

InvestHK

Client Profiles

Australia



ElevateDigital

Elevate Digital is a digital marketing agency established in Hong Kong in 2017 by two Australian investors. Founders of the company were attracted to the city by its multicultural, vibrant nature and a rapidly growing business ecosystem. Elevate Digital is a mix of business owners, SEO, Digital & Content strategists, globally recognised for demonstrating techniques in the most competitive niches.

The team focuses on markets across Asia and brings first-hand experience of growing their own businesses online. The management team has a deep technical understanding of digital marketing, as such they have developed specific software tools that have been widely used across the industry.

By offering a range of web designs, SEO, PPC, content marketing and online reputation management services, Elevate Digital helps businesses formulate and execute the entire digital marketing strategy from start to finish, or complement their existing efforts with any kind and amount of input they need.

Digital Marketing
elevatedigital.hk

ka-bloom
GROUP

Lanterne Rouge Online, trading in HK as **Ka-BLOOM Group**, is a human resources consulting and technology company with a millennial approach. It offers professional coaching, talent management consulting and advisory services to organisations and individuals seeking to differentiate in the new economy of work. Its experienced coaches, facilitators and consultant partners design development programmes and

strategic talent initiatives to suit client's objectives, bringing design thinking and psychology to ensure clear return on investment.

HR Management Consulting
kabloomgroup.com

XLMS

XLMS is a Hong Kong based group of architects and builders operating within the fields of planning, architecture, interior design and project management. XLMS is currently involved in a number of projects in the Asia Pacific region.

XLMS's architecture emerges out of a careful analysis of how contemporary lifestyle constantly evolves and changes. Not least due to the influence from multicultural exchange, global economic flows and social media that all together combined to deliver architectural solutions that are insuring, enduring, cost effective and commercially sound.

Masterplanning is key to XLMS's 'Place-making' of urban environments or the making of connection

between buildings and their environments. By embedding them in a social infrastructure, these buildings act as catalysts for vibrancy and regeneration.

XLMS projects range from large scale urban design of knowledge based communities to co-work, co-living, experiential retail and, increasingly, hybrid combinations of these typologies 'mixed-use'.

Design Consultancy Services For Planning, Architecture, Retail, Interior & Project Management
www.xlms.co

Canada



Established in 1993, Sunnybrook Farm Estate Winery Inc. is a Canadian owned and operated beverage alcohol manufacturer based in Niagara-on-the-Lake, Ontario, a world renowned wine region. The company specialises in crafting premium beverage alcohol, including classic fruit wine, craft cider, grape wine, sparkling wine and blended beverage.

Sunnybrook believes in using only premium, fresh ingredients that best reflect Canadian craftsmanship. All its products go through rigorous testing administered by Liquor Control Board of

Ontario. Sunnybrook is a long-standing member of Wine Council of Ontario and Ontario Craft Cider Association.

Sunnybrook Wine Canada (Asia Pacific) Ltd. was established in November 2017 in Hong Kong to better service the growing Asia Pacific market. The company is equipped to provide customers a wide range of bespoke solutions to best fit their needs.

Beverage Alcohol Manufacturer
sunnybrookwine.com

France



I-Tracing is a French company dedicated to information security especially traceability, policy compliance and data value. The company decided to expand its footprint in Hong Kong, a place with the highest business potential in information technology industry, so as to cover the dynamic Southeast Asia region.

I-Tracing helps its clients navigate cybersecurity complexities by providing vendor-independent expertise for information protection, cybersecurity surveillance, legal and regulatory IT compliance, such as PCI-DSS, GDPR, SOX, ISO2700x, etc.

In view of many international corporates are having their Asian headquarters in Hong Kong, I-Tracing plans to increase the number of local-based consultants as well as commercial development, so as to extend its local and European customer base here.

IT Security
i-tracing.com



Les Gens is a one-stop creative boutique agency which consists of 40 people creating international brand platforms for luxury and premium brands. The agency was founded 10 years ago by three passionate and creative experts who have since created disruptive and inspiring content.

In 2016, Les Gens expands its network by opening a new office in Hong Kong. Not only bridging Europe and Asia for international brands, the company also focuses on creating local advertising videos,

innovative digital contents among augmented or virtual reality; creating social media stories and curating e-influencers. Hong Kong is the perfect strategic choice to both penetrate the Asian market and access to a leading network of decision makers.

Digital Marketing Agency
lesgens.asia

Germany



Founded by Tobias Tom, Holger Bartel and Anselm Hannemann in 2017, **Colloq** is a private company that aims to build a sustainable conference and event platform to connect organisers, speakers and attendees in an enjoyable and engaging way. Their goal is to make Colloq as the central resource of comprehensive and rich conference and event content.

