

InvestHK

Client Profiles

Belgium



Originated from Belgium, **BAUNAT** is a fast-growing online reference for fine diamond jewellery and investment diamonds, offering unbeatable prices and catering to smart buyers. Due to its capacity to buy diamonds at a direct source, its efficient (digital) marketing, and its smart stock monitoring business conduct, the brand now exports more than 85% of its branded diamond jewellery to more than 50 countries.

Based on the Bricks & Clicks approach, in every market where the brand feels a lot of traction, it opens a local showroom to support the growth. Nearly 70% of its sales are made via eBoutiques,

available in eight languages and seven currencies, while approximately 30 percent of sales are made in their showrooms in Amsterdam, Antwerp, Geneva, Zurich, Dusseldorf, Mumbai, Nice and Paris.

Recently, BAUNAT has launched a new showroom in Hong Kong to embrace the expansion in Asia.

Digital Native Diamond Jewellery Brand
Baunat.com
Baunatdiamonds.com

Canada



Established in 2011, **Korah** was founded with trusted IT professionals and has delivered a broad spectrum of projects for major Canadian telecommunications, insurance, government and financial companies. Its staff are highly experienced in process automation, business intelligence, technology integration, and custom application development. Korah works closely with customers and ensures every end solution that it produces is uniquely tailored to individual needs.

With the company's vast experience in Information Technology and Systems Integration, its self-developed AI Chatbot, ccRobot, was launched in Canada in 2016. Unlike traditional chatbot, ccRobot provides a highly adaptable solution to organisations for ever-changing business environment. With this DIY chatbot building

platform, organisations can jump-start their chatbots faster and easier with much lower risk and investment.

Korah has expanded to Hong Kong in 2017, to enhance the delivery of ccRobot and reach of existing IT and AI portfolio services in the Asia Pacific region.

AI Technology
korahlimited.com

France



Astrakhan is a consulting firm specialises in management, innovation and new technologies. To cater the needs of its clients, the company has expanded from Paris to Hong Kong in the beginning of 2018, and it's expecting to add at least 12 consultants by end of the year.

Since 2012, Astrakhan has helped various types of organisations to manage their digital transformation. The shift to digital technology is prompting organisations to review their culture, operations and positioning. New management practices and technological innovation are coming together to transform both consumers and employees' experiences. Astrakhan works closely with organisations to design, create and invent

projects and solutions that will make them stand out from the competition.

Its services are organised into three clusters: agility, innovation and management; DevOps, cloud and digital workplaces addresses; architecture, data and integration. These are combined to help clients leading the managerial and technological transformation of their companies.

IT Consultancy
www.astrakhan.fr/en

2 CLIENT PROFILES



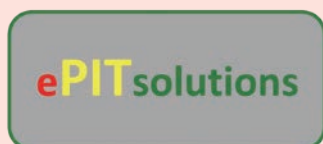
Enyx is a French technology company and a leading provider of Field Programmable Gate Array (FPGA) based, ultra-low latency technology and solutions for market connectivity and network infrastructure. Enyx provides both off-the-shelf trading and telecom solutions, and assists in their integration and deployment into the customer's infrastructure.

In February 2018, Enyx opened its Asia-Pacific regional office in Central, Hong Kong. Headquartered in Paris with additional offices in New York, the company can now provide the latest, cutting-edge FPGA technology to a worldwide client base.

The demand for high performance solutions is rising with the recent deployment of wireless

networks connecting the US and Asia. Along with the increase in trading volumes and higher speed connectivity to Chinese marketplaces, Hong Kong's central position in the APAC region made it the perfect location for the company's expansion. Enyx can now better support its clients in the area, as well as those looking to expand.

Ultra-low Latency Technology and Solutions
enyx.com



ePITsolutions is developing eLearning modules to explain technical topics, such as civil aviation regulations and standards. Hong Kong offers an active civil aviation environment and ePITsolutions is a member of the Hong Kong Aviation Industry Association (HKAIA).

Hong Kong is a very welcoming place to develop a new company and, as people speak both English and Chinese, it is easy to develop multi-language training materials. It also offers very good

infrastructure for IT companies with high-speed and reliable communications.

