract overseas companies to use Hong Kong's service platform to tap into the Mainland and other Asian markets. TATHK brings together business communities from Hong Kong and different economies to discuss developments and trends in the global market and highlight Hong Kong's key advantages.

Location: Queen Elizabeth II Centre Broad Sanctuary, Westminster,

London SW1P 3EE

Organiser: HKTDC

► www.thinkasiathinkhk.com

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Interview with Stephen Phillips, New Director-General of Invest Hong Kong

Stephen Phillips was appointed as Invest Hong Kong's Director-General of Investment Promotion by the HKSAR Government in May 2017. Prior to joining InvestHK, Phillips was the Chief Executive of the China-Britain Business Council promoting business between the UK and China for 11 years



Moving back to Hong Kong in May, Phillips is no stranger to the city as he lived here from 1989 to 2004 when he was a banker, then a co-founder of a finance and technology consultancy. He has travelled extensively to and in Asia and witnessed the changes in Hong Kong over the past twenty five plus years.

According to Phillips, Hong Kong has a remarkable ability to constantly adapt and reinvent itself as the circumstances change. "Hong Kong's positioning with the Mainland and rapidly evolving Asian market has changed dramatically over the past couple of decades and will continue to adapt to this evolving environment," he said.

Opportunities for Hong Kong

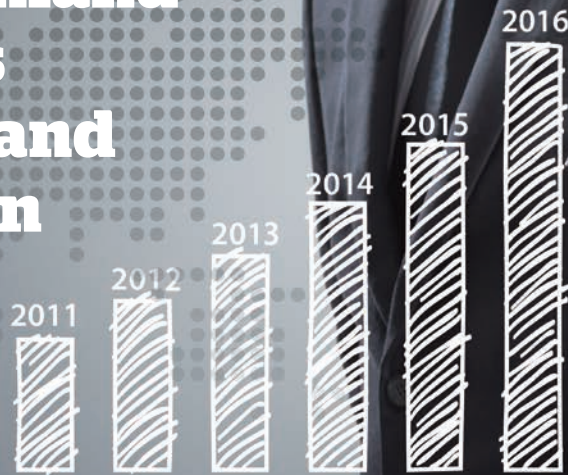
Phillips is very passionate about Hong Kong. He feels that it is one of the most dynamic cities in the world and possesses some very special ingredients. "Hong Kong is a significant market for multinational corporations, SMEs from around the world and, of course, enterprises from Mainland China. But more than that, Hong Kong has a special position as a hub for business for Asia as a whole. And I see that growing. With the Belt and Road initiative taking off, the city's professional talent can support the many projects taking place along the two routes." Initially the focus will be on infrastructure projects, but in time, Phillips believes opportunities will also arise in sectors as wide-ranging as healthcare, education, logistics, finance, business and professional services. That makes Hong Kong a great centre for businesses from around the world to establish or expand their presence.

Going Forward

Since the establishment of InvestHK in 2000, the foreign investment promotion agency has been attracting over thousands of companies from around the world to set up or expand their businesses here. Phillips will lead the team to continue this role and constantly get the message out to Mainland and international communities about the unique advantages that Hong Kong can offer. The message will be carried out through organising and sponsoring events in our priority markets to spell out Hong Kong's propositions, as well as extensive one-to-one meetings with world class companies from around the globe. Also, Phillips sees InvestHK increasing engagement digitally with its target audience through social media.

"I have been lucky to have spent a large part of my working life in Hong Kong, one of the most vibrant and exciting cities in the world. It is a great pleasure to be back here with the mission to promote Hong Kong as the premier business hub in Asia. I and the team at InvestHK will do all we can to assist overseas and Mainland companies scale their business globally from Hong Kong," he enthused.

Support and Participate in the Annual Survey on Overseas and Mainland Parent Companies running Regional and Local Operations in Hong Kong



The Census and Statistics Department (C&SD) and Invest Hong Kong are conducting the 2017 Annual Survey of companies in Hong Kong representing their parent companies located outside Hong Kong. The survey aims to collect information useful to the Government in formulating strategies for cultivating a favourable environment for conducting business in Hong Kong and further developing support services for existing and prospective investors from outside Hong Kong

The information collected will help us have a better understanding of the needs of foreign companies in Hong Kong and tailor our promotions, both locally and overseas, to market Hong Kong as a leading destination for foreign direct investment.

