

InvestHK

Quarterly Newsletter

July 2018

FIRST CROSS-BORDER FINTECH WEEK 29 OCT - 2 NOV 2018

HONG KONG 2018
FINTECH
WEEK



Hong Kong FinTech Week will present the world's first cross-border financial technology (FinTech) event from 29 October to 2 November 2018.

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7-15 Case Studies 16 New Investors



Taking place in Hong Kong and Shenzhen, the conference is expecting to attract more than 8,000 senior executives and featuring over 200 of the world's top FinTech founders, investors, regulators, and academics, who are shaping the future of financial services by driving a technological revolution in the industry across Asia and globally.

Highlights

World's first cross-border FinTech event - Hong Kong and Shenzhen

Hong Kong is a fantastic base for FinTech companies that aspire to a share in what is the largest FinTech market in the world - Mainland China. This year the FinTech Week will focus on Hong Kong's vital position and appeal as a conduit to the Guangdong-Hong Kong-Macao Bay Area, which comprises Hong Kong, Macao and nine major cities and 68 million people around the Bay Area.

Fast Track Programme

Organised by InvestHK in partnership with Finnovasia, the new programme will help startups from all over the world to get their key to success in doing business in Hong Kong. Selected companies will go through the programme by meeting and following-up with the relevant stakeholders - the Government, regulators, investors, VCs, accelerators, associations and institutions in one simple track. Companies will benefit from the basic business set-up in Hong Kong to seize opportunities to expand and scale in the region.

Innovation Lab Tours

There will be an opportunity to visit key innovation labs, hubs, accelerators and incubators across Hong Kong. Facility tours will be arranged to meet key staff to understand their roles and focus in building the Hong Kong FinTech Ecosystem.

Business Matching / Office Hours

Facilitated meet-ups and business matching, as well as office hours with key partners, regulators and government, allowing attendees to drop in at a time that suits them.

Fast Evolving FinTech Ecosystem

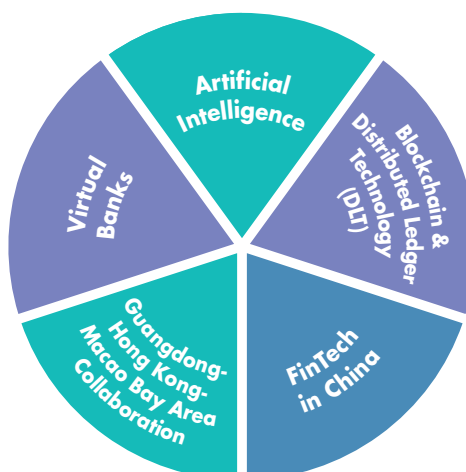
Since the inaugural Hong Kong FinTech Week in November 2016, there have been a number of new initiatives that promote the FinTech ecosystem in Hong Kong and foster international collaboration on FinTech innovation. Highlights include:

- In November 2017, the Hong Kong Monetary Authority (HKMA) and the Monetary Authority of Singapore (MAS) announced the joint development of the Global Trade Connectivity Network (GTCN), a cross-border infrastructure based on distributed ledger technology, to digitalise trade and trade finance between the two cities and potentially with an aim to expanding the network in the region and globally.
- The Stock Exchange of Hong Kong launched a new listing regime on 30 April 2018 which allows listings of companies with weighted voting right (WVR) structures in order to attract more technology and emerging companies to Hong Kong.
- In May 2018, HKMA has issued a revised guideline on the authorisation of virtual banks. Interested parties can submit their applications to HKMA before 31 August 2018.

Dedicated FinTech Team

InvestHK's dedicated FinTech team in Hong Kong with correspondents located in London and San Francisco aims to attract top innovative FinTech enterprises, startup 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 public relations and marketing support, etc.

FinTech Week Key Themes



Event Calendar

Days 1 - 2

Finovate Asia

29 - 30 October 2018 (Mon - Tue)
Hong Kong Convention & Exhibition Centre

This only one Asian stop will bring together the entire global FinTech community to showcase cutting-edge banking, financial and payments technology in a unique, short-form, demo format.

Days 3 - 4

Main Conference

31 October - 1 November 2018 (Wed - Thur)
Hong Kong Convention & Exhibition Centre

The two-day conference and expo will feature four stages, over 100 exhibition booths and more than 200 speakers from across the world. It is ideal for interested parties seeking business expansion to Hong Kong, Mainland China and the APAC region.

Day 5

Shenzhen Day

2 November 2018 (Fri)
Shenzhen - various locations

With company visits, presentations and business networking, participants can explore and learn from the most innovative tech companies in Mainland China. Participants can also network with Chinese banks, VCs and regulators, with the professional counterparts from Hong Kong.

Sign up for more updates about the Hong Kong FinTech Week: www.fintechweek.hk

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#HKFintechWeek



Watch the video:



