

Innovation & Technology

Case Studies



Invest**HK** 投資推廣署
The Government of the Hong Kong
Special Administrative Region

Invest Hong Kong (InvestHK) is the HKSAR Government's department for attracting foreign direct investment. Our goal is to help overseas and Mainland companies to set up and develop their businesses in Hong Kong. For those foreign companies that are already established here, we extend our services to help them expand in our city.

All of our services are free, confidential and tailored to clients' needs. Our comprehensive range of services includes:

Latest information on Hong Kong's business environment:

- Sector-specific advice and opportunities
- Business incorporation procedures
- Tax and business regulations
- Cost-of-business models
- Employment legislation
- Immigration requirements
- Business networking opportunities

Introduction to business contacts:

- Lawyers, accountants, human resource specialists, consultancies, designers, interior specialists and real estate companies

Arranging visit programmes:

- Meetings with service providers, professional associations and government officials and departments

Business support facilitation:

- Support and assistance with business licences, visa applications, trademark registration, IP and trade regulations
- Marketing and public relations services during the launch and expansion of your company
- Advice on living and working in Hong Kong — housing, healthcare, schooling and networking

InvestHK has offices in major cities around the world and industry experts across a range of business sectors. Contact us for free advice on setting up in Hong Kong or for details on how we can support your expansion in our city.

HONG KONG – AN INNOVATION AND TECHNOLOGY HUB

With new opportunities brought by the Belt and Road initiative and the Guangdong-Hong Kong-Macao Bay Area development, companies can leverage on Hong Kong's strengths in R&D, world-class infrastructure, sound legal system and strong intellectual property right protection to grow their business globally.

Plus new initiatives from the HKSAR Government:

- Focus on four areas: biotechnology, artificial intelligence (A.I.), smart city and financial technologies (FinTech)
- Set aside HK\$20 billion for the first phase of the Hong Kong-Shenzhen Innovation and Technology Park in the Lok Ma Chau Loop
- Inject HK\$10 billion into the Innovation and Technology Fund to support applied research and development
- 300 percent tax deduction for private enterprises on the first HK\$2 million of qualified R&D expenditure. The remaining qualified R&D expenditure enjoys a 200 percent tax deduction
- Publish the first Talent List of Hong Kong to attract quality people from around the world
- Technology Talent Admission Scheme to provide fast-track arrangement for the admission of overseas and Mainland research and development talents to Hong Kong for eligible technology companies and institutes

And strong support from the Central Government:

- Support Hong Kong to become an international innovation and technology hub
- Open up science and technology funding of the Central Government for application by higher education institutions and research institutions in Hong Kong, including arrangements on cross-boundary remittance of approved project funding to Hong Kong

This booklet showcases some technology companies that InvestHK has supported in recent years. These include companies from biomedical, electronics, information technology, telecommunications, green technology, smart city robotic and artificial intelligence. We hope you enjoy reading these case studies.

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LAUNCH OF AI LAB to Advance Innovation and Technology in Hong Kong

A major Chinese technology company has partnered with a leader in facial recognition and a statutory body to nurture AI startups in Hong Kong.

Alibaba, SenseTime and the Hong Kong Science and Technology Parks Corporation (HKSTP) launched the HKAI Lab ("Lab") in early 2018 to promote the frontiers of AI with cutting edge technology and expertise, and to empower startups to commercialise their new inventions.

Promoting AI technology has always been one of the major business objectives of the Alibaba Group. Given Hong Kong government's declared ambition to develop innovation and technology, the Alibaba Hong Kong Entrepreneurs Fund has joined hands with Sense Time, which specialises in large scale facial recognition systems, and HKSTP to establish an AI lab at HKSTP to advance the AI frontier in the city. One of the first initiatives to be run by this lab is a six-month accelerator programme to nurture AI startups. The programme was commenced in September.

According to Cindy Chow, Executive Director of Alibaba Hong Kong Entrepreneurs Fund, the city has a strong pool of AI professionals and talent. "The objective of our fund is to foster the entrepreneurial spirit among young people who focus on innovation and technology and R&D development. With the support of HKSTP offering the venue of the Lab, together with the technical support from Alibaba Group and SenseTime, I believe we can help a lot of young entrepreneurs to make their dreams come true."

Comprehensive Support

Successful participants will be able to conduct their research in the Lab with support from the organisers. Jeff Zhang, CTO of Alibaba Group and director of the Lab, will provide valuable direction to the teams. SenseTime, based in Hong Kong, will provide technical support with their expertise in the areas of developing and deploying its AI technology and applications in different sectors and industries. Riding on Alibaba Cloud platform with a variety of scenarios available, and under an environment that is equipped with high performance computing facilities, the teams can easily run their research and test in the Lab.

Talking about the future, Chow hopes to promote the Lab to more Hong Kong business organisations for their support in commercialising the projects initiated by the Lab.

Chow sees Hong Kong as an ideal platform for I&T projects. "With an open economy, a group of outstanding researchers in universities working on AI, plus strong intellectual property protection, Hong Kong has all the ingredients to flourish in innovation and technology."



Photo Credit: Eric Sin

“With an open economy, a group of outstanding researchers in universities working on AI, plus strong intellectual property protection, Hong Kong has all the ingredients to flourish in innovation and technology.”

Cindy Chow
Executive Director
Alibaba Entrepreneurs Fund

Original date of publication: August 2018

The Arrow that POINTS TO INNOVATION

Arrow Electronics set up the Arrow Open Lab in Hong Kong, signifying a new milestone in Arrow's support of innovation and technology development in the region.

Founded in 1935, Arrow Electronics is a global provider of products, services and solutions to industrial and commercial users of electronic components and enterprise computing solutions. Arrow is a supply channel partner for more than 100,000 original equipment manufacturers, contract manufacturers and commercial customers through a global network of more than 460 locations serving over 85 countries.

Spanning over 3,000 square feet at the Hong Kong Science Park, Arrow Open Lab is equipped with state-of-the-art engineering equipment and testing modules with an initial investment of more than US\$1.3 million. The lab is the

first-of-its-kind in the APAC region which opens to all technology entrepreneurs, companies, and organisations pursuing innovation and product development in Hong Kong. "We aim to help developers significantly enhance product design, shorten the development cycle and reduce costs." Simon Yu, President of Arrow Asia Pac Ltd said.

Building an Innovation City

Arrow noticed that Hong Kong technology startups and enterprises are known to be good at understanding market demand, developing new ideas, IP research, product design, and software development. However, they usually lack support in engineering

expertise, especially in areas such as wireless connectivity, sensing and controlling and system integration. Arrow's aim is to bridge these shortcomings and accelerate the process of turning innovative ideas into sustainable businesses and marketing to overseas markets.

Arrow Open Lab is a one-stop proof-of-concept design workshop and platform which helps enterprises save up to four months of development time and up to 25 percent of engineering design costs. As a trusted advisor, they guide developers on how to improve their system design, and support them throughout the development cycle from formulation and proof-of-design concept, component sourcing, rapid prototyping, and testing to system integration and pre-production verification.