The survey covers companies in various economic sectors that represent their parent companies located outside Hong Kong. A questionnaire has been sent to each of the relevant companies. To assist these companies in providing the information as required, an electronic template of the questionnaire is available upon request to the C&SD.

Information being sought in the survey includes general information relating to these companies and opinions of the management of these companies about conducting business in Hong Kong.

The survey is conducted under Part IIIA of the Census and Statistics Ordinance (Chapter 316) and was notified in Government Notice No.1914 in the Government of the Hong Kong Special Administrative Region Gazette of March 24, 2006, as a voluntary statistical survey. All collected information which may enable identification of individual companies will be kept in strict

confidence and not be released to any unauthorised parties. Such data will solely be used for compiling statistics which will not enable information relating to individual companies to be revealed.

Your views and opinions are important to the survey. We will make use of the survey results to further develop support services for existing and prospective investors from outside Hong Kong.

Read more :



For more information, please contact:

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Head of Research & Knowledge Management

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Email: ksun@investhk.gov.hk

Hong Kong's Opportunities in the Greater Bay Area

The idea of establishing a Greater Bay Area was first promulgated in the 13th Five-Year Plan (2016-20) in 2015. The Greater Bay Area comprises Hong Kong, Macau and nine Guangdong cities. This initiative is designed to further integrate their economic activities and to develop external links so as to establish a significant position in the global economy



Hong Kong is often seen as the launch pad for other areas in the region to access overseas markets. It helps Mainland enterprises to “go global” with its strategic location which provides access to all Asia’s key business locations within four hours’ flying time. Hong Kong is within five hours’ travel time to half of the world’s population.

In terms of industries, the professional services and financial services sectors will be among which benefit most from this initiative. According to the National Development & Reform Commission, in 2016, Hong Kong’s trade in services with Guangdong Province – including legal and financial services, accounting and architecture – increased by 40 percent over the previous year. As China’s global financial centre, Hong Kong is well-placed to meet the rising demand for fund-raising and financial management services. The city has topped global rankings in initial public offerings. A great variety of financing options are available, including syndicated loans, private equity funds, bonds, sukuk and more. Also, it is Asia’s centre for asset and risk management, corporate treasury services, insurance and re-insurance.

Hong Kong is also the world’s largest offshore Renminbi services centre. The business future looks more promising than ever, as the Renminbi becomes increasingly popular as a currency for financing Belt and Road projects.

The expansion of trade, investment and infrastructure building along the Belt and Road will lead to a rise in demand for legal services – contract negotiation, contract management and dispute resolution, among others. This fosters related business opportunities in the region.

Companies can ride on the unique advantages of Hong Kong under the “one country, two systems” arrangement. Under “one country”, Hong Kong is part of China and enjoys the “China advantage”; while under “two systems”, with a separate economic and social system, the international community is familiar with our legal system and our common law.

Last but not least, the rich talent pool in Hong Kong provides a highly-skilled workforce with a combination of international savvy and knowledge of both Western and Chinese business cultures. Many business professionals speak excellent English, Cantonese and Mandarin.

A framework Agreement in deepening Guangdong-Hong Kong-Macao cooperation in the development of the Bay Area was signed on 1 July 2017.

InvestHK has five offices in Mainland China, including Beijing, Shanghai, Chengdu, Guangzhou and Wuhan and our teams stand ready to assist.

More Hong Kong Links with Oz

Virgin Australia launches direct flights between Hong Kong and Melbourne

“Hong Kong is at the centre of our Asian strategy. With this important location, we are able to bring people from Australia to Hong Kong, then through to Mainland China or vice versa.”

**John Thomas, Group Executive
Virgin Australia Airlines**



Virgin Australia launches its direct Melbourne-Hong Kong service on 5 July 2017. There are five direct return flights per week initially.