Colloq's vision is to gather the vast amount of knowledge produced by events and their participants. Videos, slide decks and social media coverage are a major resource for professional development. Colloq wants to collect these event

resources to foster education and help newcomers as well as industry experts stay up to date.

The company also puts an emphasised effort on user and data privacy as well as the platform's web performance. The platform is not using any tracking or analytics tools, yet will only be using third-party services where necessary, such as payments.

Conference and Event Platform
colloq.io

Ireland



Intuition is a global knowledge management solutions company with offices located worldwide. It has developed and deployed its award winning products and services to many of the world's leading corporates and largest public sector organisations for over 30 years. Its unrivalled end-to-end capabilities help its clients to optimise knowledge within their organizations to achieve real business objectives.

The regional Hong Kong office for Intuition brings the combination of the world's leading financial eLearning library know-how, knowledge management and mobile learning technology, and range of professional services to meet its

clients' knowledge needs. Intuition's professional team comprises leading learning consultants and trainers, visual design experts, specialist desktop and mobile developers, and experienced sales and support staff. With products & services delivered to a diverse industry base, covering a global audience of more than two million users annually, Intuition has the solutions & expertise to satisfy any requirements.

Knowledge Management Services
intuition.com

Italy



DO IT - IDEAS INTO THINGS is a one-stop hub for today's design, development and sourcing needs. Operate by global minds, with an Italian twist. Backed by over 15 years of experience in relevant fields and a solid professional network spanning through Europe and Asia, the company is proud to deliver fast and world-class design, development and sourcing solutions for multiple categories all about lifestyle creations, from fashion and functional accessories to home décor projects, all the way to video and photo shooting production.

Its Italian design team based in Milan and Hong Kong works very closely with Research & Development and Quality Control staff operating between Hong Kong and Mainland China, to ensure seamless follow up of each project.

Design and Development Services
doitiit.com

Japan

Aderans

Founded in 1968, **Aderans Total Hair Solutions** is the market leader of hair care and services from Japan. It has 829 stores worldwide, including 506 in Japan and the rest across North America, Europe and Asia. Aderans keeps expanding globally and opened its first Total Hair Solutions salon in Causeway Bay, Hong Kong in September 2017.

Aderans provides one-stop solutions including hair care, styling, hair growth and wig services. The five core brands of Aderans Group consist of "Aderans for Men" and "Aderans for Women" for custom-made wigs of supreme quality; "Fontaine"

for ready-made wigs; "Bosley" for hair transplant and "Hair Club" for non-surgical hair restoration services.

The Hong Kong salon provides total hair solutions for male and female customers alike, featuring Aderans custom made services, Fontaine ready-made wigs and a variety of scalp treatments and hair care products.

Total Hair Solutions
aderanshongkong.com.hk



Heguru is a right-brain training programme for kids, with its Hong Kong centre established in 2016. On 6 September 2017, its founders Ruiko Henmi and Hirotada Henmi were awarded "Excellence in Education" from the White House of the United States of America and "Citation of Special Merit" from the United Nations. These awards are in recognition of their contributions and dedication to the research of right-brain education and the development for the children throughout the world.

Heguru Education Limited aims to nurture children with good manners and balanced development through fun and fast-paced activities. These activities help children to develop their memory skills, concentration and creativity as well as improving students' behaviors.

Education
heguru.com.hk



Seijo Fruitier was opened in 2017 with a mission to deliver the true taste of fruits in Japanese style within French and Viennese confectionery. In addition to its signature Parfait, it offers a wide range of cakes, baked cookies, chocolate and gelatin desserts, and fruit-based healthy drinks all emphasising the umami from fruits.

Shunkado Limited believes that Hong Kong is the ideal location to showcase a new and exciting food and beverage concept as the city is cosmopolitan and forward-looking, also renowned for its diverse array of cuisines.

Seijo Fruitier operates from a retail store in Tsim Sha Tsui, where the desserts and pastries are handmade to order. All other operations are also based here, including sales & marketing, human resources and administration. The shop hires a lot of local talent, allowing them to learn multiple skills within the pastry kitchen as well as service-oriented hospitality.

Food & Beverage
facebook.com/seijofruitier



WA Theater Company is a food export and import marketing organisation focusing on distribution of premium food products from Japan. The company mainly sources fruits, vegetables, meat and fishery products directly from manufacturers. With partial investments from the Japanese government, the company would like to relay the message and stories behind each product from the manufacturers to all customers.