07 JUL

09 SEP

4	<p>Futures 2018: Cambridge Cleantech Annual Conference</p> <p>The conference will cover the global development on the UK's leadership in smart technology from the government's perspective. Attendees can also hear about major new local investments in Cleantech, corporates with new innovation search programmes and Cleantech innovators.</p> <p><i>Location: The Trinity Centre, Cambridge Science Park, UK</i> <i>Organiser: Cambridge Cleantech</i> ■ cambridgecleantech.org.uk/events/cambridgecleantechfuture-2018-cambridge-cleantech-annual-conference</p>
9-12	<p>RISE 2018</p> <p>People from the world's biggest companies and most exciting startups will come to Hong Kong to share their experiences. They'll be joined by major global media and investors for this three-day networking event.</p> <p><i>Location: HK Convention and Exhibition Centre</i> <i>Organiser: Web Summit</i> ■ riseconf.com</p>
11	<p>Belt and Road Summit, Tokyo</p> <p>This seminar aims to introduce Hong Kong's role and business opportunities for Japanese companies under the Belt and Road Initiative and Guangdong-Hong Kong-Macao Bay Area development.</p> <p><i>Location: Jimbo-cho, Tokyo, Japan</i> <i>Organisers: InvestHK, Hong Kong Economic and Trade Office in Tokyo</i> ■ investhk.gov.hk/en/events/belt-and-road-and-greater-bay-area-initiatives-hong-kong-s-important-role-and-business.html</p>
12	<p>Smart Innovative Hong Kong and the Guangdong-Hong Kong-Macao Bay Area</p> <p>The seminar aims to introduce Hong Kong's business advantages and how Korean enterprises could make use of the city to enter the Guangdong-Hong Kong-Macao Bay Area.</p> <p><i>Location: Lotte Hotel Seoul, South Korea</i> <i>Organiser: InvestHK, Korea Trade-Investment Promotion Agency</i></p>
16-18	<p>Forbes Under 30 Summit Asia</p> <p>The Summit will bring together some 300 young leaders, entrepreneurs and game-changers from across Asia, taken from the Forbes' "30 Under 30 Asia" lists, as well as CEOs, mentors, industry leaders, investors and disruptors. It will feature three days of panels, tech demos, networking, as well as a food and music festival.</p> <p><i>Location: InterContinental Hong Kong</i> <i>Organisers: Forbes</i> ■ forbesunder30summitasia.com</p>
21	<p>22nd Innovative Entrepreneur Award Ceremony</p> <p>This flagship programme aims to commend the achievements of creative entrepreneurs in Hong Kong and promote entrepreneurial spirit.</p> <p><i>Location: Hong Kong</i> <i>Organiser: Junior Chamber International City (Hong Kong)</i> ■ cjc.org.hk</p>

8-11	<p>China International Fair for Investment and Trade (CIFIT) in Xiamen</p> <p>Themed "Introducing FDI" and "Going Global", the 20th CIFIT will showcase the business opportunities as well as investment policy and environment promotion by integrating exhibition, talks, B2B project match-making, protocol meeting, investment salon etc.</p> <p><i>Location: Xiamen International Conference and Exhibition Centre, Mainland China</i> <i>Organiser: Ministry of Commerce, PRC (MOFCOM)</i> ■ www.chinafair.org.cn/english/overview/gnts1.aspx</p>
25-27	<p>Biospain</p> <p>This is the largest Biotech event organised by a national bio-industry association in Europe and one of the world's largest with over 3,000 one-to-one meetings and more than 800 participating companies. 34 percent of the delegates come from outside of Spain. InvestHK is a corporate partner.</p> <p><i>Location: Fibes Exhibition & Congress Centre, Seville, Spain</i> <i>Organiser: ASEBIO, the Spanish Bio-industry Association, the Government of Andalusia</i> ■ biospain2018.org</p>
27	<p>The Hong Kong Institute of Bankers Annual Banking Conference 2018</p> <p>Themed "Banking for a Smart Society", the event will look at how banks should digitise processes and channels to create a well-integrated customer experience in a smart society, and discuss how the industry should manage this digital transformation.</p> <p><i>Location: N100 Series (New Wing), HK Convention and Exhibition Centre</i> <i>Organiser: The Hong Kong Institute of Bankers</i> ■ bankingconference.hkib.org/hkib2018</p>

10 OCT

3-5	<p>South Summit</p> <p>A leading Innovation Global Platform focusing on business opportunities and disruptive trends that gathers the entrepreneurial ecosystem. InvestHK is a corporate partner.</p> <p><i>Location: La N@ve, Calle Cifuentes 5, Madrid, Spain</i> <i>Organiser: Spain Startup</i> ■ southsummit.co/en</p>
9	<p>Japanese Community Networking Reception</p> <p>This networking reception is to thank Japanese companies for their contribution to Hong Kong.</p> <p><i>Location: Hong Kong</i> <i>Organiser: InvestHK (by invitation only)</i></p>
29 Oct 2 Nov	<p>Hong Kong Fintech Week 2018</p> <p>The world's first cross-border FinTech event that aims to attract over 5,000 senior executives and features over 100 of the world's top FinTech founders, investors, regulators and academics, who are shaping the future of financial services by driving a technological revolution in the industry across Asia and globally.</p> <p><i>Location: Hong Kong and Shenzhen</i> <i>Organiser: InvestHK</i> ■ hongkong-fintech.hk/en/events/hkftw18.html</p>

See more events at



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

The Census and Statistics Department (C&SD) and InvestHK are conducting the 2018 Annual Survey of companies in Hong Kong with 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.

Such information 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 with their parent companies located outside Hong Kong.

A questionnaire has been sent to each of the relevant companies together with a notification letter. 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.

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: http://www.censtatd.gov.hk/press_release/pressReleaseDetail.jsp?charsetID=1&pressRID=4187



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Economic Ties between Hong Kong and Japan Going from Strength to Strength



In January 2018, Hong Kong's import from Japan was US\$2.4 billion which represented a 17.8 percent year-on-year increase and the city is also the largest export destination for Japanese foodstuff. And, Japan's exports of food and live animals to Hong Kong amounted to US\$97 million, accounting for over 24 percent of Japan's exports under such category.

In addition, Japan is Hong Kong's fifth largest source of imports. Major import items included semi-conductors, electronic valves & tubes (with a share of 21.4%), telecom equipment and parts (8.0%), electrical machinery & apparatus (6.5%), electrical apparatus for electrical circuits (6.4%), and petroleum oils (other than crude) (3.8%).

With a population of 7.3 million and 56 million annual visitors, plus Hong Kong's strategic location, Japanese companies can access to vast consumer markets in Mainland China and Asia.

Japan's Involvement in the Hong Kong Economy

Based on the survey conducted by the Census and Statistics Department in collaboration with Invest Hong Kong, as of June 2017, there are a total of 1,378 Japanese

companies in Hong Kong which is ranked the highest among all territories. These companies include regional headquarters, regional offices and local offices that oversee their business activities in Hong Kong and other Asian economies, such as Mainland China.

Japanese companies in Hong Kong span across a wide range of sectors, such as food and beverage, finance, art and media. Japanese restaurant group AP Company has opened their first restaurant in Hong Kong only last year and this branch has already achieved the highest sales and average spend-per-customer among their 200 restaurants in Japan and outlets in the region.