The company's head office is based in Hong Kong with sales, administration, projects management and customer support.

eLearning
epitsolutions.org



GIDA Limited is a Hong Kong company with both French and Japanese origins. GIDA provides simple but sophisticated, beautiful but functional solutions to diverse type of spaces, such as retail, hospitality, restaurant and cafes, and private housing. GIDA believes luxury codes can help to create timeless and intuitive designs. It thrives to raise client's expectations to a high-end experience through tailored and striking concepts.

The company's lead designer has a strong background in luxury retail, having worked for Louis Vuitton French architecture department for five years, and another five years for Curiosity, a

Japanese design studio. The choice of establishing the company in Hong Kong was led by various reasons. Besides the vibrant design scene and great opportunities here, the company also relies on a solid network of international and local suppliers.

Interior Design
gida.hk



Le Petit Croissant makes and delivers delicious breakfasts since early 2017. Launched in Hong Kong by a young French entrepreneur, Le Petit Croissant delivers amazing French pastries to the largest corporations in town but also to individuals at home. It offers a large range of breakfast items perfect for office meetings or family brunch.

Food quality, timely delivery, elegant packaging and excellent customer relationship are what differentiate Le Petit Croissant among others. It is also the reason why so many corporations already put their trust in it to take care of their daily, weekly or monthly breakfasts.

Breakfasts can be delivered to anywhere on Hong Kong Island from 7am every day and orders can be placed online until 6pm the day before delivery.

Breakfast Delivery Service
lepetitcroissant.hk



Think it Twice aims to empower employees, particularly those in the retail sector, by reinventing corporate training through B2B fully tailored mobile programmes for sales teams. It provides targeted content on a daily basis to enable users to learn about products, sales techniques, and market intelligence. The aim is to further develop the skills of boutique teams to convince an informed client who obtains knowledge from online resources.

The company was set up in Hong Kong in 2014 and serves clients worldwide.

Mobile Training for Retail Sector
thinkittwice.com



Vigeo Eiris is an independent provider of global environmental, social and governance (ESG) research and services for investors, public and private organisations and NGOs.

Thanks to its long-standing experience working alongside some of the most committed and ambitious players in responsible investment, Vigeo Eiris has built a strong reputation for the rigor and depth of its ESG research. The company has also built a solid track record in green and sustainable bond markets globally.

Vigeo Eiris is present in 17 countries worldwide, including seven partners, and has a multi-cultural team of 28 different nationalities.

Continuing its development in Hong Kong, a hub for Asian capital markets, will strengthen Vigeo Eiris' presence in Asia, along with its two long term partners: Quick in Japan and Caer in Australia. Vigeo Eiris Hong Kong will primarily focus on green and sustainable fixed income markets, helping investors and issuers to develop this market further.

ESG Research Provider
vigeo-eiris.com



WHAT'sIN is an online start-up specialised in delivering surprise fresh fruits baskets at doorstep of families, individuals and corporations.

Finding tasty and healthy fruits in today's Hong Kong often rhyme with expensive high-end supermarkets. The company believes that everyone should have access, at a reasonable price, to fresh, tasty and healthy seasonal fruits. Having a vitamin refill goes well with having fun, this creates the concept of surprise fruit baskets with seasonal fruits.

Composed of high standards and organic certified fruits from Reunion Island in France and other parts of Western Europe, WHAT'sIN fruit boxes are on average 30 percent to 40 percent cheaper

than equivalent quality fruits in retail stores. For corporations, WHAT'sIN also customises its offer to fit companies' needs and contribute to a healthier working environment.

WHAT'sIN strives to minimise its environmental footprint by using recycled and biodegradable material for packaging, avoiding use of plastics.

Online Fruit Boxes Delivery Service
whatsin.hk

Germany



Beautiful Brands represents over 80 German manufacturers of consumer goods, cosmetics, food and beverages, watches, toys and many more. All of them are family-owned with a very long tradition.

Beautiful Brands sees the business opportunities in Mainland China and aims to bring in more German consumer products. As there are only few German manufacturers in Hong Kong few years ago, the company has chosen this place to expand its business. It offers brand products and private labels to several major Chinese and Hong Kong retailers, such as Brauns Heitmann, Goki, Pololo, etc.

Currently, Beautiful Brands is creating warehouse solutions in Hong Kong with local partners, in

order to better serve its customers locally and in the Mainland. The company is also constantly increasing its pool of German manufacturers, to offer a greater number of market leaders, with complete sales solutions and marketing planning to its customers.