In 2016, WA Theater Company has expanded its footprints in Hong Kong by setting up a subsidiary

here. The company now sources and provides Japanese food products to well-known hotels and restaurants locally. In order to expand its customer base, the company has recently developed a theater-themed restaurant to accommodate customers. Visual aid and open kitchen will help deepen customers' understanding on the ingredients that they are going to consume.

Exporter, Importer and Distributor of Premium Japanese Food Products and Restaurant
wa-theater.jp

Mainland China



Since its creation in 2003, **ABP** has acquired extensive experience in developing business districts including ABP Beijing, ABP Finance Harbour, Beijing Maya Island Hotel, ABP Northeast China, ABP Qingdao, ABP Haining and ABP Royal Albert Dock.

ABP announced the establishment of its office in Hong Kong to be the gateway for international investors into the landmark £1.7 billion development at Royal Albert Dock in July 2017. As a new springboard to Europe for Asian businesses, the Royal Albert Dock development will form

London's next business centre as occupancy rates in other parts of the city remain high.

Supported by the United Kingdom and Chinese governments with investment from CITIC Group and with CITIC construction as main contractor, this is ABP's first project outside of Mainland China and the largest scale development project in the United Kingdom by a privately-owned Chinese company.

Real Estate Investment and Development
abp.cn/en



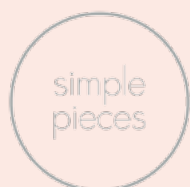
Chengdu Shudaxia Catering Management Co. Ltd. is a Sichuan-based hotpot restaurant chain. It was established in Chengdu in 2015 and has expanded rapidly to become one of Sichuan's top ten hotpot restaurants and the Standing member of the Chengdu Catering Profession Association.

The company is committed to producing top-quality classic hotpot dishes using the finest natural ingredients. No additives are used, which has made

the restaurant chain very popular among Mainland Chinese customers.

Shudaxia recently opened its first restaurant in Hong Kong with an aim to introduce traditional Sichuan hotpot dishes to local customers.

Restaurant
cd-sdx.com



The Beam Co., Limited has been recently set up in Hong Kong, the Asia's world city. The company aims to create an international brand, Simple Pieces, for the new generation who aspires for "self-realisation" and believes in the power of authenticity. The products is displaying on real women with actual proportions so customers can easily find their truest fit. The products are using stretchy and easy care fabric, in order to fit customers' lifestyle and suit

their fashion style. The company has its creative center and showroom in Hong Kong, while the sales region starts from Hong Kong and Mainland China, and will later on expand internationally. Its supply chain and operation centre are located in Shenzhen.

Fashion Brand
www.simplepieces.com

Mexico



SERA provides logistics and value-added services to customers and importers based in Mexico. Having chosen the Latin word for “padlock” (a common yet reliable security device) as its company name, SERA’s mission is to bring security and visibility to the importers and clients according to their needs in the whole supply chain, from the beginning of production to final delivery of the goods.

SERA also offers value-added services such as inspection of the orders from the outset to visibility in the transportation process and customs

clearance at the importation end, ensuring that shipments reach the customers in a timely and orderly manner.

In view of increasing business volume and customer demand in the region from Mexican companies sourcing raw materials and manufactured goods from the Mainland China, SERA has recently set up a Hong Kong office to coordinate shipments between Asia and Mexico.

Logistics and Supply Chain Management
sera.com.mx

Russia



Interfax is a leading provider of professional information solutions tailored for risk assessment, compliance, enhanced due diligence, know-your-customer (KYC), business and financial intelligence. With a focus on Russia and the Commonwealth of Independent States (CIS), Interfax helps companies minimise potential business risks and allow them to make timely and informed decisions.

SPARK-Interfax is a complete solution for verification of legal entities and private entrepreneurs, directors and shareholders in Russia, Ukraine, Kazakhstan, Belarus, Kyrgyzstan and Moldova. It is a reliable tool to help clients

meet the international regulatory requirements with regards to KYC/third parties, AML/CFT, investigation and due diligence procedures. It does not only provide access to company registration details and financial results, but also possesses complex analytical capabilities, minimising the time needed to make any conclusions about the dependability and creditworthiness of a company.

Information and Communications Technology
interfax.com

Singapore



Founded in Singapore, **Apex Retail** aims to bring premium international brands’ beauty products to Asian markets through its unique concept store, ranging from high end makeup, hair tools and hair care to luxurious skincare. The company has expanded to Hong Kong recently as it found Hong Kong a place where they can get sufficient international exposure. Also due to the credibility protection the city could offer to foreign companies as well as the stable, mature and accessible legal system, there is a strong determination for Apex Retail to invest here.