Free membership is open to start-ups, SMEs and innovators. "We look forward to partnering more closely with InvestHK and other ecosystem players in transforming Hong Kong into an innovation city and thus sustaining its economic development." Yu said.

arrowopenlab.com ■

Original date of publication: September 2016



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Simon Yu
President
Arrow Asia Pac Ltd

Bindo's NEXT VENTURE

New York-based retail POS startup Bindo taps into restaurant industry and plans Mainland China expansion through Hong Kong.

Bindo's all-in-one portal is what most retailers would wish for: it is an integration of point-of-sales (POS) system, cloud-based inventory tracking, employee management with CRM and analytic functionality. The success of the product has been validated by not only the market, but also rounds of secured funding from angel investors and venture capitals (VC) for its continuous growth.

Recently, the New York-based startup has been expanding into the restaurant industry, especially in Hong Kong where its regional headquarters of Asia-Pacific is located. In the last two years, Bindo has successfully closed a number of enterprise customers in Hong Kong including Kerry Hotels by the Shangri-La Group, Miramar Group and Jamie's Italian, to name a few.

Benedict Wong, VP Business Development and Head of APAC, said that with a high density of outlets in major districts, Hong Kong is a perfect launch pad for Bindo. "Due to intense competition in the food and beverages as well as retail sector, many of our customers are keen to adopt new technology that helps lower operating costs and increase revenue," he remarked.

While Bindo is making foray into the Mainland market where a high demand for their product has emerged, Hong Kong remains as the base for the company to sketch their blueprint of regional expansion.

"As one of the most multi-cultural cities in Asia, Hong Kong is renowned for its

ease of doing business and widespread use of English and Chinese, making it convenient for us to sell into both the US and Mainland China markets," Wong said.

He also believes that the ease of funding here makes the city a great location for startups like Bindo. "Hong Kong's rapidly growing startup scene is exemplified by the many new incubators, VC funds and angel investors that have been emerging out of the city in recent years," he remarked, adding that Hong Kong has got all the qualities to produce its first startup unicorn.

Since 2013, Bindo's Hong Kong office has grown to 35 staff, over half of which are engineers and the rest are sales and customer support. Wong thinks that the tech startup industry here attracts a lot of great talent from overseas. "There is a fast growing influx of graduate engineers, better equipped with practical programming skill, which makes hiring easier," he added.

Wong's advice to aspiring entrepreneurs in Hong Kong is to be as active as possible in the startup scene and build relationship with other entrepreneurs. "Hong Kong is a particularly tight-knit community with startup founders who are all eager to see each other succeed. The more successful startups in Hong Kong, the larger the amount of attention investors will give to the city, which will result in a larger pool of capital available for everyone." He concluded.

bindopos.com ■



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Benedict Wong
VP of Business Development
Bindo

*Original date of publication: May 2015
Updated: August 2017*

Leveraging **HONG KONG'S STRENGTHS** as a Financial and FinTech Hub

After three years of extensive R&D, Israeli startup BondIT launched its fixed income algo-advisory solution last year, and it is ready to take on Asia from its new regional base in Hong Kong.

The fixed-income market is a complicated world to navigate. Bonds come with many different ratings and usually trade in the “over the counter” market instead of on exchanges. The task of creating an optimised fixed-income portfolio becomes daunting.

That was why it took a team of 25 experts three years to get BondIT, a digital algo-advisory solution for fixed-income investment, ready for commercialisation. It is a B2B solution aiming to equip investment advisors and portfolio managers at financial institutions to manage the fixed-income universe more effectively. The solution “cleanses” the plethora of data for accuracy and concision, and then seeks out bonds based on an investor’s constraints and goals.

“We have people from the financial market with fixed-income knowledge, and those with data and machine-learning expertise,” Donald Chan, Head of Asia Pacific, said. “The combination of know-how and the amount of lead time we have entered the market to generate this solution is precisely our competitive edge.”

From the financial institution’s perspective, Chan explained, the solution frees up time for advisors to reach out to “sleeping” clients and reactivate their accounts, and hence a wider outreach to clients. Recommendations are based on clearly defined risk parameters and analytics

“**Hong Kong is one of the most forward-looking cities in Asia when it comes to FinTech.**”

Donald Chan
Head of Asia Pacific
BondIT

are well presented, which helps ensure regulatory compliance.

BondIT has introduced the solution to its home country of Israel and to Europe, and it is now available in Asia as well. Given his in-depth understanding of the Asian markets and experience working with Israeli tech companies, Chan co-founded the Asia business and selected Hong Kong being as its regional hub. Beyond Hong Kong, the company has successfully launched its business in Singapore, Australia, Korea, the US and Mainland China in sight.

“We have decided on Hong Kong because it is the financial hub of Asia, and it is one of the most developed and established fixed-income markets in the region. This city is also a wealth management hub, and offers ease of access to the Mainland Chinese market,” Chan explained.

The company has formed a partnership with Fosun Group and Wind Information,



a leader in Mainland China’s financial data services industry. “Hong Kong is one of the most forward-looking cities in Asia when it comes to FinTech. The Securities and Futures Commission and the Hong Kong Monetary Authority are being strategically involved in the whole ecosystem, to act as an enabler for FinTech,” he said.

Heading BondIT’s Asia base in Hong Kong, Chan works with a chief revenue officer and a head of product management. He plans to add another 10 staff in the next two years for front-end development, client support and marketing.

bonditglobal.com ■

*Original date of publication: January 2017
Updated: August 2018*

A BREEDING GROUND FOR INNOVATION in Finance Industry

Thanks to Hong Kong's sound regulatory framework and room for innovation, London-based finance and technology consultancy Capco plans further regional expansion through its regional headquarters here.

The Capital Markets Company N.V. (Capco) is a global business and technology consultancy dedicated to the finance industry, specialising in capital markets, retail & commercial banking, digital regulatory compliance and technology.

Capco first came to Asia for one simple reason. "We followed a number of our global clients to come to Hong Kong, so that we can form a closer partnership and continue to serve them here," said Neil Ramchandran, Managing Partner of Capco APAC. "Being the financial centre in Asia, Hong Kong is a natural hub for Capco to serve both global and local clients in the region, particularly in the banking sector,"

Set up in February 2014 with four employees, the Hong Kong office is Capco's APAC regional headquarters and now has grown to over 400 staff in Hong Kong, which also manages other regional offices in Malaysia, Thailand, Mainland China, Singapore and Japan.

Ramchandran believes that Hong Kong has provided a fertile ground for Capco to grow. "The city is full of enthusiasm and energy for us to do new deals," he said, "the HKSAR government is very open to new ideas, and they make changes to allow new payment structures."

He added, "Hong Kong is well-structured, well-regulated, and at the same time gives room for innovation. It is a great breeding ground for innovation and talent, which fits what we are doing here."

Since the Hong Kong office is established, Capco has already won significant regulatory compliance projects with tier one global investment banks that have a strong footprint in Asia. According to Ramchandran, the company is now looking to solidify their market share in Hong Kong while maintaining a diversified portfolio.