German Consumer Products Distributor
beautifulbrands.hk

Ireland



Founded in 1999 in Ireland, **Aergo Capital** is a fast growing international aircraft leasing platform with locations in Dublin, New York, Nairobi and Jakarta. As one of the leading aircraft leasing companies worldwide, Aergo Capital owns and manages portfolio comprising 42 aircraft, diversified across a portfolio of 19 lessees and 14 countries, and has successfully traded over 250 aircraft with more than 50 airlines across all seven continents. Aergo Capital's portfolio is currently valued at US\$1 billion. The company offers a wide range of services to its airline clients, including aircraft leasing, aircraft financing, sale and leaseback financing and aircraft trading.

Given the new tax incentives Hong Kong offered to aircraft leasing activities, Aergo has chosen to set up its regional office here. With its new office, Aergo Capital can further enhance its presence in this ever-growing region and continue to serve the needs of its existing and future customers in the Asian market.

Aircraft Leasing
aergocapital.com

Japan



DYM healthcare provides reliable services together with highly experienced family doctors at three cities all over the world, with around 100,000 patients visiting every year.

DYM in Hong Kong provides simple health assessment, vaccination, and medical consultation by its pediatricians and general practitioners. Doctors can plan the child vaccination schedule even if the patient has received some of the vaccinations in other countries. The company also provides travel vaccinations such as Rabies, Japanese encephalitis and Hepatitis A/B for child and adult.

DYM clinic is located next to Taikoo MTR station. Its team support patients from booking to

prescriptions. Patients can make a booking through phone calls, website and mobile apps (WhatsApp or Line) in English, Chinese or Japanese. Payment can be settled by cash or credit card. DYM has signed agreements with most Japanese insurance companies for direct billing and will be expanding to international insurance companies.

Healthcare Services
dymhongkong.com



With a history of over 50 years in Japan, Tokyo Giken Inc. is one of the leading companies providing Central Suction System to dentists. Their Central Suction System was adopted by all 29 Dental Universities in Japan.

TG Trade (Hong Kong) Co., Ltd (TGTHK) was established as a subsidiary of Tokyo Giken Inc., providing Tokyo Giken's products and aftercare services to dentists, hospitals and universities in Hong Kong and other Asian countries and cities.

Tokyo Giken also has more than ten years' experience in providing oral care products for

elderlies in Japan, as it has become the world's first "ultra-aging" country, which Hong Kong may follow soon. TGTHK will also focus on providing oral care products for elderlies to support the elderlies' healthy life in Hong Kong.

Medical Device Trading
tokyogiken.com

Korea



T'way Air is one of the fastest growing low-cost carriers in South Korea and has rapidly expanded from a domestic airline into an international carrier since 2010. T'way launched the scheduled service between Daegu (Korea) and Hong Kong in 2016, as it is one of the popular cities for worldwide travellers.

Unlike other low-cost carriers which only sell tickets on website, T'way Air sets up a sales team in Hong Kong and works closely with Hong Kong travel agents. The company hopes Hong Kong travellers can enjoy its service to explore Korea.

Moving forward, T'way is planning to launch more routes connecting Hong Kong to other cities in Korea, hoping to serve more travellers.

Aviation
twayair.com

Mainland China



CALSA Aviation Group is a new aircraft operating leasing entity with headquarters in Shanghai and platforms in Dublin and Hong Kong.

CALSA finds Hong Kong a logical choice to set up a full service aircraft leasing and lease management platform, given its Mainland China heritage and benefits that Hong Kong offers to aircraft leasing. Also, as the Asia region is the biggest growth market in aviation and Hong Kong having a central location in Asia, it provides significant access to equity as well as financing, and a favourable ecosystem including having a common law system. A significant portion of its global fleet will be owned out of its Hong Kong operation.

Aside from hiring and investing in training of local talent within the company, CALSA works closely with Hong Kong Polytechnic University to support the development of an aircraft leasing & financing course to encourage Hong Kong's next generation to work in this field.

Aircraft Operating Leasing, Lease Management and Advisory Services
calsaviation.com



Chongqing Spicy Hot Pot Company Limited is a hotpot restaurant chain in China. In 2012, it was listed as one of the top 50 Chongqing hotpot restaurants, and in 2014 it was featured on the second series of a Bite of China, a documentary on Chinese food.