Apex Retail’s Hong Kong office will be hiring Beauty Advisors and Sales Director to support its operation and it’s looking to expand when the company has secured a strong customer database and have an active profitability.

Luxury Beauty Skincare
apexretail.com.sg



I Can Read is an English language education provider which opened its first centre in Hong Kong in October 2016. Founded by educational psychologists in 1995 based on 15 years of research, its English reading programme helps students develop phonemic awareness at an early stage.

The “I Can Read” System is a scientifically developed teaching methodology which uses a unique approach, giving children the literacy and communication skills they need. Students develop their English linguistic abilities in a natural way, similar to the manner in which we learn our first language. Research has shown that this

removes the need for memorisation and it is highly effective. With over 140 learning centres across eight countries or territories, I Can Read is one of the leading English learning systems in the world. Through its unique teaching methodology, the company ensures that its students develop long-term excellence in all four skills - reading, writing, speaking and listening.

English Language Education
icanread.asia/hongkong



Taiger is a leading provider of advanced artificial intelligence and a pioneer in knowledge worker automation, specialising in solving information access problems. Built on four different disciplines of AI, Taiger's solutions are taught to read and understand information as a human does, transforming unstructured information to valuable knowledge at unparalleled KPIs for businesses and their customers. Global clients across financial services and government rely on Taiger for client onboarding, banking and insurance operations, trade finance, customer service, and more. Taiger is the company of choice for industry leaders looking

to maximise efficiencies, minimise costs, and strengthen customer relationships.

Headquartered in Singapore, Taiger is the winner of the 2017 Citi FinTech Challenge, an IMDA-accredited company, Gartner Cool Vendor 2017, member of the W3C consortium, and recipient of the ISO 9001 quality standard.

Information Technology
taiger.com

Spain



Spanish football league **LaLiga** believes Hong Kong is a territory of great opportunities and a key city for the league's development, since football is one of the city's favourite sports. Seeing a big potential, LaLiga considers Hong Kong as a crucial market, and has hired a delegate based in the city to identify new opportunities.

With the goal to continue growing in the Hong Kong market, LaLiga dedicates to expand the follower

base to maintain its status as the world's leading football league. It also aims to promote values of teamwork, hard work, leadership, reliability, responsibility and respect.

Sports and Entertainment
laliga.es/en

Sweden



Acknowledged by investors with Global Red Herring 100 Award and a public company on the NASDAQ OMX, **BIMObject® Corporation** is a digital content management system for Building Information Modeling (BIM) objects. Its unique solutions for manufacturers provide development, hosting, maintenance, syndication and publication of the digital replicas of manufactured products - BIM objects.

BIMObject establishes a wholly-owned subsidiary in Hong Kong with Simon Cai as the Executive Business Director Asia, serving a growing demand for the company's products from Asian markets.

The increasing interest stems both from building product manufacturers, who create digital versions of these products known as BIM objects; and from users who download these digital objects from the platform BIMObject® Cloud to use in real-life building projects and developments.

Building Information Modeling (BIM) Technology
bimobject.com

Taiwan



Founded in Taiwan in 2014, **Mr Tree** owns three children's restaurants in Taipei and Taichung that target pre-school children aged 0-6. Recognising the demand for children's restaurants in Hong Kong, Mr Tree opened its first restaurant in the city in 2016. Since its establishment, Mr Tree has served a total of approximately 600,000 customers and has become the largest children's restaurant chain in Taiwan. It was rated as the best of top ten children's restaurants in Taiwan for 2015 and 2016 consecutively and for 2016 in Hong Kong.

The restaurants feature an open-plan design with a number of play areas for children at different ages. The company operates a strict health and safety policy and organises a wide range of family events.

Catering - Family Restaurant
mrtreegroup.com

United Kingdom

CHERYL LEUNG

Cheryl China Wow was born out of creating contemporary ideals in womenswear and menswear fashion in Hong Kong. With its background from London, the company provides creative solutions for its Hong Kong clients including Le Saunda, Lane Crawford.com, Chow Sang Sang, Staccato and The Landmark. As a fashion stylist and the owner of the company, Cheryl Leung has provided styling service for global clients including L'Oreal Paris, Condé Nast China Vogue and Net-a-Porter. She also worked with City of Dreams Macau and The St. Regis on lifestyle content, as well as sportswear brands such as Adidas HK and Nike.

The company is currently exploring digital strategies in creating content for online social platforms, mobile apps, and eCommerce for startups and local brand in Hong Kong, as well as APAC, Mainland China and worldwide.