Virgin Australia has operated as a full-service carrier since 2011 and has been offering flights to a diverse number of cities in Australia and internationally. This has helped Virgin develop a loyal customer base. According to John Thomas, Group Executive, apart from comfortable seats and attractive food, the crew on board is the key to the brand's success. "Our flight attendants are sincere and friendly and our customers enjoy flying with us."

Many Australian corporations have their headquarters in Melbourne and regional headquarters in Hong Kong, so the direct flights meet the business needs. Another advantage is that being an affiliate with Hong Kong Airlines that serves 12 cities in the Mainland, Virgin Australia offers a more comprehensive network. "Hong Kong is at the centre of our Asian strategy. With this important location, we are able to bring people from Australia to Hong Kong and then onto Mainland China or vice versa," Thomas said.

Thomas believes Hong Kong is a great place to set up business thanks to its transparency and low tax rate. Also, the Hong Kong International Airport has recently increased capacity. "The additional slots at the midfield concourse are predominately used by Hong Kong Airlines. This allows our customers a smooth and convenient transit experience between Hong Kong and Mainland cities and other destinations in Asia" he commented.

On the new route, the airline also offers localised services to Asian customers, including movies with Chinese subtitles, oriental meals designed by Australian celebrity chef Luke Mangan and instant noodles. Another highlight is the turn down service in business class. In-flight attendants set up the bed with a mattress pad together with duvet and pillows. Also, a set of pajamas is provided. Virgin Australia also plans to roll out in-flight Wifi connectivity to its international and domestic flights and is currently trialling this service in Australia.

During the preparation of the services between Hong Kong and Melbourne, Virgin Australia contacted InvestHK's Sydney office who assisted the airline in connecting with the government bodies and offered publicity support. The airline now has five staff in Hong Kong with two stationed at the Hong Kong International Airport and the others to handle sales and marketing.

The airline has been judged as the world's best business class and best cabin crew by independent airline safety and product rating review agency AirlineRatings.com.

Virgin Australia

- Operated as a full service carrier since 2011
- The inaugural flight between Hong Kong and Melbourne starts on 5 July with five weekly return flights

virginaustralia.com



Dow Jones Brings Content Marketing and Thought Leadership into a New Era

With the evolving trends of the publishing industry, Dow Jones set up the Hong Kong WSJ. Custom Studios to provide clients the opportunities to reach a coveted audience of global decision makers with trustworthy content

“WSJ Custom Studios is committed to building diverse partnership solutions that deliver results for our valued client partners in the Asia region.”

**Nicole Bales, Director, Asia Pacific
Integrated Marketing & WSJ. Custom Studios**

The regional headquarters of Dow Jones in Hong Kong has been operating for a very long time and publishing the Asia edition of The Wall Street Journal for over 40 years. In response to the changing nature of the publishing industry, particularly in relation to print decline and subsequently the evolved need of advertising clients, the group established WSJ. Custom Studios nine years ago as the content marketing arm and set up the Hong Kong team in 2014.

“Hong Kong is the regional headquarters for Dow Jones given the city is at the epicenter of regional finance, economics, politics, technology clients and conversations. WSJ. Custom Studios Asia was set up here to work alongside our newsroom and business activities and support all APAC markets from here,” Nicole Bales, Director, Asia Pacific, Integrated Marketing & WSJ. Custom Studios said.

To leverage on the wide spectrum of business offerings of the Dow Jones group, WSJ. Custom Studios work closely with many other teams to provide an array of services for clients ranging from strategy and consultancy, to integrated content solutions that can span across print, digital, and custom events with curated speakers and programmes. “WSJ. Custom Studios is committed to building diverse partnership solutions that deliver results for our valued client partners in the Asia region,” Bales added.

“Hong Kong is the centre of finance and business decisions in the region, particularly with the proximity and relationship with Mainland China,” Bales added, “The city provides an easy environment for setting up a business. It is a natural choice for us to be based here as an extension to the well-established Dow Jones entity.”

With a team of seven full time marketing and content specialists in the Asia region, they work on ideation, design, editorial, research, project management and delivery. Bales found that recruitment for talents is relatively easy as Dow Jones is an international news organisation and Hong Kong is the Asian hub for many multinational companies with a mobile talent pool.

Looking ahead, Bales sees content marketing and thought leadership as a growth area of their business and is already planning to expand in the coming year.