The restaurant produces its hotpot broth using the finest ingredients. According to the founder Zhang Ping, there are two key principles for making authentic Chongqing hotpot: spicy flavours and a butter-infused broth. This has been the key to the restaurant's success and unforgettable hotpot experience.

The company currently has over 200 restaurants in Mainland China, making it one of the country's largest hotpot chains. Since entering the Hong Kong market in 2016, it has opened four restaurants in the city, and plans to open more stores this year to consolidate its position in the local market.

Restaurant



Zhuhai is a major city in the western part of the Pearl River Delta region. It has become an important centre for Mainland China's 'Belt and Road' initiative in the Guangdong-Hong Kong-Macau 'Greater Bay Area'. Major industries include IT, household appliances, energy, biopharmaceuticals, medical equipment, petrochemicals, precision machinery, print consumables and yacht building.

The **Hong Kong Representative Office of Zhuhai** was founded in 2017. It provides a range of

tailored services to international companies that wish to invest in the city, including advice on investment and trade policies, strategic planning, local initiatives, financing, legal services, and government liaison services.

Government Sector



Juewei Food has over 8,000 stores worldwide and entered the Hong Kong market in 2017. The company produces a selection of savoury meat snacks characterised with numbing, spicy, fresh and aromatic sense and taste. Made with thousands types of Sichuan chillies grown at over 3,000 m above sea level, the snacks have a unique colour, texture and flavour.

All of Juewei's products are made according to strict, centrally-managed quality control standards and packed using German modified atmosphere packaging technology to ensure that every product

is free from contaminants. The company has received numerous certifications for food safety management, including ISO22000 and HACCP.

This year, Juewei plans to increase the number of Hong Kong branches to 20 stores. It will also launch a range of new products to attract more customers.

Food Retail



Founded in May 2001, KQ GEO Technologies Co., Ltd. is one of the leading providers of geospatial solutions for government agencies and enterprises in Mainland China. With continuous efforts, the company has 42 branch offices and five technical centres across Mainland China, and several overseas marketing centres in ASEAN, including Malaysia, Thailand and Indonesia.

Hong Kong is one of the largest financial centres with a mature global business network. Establishing **KQ International Limited** in Hong Kong definitely enables the company to grasp international market trends and expand overseas business. Meanwhile,

Hong Kong has a strong talent pool that is familiar with the Mainland and international business, which is beneficial to the company's development.

Currently KQ has a core team in Hong Kong and will multiply human and capital investment to build the branch as the bridgehead to accelerate the company's internationalisation process.

Geospatial Information Services
www.kqgeo.com/en

中国 • 青岛工商中心 (香港)
Qingdao (China) Centre for
Business & Commerce (Hong Kong)

Qingdao is one of the first Chinese cities opening up to foreign markets, one of Mainland China's most important coastal cities and tourist destinations, boasting a large international port as well as numerous historical and cultural attractions. The city plays an important role in promoting Closer Economic Partnership Arrangement between Mainland and Hong Kong.

The **Qingdao Centre for Business & Commerce (Hong Kong)** was established in 2017 with an aim to help local companies invest in Hong Kong as well as attract more foreign investment to Qingdao and improve the city's international image.

The centre is responsible for promoting the city of Qingdao on behalf of the Qingdao Municipal Government. It also aims to strengthen economic cooperation with Hong Kong.

Government Sector
www.qdbofcom.gov.cn



With offices in Hong Kong and Shanghai, the **Hotelier Awards** is a celebration of brilliance for the outstanding professionals that breathe life into a hotel. The Hong Kong office manages the partnerships for Mainland China and Asia, as well as the organisation of the finalists' announcement in Hong Kong, which will take place in July 2018.

The platform is unique and run independently, recognising individuals of the hotel industry from General Managers, to front line staff who are the best in their field and often fly under the radar or

shy away from the limelight. As the platform moves into its fifth year, the newly opened Hong Kong office is at the centre of the region, providing greater opportunity for both partners and applicants in the area.

Hospitality
hotelierawards.com



Unisplendour Technology (Holdings) Limited is listed on the Hong Kong Stock Exchange (code: 365.HK). It is currently the most important overseas investment and financing arm of the Tsinghua Unigroup.