"We are now looking to penetrate deeper into the Hong Kong market where we already have presence, as well as to target international Chinese banks," said Ramchandran. "Our short-term focus here is to expand our client base, without affecting the service quality to our existing clients," he said, adding that the company will also diversify the portfolio of its clientele, such as insurance companies.

Ramchandran said that InvestHK has been a long-term partner throughout their expansion journey. "InvestHK is always our first point of contact. I know that we can always come to them for any kind of support. It is a trusted intermediary to the government," he



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Neil Ramchandran
Managing Partner
Capco (Hong Kong) Limited

remarked, "without InvestHK we probably would not have been what we are here today."

Having been in Hong Kong for 3 years, Ramchandran thinks that it was the right decision to make the move to Hong Kong, both for the company and himself personally. "The company is very pleased to set up the regional headquarters in Hong Kong, and this decision has been one of the major reasons contributing to our success," he said. "The city is very convenient and expat-friendly; the integration between locals and expats is a big draw for foreigners."

www.capco.com ■

*Original date of publication: September 2014
Updated: August 2017*

DIGITAL MULTI-THERAPY PLATFORM

that Transcends Geographical Borders

By developing cutting edge technologies, Caspar Health creates stronger connection and more intensive interaction between therapists and the patients.

Headquartered in Berlin, Caspar has developed software which for the first time allows for all essential components of the therapeutic treatment and communications to be continued on a digital basis and guarantees persistent therapeutic progress. Therapists can now create individual training plan through Caspar's web-app or mobile-app, which is configured according to the patient's personal need. The patient does not necessarily have to go to the therapy facility or clinic anymore to seek advice, as this can be done online. Therapy formats and training programmes can be implemented from home via Caspar and complemented by videos from their library. Also, patients can rate the exercise, note the progress and discuss the result with their therapists.

Hong Kong is the first rollout of Caspar in Asia. According to Max von Waldenfels, Managing Director, Hong Kong provides the best know-how in the field of rehabilitation. "Our partnership with the Hong Kong Polytechnic University, the government-driven initiative for tele-medicine solutions and the eagerness of many medical facilities to become digital have enabled us to operate at the forefront of medical disruption."

Caspar aims to work with the best medical facilities in the field of rehabilitation in Hong Kong to showcase the effectiveness of their tele-medicine solution and to help their partners in offering digital services to their clients.

In the long run, the company hopes to provide what they are offering in Europe i.e. everyone can have access to first class medical know-how, regardless of time and location.

At the moment, Caspar has a team of four in their Hong Kong office and plans to hire four more this year to handle sales and business development as part of the rollout plan in Hong Kong, Singapore and Mainland China.

When comparing the business environment in Hong Kong, Waldenfels feels that Hong Kong has a service-oriented economy where people are dynamic and act fast. As a result, Caspar has been able to set up easily



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Max von Waldenfels
Managing Director
Caspar Health



in the city and met people who inspire and support the team in reaching their goals.

Caspar first got in touch with InvestHK's Berlin office and after the Caspar team arrived in the city, the Hong Kong head office staff continued to offer support and assistance. "The team offers highly personalised support, especially in helping us with crucial issues, such as business visa and establishing our local network," Waldenfels concluded.

caspar-health.com ■

Original date of publication: October 2017

CDP Group **GOES FURTHER IN THE GLOBAL MARKET** by Developing its Office in Hong Kong

The innovative human resources solution and service provider headquartered in Shanghai leverages the city's unique position in the Guangdong-Hong Kong-Macao Greater Bay Area and reaches out to APAC and beyond.

CDP Group is far more than a human resources expert. As one of the earliest HR providers bringing out the concept of "EcoSaaS" in the industry, the company has pointed out an innovative model, an one-stop HR digital platform covering a wide spectrum of business services including employee's well-being, payroll, as well as a software system.

CDP Group has been listed on the market guide for Gartner's HCM 2017 report with its multinational payroll solution, and what it provides is the solution containing the system as well as service.

The company has also attracted some of the world's top investors, including Morgan Stanley, Fidelity and Sumitomo Corporation. In 2015, CDP opened its Hong Kong office to grow their global business and serve their international clientele.

According to Charlie Zhai, Group VP Solution, General Manager for South China, Hong Kong is their strategic location covering Southern

China, Macao and Taiwan. With the development of the Guangdong-Hong Kong-Macao Greater Bay Area, CDP will leverage Hong Kong's unique position and reach out to other markets.

"Hong Kong is not only an international city, but also a bridge between Mainland China and APAC region," Zhai said, "therefore, we have enhanced our resources to grow the hub in Hong Kong with unlimited potential in the near future."

CDP's SaaS-based products are now serving over 620 multinational corporate and one million white-collar employees, including some first-class investment banks. Zhai said that their clients always regard CDP as trustful partner in the long term. He added that it is natural for CDP to step forward Hong Kong, since there are lots of multinational

corporates having their regional headquarters here. "Hong Kong is a mature market in our business with a high level of acceptance, which is beneficial for us," Zhai said.

"The operation in Hong Kong goes smoothly and problems are solved quickly. We have never encountered any politics of bureaucratic problems in Hong Kong before, and we are confident in making full use of the city's favorable business environment to develop regionally and globally," Zhai remarked.

CDP's employee in Hong Kong covers different functions, such as sales and marketing, technical solutions and operation. There is a plan to further expand its Hong Kong office in the near future. "We can find a lot of devoted talents respectful for their jobs with high professionalism in the HR industry here. There's a high chance to find talent with regional and international exposure, which is very important for our company."

"InvestHK is very helpful in expanding our business contacts. Moreover, they have invited us to attend industry conferences and business events. During the early stage they also assisted us to set up in Hong Kong to make sure the process is smooth. I would highly recommend entrepreneurs to use their services," Zhai concluded.

“Hong Kong is not only an international city, but also a bridge between Mainland China and APAC region, therefore, we have enhanced our resources to grow the hub in Hong Kong with unlimited potential in the near future.”

Charlie Zhai
Group VP Solution, General
Manager for South China, CDP



cdpgrouppltd.com ■

Original date of publication: January 2018

CenturyLink Uses **HONG KONG AS PLATFORM** to Strengthen Services in Asia Pacific

US-headquartered CenturyLink, a global communications service provider, has expanded its service portfolio to better serve the needs of customers in the region.



With its status as a global financial centre, Hong Kong has a highly developed information and communication infrastructure, which has attracted multinational corporations to set up regional headquarters or offices in the city. US-based CenturyLink is no exception.

“We have operations in 12 countries throughout Asia Pacific. Hong Kong is a major location for us,” said Ricky Chau, Vice President, Enterprise, Asia Pacific, CenturyLink. CenturyLink (NYSE: CTL) is the second largest U.S. communications provider to global enterprise customers. It provides customers in over 60 countries with reliable, flexible and secure connections, which are a key enabler of digital transformation.

Chau shared that Hong Kong offers a strategic location for the company. “Hong Kong has a well-developed telecommunication infrastructure with multiple submarine and terrestrial cables connecting it. Also, the city is the regional base for many multinational customers and a key gateway to Mainland China,” he explained.