Other than a great place to work with excellent career opportunities, Bales thinks the city is also an exciting place to live. “The great food scene and the healthy lifestyle with diverse hiking and trails make the city a lively place to explore,” she concluded.

WSJ. Custom Studios

- Dow Jones established the Hong Kong WSJ. Custom Studios in 2014
- Provides an array of services for clients including strategy and consultancy, branded content, mobile, programmatic, high impact display, video, and events

wsjcustomstudios.com

Bringing Luxury Outlet Shopping Experience to Hong Kong

Italian outlet developer RDM Fingen Group opened a 60,000-square-foot luxury brand outlet in Kwai Chung luring locals and visitors alike

A new shopping destination Florentia Village recently opened in Hong Kong, offering bargains from the high-end luxury brands. Developed by the Italian RDM Fingen Group, this 60,000-square-foot outlet sits in the KC100 complex in Kwai Hing in the west of New Territories. Florentia Village features outlet shops of top international brands like Prada, Salvatore Ferragamo, Versace and Kenzo, to name a few.

The outlet primarily targets the local market, but also eyes both international and Mainland Chinese visitors. "With a good collection of brands at a bargain price, the outlet will be very attractive to Hong Kong people," said Maurizio Lupi, Managing Director of Florentia Village and RDM Asia. "We are looking to become a benchmark for the luxury market in Hong Kong."

RDM has been developing its outlet business in Italy since 1998, and has developed five major luxury outlets in the country in partnership with McArthurGlen Group. In 2011, the group opened its first Mainland China outlet in Tianjin under the name "Florentia Village", a brand that was created strategically for the Asian markets.

"Hong Kong is always on the first ranking of our desire of investing," said Jacopo Mazzei, Chairman and CEO, "what we are building now is very well-integrated into our overall strategy, and well-suited in serving our brand clients' need."

"We use an attentive approach to fit the needs of the brands as much as possible," Lupi revealed, adding that they work side-by-side with their brand clients to think of strategy to maximise profits in an outlet context where their expertise lies.

With extensive business experience in Europe and Mainland China, Lupi finds it fairly simple to start and run a company in

Hong Kong. "Our partners and organisations like InvestHK are very proactive in assisting us and providing information; such support is very important for a business owner," Lupi said.

He also added that majority of the directors in outlet locations are from Hong Kong, "it is very easy to find talent in Hong Kong. They are highly motivated, skilled and educated with exposure to international culture."

With the recent opening of the outlet in Hong Kong, RDM's goal is to boost the footfall by launching promotion and social media campaigns, as well as partnership with corporates and tourism partners. They will also continue to expand Florentia Village's footprint in Mainland China with new outlets in Wuhan and Chengdu in the pipeline.

RDM Group

- Founded in Italy in 1998, the company has developed five most significant outlets in Europe and three in Mainland China locating in Tianjin, Shanghai and Guangzhou
- Opened Florentia Village Outlet in Hong Kong in spring 2017, covering 60,000 square feet with high-end designer brands, such as exclusive, first outlets of Sergio Rossi, Kenzo, Links of London, Versace, as well as the largest Prada in Greater China, to name a few

florentiavillage.com/hk

"Hong Kong is always on the first ranking of our desire of investing."

Jacopo Mazzei
Chairman and CEO
RDM Group



Learning with Virtual Reality

Sydney-based creative studio The Pulse uses VR to immerse students in classroom

Australian creative studio The Pulse has honed their skills in the last decade in delivering sizable content projects for live events. From Virtual Reality (VR) and Augmented Reality (AR), to projection mapping and animations, their expertise is to create visually compelling content and present it with the latest technology.

The Pulse's work with international clients such as HSBC and PwC brought them to Hong Kong in 2015. It started its Hong Kong office in the same year and took on more projects with other global brands including INFINITI and Telstra.

According to Brett Heil, Managing Director, Hong Kong is a stepping stone for The Pulse to enter the Asia market. He said, "Hong Kong's low tax rates, reliable legal system and proximity to other Asian hubs are attractive; the presence of a select group of premium global clients in Hong Kong is also key to our business success."