The company manufactures and sells surface-mount technology (SMT). It is one of Mainland China's leading companies in SMT R&D and has 38 registered patents and two software copyrights. It has also developed its own high-end selective soldering products and a BIMS SMT information management system. The company recently won a Gold Award at the 4th Red Sail Industrial Design Awards. In addition, the company provides

investment and asset management services and plans to establish a hi-tech industry fund and continue to develop innovative technology in order to provide a range of manufacturing and financial services.

Surface Mount Technology (SMT) Equipment Manufacture, Financial Investment and Asset Management
unistech.com.hk

Mexico



Mezcalito is a Los Angeles style lounge showcasing Mexican agave spirits such as tequila and Mezcal.

The owner-operators wish to offer their community with the opportunity to enjoy the relaxed environment, hip music and fragrant cocktails available at Mezcalerias on the West Coast and in European capitals.

In addition to presenting an elegant after-work drinks venue with stellar views in a convenient Central location, Mezcalito is promoting cutting edge late night dancing and hosting numerous

events for startups in the arts, fashion and technology spheres with its modular room and projectors.

As the market develops, the company will keep an eye out for opportunities to expand to other locations in Hong Kong and Asia.

Lounge and Bar
mezcalito.com.hk

New Zealand



178 Degrees is an importer of premium New Zealand foodstuffs, including live Pacific oysters, blue abalone, and natural manuka honey. Its signature offering, freshwater king salmon from Mount Cook Alpine, has been rated by Seafood Watch as the most sustainably produced food product in the world.

Responding to growing public demand for safer and responsibly-sourced food, New Zealander Benjamin So established 178 Degrees in 2015, sourcing the highest quality foodstuffs from New Zealand and bringing them directly to Hong Kong.

178 Degrees supplies its products to five-star hotels and restaurants, such as the Ritz-Carlton and Michelin-starred Arcane, and has recently

launched its online store with door-to-door delivery service.

Sustainability and responsible resource management are essential to 178 Degrees. The company partners with suppliers who care deeply about quality and provenance. Many are family businesses that are committed to "kaitiaki", the guardianship of the country's natural resources.

Premium New Zealand Food Importer and Distributor
178degrees.com

Philippines



AlphaConcepts is an online influencer marketing platform that provides an efficient way of connecting brands to influencers or Key Opinion Leaders (KOL). Through the platform, marketers may publish their campaign information and requirements, influencers then see the campaign via a mobile app. Influencers who best fit the brand will be selected to develop the campaign. Since the launch in April 2017, AlphaConcepts has acquired influencers in different niches ranging from micro-influencers, to mid-tiers, and major influencers.

The co-founders came from fashion, tech and finance background. With experience in Southeast Asian markets, the team was fascinated by the city's

thriving startup ecosystem. Now headquartered in Hong Kong, the company serves local and international brands in fashion, beauty, consumer goods and services, hospitality and travel, technology, eCommerce, as well as brands run by SMEs. With the city's diversified mix of people, the company believes Hong Kong is a strategic gateway to expand into rest of APAC markets.

Influencer Marketing Platform
alphaconcepts.co

Russia



Established in 1999, **ATC Air Service Limited** is a leading international logistics company providing cargo services to Russia. With a strong foundation from Russia tourism since 2008, ATC Air Service Limited has developed a wide range of tourism products and services to cater different markets and demands, pioneered distinctive and tailor-made Russia tours which project another side of Russia to the market. ATC also accounts for charter flight services, being a consolidated sales agent of Aeroflot Airlines, expertise of land arrangement in

Russia. Nowadays, the company operates 29 branch offices in Russia, Mainland China, Southeast Asia and Europe.

Seeing an uprising demand of travelling towards Russia, ATC is eager to expand its team and strives for providing a superb travel experience to meet customers' expectation, as well as exhibiting a diverse Russia to Hong Kong market.

Logistics and Tourism

Singapore



Cocoba Pte Ltd in Singapore manages a rapidly growing group of food and beverage brands including IRVINS Salted Egg. The company started off as building a series of restaurants, one of which, Irvin's Live Seafood, famous for its salted egg dishes such as salted egg crab, laid the foundation for what would eventually evolve into IRVINS Salted Egg, specialist in highly addictive salted egg potato chips and fish skin.