On 1st November, 2017, CenturyLink completed the acquisition of Level 3. The combined company, with a pro forma revenue of \$24 billion, is now in a stronger position to help customers better manage increased network and

IT complexities so that they can take advantage of cloud and harness data-driven insights, as well as expand their own businesses globally.

In 2017, CenturyLink expanded its DDoS mitigation and software-defined networking (SDN) solutions to the Asia-Pacific region. “Our enterprise customers are in the midst of digital transformation, which is accelerating the need for security and agile networking solutions,” Chau said.

The DDoS service is designed to provide global protection through 11 cleansing centres around the world. Eight of the centres are located in Europe and Americas while the remaining three are

in Asia Pacific, with Hong Kong being one of the locations.

Serving businesses that require always-on mitigation and deliver protection for multiple third-party networks, CenturyLink provides full visibility and reporting across all of their networks, including early detection and notification of attacks by relying on the company’s Threat Research Labs.

The company has also expanded its award-winning Metro 2.0 global Ethernet platform and software-defined networking (SDN) solutions to the Asia Pacific, letting enterprise to access their platform from two access points each in Hong Kong, Tokyo and Singapore. Its Ethernet services reach more than 290 markets around the world with flexible bandwidth options ranging from 2 Mbps to 6 Gbps.

“The digital age requires businesses to take a hybrid approach to IT,” Chau concluded, “with our solution, enterprises should build adaptive networks, agile IT and connected security to better serve their client and their digital transformation needs.”

centurylink.hk ■

*Original date of publication: March 2017
Updated: August 2018*

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Ricky Chau
Vice President, Enterprise,
Asia Pacific
CenturyLink

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.



“
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

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.”

cmi.chinamobile.com ■

Original date of publication: July 2018

GROWING with Optimism

US digital consultant Cognizant expands Hong Kong office as part of its Greater China growth strategy.

Originally set up in 1994 as a captive technology arm of business services company Dun and Bradstreet, Cognizant today has over 250,000 employees across the Americas, Europe and Asia Pacific. Within 10 years of its establishment, the New Jersey-based company had made it to the NASDAQ-100 list. In 2011, it became a Fortune 500 company and is currently ranked 230 on the list. Looking to grow its footprint in the Greater China region, Cognizant recently expanded its Hong Kong operations with the opening of a new office in Central.

"The expansion in Hong Kong underscores our confidence and commitment to the city," said Venkatesh Sriraman, Market Head for Greater China at Cognizant. "Hong Kong's booming information and communication technology sector is among the world's most advanced. That, combined with Hong Kong's specialist business and technology talent, makes the city a great location for us."

It all started in 2006 when Cognizant set up its Hong Kong office in a small room that could accommodate just about 2-3 people, serving the regional needs of a few US clients. After the company made the strategic decision to allocate more resources to meet the growing demand for its services in the high-growth Asia market, Cognizant's Hong Kong office moved from a business centre to a 4,000 square feet office in the end of 2016. The Hong Kong office now houses delivery, sales and corporate teams, as the company delivers a broad range of digital services to more than 30 global, regional and local companies spanning



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Venkatesh Sriraman
Market Head for Greater China
Cognizant

industries such as financial services, insurance, retail and consumer goods.

The expansion is an integral part of a bigger plan, as Sriraman explained, "Cognizant's increased presence in the city positions the company well to tap into the huge business opportunities in the Greater China region. Services and solutions developed for the mature Hong Kong market can be refined and deployed to serve clients in mainland China." According to Sriraman, who has been with the company for over 10 years, the Hong Kong office is a regional hub that enables the company to deliver deep local insights. The time-zone and geographical advantages also allow the team to engage regional customers on a daily basis. He added, "Most of our clients from banks and other institutions



are looking to expand in China, and we will grow together with them."

Cognizant is also committed to nurturing local talent. It runs a graduate recruitment programme in Hong Kong to hire entry-level technical and management talent from local top-tier institutions. Comprehensive technical and soft skills training are provided to the selected candidates before their deployment to client engagements for project execution. He said, "The client feedback on our graduate trainees is amazing."

Having lived across Asia in cities such as Singapore and Dubai, Sriraman finds Hong Kong a great place to live and work in. "Hong Kong is an energetic cosmopolitan city and has its own unique and dynamic flavour. It's a richly multi-cultural city and incredibly lively, offering a colourful array of people, cuisines and worldviews," he said.

cognizant.com ■

Original date of publication: May 2017

CONNECTING

Hong Kong to the World

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



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

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

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

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

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

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

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

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

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

**Paul Stanley
Regional Director APAC
Colt Technology Services Limited**

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

colt.net ■

Original date of publication: July 2017

Another Step towards SMART CITY LIVING

Since its establishment in 1946, Iskra from Slovenia has evolved to a globally recognised provider of intelligent industrial solutions and cutting-edge electro-technical products.

With profound experience in developing and manufacturing devices and wide engineering knowledge in realising demanding projects, Iskra ranks among the leading European companies with presence in over 80 countries in the world.

Iskra's core activities include turnkey solutions in energy sector, telecommunications, railways and road traffic with an aim to help its clients improve existing applications, adopt new technologies, increase efficiency, control power consumption and improve connectivity. In addition, the company also develops, manufactures and markets substations automation and protection products, capacitors, low voltage switchgear, electrical measuring instruments and telecommunications devices. All products are made in the European Union with competitive prices and professional technical aftersales support.

In view of the market potential in the region, especially Mainland China, Iskra set up its regional office in Hong Kong recently to allow the company greater flexibility and swifter responsiveness to market needs. Not only does the Hong Kong office represent the Iskra brand in the region, it also coordinates and

manages local stock warehousing and distribution.

According to Marko Batic, International Managers for Asia and Pacific, Asian markets were initially developed in 1980 by engaging an agent handling the area's business. With steady growth in the past few years, Iskra has decided to establish its own office in the city. "Hong Kong is the ideal platform for us to expand into Mainland, thanks to its geographic advantage and ease of doing business," Batic said. "Also, we hope to use this opportunity to reposition Iskra as the leading regional premium suppliers of passive components and system solutions."

Iskra got in touch with InvestHK's Berlin office at the initial stage and was then introduced to the Innovation and Technology team at Hong Kong head office. InvestHK has assisted the company by providing professional information and networking opportunities. "Their free service is valuable for any companies who would like to set up a presence in Hong Kong," Batic concluded.

www.iskra.eu ■

Original date of publication: January 2018



“
Hong Kong is the ideal platform for us to expand into Mainland thanks to its geographic advantage and ease of doing business.”

Marko Batic
International Managers for
Asia and Pacific, Iskra



Founded in 2000 and headquartered in Paris, LINKBYNET specialises in digital transformation, providing clients with IT management and hosting services, cloud computing advisory, project management as well as ICT solutions. Having offices in Europe, Asia-Pacific, North America and Mainland China with over 600 employees, the company is serving over 800 clients globally ranging from small and medium sized enterprises to major multinational corporates.