Think Global, Think Hong Kong

Hong Kong Trade Development Council's annual flagship event "Think Global, Think Hong Kong" will take place in Tokyo on 1 November. The event will bring together various Hong Kong partners including Invest Hong Kong, Hong Kong Science Park, Cyberport, Hong Kong Monetary Authority as well as business communities to discuss developments and trends in the dynamic global market. It will feature a main symposium, a high-level dinner, various sector-specific sessions, and business

matching meetings. InvestHK will be hosting the session on "Expanding business to China and ASEAN". Come and join us!

For more information, please visit:
<http://www.hktdc.com/ncs/tgthk2018/en/main/index.html>



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Hong Kong Launched New Listing Regime to Attract Innovative Firms

The Stock Exchange of Hong Kong Limited (the Exchange), a wholly-owned subsidiary of Hong Kong Exchanges and Clearing Limited (HKEX), has announced new rules to broaden Hong Kong's listing regime effective 30 April 2018.

As part of the reforms, the Exchange is adding three new chapters in the Main Board Listing Rules and made consequential changes to the current Rules to: (a) permit listings of biotech issuers that do not meet any of the Main Board financial eligibility tests; (b) permit listings of companies with weighted voting right (WVR) structures; and (c) establish a new concessionary secondary listing route for Greater China and international companies that wish to secondary list in Hong Kong.

Eyeing the volatile growth of the new economy, particularly innovative companies in Mainland China, stock markets from around the world have been adopting new policies to attract these lucrative firms to their markets. With the new regime, firms that choose Hong Kong as their listing destination can ride on the city's many competitive advantages. Hong

Kong has a deeply liquid market, sound legal system and our rules and regulatory structure are transparent and accountable. The city operates according to well-understood international standards.

Great Potential for Biotech Industry

Currently, there are tremendous resources and investment in new pharmaceuticals, treatments and related services that are targeting healthy aging and will revolutionise our lives in the future. Biotech companies require massive capital into research, development and clinical testing. With the new listing regime, Hong Kong's deeply liquid global financial centre can assist in pushing this industry forward and provide the funding they need.

At the same time, the Exchange has proposed appropriate investor safeguards, recognising the potential risks associated with pre-revenue firms and those with WVR structures. These include detailed criteria for determining the suitability of applicants, a higher market capitalisation requirement, as well as enhanced

disclosure requirements. For pre-revenue Biotech issuers, measures would be put in place around fundamental changes of principal business and a more streamlined de-listing process to address potential "shell" concerns. For WVR issuers, safeguards include limits on WVR power and rules to protect non-WVR holders' right to vote, in addition to enhanced corporate governance requirements.

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A Unicorn in Hong Kong's Co-Work Space



With an estimated valuation of USD\$1.7 billion, Beijing-based unicorn startup Ucommune is creating a global network of shared working spaces together with a one-stop services online platform.

Founded in 2015 by Dr Daqing Mao, Ucommune has established co-working spaces in over 160 locations across 36 cities worldwide, including Beijing, Shanghai, Singapore, New York and recently Hong Kong.

At Ucommune, the focus is to grow the business-servicing capacity that allows enterprises to physically create a community and complements with an online platform that forms an ecosystem to benefit business. According to Dr Daqing Mao, Founder and Chairman, the Ucommune mobile app not only allows member to book co-work spaces but to provide financial advisory, human resources, IP protection, legal, accounting, social and sales and marketing support. Members can also ride on this platform to promote their products and services to others in the community. At the moment, Ucommune has over 100,000 members.

Enormous Potential in Hong Kong

"Hong Kong is an ideal place to establish co-work space as people are highly mobilised. Company size can vary within a short period of time, thus flexibility is essential in operating office space," Dr Mao added. "In

addition, the Hong Kong government is investing greatly in innovation and technology, such as the Innovation and Technology Venture Fund Scheme and



It is definitely a positive sign to see so many shared workspace operators in Hong Kong. This testifies to the tremendous potential in this vibrant market,

**Dr Daqing Mao
Founder and Chairman
Ucommune**

Hong Kong-Shenzhen Innovation and Technology Park. With the concrete support from the government, I trust that many high-tech companies will plan to set up their offices in Hong Kong. So office space demand will increase inevitably."

Although there are more and more co-work space players in the market, Dr Mao believes that they are not competing with each other but making the pie bigger. "It is definitely a positive sign to see so many shared workspace operators in Hong Kong. This testifies to the tremendous potential in this vibrant market," Dr Mao enthused.

In the long run, Dr Mao is considering an IPO for the firm with Hong Kong after the city has amended its listing rules to welcome more "New Economy" businesses. "Hong Kong is an embracing city with multilingual talent. With its rule of law and efficiency, it is a place that people can easily run their business," Dr Mao complimented.

Dr Mao also provided tips for newcomers who would like to setup their business in Hong Kong. "InvestHK has been providing market information since we decided to launch our service in the market. I believe it is essential to understand the market and conduct thorough research, including industry trends and government policies before any commitment is made."