IRVINS Salted Egg currently has eight outlets in Singapore. The first Hong Kong outlet opened in February 2018 in Harbour City, Tsim Sha Tsui.

Snack Retail
irvinsaltedegg.com



MetroResidences is a Singapore based serviced apartment booking platform that connects corporate clients to residences managed, furnished and serviced by the team. Each apartment is curated, taking into account the location, price, quality and amenities, to fit the standards of modern living. MetroResidences was inceptioned in Singapore in 2014 and has expanded to Tokyo in 2017. The startup has raised funding of US\$2.8M in 2017 from Rakuten, a Japanese eCommerce and Internet company, and is accelerating its expansion in Asia.

The company believes that Hong Kong is one of the prime business hubs in Asia, and is also among the highly visited places in the world with a strong demand for short to long-term stays from corporate travellers and even athletes. MetroResidences provides the market with an affordable living space without compromising the quality of stay that every modern traveller deserves.

Online Property Searching Platform
metroresidences.com/hk-en

Sweden



Wan Living was founded in 2016 by a team of three Swedish and Hong Kong-based engineers and designers. Hong Kong was the ideal location for the company, with suppliers in Mainland China a few hours away, good infrastructure and many shipping possibilities.

Wan Living's product portfolio spans over apparel and e-device accessories. The products were designed with focus on functionality, durable materials and slimmed down to purposeful products with a Scandinavian touch. The need for smart and affordable design products for modern living is greater than ever and the lack of such

products was the reason that the company was founded. Its products are mainly sold through eCommerce sites in the United States and Japan, and will start selling locally in Hong Kong soon. Its founder is an entrepreneur from Sweden who loves to create smart products for daily living.

Scandinavian Design Products - eCommerce
wanliving.com

Taiwan



MemePR is a one-stop marketing platform for all businesses aim at growing locally and globally with faster, cost-effective and reliable marketing services. MemePR currently covers more than ten countries in the Greater China and Southeast Asia region with over 1,000 media and marketing partners worldwide. The most advanced A.I. and Memebot technology is adopted to collect intelligence, articulating the best fit marketing strategy and execute the marketing plan. MemePR has worked with hundreds of brands, generating coverage and achieving the objectives together at the fingertips.

The company chooses to set up regional headquarters in Hong Kong for business and technology development because of its robust and commercially flexible financial and legal policy. Hong Kong is also a good spring board for entering the Mainland China market.

AI Marketing Platform
memepr.com



Headquartered in Taipei, Taiwan, **Yuanta Commercial Bank** was founded in 1992. Its parent company, Yuanta Financial Holding Co., Limited, is one of the top 50 listed companies in Taiwan and was awarded the 2016 Platinum Award for Excellence in Governance. The financial holding company has extensive coverage in the region, including Hong Kong, Shanghai, Beijing, Shenzhen and other cities in the Greater China, South Korea and the ASEAN markets such as Vietnam, Cambodia, the Philippines, Indonesia, Myanmar and Thailand.

Considering that Hong Kong is one of the three major financial centres in the world, and with the implementation of Shanghai-Hong Kong Stock Connect, Yuanta Commercial Bank believes that

the Hong Kong branch could help the bank rapidly expand its global financial business. The Hong Kong branch provides a comprehensive range of financial services to its clients, which include deposits, remittances, credit, and import and export trade financing.

Banking

www.yuantabank.com.tw/bank/

United Kingdom



Launched in December 2017, **Halal Planet** is a Hong Kong based startup, running a website and mobile app, which showcases Hong Kong's Halal products and services to Muslims who are living and travelling here.

The company provides a comprehensive list of Halal restaurants, products, Halal-friendly hotels and attractions. Users can leave reviews and join numerous promotions which Halal Planet secured from vendors.

The Halal-friendly market is a large and rapidly growing segment of Asia's tourism industry, while Halal Planet aims to expand its offering to other Asian locations by year-end.

Halal Planet is pioneering the "Charity4Free" campaign which promises to feed a poor child for every review left by users. This social responsibility campaign will encourage businesses to participate and shape the company's path in this fast-growing sector.