Recently, the company has restructured into three business streams: The Pulse XP focuses on branded activations; The Pulse IQ which builds innovative VR platforms for education and enterprise training; and The Pulse Originals which will take the company into new territory creating original cinematic VR entertainment.

The Pulse's ambition is not only about expanding its clientele. Heil's next focus is to launch a VR learning platform in Hong Kong. The Pulse IQ is a collaborative interactive VR platform focusing on STEM learning. The company has been working with schools in Australia to craft unique education experiences. Heil said that the new learning platform will engage students in an unprecedented way. "It not only enables students to view subject matter in three-dimensional space but the signs are there that it will drive deeper learning outcomes," he explained.

"Hong Kong will be the first launch pad outside Australia, and we are excited to bring the VR learning platform here because STEM education is just so important in the region. Thanks to InvestHK's introduction, we already have a number of school contacts here to get it going," he added.

Heil finds doing business in Hong Kong is relatively straight forward for an overseas company. "We can approach contract negotiations with the certainty that the Hong Kong legal system protects our business," he explained.

As an early adopter, Heil is also happy with the availability of the latest tech tools in Hong Kong, "the latest technology usually surfaces in Hong Kong pretty quickly. We have access to everything we need to get the job done." He said.

InvestHK has assisted The Pulse to set up in Hong Kong by providing market information and connection to service providers. "InvestHK has taken a keen interest in our business from the outset. They regularly keep in touch and offer assistance and insight when needed. If we need referrals, they are quick to jump in and make the connection. Their service is really important to us," Heil concluded.

The Pulse

- Founded in 1996 and headquartered in Sydney
- Regional office in Hong Kong was opened in July 2015, responsible for business development and strategy planning

Experiencethepulse.com



"Hong Kong's low tax rates, reliable legal system and proximity to other Asian hubs are attractive; the presence of a select group of premium global clients in Hong Kong is key to our business success."

Brett Heil
Managing Director
The Pulse



Riding to the East

UK bike company Brompton eyes the enormous potential of the Asian market and expand their footprint to Hong Kong

“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 Bicycles

- 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



“Mainland companies in Hong Kong should ride on its advantage being a “super-connector”, which acts as a springboard for companies to “go global” and develop their overseas business.”

**Li Xiaoqiang, Deputy General Manager
Central China International Financial
Holdings Company Limited**

Central China Securities Makes Hong Kong its Epicentre for Overseas Expansion

Seizing the opportunities offered by the Belt and Road Initiative, Central China Securities is gearing up its operations in Hong Kong to go global

Central China Securities Company Limited (referred below as “Central China Securities”) was established in Henan, Mainland China. In 2014 it set up Central China International Financial Holdings Company Limited in Hong Kong and went public on the main board of Hong Kong Stock Exchange (stock abbreviation “中州證券”, stock code: 01375), being the fourth Mainland securities company to do so. The Company’s main businesses in Hong Kong are securities-related financial services such as investment banking, asset management, securities, financing, and equity and bond investment.

In January 2017, the Company also completed its listing on the Shanghai Stock Exchange A-Shares market (for ordinary RMB shares). Xiaoqiang Li, Deputy General Manager of Central China International Financial Holdings Company Limited, stated that these two listings accelerated the Company’s development in the Mainland as well as overseas. “Being listed in these two markets not only increases our brand awareness in Henan, but also provides a great opportunity to promote our brand image in the Hong Kong market. It has helped us to deploy our financing channels, allowing us to use financial instruments, such as short-term financing and bond issues to obtain a large amount of low-cost capital.”

With the implementation of the “Belt and Road Initiative” and “Go Global Policy” in the Mainland, Central China Securities has accelerated its pace in going global. Since 2014, the Company has been listed on the market for H-shares, acquired local investment banks, set up overseas subsidiaries and a finance group to expand share capital and diversify equity. “Our investment in Hong Kong will continue to grow, and the city will also serve as an epicentre for our overseas development,” Li said.