In 2014, the company set up its regional headquarters of Asia in Hong Kong, and since then LINKBYNET has been expanding rapidly in the region. Following the opening of a technical centre in Vietnam, a sales office in Singapore and Vietnam, as well as operation office in Shanghai this year, the company is looking to expand to Japan in 2018 and double the number of staff in Asia within two years. "We are also exploring other opportunities as the Asian market is on a high growth rate

Hong Kong – the Link to **HIGH DIGITAL GROWTH MARKETS IN ASIA**

In midst of rapid expansion in Asia, French IT solution expert LINKBYNET continues to use Hong Kong as regional headquarters to reach out to new markets.

and we don't want to miss the chance," said Benjamin Detroye, CEO APAC.

According to Benjamin Detroye, Hong Kong is the best place for LINKBYNET to deploy their business strategy in Asia. "We were looking for a location that is centrally based, easy to commute from Europe and other Asian markets where we would like to develop our business and catch up with the market growth," he said, "Hong Kong is the only place that allows us to reach both APAC and the Mainland markets in parallel."

The high demand for cloud adoption and security in almost every industry is another major reason for LINKBYNET's vast development. "There are opportunities for new technologies to help deliver innovative services for many industries; with a well-established telecommunications infrastructure in Hong Kong, companies are more willing to invest into technologies which will be integrated into the services that they provide," he said.

Benjamin Detroye also appreciates the openness of the business environment as well as the high quality of talent here. "Hong Kong is a great place for business networking," he said, "we reach out to new business mainly through networking and referral. Everyone here is very open-minded about collaborations and opportunities."

“

Hong Kong is the only location that allows us to reach both APAC and the Mainland markets in parallel. ”

Benjamin Detroye
CEO APAC
LINKBYNET East Asia Ltd

"Thanks to the quality of high schools and university, we can be sure to find high-skilled candidates who can fit the job in any position. This is very important for a company that is growing fast," he added.

InvestHK has been assisting LINKBYNET to set up in Hong Kong since the beginning, and Benjamin Detroye thinks that the free service provided is valuable for any business. He recalled, "Everything seemed a bit daunting in the beginning, but the InvestHK team explained the whole process for starting a business and helped us establish key local contacts. It was really helpful and I feel more confident when you know someone is always there to back you up."

www.linkbynet.com ■

Original date of publication: October 2017

Informed Choices are HEALTHY CHOICES

Medix is currently significantly expanding its personal medical case management services to Asia, including Mainland China, Singapore, Kuala Lumpur and Taiwan, by using Hong Kong as a gateway.

In 2006, Belgium-born Sigal Atzmon left a successful career in the financial sector and founded Medix, which provides personal medical case management services to patients, especially those diagnosed with serious illnesses. She explained her mission being to “disrupt the way healthcare is consumed and provided around the world”.

The company currently employs over 300 in-house doctors who look at customers’ cases and make medical recommendations, but they are not involved in actual treatments or surgical procedures in order to maintain objectivity. In addition, Medix maintains ongoing professional relationships with over 3,000 leading specialists and over 1,500 medical facilities in various countries it deems of high-calibre.

Medix serves a client base of over 1.7 million insured customers globally, working in some 90 countries and 20 different languages. It has expanded its

company in Hong Kong, which acts as its Asia hub in addition to the two other headquarters in London and Tel Aviv.

“We have been working in Asia for many years, but without a fully operational hub. We look at Hong Kong as the bridge to Asia,” Atzmon said. She cited the city’s openness, transparency, ease of doing business and common law tradition as some of the reasons for making it the company’s headquarters in the region. “I think the work environment is very good and fast-paced; people are very engaged, eager to do business and very hard working.”

Medix employees, especially the researchers in the international research department, spend much of their time studying the healthcare systems and landscapes of different countries and territories, and Atzmon finds that in Hong Kong, sometimes patients tend to want quick solutions, which are not always in their own best interest. That is

“
Hong Kong is a hub for innovation, attracting startup businesses, innovative ideas and disruptive ideas from all over Southeast Asia.”

Sigal Atzmon
Group President
Medix



where Medix’ services can be of help to ensure accessibility and implementation of quality care and to advocate patients’ needs.

“In Hong Kong, most people, if they discover they have a tumour, usually go to see a surgeon. The surgeon might be the best one in Hong Kong, and he would offer to take the tumour out, but that might not be the right first solution for the patient.

“First, one needs to reach a clear diagnosis and then stage the disease. Any patient should go see an oncologist first because maybe you need a process, rather than a quick fix. This has proven to save people’s lives many times. Sometimes people tend to underestimate the power of knowledge and the power of a process” Atzmon said. She explained that in a case like this, an oncologist might first recommend treatment that would make the subsequent surgery more effective.

Medix is also in the process of designing a homecare model for Hong Kong, with the aim to reduce time patients spend in the hospital and, thereby, help save medical costs and relieve the burden on public hospitals.

The company has set up an investment platform supporting startups in the digital health space. “Hong Kong is a hub for innovation, attracting startup businesses, innovative ideas and disruptive ideas from all over Southeast Asia. It is exactly the right place for us.”

Medix employs a growing number of staff in Hong Kong which includes doctors, nurses and medical administrators, as well as operational and marketing support teams. It is currently in the process of hiring more people, as the company’s activity is expanding rapidly. Atzmon expects the number to grow to 65 in two years.

medix-global.com ■

Original date of publication: November 2016

DIGITAL. Handled with care.

Pioneering Hong Kong's mobile application development in the early days, MotherApp brings a uniquely caring approach to engaging customers and automating operations with smart, data-driven applications.

MotherApp is a Hong Kong-based digital consulting and solution provider dedicated to solving challenging business problems with care. The company was amongst those who pioneered in the mobile technology space in Hong Kong. They have since expanded its capabilities as an industry-leader in deep-learning artificial intelligence (AI) and data analytics, applied in a variety of environments such as smart city and smart manufacturing, and also for engaging customers meaningfully in the growing yet fragmented digital world.

With the advancement in deep learning technologies, the AI algorithms offer a variety of real-world applications in cross-industry practices. MotherApp's clients in smart operations include smart city pioneer with the Hong Kong government and law enforcement units, crowd management with Ocean Park, and manufacturing plants involved in operation control and efficiency maximisation.

MotherApp's definition of "Customer Engagement" includes mobile engagement, customer loyalty, and an innovative integration between the two through the universal data hub. The company has hence created a customer engagement solution suite that is extensible yet customer-centric and highly personalised.

Ken Law, CEO of MotherApp, said, "we are first and foremost digital business consultant and solution provider. But



InvestHK provides a good support platform and information resources for startups to thrive in the city. ”

**Ken Law
Founder and CEO
MotherApp**

most importantly, we bring a uniquely caring approach to digital business innovation.”

“We like learning how organisations work and figuring out how we can improve them with smart tech. Our journey has taken us deep into AI video analytics, data-driven smart application development, mobile apps and design thinking applied to drive digital business innovation. “

There is power in technology that makes things better, simplifies processes and helps people to flourish. But technology also means change and hence creates uncertainty. MotherApp is driven to negate this uncertainty with their core value of care.