Travel and Tourism Online Platform

halalplanet.com



Invest Northern Ireland is the economic development agency for this part of the United Kingdom, promoting trade and investment from an extensive network of offices, including a new office in Hong Kong.

Northern Ireland's education system is considered one of the best in Europe and consistently outperforms all other United Kingdom regions at GCSE and A-level qualifications. 55 percent of the population is under the age of 40.

High-quality products and services from Northern Ireland are exported globally and the region's exports span a diverse range of sectors including technology, food, materials handling, engineering & construction, life & health sciences and FinTech.

Northern Ireland also has a strong track record in attracting inward investment, with global companies attracted to the region primarily because of its ideal location in Europe, highly educated workforce, excellent communications infrastructure, business-friendly environment and competitive operating costs.

Government Economic Development Agency

investni.com

10 CLIENT PROFILES



TourDesk is a leading travel technology company that has evolved into a leader in its field. The company has been providing software solutions to travel agents, tour operators, wholesalers, accommodation providers and travel consolidators. Throughout the world, travel professionals count on TourDesk for software systems and services to manage their business. Together with a global network of partners, the company is dedicated to helping customers achieve the outcomes that matter most to them and to deliver innovative solutions to real problems. Its suite of products include Mid/Back-Office, CRM and booking

engines for the travel trade. With clients in more than 20 countries, it has opened its Asia Pacific head office in Hong Kong. The new office brings distribution and partner opportunities for existing IT solution providers from across the region.

Travel Technology
tourdeskglobal.com



A pioneer in its field, **Traveltek** has been delivering cutting-edge solutions to travel agents, tour operators and wholesalers for almost two decades.

Headquartered in the United Kingdom, with offices in Sydney, Miami, Dubai, Hong Kong and Singapore, the company offers a comprehensive range of finely-tuned, bespoke products that helps their global clients work smarter, improve their bottom line and enhance customer experience and retention. The company's product portfolio includes packaging solutions, consumer-facing websites, integrated booking platforms, back office system, CRM, tour operating platform and API.

Traveltek is also the industry's leading provider of cruise booking solutions, empowering the trade to hand-pick every component of a customised cruise itinerary and sell it as one package. This technology has seen Traveltek winning the coveted "World Leading Dynamic Packaging Solutions Provider" at the World Travel Awards in four continuous years since 2014, which sets the company apart from other travel technology providers.

Travel Technology
traveltek.com



BRITISH COCOA GROWER

"More Cocoa, Less Sweet" has always been the absolute mantra of **Hotel Chocolat**, a well-known British chocolate brand established in 1993 and distributed by Wise Fine Enterprise Limited in Hong Kong. With more than 100 fascinating recipes, this premium chocolate brand owns a great reputation among chocolate lovers all around the world. In 2017, Hotel Chocolat opened its shops in Hong Kong and successfully built up its presence in Asia with a counter shop at SOGO opened in April, and a self-own shop at APM opened in August.

Celebrating this exciting news, "Ice-cream of the Gods" was specially introduced at APM shop, offering consumers a brand new sensation, taste and experience of chocolate.

Retail
hotelchocolat.com

United States



Bears Nutrition is an American premium children's nutrition brand. It was founded by a top pediatric nutritionist from Johns Hopkins Medical Institution, a venture capitalist, and a co-founder of Feeding Hong Kong.

The company focuses primarily on the Greater China market, where there are 235 million children, and parents who are dedicated to support them. Bears Nutrition is backed by world class medical professionals, an Olympic gold medalist, and intend to bring a trusted nutritional platform to Asia.

Bear Nutrition plans to build a presence in Hong Kong because it serves as an excellent springboard

not only for Mainland China, but also for Asia. Hong Kong is home to Bears' Head of Asia, and trading offices will be established shortly.

Currently, the company is seeking marketing and investment partners for its Seed Plus Round to make a strong impact in the region.

Premium Children's Nutrition Brand
bearsnutrition.com

David Zwirner

David Zwirner Gallery is a contemporary art gallery, currently representing over 50 artists and estates across galleries in New York, London and the newly opened Hong Kong space. It has been home to innovative, singular, and pioneering exhibitions across a variety of media and genres since 2013. Active in both primary and secondary markets, the gallery has helped foster the career of some of the most influential artists working today, and has maintained long-term representation of a wide-ranging, international group of artists.