After completing its strategic plan in the Asia Pacific region, the Company’s next focus will be Europe and North America. “With our experience in the Hong Kong market, Central China Securities is ready for the next stage to go global,” he said. According to Li, Hong Kong has a sophisticated, free economy and a highly independent legal system. Mainland companies with presence in Hong Kong can complement such experience with Mainland market to develop

both local and international businesses. “Mainland companies in Hong Kong should ride on its advantage as a ‘super-connector’, which acts as a springboard for companies to ‘go global’ and develop their overseas business,” Li commented.

Currently the Company has over 60 staff members in Hong Kong, with a majority being local specialists responsible for risk management, legal compliance or acting as responsible officers and licensed individuals for activities regulated by the Securities and Futures Ordinance. Li thinks that talent in Hong Kong is well-educated, bi-literate and trilingual. Together with the multicultural environment, it is conducive for foreign and Mainland companies to prosper in Hong Kong.

“When we first opened our office in Hong Kong, InvestHK provided us with publicity support and networking opportunities. They have also provided assistance with our work visa applications and recruiting talents,” Li concluded.

Central China International Financial Holdings Company Limited

- The parent company Central China Securities Company Limited set up Central China International Financial Holdings Company Limited in Hong Kong. It went public on the main board of Hong Kong Stock Exchange (stock abbreviation “中州證券”, stock code: 01375) in June 2014
- In 2017 Central China Securities was listed on the Shanghai Stock Exchange, becoming the 8th security company with both A- and H-share listings
- Currently the company has over 60 employees in Hong Kong

www.ccnew.com.hk

Connecting Hong Kong to the World

Telecommunications and data centre services company Colt Technology Services upgrades fibre optic network in Hong Kong as part of its plan to expand in Asia

Colt Technology Services is a global telecommunications and data centre services company. Founded in 1992 and headquartered in London, the company has offices across Europe, North America and Asia, serving some of the top telecom and media companies in the world.

The company has recently expanded its network in Hong Kong by launching its high-bandwidth Colt IQ Network, which is a part of an ongoing investment project in Asia. This 100Gbps network is optimised with software defined network (SDN) capabilities which currently connects over 700 data centres in 28 countries and 49 metro area networks around the globe, with over 24,500 on-net buildings.

The Hong Kong expansion of Colt IQ Network, comprising both Optical and Ethernet architecture, will provide connectivity to major commercial office buildings in the central business district area.

"Hong Kong is a very important market because of its strategic location and presence in Asia", said Paul Stanley, Regional Director APAC. "With our investment in Asia going forward, Hong Kong is a natural step for us, allowing access to the major business areas within the region."

"We will continue to expand and will have a EUR 500 million investment globally over the next five years. No doubt there will be further investment in Asia," Stanley remarked.

In shortly five years, Colt's Hong Kong office has expanded from a sales-focused branch to a full-scale international office which has all the key business functions such as sales & marketing, products, operation, technical engineering, and finance departments in the house. Most of the team members in the Hong Kong office are locals, especially in the technical engineering team.

"The talent pool in Hong Kong is one of the reasons why we came here," Stanley said. "It is broad and globally savvy. Having such a talent pool at the doorstep is great for our business."

During Colt's setup and expansion in Hong Kong, InvestHK has provided networking opportunities and publicity support to the company. Stanley commended that InvestHK has helped enhance Colt's brand awareness in the local market. "Even though we are a global company, we also try to be regional and local," Stanley said, "partners such as InvestHK is incredibly important to us."

Coming from the UK and having worked and lived in Tokyo and Chicago, Stanley enjoys both his work and leisure life in Hong Kong. "I think cycling here is amazing. It only takes ten minutes to get away from the crowd," he said. Stanley also finds Hong Kong internationally friendly, and is easy for him to integrate into the life here. "I can't remember an occasion that I can't find what I need," he enthused.

Colt Technology Services Limited

- A multinational telecommunications and data centre services company established in London in 1992
- Currently has all the key business functions in the Hong Kong office
- A EUR 500 million global investment plan in the next five years with focus in its expansion in Asia

colt.net

"The talent pool in Hong Kong is broad and globally savvy. Having such an advantage at the doorstep is great for our business."

Paul Stanley
Regional Director APAC
Colt Technology Services Limited





“It’s a very collaborative business community in Hong Kong and we’ve received excellent support from our local suppliers and service providers.”