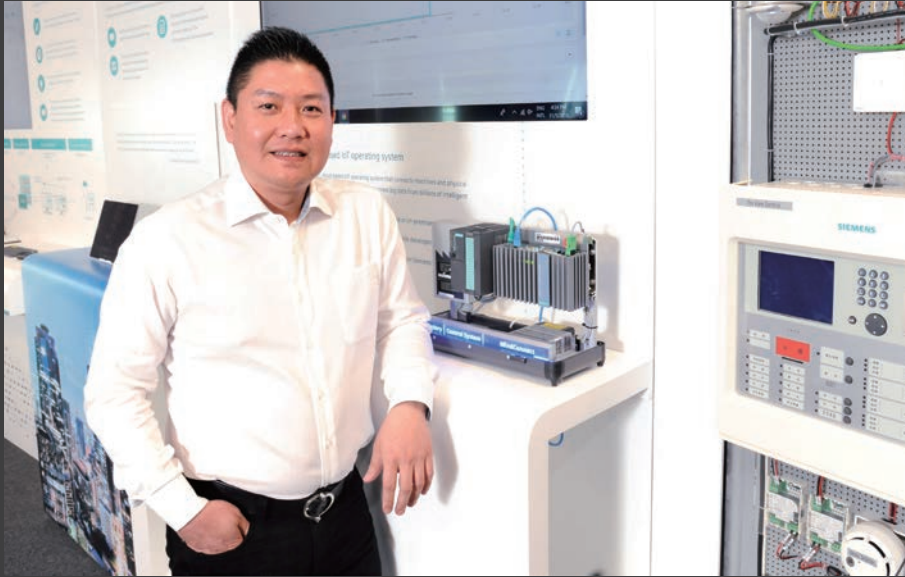
Ucommune

- Founded by Dr Daqing Mao in 2015, Ucommune has an estimated valuation of USD\$1.7 billion
- Operates in over 160 locations across 36 cities worldwide with more than 100,000 members, covering a total area of 400,000 sqm.

www.urwork.cn

Gearing up for **Smart City**

Siemens sets up its Smart City Digital Hub in Hong Kong to accelerate smart city development through collaborations and talent training.



German electrification and automation company Siemens opened a Smart City Digital Hub (the hub) in collaboration with the Hong Kong Science and Technology Parks Corporation (HKSTP), aiming to accelerate the development of smart city applications and solutions specifically for Hong Kong.

Powered by Siemens' cloud-based IoT operating system MindSphere, the hub is designed as an open lab that enables research and development in the topics of data analytics, IoT, connectivity, smart building, smart energy and smart mobility. In the initial phase, the areas in focus include City Performance Tool Air, Connected City Solutions, Cyber Security, Data Analytics Suitcase, and MindSphere Open IoT Platform.

"As we step into the digital era, Siemens sets up this hub as a strategic project, through which we hope to generate more collaborative projects with our strategic partners, in particular on innovations in smart city solutions," said Keith Cheng, Head of Hong Kong Digitization Hub, MindSphere Application Center - City, Siemens Ltd.

The team will help partners find out their pain points and compose new ideas or smarten the ways to address urban challenges based on data analytics and algorithm prediction. The hub's recent project is to complete a proof of concept trial of loading and



I am confident in the next pipeline of workforce in Hong Kong, especially in software development and AI technology.

Keith Cheng
Head of Hong Kong Digitization Hub, MindSphere Application Center - City Siemens Ltd.

unloading bay monitoring system. The project used artificial intelligence (AI) and video analytic technologies to detect parking traffic in the industrial district, and provide real-time vacancy information.

The hub in Hong Kong is first-of-its-kind established by Siemens in Asia as a move to expand regional innovations outside its R&D headquarters in Germany. "We see the hub as a startup entity within the company," Cheng added, "with our various strategic projects, we believe it will impact a lot of cities on different levels, as well as internally within the company."

Committed to nurturing future talent in the field, Siemens is also sponsoring MindSphere system to Vocational Training Council (VTC). Training courses will be given by experts in Siemens in VTC to sharpen students' knowhow on data analysis and its application. Special executive training courses targeting industry leaders are also available to help business decision makers learn about the megatrends and prepare for upcoming challenges in the digital era.

The hub also receives internship by working closely with universities and institutions. Cheng remarked, "we want to echo and support the Hong Kong government's Smart City Blueprint with 'Smart People' approach. Through the internship and other educational programmes, we hope to train the next generation of data scientists. I am confident in the next pipeline of workforce in Hong Kong, especially in software development and AI technology."

Siemens Ltd.

- Siemens' Smart City Digital Hub was officially opened in December 2017
- Currently has 19 employees including business development, software developers, data scientists and industry experts
- Other Digital Hub locations include Mainland China, Singapore, Perth in Australia, as well as Pune, Noida and Gurgaon in India

 www.siemens.com.hk



Grasping Growth Opportunities in the Age of Smart Cities and the Internet-of-Everything

The launch of China Mobile's 5G Innovation Centre Hong Kong Open Lab lays the foundations for the city's smart city roadmap and the rollout of commercial 5G services in 2020.

In March 2018, China Mobile International Ltd. opened its 5G Innovation Centre Hong Kong Open Lab in Kwai Chung. Launching the 8th open lab, China Mobile aims to leverage Hong Kong's unique geographical advantages to showcase the company's latest innovations in 5G technology to its international partners. The lab will also help China Mobile to research IoT applications and 5G technology and promote these new technologies to potential customers.

The rapid development of 5G technology with Hong Kong's transformation into a smart city creates a unique opportunity for the company. According to Emma Zeng, General Manager of Enterprise Business, China Mobile International, China Mobile will utilise its extensive experience of Internet-of-Things (IoT) in Mainland China and play an important role in Hong Kong's development as a smart city.

Earlier this year, China Mobile was awarded the Trial Permit for 5G test, marking a crucial milestone in the company's development of providing 5G mobile services.

In September 2017, China Mobile launched Hong Kong's first Narrowband IoT (NB-IoT) network that coincides with the city's Smart City development plan. NB-IoT is a low cost, low power, high capacity and wide area technology designed for IoT applications.

Since the establishment in 2010 in Hong Kong, China Mobile International has provided a wide range of telecommunications solutions, including cross-border connections, data centres and cloud services, to support many Chinese and foreign companies with Hong Kong-based operations. Zeng believes that Hong Kong is an ideal base for China Mobile's international services. "Hong Kong is not far from many major cities in Mainland China," Zeng said, "for foreign companies, the city is a gateway to the Mainland Chinese market, and it is also an excellent base for Chinese companies looking to expand into other markets."

She continued, "Hong Kong is home to some of the world's leading professional

talent. The city has cutting-edge IT and telecommunications infrastructure and is well-connected to the rest of the world, making it the ideal base for many multinational companies."