The gallery has been participating in Hong Kong's art fairs for seven consecutive years, and witnessed

the growth and potential of the art scene in Hong Kong and Asia. David Zwirner opened its first outpost in Asia at H Queen's in Central, Hong Kong in January 2018. The gallery presents exhibitions by renowned international artists to engage with a wide range of audience from local residents to international travellers, from general public to arts lovers.

Art Gallery
davidzwirner.com



Based in Hong Kong, **HALO Learning Works** is an educational innovator serving clients from financial and professional services industries across Asia.

Established by two Americans in 2016, HALO designs, develops and delivers a broad range of highly creative, practical and dynamic learning experiences for professionals, including bankers, brokers, lawyers and accountants. As the largest service economy in Asia, Hong Kong is home to over 300,000 of such professionals, all of whom are required to undergo continuing professional development annually. Including other major cities in Asia, that number grows to a million. HALO therefore aims to set the "Gold Standard" for accredited eLearning across Asia.

Supported by clients as well as direct investments from professionals in the segments that HALO serves, it constructs courses to engage, impart learning and improve particular skill sets and work performance. Through eLearning, this can be accomplished anytime, anywhere and on any device.

Educational Technology
halolearningworks.com



Hush Home designs and sells products to improve sleep. Designed and tested in San Francisco, Hush mattresses, pillows, and bedding are sold wholesale to hotels and co-living spaces, and retail to regular home customers through its website, partner hotels and pop-up locations. The company recently established Hong Kong as its global logistics hub to take advantage of the shipping port's volume discounts, which can be passed directly to its customers. Because of its central location, Hong Kong will also become a base for the company's operations and sales and marketing.

With easy international shipping and a 100-night guarantee for its eCommerce customers, Hush is excited to bring high-end hotel comfort into customers' bedrooms.

eCommerce Brand & Hospitality Supplier
hushhome.com



Founded in Hong Kong in 2016, **Miro** is an applied AI company helping businesses to effectively organise and leverage their visual content.

Miro has focused on transforming the customer experience within the event photography industry with the goals of connecting event attendees with their personalised content, driving social media engagement and sharing, and creating value for both event organisers and sponsors.

Miro began in endurance sports and has become the fastest, most accurate solution in the world; delivering race photography to runners in seconds. The company then expanded into corporate events and trade shows utilising facial recognition as a

core pillar of its solution. Moving forward, Miro will expand to other event types and continue to deliver innovative analysis of the visual content driving value for brands.

Hong Kong's international community and diverse events schedule have made it a perfect place to launch and develop Miro.

Applied Artificial Intelligence
miro.io

12 CLIENT PROFILES



PingPong is an innovative payment facilitator that provides specialised payment services for B2C eCommerce sellers. Launched in 2015, PingPong was the first payment company focusing on meeting the needs of Mainland China and Hong Kong-based sellers, vastly reducing their fees and processing times for repatriating earnings on United States marketplace. Its mission is to channel local knowledge to make cross-border eCommerce easier for sellers of all size, regardless of where they are located and where they are offering their products.

PingPong has offices in Hong Kong, Hangzhou, San Francisco, New York, Luxembourg, Tokyo, Shenzhen, Shanghai and Xiamen, licensed as an MSO in Hong Kong and MSB in the United States. PingPong is the first Chinese FinTech company to receive a Payment Institution License in Europe. It serves Mainland China, Hong Kong and United States-based merchants selling in the States, Europe and Japan.

Financial Services
pingpongx.com



TD Ameritrade is a US-based leader in trading technology and solutions for individual investors. The company has a proud history of innovation since its founding in 1975, which includes the first to trade over touchtone phone, the Internet, mobile device, and most recently, the first to leverage A.I. to offer trading via chatbot.

Today, TD Ameritrade is among the top ten wealth management firms in America in terms of client assets. It operates primarily in the US, through the broker-dealer TD Ameritrade, Inc., executing more than 700,000 trades per day for its clients.

TD Ameritrade, through its broker-dealer subsidiaries, provides investing services and education to more than ten million client accounts totalling more than USD1 trillion in assets. And now, after establishing its first Asia-based affiliate in Singapore in 2011, the company is ready to bring some of its award-winning offerings to Hong Kong.

Brokerage
tdameritrade.com.hk



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