**James Gibson, CEO
Emack & Bolio's Hong Kong Limited**

Scooping Up Business in Hong Kong

Boston ice cream parlour Emack and Bolio's continues to expand presence and opens its third branch in Hong Kong

James Gibson first came across Emack & Bolio's in Bangkok three years ago, and saw the popularity of its super-premium ice cream and signature marshmallow cones. Amazed by the quality of the ice cream, he was certain that this iconic American dessert brand would be a big hit in Hong Kong.

And he was right. The now CEO of Emack and Bolio's Hong Kong brought the brand to Hong Kong in October 2015 and opened the first store in Central, which was soon followed by another branch in Tsim Sha Tsui. Shortly within two years, a new store was recently opened in Tsuen Wan where 500 ice creams were given away to celebrate the opening, and they were gone within minutes.

“We believe that by focusing on premium quality, further developing our broad range of flavours, and the continued introduction of innovative products and concepts, we can continue to offer a fun and rewarding ice cream experience in Hong Kong,” said Gibson who has spent over 20 years in the finance industry before his entrepreneurial journey began.

Emack & Bolio's was founded in Boston back in the 1970s by a music and civil rights attorney Bob Rook. His passion in Rock 'n Roll music and ice cream has a great influence on Emack & Bolio's in many ways, from creative flavour invention, to funky store design, to brand positioning as a modern and hipster ice cream parlour for people to gather and socialise.

Emack & Bolio's does not use any additives or milk with genetically induced hormones in their products. They ship the Boston-made ice cream directly to Hong Kong in order to maintain the quality. In addition to the 42 flavours available on their regular menu, a new flavour called “Fragrant Harbour” will be launched this summer specifically for Hong Kong customers.

In the midst of growth, Gibson stressed that Emack & Bolio's was highly selective in their choice of location. He said, “Our goal is

not to expand too quickly, but instead to focus on create a great Hong Kong ice cream brand that will continue to serve Hong Kong over the long term.” In parallel to exploring opportunities in Macau and Shenzhen, Gibson plans to expand the business by supplying restaurants, hotels, as well as corporates and events with their popular frozen products.

Gibson is impressed by the business friendly environment in Hong Kong. “It's a very collaborative business community in Hong Kong and we've received excellent support from our local suppliers and service providers. The majority of organisations work very hard on our behalf and that helps to drive our success. We have really appreciated that support,” he remarked.

Invest Hong Kong has been supporting Emack & Bolio's along its setup in Hong Kong, providing publicity support, market insights and networking opportunities. Gibson recalled, “The support from InvestHK has been great. It's always useful to get InvestHK's perspectives on the broader market landscape and outlook.”

Emack & Bolio's Hong Kong

- Founded in Boston in 1975 and now with over 20 stores in USA and 25 overseas stores
- Three stores in Hong Kong located at Central, Tsim Sha Tsui and Tsuen Wan. First store in Central was opened in October 2015
- Plans to expand business to Macau and Shenzhen

emackandboliohk.com

Extending Spain's Financial Expertise to the East

Spanish bank CaixaBank opens its representative office in Hong Kong to bolster presence in the region

Barcelona-based CaixaBank is Spain's leading bank by market share with a network of over 5,500 branches worldwide, serving close to 16 million customers to date. Its extensive branch network offers retail, business and corporate banking services, as well as foreign trade consultancy services targeting mainly the Spanish market.

As part of its global expansion plan, CaixaBank recently opened a representative office in Hong Kong with a focus on supporting foreign trade and overseeing investments and deployment initiatives. In addition to serving Spanish business in the region, it also provides consultation services to Hong Kong companies who are looking to expand to Spain.

CaixaBank sees Hong Kong playing a key role for the banking industry and its clients. "Hong Kong is a leading and well-known international finance and business center," said Min Cai, Representative Office Manager, "it is a gateway for foreign firms seeking access to Mainland China, and for Mainland enterprises going global."

According to Cai, 8,000 Spanish firms export to Hong Kong yearly, while approximately 13,500 Spanish companies import products from Hong Kong in the same period.

"We have a large number of customers doing business in Asia through Hong Kong, and a substantial number of local and Mainland companies are importing and exporting from and towards the Iberian Peninsula. It is important for us to be right here in Hong Kong," Cai said.