According to Zeng, Invest Hong Kong is an excellent platform for sharing industry-related information. "InvestHK has provided us with professional advice and helped us to expand our network and access important resources. It is committed to developing solutions that will boost Hong Kong's economy and realise the goals of the city's development strategies. We hope that InvestHK can help us to explore more growth opportunities in Hong Kong that drive our continued success."



The city has cutting-edge IT and telecommunications infrastructure and is well-connected to the rest of the world, making it the ideal base for many multinational companies.

Emma Zeng
General Manager of Enterprise Business
China Mobile International Limited

China Mobile International Limited

- China Mobile has twelve 5G Innovation Centre Open Labs, which are located in Beijing, Tianjin, Shanghai, Jiangsu, Zhejiang, Shandong, Guangdong, Chongqing, Sichuan, Hong Kong, Silicon Valley and Sweden. Eight of these have already been launched, including the recently opened facility in Hong Kong.
- China Mobile was granted a 5G testing license in 2018 by Hong Kong's Communications Authority. The company plans to conduct lab tests of 5G commercial network equipment in the second quarter of 2018.
- China Mobile International is the wholly-owned subsidiary of China Mobile, mainly responsible for the operation of international business of China Mobile. CMI provides a full range of comprehensive international telecommunications services which includes IDD, roaming, mobile, data, enterprise solutions and value added business across the globe.

 cmi.chinamobile.com



A Taste of Finnish Fun

Shortly after its first overseas debut in Hong Kong, Finland's SuperPark is already planning to replicate the proven-success model to other Asian cities and beyond.

SuperPark, the all-in-one indoor activity park, arrived in Hong Kong in late 2017. First opened in Vuokatti in 2012, the company currently runs 11 indoor parks in Finland, while the launch of SuperPark Hong Kong last year marks its first overseas expansion wave which will include Sweden, France and Mainland China.



With multiple activity areas and party rooms, SuperPark Hong Kong spans 45,000 square feet where visitors can participate in more than 20 activities for one entrance fee. SuperPark's goal is to share the sheer joy of movement and welcome people of all ages and fitness levels, as Mark Kumarasinhe, Asia CEO of SuperPark, said, "Our DNA is about family participation. Not only children are welcomed, we also strongly recommend moms and dads to participate."

Within three months of operation SuperPark Hong Kong has attracted over 100,000 visits, a number that has greatly exceeded the team's expectation.

With overwhelming response in Hong Kong, SuperPark's next venture is to replicate this successful model to Asia and they are reviewing four locations at the moment. Kumarasinhe expects that there will be half a dozen of SuperParks operating across Asia over the next two years.

"Our Hong Kong office is responsible for the rollout across Asia and the Middle East," Kumarasinhe remarked, "so it's



There are not many cities in Asia that are both geographically as well-positioned as Hong Kong and have that kind of access to such high quality of talent, so Hong Kong was an easy choice for us.

Mark Kumarasinhe
Asia CEO
SuperPark

very important for us to have access to quality staff in all areas, including front line staff, and also professional staff that can build the platform on a regional basis, such as engineers, project managers, and experienced marketing staff."

"There are not many cities in Asia that are both geographically as well-positioned as Hong Kong and have that kind of access to such high quality of talent, so Hong Kong was an easy choice for us."

Kumarasinhe finds it very easy to set up a business in Hong Kong. "The process of registering business, accessing consultants and service providers, as well as staff hiring have been very smooth for us," he added, "I'm delighted that we opened the first SuperPark in Asia here in Hong Kong."

This summer, the company will launch SuperProgram and SuperCamp, two educational and developmental programmes specially tailored for Hong Kong market, as well as the world renowned football game RoboKeeper in the heart of FIFA World Cup. "We are always looking to improve, and will keep on rolling out new formats and new ways to engage and interact with our guests in the next couple of months," Kumarasinhe said, "we will continue to add new concepts to Hong Kong."

SuperPark

- First opened in Vuokatti, SuperPark has presence in Finland, Sweden, Hong Kong and Mainland China
- SuperPark Hong Kong opened in December 2017
- Its Hong Kong office currently employs 150 front-line and office staff

 Superpark.com.hk

Watch the video:



“ Hong Kong has a well-established financial, legal and taxation system, a favourable environment as a global aircraft leasing centre. ”

Flying High in Aircraft Leasing Business

With the new concessionary tax regime for aircraft leasing in Hong Kong, ICBC Leasing took the leap and sealed a landmark transaction.

Zhao Guicai

CEO

ICBC Finance Leasing

includes providing information on aircraft leasing policies and tax regime, explaining the advantages and procedures of setting up a subsidiary in Hong Kong.

As at the end of December 2017, ICBC Leasing had recorded aviation assets of more than RMB 100 billion, owned and managed more than 609 large aircraft, and has been collaborating with 70 domestic and international airline partners from 33 countries, including Air China, China Southern Airlines, British Airline, American Airlines, Korean Airlines, Emirates, to name a few.

In the future, Zhao added, ICBC Leasing will continue to leverage Hong Kong's advantages in finance, legal and taxation system to build a comprehensive service platform, integrating the company's Mainland and overseas aviation leasing business with a constantly-improving operation management, so as to further develop its financing channels and strengthen its competitiveness in the global market.



In March 2018, ICBC Financial Leasing Co. Ltd (“ICBC Leasing”), one of the largest leasing companies in Mainland in terms of fleet value, opened its wholly-owned subsidiary ICBC Aviation Leasing Co. Ltd. (“ICBC Aviation Leasing”) in Hong Kong, providing aircraft leasing solutions such as tax lease, export lease, pre-delivery payment (PDP) financing, aircraft direct purchase and sub-lease.

“In July 2017, the HKSAR government introduced a dedicated tax regime for qualifying aircraft lessors and qualifying aircraft leasing managers operating in Hong Kong, cutting lessors’ corporate tax rate in half to 8.25 percent. Seeing such opportunity, ICBC Leasing acted fast to close a rental agreement with Korean Air as lessee for a new Boeing B787-9, which was successfully delivered in December 2017. The deal has marked the Hong Kong’s first aircraft leasing deal under the new tax regime. We realised that Hong Kong has a well-established financial, legal and taxation system, a favourable environment as a global aircraft leasing centre,” said Zhao Guicai, CEO of ICBC Finance Leasing.