“Care is MotherApp's driving force. Clients can experience this care in our agile and flexible approach. How we make technology easy to understand, the way we inform decisions with clarity and careful reasoning.” Law said.



MotherApp's founding story

Law started his career in Google U.S. and developed a patented algorithm to find related pages and created a system to evaluate Google's search quality based on big data. He returned to Hong Kong in 2007 and founded MotherApp. The company was admitted to Hong Kong Science and Technology Parks Corporation's Incu-Tech Incubation Programme in 2008 and moved in the Science Park. Law regarded Hong Kong as the ideal place for innovation and technology business because of the strong talent pool in technology and adequate support for startups.

Law first heard of InvestHK when he was considering moving back to Hong Kong. “InvestHK provides a good support platform and information resources for startups to thrive in the city,” he concluded.

motherapp.com ■

Original date of publication: August 2018

Open Arms to INNOVATION

Hong Kong is an ideal place for niche players like PALO IT thanks to a strong client base and the potential to grow the business regionally.

Since its creation in 2009 in France, PALO IT has been providing human-centric design software development and innovative digital transformation solutions to companies ranging from small and medium local businesses to multinational companies across a wide spectrum of industries. The organisation is guided by a set of core values inspired by Open Source and Agility principles.

“Having a clear and strong vision must be the prime driver for a business. At PALO IT, we aim to harness the power of technology for the greater good. We help our clients to create new products, services and business models that disrupt their industry and have a long-lasting positive impact on our society”.

“Hong Kong is obviously a great place for business because it’s a hub in Asia for regional headquarters and operations. We have easy access to decision makers, and the city welcomes innovation, as long as you can act fast and bring value to the table. Hong Kong’s regulations are pretty simple and stable. Together with a transparent tax system, these make entrepreneurs like us feel confident and being supported here.”

PALO IT entered the Hong Kong market in 2016 and mainly targets Fortune 500 companies. Having said that, the first client they had here was a local leading media company in Asia. Like many others in the city, market leaders of today and tomorrow aspire to innovate and digitise their business to accelerate their time to market. With a unique end-to-end approach, PALO IT helps

them to reinvent themselves in a rapidly changing environment.

Building Bridges

“Hong Kong is the perfect place to build bridges between Mainland China and the rest of the world. 50 percent of the world population can be reached within four to six hours flight from Hong Kong. Indeed, the Guangdong-Hong Kong-Macao Bay Area has every potential to be the next Silicon Valley.” Bocquet continues, “When I go to different gatherings and conferences, I see more and more startups which are not only from Mainland China but also from the rest of Asia. It’s important for us to be in this ecosystem as we are no longer just a French company but an international company with talents from everywhere.”

So far, PALO IT Hong Kong gathers together 30 Palowans, including Insight Researchers, UI/UX Designers, Developers, Architects, Tech Experts, Data Scientists, Agile Coaches, Scrum Masters, Product Owners and support team members. Moving forward, Bocquet plans to hire a local Managing Director to lead the team, as well as 30 consultants. Bocquet is confident that the clear vision and the great company culture will attract new talents. Indeed, PALO IT offers many opportunities to take their career to the next level!

Bocquet approached InvestHK when he decided to expand his new PALO IT venture in Hong Kong. He was immediately impressed by how well the department understood his business



“**Hong Kong is a perfect place for entrepreneurs. We have rapid access to change-driven decision makers and Hong Kong Government offers a simple and sustainable regulation system. These all together make entrepreneurs like us feel confident and being supported here.**”

Stanislas Bocquet
Founder & CEO, PALO IT

needs and the ongoing support. He also appreciated the very efficient and business-oriented approach of the French Chamber of Commerce in Hong Kong.

He finds Hong Kong a great place to live, with the beautiful nature and nightlife for relaxation. He enjoys the good work-life balance here and is glad to provide his two children the opportunity to explore new culture and learn different languages.

www.palo-it.com

Original date of publication: November 2017

A world industry leader has established a **SURGICAL ROBOTICS R&D CENTRE** in Hong Kong

Precision Robotics, one of Hamlyn Centre of the UK's Imperial College's spin-offs, initiated Surgical Robotics R&D in Hong Kong this March to address global health challenges through technological innovation.

With the aim of developing safe, effective and accessible medical technologies, Precision Robotics has been focusing on technological innovation with a strong emphasis on clinical translation, resulting in direct patient benefits with global impact. Since 2009, InvestHK and the Hong Kong Science and Technology Parks Corporation (HKSTP) have been working with Professor Guang-zhong Yang, Director and Co-founder of the Hamlyn Centre for Robotic Surgery in UK, by providing the latest information on the R&D environment in Hong Kong, available funding schemes and business advantages of setting up in the city. In March 2018, The Centre established its presence in HKSTP by launching Precision Robots Limited.

When asked why Precision Robotics had decided to set up an office in Hong

Kong, Professor Yang said, "Hong Kong is in a unique position as a product development centre, thanks to its close proximity to the manufacturing capability in Shenzhen and the Guangdong-Hong Kong-Macao Bay Area. The city is only a short distance from South East Asia and other Asian markets."

"The Hong Kong government is very supportive in developing innovation and technology (I&T). A number of initiatives were launched recently, including investment in expanding the facilities of HKSTP, additional injection into the Innovation and Technology Fund, and the introduction of the Technology Talent Admission Scheme (TechTAS), fast-track arrangements for overseas and Mainland R&D talent."

“**Hong Kong offers unique advantages in having the crucial elements of financing, product development, manufacturing and clinical trial, all in one location.**”

Professor Guang-zhong Yang
Director and Co-Founder
Precision Robotics

"The role of the Hong Kong office is to focus on commercialisation of medical robotics technology by spearheading product design and development, and at a later stage to conduct clinical trials in Hong Kong markets as the clinical data is recognised by CFDA, FDA and other jurisdictions in Australia and South East Asia," he added.

Ir. Andrew Young, who is the Chairman of Translation Advisory Group of Hamlyn Centre and instrumental in assisting the setting up of the Hong Kong office said, "Hong Kong offers unique advantages in having the crucial elements of financing, product development, manufacturing and clinical trial, all in one location. Not many locations in the world can offer all these advantages in one place."

Precision Robotics also enjoys the advantages offered by Hong Kong for the medical and healthcare device industry, including top class suppliers across the whole value chain.

"The city has a good pool of well-trained talent from universities. I'm particularly delighted to be partnering with The Chinese University of Hong Kong, being an advisor to their robotics programme. We have been in close collaboration all along," Prof. Yang said.

"InvestHK has been most helpful in providing advice and relevant information and helping us reach out to our partners. Downstream when we need to attract overseas talent, the department can also help us with the process of getting visa approval. InvestHK is a trusted partner whom we can rely on," he concluded.

<https://www.imperialinnovations.co.uk/venture-support/our-spinouts/precision-robotics/> ■

Original date of publication: August 2018



SOARING AI BUSINESS

in Vibrant Tech and Startup Scene in Hong Kong

With a rapid-growing market, Rocketbots' AI platform let businesses design their own chatbots to improve customer engagement and internal communications.