"Hong Kong is a melting pot of culture, and offers all kind of services and facilities to foreign communities," said Cai, who is especially impressed by the high efficiency and the deep talent pool that the city offers.

Financial services are one of the key employers of talent in Hong Kong with a labour force of over 230,000 in the industry.

According to Cai, amongst Asia financial centers, Hong Kong talent pool compares favourably in terms of both talent and diversity.

Long before the setup of the Hong Kong office, CaixaBank has been in a strategic alliance with the Hong Kong-based Bank of East Asia (BEA) to bolster its presence in the region. In 2015, CaixaBank's consumer lending arm CaixaBank Consumer Finance launched a car financing joint venture in Mainland China with Credit Gain, a subsidiary of BEA, and Brilliance, a Mainland car manufacturer.

CaixaBank and BEA also extend their collaboration to other social responsibility initiatives in Hong Kong. A palliative care programme for elderly patients with terminal illness has been jointly launched by "la Caixa" Banking Foundation, BEA foundation and the Salvation Army, providing financial and emotional support to the patients as well as their family members.

InvestHK has been assisting CaixaBank's Hong Kong office setup with support on visa application, publicity and networking opportunities. "InvestHK has been very useful providing us the possibility to expand our network through events organised or sponsored by InvestHK," Cai concluded.

CaixaBank

- Headquartered in Barcelona, Spain
- In addition to the new Hong Kong office, CaixaBank also has representative office in Beijing and Shanghai in Mainland China, along with other offices in major cities such as London, Paris, Milan, Frankfurt and New York

caixabank.com



"Hong Kong is a melting pot of culture, and offers all kind of services and facilities to foreign communities."

**Min Cai, Representative Office Manager
CaixaBank**

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

Company name	Sector	Company name	Sector
Australia		Russia	
Brand Journey	Brand Development and Marketing Services	LT Render Limited	Computer Graphic Visualisation Service
The Pulse	Creative Media	Singapore	
The University of Wollongong	Higher Education	Ematic	Email Marketing Technology
Valenta Asia Limited	Financial Services Outsourcing	Li Da Foods®	Food Tech
Virgin Australia	Aviation	South Korea	
Austria		TmaxSoft	Software Publisher
Gebrüder Weiss	Logistics and Supply Chain Management	Spain	
Belgium		CaixaBank	Financial Services
Revatis S.A	Bio-technology	Switzerland	
Canada		Edgar	Retail and Wholesale Distribution of Natural and Organic Food and Products
WanderSnap Limited	Photography and Travel Platform	Mammut Sports Group AG	Wholesale, Retail and eCommerce Outdoor Sports
France		Taiwan	
Dayuse.com	Online Hotel Booking	Master World Limited	Restaurant
Food Savior	Online Food Platform	United Kingdom	
INCO	Social and Environmental Startup Incubation	Brompton	Bike Manufacturer
Lookdiary	Software as a Service for Beauty Parlours	CAMPION College Consultancy	Education Consultancy
Italy		Colt Technology Services	Telecommunications and Data Centre Services
RDM Group	Retail	University of Sunderland	Higher Education
Japan		United States	
C& Higo Dining Co. Ltd.	Restaurant	Back To School Brewing	Craft Beer and Brewing
Exciting Japan Square	Restaurant	Bio-Techne Corporation	Bio-technology
f-code (Hong Kong) Inc	Marketing Technology Consultancy	Emack & Bolio's Hong Kong	F&B
QUOLOFUN	Confectionery	WSJ. Custom Studios	Media
Tokyo Rope (H.K.) Co Ltd	Industrial Rope Manufacturer		
Mainland China			
Central China International Financial Holdings	Financial Services		
eimageglobal Hong Kong Ltd	Telemedicine, Teleconsultation and Cloud Solutions for Medical Imaging and Diagnostic Reports, Data Storage, Sharing and Exchange		
Gui Tea (H.K.) Chain Co Ltd	Tea Planting, Processing, Selling and Trading		
Sichuan Energy Investment (Hong Kong) Holdings Ltd	International Trading, Investment and Financing		



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The Government of the Hong Kong
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