By actively supporting the launch of Hong Kong’s new tax regime and setting

up a subsidiary in the city, the company is heading towards its goal to become a top-tier world-class aircraft lessor, and gradually build up its global business framework via its strong presence in Asia Pacific.

“In terms of its financial and banking system, Hong Kong ranks the top in the World Economic Forum’s Financial Development Index, and it has an abundant supply of capital with high earnings power,” he continued, “the city also has well-developed stock and bond markets. Not only is Hong Kong a global asset management centre, it is also the world’s largest Renminbi hub.”

He added, “it is also evident that Hong Kong has a very competitive tax system, as well as financing cost advantage favourable for lessors.”

Before ICBC Aviation Leasing was set up in Hong Kong, InvestHK - in consultation with the HKSAR government’s Transport and Housing Bureau, Financial Services and the Treasury Bureau, as well as Inland Revenue Department - has been assisting ICBC Leasing to conduct feasibility study of setting up a subsidiary here. Other preparation work jointly assisted by these departments

ICBC Finance Leasing

- Established in November 2007
- It is the first bank-affiliated financial leasing company approved by the Chinese Banking Regulatory Commission and is wholly owned by Industrial and Commercial Bank of China
- The largest financial leasing company in the Mainland
- Plans to hire more staff in Hong Kong to support its growth in Asia Pacific, including business development, asset management, aircraft technical asset management and legal professional

 icbcleasing.com

Empower Innovation for Business Success

Swiss engineering consultancy Zühlke set up in Hong Kong to help regional clients to embark on the digital transformation journey.



Founded in Zurich in 1968, Zühlke is an innovative solution service provider, focusing on helping companies to transform their vision from a smart idea into a market success. One of the biggest consultancies of its kind in Europe, Zühlke's clientele covers a wide range of industries across the world, from machinery and plant engineering, to medical technology as well as finance and banking services. By providing high-end engineering to support clients' digital transformation, Zühlke has always been a trusted partner of its clients to innovate business and catch up with this technology-driven world.

Currently with over 14 offices across 8 countries, Zühlke opened a new office

in Hong Kong in 2017, its second location in Asia after Singapore, in order to better support their long term clients in the region. "Many of our clients already have a presence in Hong Kong, and that's why we came here to support them," said Jonas Trindler, Asia Managing Director, "we strive to provide service with European quality and standard, and help our clients to keep up with the innovation pace."

Dr Wolfgang Emmerich, CEO and Chairman, said, "the strategy of following global clients to Hong Kong has worked really well for us. As our model is fundamentally relationship-driven, having such network is crucial for us to start in a new location like Hong Kong."

According to Dr Emmerich, Hong Kong is a fertile place for Zühlke to expand in Asia. He remarked, "there is an excellent education of science and technology in Hong Kong where one can find some of the world's top-ranking universities, making an abundant supply of talent in the field."

"Hong Kong's legal system is very similar to that in England where I come from, and with English being a dominant language spoken in the city, complement with easy access to Mainland China, it is very convenient for us to set up in every aspect," he said.

Establishing Zühlke's office in Hong Kong with a team of six, Dr Moritz Gomm, Executive Director, said that the diversified talent pool is the key to the company's success. "We have hired a team of software engineer, UX expert, software architects as well as project managers; it's a well-mixed team of local and expats sharing an agile mindset," Gomm said, adding that the headcount in Hong Kong is expected to increase by four times in 18 months' time. "I am very optimistic for such growth rate as the business is going very well since we came here."

Dr Gomm noted that setting up a business in Hong Kong had been smooth and easy for him. "InvestHK has provided guidance on the aspects that we should consider and connected us to the right partners. They also invited us to many networking events, their help has made an easy start for us," he concluded.

Zühlke Engineering Ltd.

- Currently has over 1,000 employees across 14 locations worldwide with 10,000 successful innovation projects
- Expanded into the Asian market in 2017 by opening offices in Hong Kong and Singapore

www.zuehlke.com

“ There is an excellent education in science and technology in Hong Kong where one can find some of the world's top-ranking universities, creating an abundant supply of talent in the field. ”

Dr Wolfgang Emmerich
CEO and Chairman
Zühlke Engineering Ltd.

Redefining Traditional Timepieces with Technology

US-based WatchBox targets technologically savvy consumers through offering an online trading platform and augmented reality preview feature for pre-owned branded watches.



Hong Kong has always been the Asia hub for quality timepieces, with in-store retail sales of jewellery, watches, clocks and valuable gifts achieving HK\$75 billion in 2017. A wide range of international brands are featured in the watch and jewelry stores in key retail locations. Over the years, consumers have become well-educated on the trends and financial value of timepieces.

Eyeing the high growth opportunities in the city, US pre-owned watch specialist WatchBox believed a physical presence in Hong Kong would be an important strategic milestone. The company has partnered with Hong Kong and Singapore watch industry veterans Tay Liam Wee, Samuel Lee and Justin Reis and invested in a lounge and gallery cum showroom in Central, to be within easy walking distance of their key consumer base. This strategy of emphasising direct interaction with

buyers, while developing a sophisticated website and accompanying mobile app, further strengthens WatchBox's loyalty and interaction with their wide consumer base.



"When myself and the WatchBox co-founders were planning the expansion of WatchBox into Asia, Hong Kong was the natural fit for the first office and collector's lounge outside of the US. As the world's largest Swiss watch export market for the past 15 years, it is clear that Hong Kong is the leader in new watch sales. However the pre-owned market is still a hugely untapped and high potential market and this is where we saw an opportunity. By being primary in every transaction and providing a 15 month warranty with our watches, we are able to offer a truly unique way for Hong Kong watch enthusiasts to buy, sell and trade their branded watches," says Tay Liam Wee, Chairman of WatchBox.

Comprising over 140 knowledgeable watch experts internationally, WatchBox team assists seasoned collectors and first time buyers to explore the pre-owned watch market. The company provides inspection, authentication and warranty of each item in their inventory.