Creative, Fashion, Branding Content
cherylleung.com



The University of West London (UWL) opened its new Hong Kong Centre with a view to extending the university's global reach via the international status of the city. Located at the Hong Kong Nang Yan College of Higher Education, the centre offers a range of undergraduate and postgraduate courses, ranging from music to law, tourism, aviation, design, finance, psychology and healthcare studies, to be taught by UWL's highly experienced faculty staff. Classes are delivered in English, and qualifications awarded will be the same as those awarded in the UK.

The Hong Kong Centre will be the flagship of UWL in Asia and will follow the university's career focused approach, equipping students with both the academic knowledge and practical skills to succeed in their chosen careers.

Higher Education
uwl.ac.uk/hong-kong-centre

United States



Cooking and sharing great food is **BiteUnite's** way of enriching life, creativity and culture of a city's communities. By being a hub of activity, energy and inspiration, the company wants to gather together everyone who's passionate about authentic food into one kitchen.

BiteUnite is a community of professional chefs, passionate bakers and amazing cooks. It helps budding chefs to start their own food businesses by offering a co-working kitchen space, marketing

platform and ongoing business support. BiteUnite connects its talented kitchen members to diners, brand partners and more, to create a vibrant community.

Community Co-working Kitchen and E-Commerce Food Platform
biteunite.com



Clarity Investment Partners is an Independent Asset Manager (IAM) based in Hong Kong with founders from the United States. Clarity offers investment strategies for qualified investors among both local and expatriate families in the region. The company's value proposition is from its time-tested portfolio management process, objective research, and transparent fee structure which align its interests with those of its clients.

Clarity chose Hong Kong due to its role as the financial hub for the Mainland China and the company is looking forward to being a part of the growth of independent investment services in the city.

Independent Asset Manager
clarityinvestment.com

Deloitte.

Asia Pacific
BLOCKCHAIN LAB

Deloitte is a global firm with a well-established technology consulting practice. Recently, its member firm in Mainland China has established its **Asia Pacific Blockchain Lab** in Hong Kong to support clients across the APAC region in solving various business problems through the application of Distributed Ledger Technology (DLT, also known as Blockchain). Given Hong Kong's status as a financial and trading hub enhanced by the Belt and Road Initiative, there are ample opportunities for DLT applications in areas such as trade finance,

supply chain and insurance. To support the development of this Blockchain Lab, Deloitte has built a team of engineers who are well-versed in emerging technologies. The Lab will collaborate closely with its two other regional labs in Dublin and New York to provide Blockchain solutions to clients.

Professional Services

deloitte.com/cn/en/pages/financial-services/solutions/asia-pacific-blockchain-lab.html



Founded in the United States, **Polygon** is a place where communities gather and old friends meet new ones. A café at heart, it is designed to create cozy environments for people to engage with each other over a cup of coffee or one of the many teas. Listed by Tatler HK, Foodie, and Lifestyle Asia as one of the best cafes to be opened this year, Polygon has already partnered with Naked Hub to operate in their co-working spaces at multiple locations. It's

becoming a go-to destination for coffee lovers as well as a hangout location for the local community in Sai Ying Pun.

Café

www.cafepolygon.com



Global Conferencing & Communication Solutions

Founded in 1947, **Verrex** is a widely respected global audiovisual systems integrator and managed services provider. The APEx-certified integrator added Hong Kong to its regional presence to meet higher expectations for video conferencing, collaboration and other advanced audio visual systems.

Hong Kong joins Shanghai as the second office to open in Asia and the fifth globally for the 70-year-old systems integrator. The city mirrors the integrator's North American Headquarters including sales, engineering, project management, field installation, field service, and service desk

to support a multinational and regional client and partner base. Asia continues to be a source of unparalleled business opportunities and Hong Kong plays an important role in maximising this region's potential. The company's ultimate goal is to establish a strategic footprint that allows it to globalise its capabilities based on an evolving client profile.

Audiovisual

verrex.com

WATCHBOX

The **WatchBox** is the largest luxury pre-owned watch eCommerce platform in the United States, which has recently expanded into Hong Kong. Driven by industry leaders originating from Sincere, Elegant & Emperor Watches, the team is passionate about everything watch-related and the use of technology which brings a whole new way to enjoy luxury timepieces.

Being one of the biggest luxury watch markets in the world, Hong Kong is the ideal next destination for its trusted platform for buying certified pre-owned watches and providing the easiest

way to resell watches. It's "Collectors' Lounge" welcomes guests seeking watch advice, and happily hosts horological gatherings.

With Hong Kong's ideal location, efficient logistics and favorable trade tariffs, WatchBox can service the whole of Asia and Australasia from its Central office, bringing the WatchBox experience to a whole new part of the world.

Luxury Watch eCommerce

thewatchbox.hk



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