“
With the city's well-developed legal infrastructure, I can rest assured that everything will happen smoothly once a contract is signed. I also know that it is safe to keep our money in Hong Kong.”

Gerardo Salandra
CEO and Co-founder
Rocketbots



Artificial Intelligence (AI) is likely to be one of the most disruptive innovations in modern times. Different industries are poised to integrate AI into their fields. Seeing big potential of AI across verticals, Rocketbots, a startup based in Hong Kong, helps companies to leverage AI technology and drive business growth.

“Regardless of industries, as long as there are hundreds of messages coming in everyday, it's worthwhile for the company to get a chatbot to reduce cost in customer service,” said Gerardo Salandra, CEO and Co-founder.

Rocketbots automates customer support with AI-powered chatbot software, letting users create, customise and manage the chatbot for their business. Their software can also be integrated to Facebook Messenger, Website, SMS, and even Wechat mobile app, giving customer access to using advanced technology in a much simpler way.

Gerardo Salandra comes from El Salvador in Central America. Having studied in Germany, as well as working for global technology companies such as IBM and Google, opportunities brought him to Hong Kong and his first entrepreneurial adventure.

“I cannot think of a better place to launch Rocketbots than Hong Kong,” said Gerardo, “it is an incredible and mature test market. If we know that the product is working in Hong Kong, we are sure that it will work for other regions too.”

“With the city's well-developed legal infrastructure, I can rest assured that everything will happen smoothly once a contract is signed. I also know that it is safe to keep our money in Hong Kong,” he added.

Like many other startups, getting the company funded has never been easy. “I remember at the beginning there were months that I couldn't afford my own salary,” Gerardo recalled, “but we are very lucky to meet some important investors in Hong Kong who not only helped us to grow, but also advised us how to improve the technology and bring Rocketbots to the next level,” said Gerardo.

After launching a few projects, Rocketbots has received a lot of enquiries by potential customers around the world. As their client base widens, Rocketbots is also preparing for the next round of funding to further expands their Hong Kong-based business which is a proven success.

“I am amazed by how fast-paced and progressive the startup scene is in Hong Kong,” he added, “there are also many corporates starting their own incubator programmes; Cyberport and Hong Kong Science and Technology Park are also leaving their footprint in the tech industry, they are getting more and more ambitious in growing the scene.”

“My advice to startup entrepreneurs is to dream big, don't just look at the Hong Kong market, but to look beyond,” Gerardo concluded, adding that entrepreneurs should leverage InvestHK's services and events to expand their network and grow their business from Hong Kong.

rocketbots.io ■

Original date of publication: May 2018

UNLOCKING INNOVATION in Hong Kong

Spain-based electronic lock manufacturer SALTO Systems selects Hong Kong to launch its first 'XSperience Centre' in Asia.

Nowadays everything seems to have a digital alternative and door locking is no exception. SALTO Systems is a major global player in the world's lock and security industry that stresses on using innovation to improve security management software.

The Spain-based door lock manufacturer offers products ranging from offline to online hard wired and battery operated electronic locking solutions. In the last five years, the company has been developing cloud-based locking which, according to Senior Vice President of Asia Pacific David Rees, is the future of access control system. In 2017, the company announced a rebrand of their signature 'Clay by SALTO' product line to 'SALTO KS – Key As A Service', which is a cloud-based locking solution that controls who, when, and where to access at the user's fingertips.

Despite the large demand for security systems in the hotel industry, hospitality is not the only market that SALTO focuses on. "We also target verticals such as commercial, education, healthcare, governments and transportation in Asia, these are the industries that have helped us grow strong over the years", Rees said. He added that the booming of co-work spaces and serviced offices in Asia has generated a great demand for SALTO's hi-tech products. "We are here in Hong Kong to grow our commercial business, as well as taking some share in the hospitality industries," he said.



Rees relocated from Singapore last year to open the Hong Kong office, which will be upgraded to a 1,000 square feet 'XSperience Centre' for clients and distributors to have a holistic experience of their products and the brand. With new software releases every year, the centre will also serve as a training venue for its staff to demonstrate the latest technologies and functionalities to clients and partners. This is SALTO's first 'XSperience Centre' opened in Asia. "We use this centre in Hong Kong as a test point. If it works here, we may try out in other regional offices," Rees explained.

Currently, SALTO's Hong Kong office also looks after the North Asia market, including Taiwan and Korea. Rees commented that it is important for the company to be geographically close to all of these markets, and Hong Kong

“

Hong Kong is a business hub and a technology hub. It's a place that really focuses on innovation. ”

David Rees
Senior Vice President, Asia Pacific
SALTO Systems Ltd

is situated at a strategically central location. He added, "Hong Kong is a business hub and a technology hub. It's a place that really focuses on innovation."

InvestHK has assisted SALTO to set up office in Hong Kong with support including work visa application, publicity, and networking opportunity, and Rees recounted the experience a positive one. "As a business professional who has set up a number of offices in major Asian cities before, this has been one of the easiest and best supported ones. With the assistance I got from InvestHK, a lot of time and effort were saved from going around and crawling information. Such kind of support is invaluable for a business," he concluded.

saltosystems.com ■

Original date of publication: May 2017



ServiceNow was founded in 2004 in San Diego with the mission to make work simpler and better for everyone. In 14 years, it has transformed to a US\$2 billion-dollar company with more than 6,750 employees serving over 4,000 customers worldwide.

Carrying on the founder Fred Luddy's vision, ServiceNow believes that finding new ways to work effortlessly is essential to business success and economic growth. Its cloud-based, multifunctional platform helps companies to streamline business processes and automate tasks across different functions, such as security, HR and customer service. Its products not only earned good revenue for the company, but also reputation. It was ranked No.1 on Forbes World's Most Innovative Company in 2018.

With its rapid global development, including strategic acquisitions made in the past two years, ServiceNow recently expanded its North Asia headquarters in Hong Kong by taking up a larger

TRANSFORM THE WAY We Work

Named Forbes' Most Innovative Company for 2018, a US-listed cloud-based enterprise, ServiceNow, expanded its North Asia headquarters in Hong Kong to support its growth in the region.

6,000-square-foot premise in Causeway Bay to support its growth in the region.

"Our presence in Hong Kong plays an important role as we target to grow from a US\$2 billion-dollar company to \$4 billion in 2020," said Mitch Young, VP & GM for ServiceNow, Asia Pacific and Japan, "there are many opportunities for Hong Kong businesses to transform the way works get done; our new office here represents an important step for ServiceNow to help businesses across the region drive their digital transformation."

"Hong Kong's vibrant and talented tech community, supplemented by strong multi-language skills, is essential for our expansion in Asia," Young added, "continuous talent development and training are vital in keeping up with the

strong demand from the fast-changing tech industry in the city and around the world."

In Hong Kong, ServiceNow has been working across a wealth of industries, including education, manufacturing, telecommunication, to name a few. With the government's innovation and technology initiatives, especially the Smart City blueprint, the company foresees enormous potential and is eager to expand its team in the near future.