To engage Hong Kong's technologically savvy consumers who look for personalised experiences, WatchBox's newly launched mobile app provides a new augmented reality feature enabling

consumers to virtually try-on watches from WatchBox. All items will digitally appear on the user's wrist to scale in their approximate size and shape dimensions, allowing consumers to virtually see how their new watch will look on their wrists in real life. Consumers can then take photos of these watches virtually on their wrists through the app to share with friends or post on social media.

"The internet penetration rate in Hong Kong is about 75 percent while the mobile penetration rate is over 240 percent. Under such an advanced and wide-spread tech market, our dynamic omni-channel strategy merging an e-commerce platform and white glove concierge service at our Collector's Lounge in core Central enables us to provide a premium yet efficient way for customers to navigate the pre-owned watch market through a trusted partner", Reis enthused.

During the setup of the Hong Kong office, InvestHK team introduced service providers, information on seminars and networking events, together with information on Hong Kong government funding schemes and other market information.

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As the world's largest Swiss watch export market for the past 15 years, it is clear that Hong Kong is the leader in new watch sales.”

Tay Liam Wee
Chairman
WatchBox

The WatchBox

- A US based global eCommerce platform for buying, selling and trading of branded pre-owned timepieces
- Opened a showroom in Central to provide expert advice to buyers and sellers

 thewatchbox.hk

Using Hong Kong as Springboard to Capture Belt and Road Opportunities

Steadily growing in Asia, China Wealth aims to become a global key player in the construction and infrastructure sector with upcoming cross-region opportunities.



Set up in 1999, China Wealth Machine Holdings Limited ("China Wealth") focuses on heavy machinery leasing and financing, and is an exclusive agent in South East Asia and Middle East of products by SANY Group, one of the world's top 50 construction machinery manufacturers.

With its headquarters in Hong Kong, China Wealth currently owns 12 overseas subsidiaries around the world serving various markets including South East Asia, South Asia, Middle East, as well as South and North Africa.

According to Jacky Chen, Chairman of the Board, Hong Kong is one of the company's key platforms for its overseas leasing business. "When we came to Hong Kong, we have decided to set up our base here and further expand to the global market," Chen said.

"Hong Kong is in the centre of Asia, it is a window for us to understand the global business world. As an international cosmopolitan, Hong Kong also enjoys a very well-developed legal infrastructure and a strategic location, that's why we set up our headquarters here," he added.

With around 70 staff in the Hong Kong office, China Wealth currently holds close to 50 major clients and long-term partners. Many of its clients are blue-chip property developers, as well as multinational construction companies. In the next few years, the company plans to grab as much market share in South East Asia as possible, and also in countries along the Belt and Road region.

"The Belt and Road Initiative is a significant strategy by the Mainland government,

“
As an international cosmopolitan, Hong Kong also enjoys a very well-developed legal infrastructure and a strategic location, that's why we set up our headquarters here.”

Jacky Chen
Chairman of the Board
China Wealth Machine Holdings Limited

which has given us ample and precious opportunities," Chen said, "a lot of our products on lease are provided to the construction and infrastructure projects along the Belt and Road regions, which gave us an opportunity to supply to state-owned enterprises and reach a win-win situation together."

He added that the company is keen to use the opportunity as a springboard to further boost global market penetration through Hong Kong. In the long run, Chen said, China Wealth's goal is to elevate the brand as a key player in the global construction and infrastructure sector.

"InvestHK has been very helpful along our development in Hong Kong. They always provide handy market information and advice, as well as excellent networking opportunities that support our business growth." Chen concluded.

China Wealth Machine Holdings Limited

- Currently employs 70 staff in the Hong Kong headquarters with a majority of local hire, taking up roles such as middle and senior management and technical specialist
- China Wealth set up its office in Hong Kong in 1999 as China Wealth Group Co., Ltd. and was renamed as China Wealth Machinery Holdings Ltd. in 2014

 www.chinawealth.hk

AI-Based Technology Company Seizes Potential Growth in Hong Kong and Beyond

Aiming to empower businesses and professionals with a suite of AI-based SaaS solutions, AnyMind Group's goal is to help companies make better decisions and increase efficiency.



In just two years, AnyMind Group has evolved from a two-man startup in Singapore to an organisation with 11 offices and one product development center across 10 markets in the Asia Pacific region. The Group has three business divisions in Hong Kong - AdAsia Holdings, CastingAsia and TalentMind. The first two divisions provide influencer marketing, programmatic and digital advertising solutions for advertisers and publishers. Through the usage of Artificial Intelligent (AI) technology, the varied solutions enable companies to optimise, track and analyse advertising performance, site monetisation and influencer marketing activities. Besides marketing solutions, TalentMind leverages on artificial intelligence to enable recruiters and human resource professionals to streamline recruitment

process and workflow. AnyMind Group serves a diverse portfolio of clients in Hong Kong, including F&B, finance, consumer brands and others.

"Hong Kong is one of the most popular cities in Asia for international business and one of the world's top IPO markets with a compelling listing and fundraising venue in Asia," Kosuke Sogo, CEO and Co-founder explained why they decided to setup an office in Hong Kong.

"Our Hong Kong office well complements AnyMind Group's presence in Taipei, Shanghai and Tokyo. Many of our clients have regional headquarters in Hong Kong, therefore having a team on the ground helps us better support them. Since our Hong Kong office opened in May last year, we have been performing very well and hitting our revenue targets," he added.

Gateway to Mainland China

While Mainland China presents enormous opportunities to foreign investors, AnyMind Group is aware of its uniqueness and complication, and the Hong Kong team can help the group to better understand how business operates in this huge market. "For example, Mainland China's social media market is vastly different from the West. Our team in Hong Kong is able to devise strategies that fit respective markets as the team is familiar with both East and West cultures and practices. In addition, our Hong Kong team works closely with our Shanghai team to bring regional insights to Chinese enterprises looking to expand into other Asian markets," Otohiko Kozutsumi, COO and Co-founder, added.

Besides local sales and marketing activities, the Hong Kong office also handles some of the regional functions units in East Asia, including finance, communications and human resources. The team in Hong Kong is still expanding and the group has plans to open four new offices in the Philippines, UAE, India and Russia.

Invest Hong Kong has been offering support to AnyMind Group, helping them to understand the latest market development, government initiatives and expand their network in the city.

AnyMind Group

- Headquartered in Singapore with 11 offices and one product centre in the APAC region
- AdAsia Holdings, CastingAsia and TalentMind are the three business divisions in Hong Kong providing AI-driven matching engine and end-to-end SaaS solutions

 anymindgroup.com

“ Our team in Hong Kong is able to devise strategies that fit respective markets as the team is familiar with both East and West cultures and practices. ”

Otohiko Kozutsumi
COO and Co-founder
AnyMind Group

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
Argentina		New Zealand	
Scalabi HK Ltd.	Entrepreneurship, Intrapreneurship, Innovation Consultancy	Liverton Ltd.	IT Services
Australia		Peru	
LiFiC Ltd.	Wireless Communications Technology	Trade Commission of Peru in Hong Kong	Governmental Trade, Tourism and Investment Promotion
Austria		Russia	
Springboard Group Ltd.	Marketing Consulting	Emertech Ltd.	Anti-counterfeit Solution
Belgium		Singapore	
amfori Hong Kong Ltd.	Trade Association	Anymind Group	Advertising Technology
The Artist Craft Brewer	Food & Beverages	JA Assure HK (Co) Ltd.	Jewellers, Money and Personal Valuables Insurance Solutions
Brazil		Keyteo Consulting Pte.Ltd.	IT Consulting/ Staff Augmentation
Earth and Barrow	Imported Food	Micepad Ltd.	Event Technology
Canada		The Oddle Company Pte Ltd.	Online Ordering Solution
JAHMU Tonic	Beverages	ZACD Group Ltd.	Intergrated Assesst Manager
Finland		South Korea	
SuperPark Hong Kong	Indoor Activity Park	Korean Cultural Center in Hong Kong	Government Organisation
France		Seoul Auction Hong Kong Ltd.	Art Gallery
Agence 1969 HK Ltd.	Advertising & Digital Communications	Spain	
ATLAS Live Tracking	Sports Tech	Estudi Josep Cortina	Design Consultancy
AXA Venture Partners	Venture Capital Fund	Goods from Spain Ltd.	Goods Trading
French International School	Education	Switzerland	
Hong Kong A LA CARTE	Inbound Travel Agent	Balluun Ltd.	B2B Social eCommerce
Luxe Surveyor Ltd. for Luxe Observer	AI - Luxury Industry	Hauser & Wirth Hong Kong	Art Gallery
M Creative Culture Ltd.	Creative Consulting and Management	Zühlke Technology Group	Engineering Consultancy
Pinel et Pinel	Luxury Leather Trunks and Accessories	Taiwan	
TGI Monday!	Consulting and Training	AmazingTalker Ltd.	Online Language Learning Platform
Vestiaire Collective HK Ltd.	Fashion Digital Platform	Blossomingjuice Ltd.	Soft Drinks Chain Store
Germany		eCloudvalley Technology (HK) Ltd.	Cloud Consultancy
Siemens	Design and Manufacturer of Technology Equipments	iDGate Security (Hong Kong) Ltd.	IT Security
Sycra Technologies Ltd.	Internet of Things (IoT) & Smart Lighting	Thailand	
Wholistic Coachsulting Ltd.	Coaching, Training and Education; Management Consulting	Brothers Muaythai	Muaythai Fitness Studio
India		The Netherlands	
Reboot AI Ltd.	Artificial Intelligence	Whiskies & More	Food & Beverages
Ireland		United Arab Emirates	
Waypoint Leasing Services Hong Kong Pte Ltd.	Helicopter Leasing	LuLu Financial Group	Financial Services and Payments Solution Enterprise
Italy		United Kingdom	
CLOUDPN Ltd.	Cloud Solution and Computing Services	AvenueThreeSixty Ltd.	International Real Estate
Eu.promotions Asia Ltd.	Consumer Products	Bovill Asia (HK) Ltd.	Financial Services Regulatory Consultancy
Piquadro	Leather Accessories	MASS BRANDED	Menswear Apparel, eCommerce
Japan		McNamara Art Projects Ltd.	Art Advisory
Pocket Change Global Ltd.	Foreign Exchange and Digital Token	Merton edX Ltd.	Entrepreneurship Academy
Luxembourg		Phoenix Fine Wines & Vineyards Ltd.	Fine Wine Trading & Consultants for Châteaux and Vineyard Purchases
ETIX Everywhere Hong-Kong Ltd.	Data Centre	Pixel Pacific Ltd.	eCommerce Software Consultancy and Engineering
Mainland China		Q5	Management Consultancy
Atom Capital (Hong Kong) Ltd.	Asset Management	Shrewsbury International School	Education
China Mobile International Ltd.	Telecommunications	Yes Plum Ltd.	Curated Lunch Ordering Platform
China Wealth Machine Holdings Ltd.	Multinational Construction and Heavy Machinery Manufacturing	United States	
Fluent International Science and Technology Service Ltd.	Science and Technology Services	Carnival Corporation Hong Kong Ltd.	Cruise Vacations
ICBC Aviation Leasing Co. Ltd.	Aircraft Leasing	Cboe	Financial Services
SainStore (HK) Ltd.	eCommerce Technology	Operation Smile International Charitable Foundation Ltd.	Non-Governmental Organisation
Ucommune	Co-working Spaces	Peachstate Hobby Distribution Ltd.	Hobby and Trade
Virscend Education Company Ltd.	Education Services	sQoolink Ltd.	EdTech
Wisepower (Hong Kong) Supply Chain Company Ltd.	Logistics	The Cakery	Bakery
		unspun, inc	Apparel Manufacturing and Retail
		Watchbox	Pre-owned Luxury Watches Trading



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



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