Young shares his tips for companies who would like to stay competitive in the booming tech industry in Hong Kong. "Many companies look for growth via international outsourcing, but we have taken a local approach," he said, "we hire people from a range of different professional and cultural backgrounds. It's this diversity which continues to deliver a competitive advantage to our business. Driving a unique, innovative proposition is key to the success of the company."

InvestHK has been providing assistance to ServiceNow by offering information on industry news and related events. "We look forward to continuing to work with InvestHK on Smart City Initiatives, as the team helps facilitate liaisons with relevant government departments and shares our vision of embracing innovation and technology," Young concluded.

servicenow.com ■

Original date of publication: July 2018

“
Hong Kong's vibrant and talented tech community, supplemented by strong multi-language skills, is essential for our expansion in Asia.”

Mitch Young
Vice President and
General Manager for
Asia Pacific and Japan
ServiceNow



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.

“
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.

The hub's recent project is to complete a proof of concept trial of loading and 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."

www.siemens.com.hk ■

Original date of publication: July 2018

Dark Fibre Provider Sees **BRIGHT FUTURE** in Asia

Telecommunications company Superloop is ready to offer wholesale carriers and global content providers in Hong Kong scalable and reliable connectivity through a newly built network.

At a recent launch event in Hong Kong, Bevan Slattery, Chairman and CEO of telecommunications provider Superloop, announced the company had completed the first phase in the construction of its dark fibre network in the city as scheduled. He also announced work is progressing rapidly on TKO Express, the first domestic submarine cable to link Chai Wan and Tseung Kwan O (TKO) Industrial Estate, a key component of the core network.

“We have built over 110 kilometers of fibre optic cable connecting a lot of the major data centres around Hong Kong,” Slattery said. “We build fibre infrastructure and give other carriers and enterprises access, with the flexibility to control their network services.”

Traditionally, telecom carriers provide network connections to clients through lit fibre, with equipment already installed to control the bandwidth. Superloop leases dark fibre to companies and let them light it up with their own technology.

“It’s reliable, immune to power outage and configuration problems, because it’s their own dedicate pair of fibre, all the way from A to B,” he said.

Superloop is well established in the Australian cities of Brisbane, Melbourne and Sydney, and its first network in Asia went live in Singapore last year. The 2,000 core network in Hong Kong

“
The Hong Kong Government is so proactive in making sure the city has a competitive environment that attracts investment. The regulatory regime is nice, stable and constant.”

Bevan Slattery
Chairman and Founder
Superloop

represents the company’s largest fibre count deployment to date.

Slattery, who has 20 years of experience in infrastructure building, said Hong Kong was a major piece of the puzzle in his company’s expansion plan.

“It’s where so many multinational companies set up their Asia headquarters, and we are seeing growth in Hong Kong because of its strong relationship with Mainland China,” he said.

“Asia overtook North America in terms of the amount of internet traffic in 2016. That is going to keep growing on a massive scale.”



Telecom carriers are also among Superloop’s potential clients, as leasing dark fibre is a cost-effective way to expand network capacity.

It has taken Superloop two and a half years to get the Hong Kong network ready, and the company has a staff of seven in the city. As part of the expansion plan, it is looking for more office space in the Chai Wan area, where its submarine cable lands.

“By the end of next year I expect to have somewhere around 30 people here in Hong Kong,” Slattery said.

He explained that while sales representatives would make up a major part of the staff, other departments would include engineering, network design and planning, and project management.

Slattery rates Hong Kong highly as an information and communications technology (ICT) hub. “Hong Kong is absolutely booming – the investment is incredible. The Hong Kong Government is so proactive in making sure the city has a competitive environment that attracts investment. The regulatory regime is nice, stable and constant. And not only that, there is so much buzz. Every time I come here, I feel a shot of adrenaline,” he enthused.

superloop.com ■

Original date of publication: January 2017

INNOVATIVE SPACES for Startups to Grow

Leading Mainland China internet value-added services conglomerate launched a pioneering platform in Hong Kong to nurture the digital content startup ecosystem.

In 2013, Tencent launched Tencent WeStart Innovation Space in Mainland China and has rapidly spread to 34 locations. The objective is to create an open, inclusive and borderless ecosystem for startups and cutting-edge industries. Recently, the group launched their first Innovative Space branch outside Mainland China in Hong Kong.

Located in Kwun Tong, Tencent WeStart HK spans over 16,000 square feet and can host around 200 enterprises. By pursuing Tencent's open platform strategy with the focus on digital content and AI, the Hong Kong centre partnered with VS Media (a YouTube certified MCN company) and Hong Kong's reputable developer New World Development's K11 with the aim of attracting local and overseas digital content creators to contribute to the startup ecosystem. Through promoting entrepreneurship in Hong Kong, Tencent WeStart hopes to attract overseas companies to come to Asia and help Mainland entrepreneurs to go global.

"Hong Kong has always been an international business hub and makes it the ideal base from which Tencent can connect to the world. Together with the deep talent pool, the city is the ideal location to set up the first Tencent WeStart Innovation Spaces outside Mainland China. We hope local and overseas entrepreneurs can establish a closer relationship with the Mainland market and understand the related policies better," said Elaine Wang, General Manager of Tencent WeStart.

Through online service platform open.qq.com, entrepreneurs at the Innovation Space can get access to a variety of business services or app development

assistance. In addition, they can ride on Tencent's open media content platform, to create short videos, pictures and articles and distributed across multiple Tencent content products. Content can be easily accessed by Mainland users or content generated in Mainland can go global.

In addition, Tencent provides investment support, including Tencent WeStart innovation fund incubator programme, Tencent open platform interest-based content fund for potential enterprises.

Supportive Government Garners Greater Opportunities

Given Hong Kong government's staunch support in promoting the innovation and technology development through different areas, Wang strongly believes that these initiatives can attract many foreign companies to set up their presence in Hong Kong. "With similar Chinese cultural background, there are a lot of potential talent in the area of creative industries that we can nurture and tap into," Wang commented.

Eyeing the future, Hong Kong plays a key role in enhancing the Guangzhou-Hong Kong-Macao bay area development thanks to its proximity to Shenzhen and Guangzhou. "We at Tencent have always been focusing on the bay area development. With our headquarters in Shenzhen, we hope to join forces with Hong Kong to promote China's digital ecosystem by encouraging more interaction with overseas enterprises," Wang concluded.

westart.tencent.com ■

Original date of publication: September 2018



“**Hong Kong has always been an international business hub and makes it the ideal base from which Tencent can connect to the world. Together with the deep talent pool, the city is the ideal location to set up the first Tencent WeStart Innovation Spaces outside Mainland China.**”

Elaine Wang
General Manager
Tencent WeStart

Eyeing the **POTENTIAL OF INNOVATION AND TECHNOLOGY DEVELOPMENT** in Asia

Specialising in sensing, processing and powering technologies, Teledyne e2v recently expanded its regional headquarters in Hong Kong in the midst of rapid growth in the region.

Since its establishment in the 1960's, US company Teledyne Technologies provides enabling technologies for a diverse range of markets that require advanced technology and high reliability, including deepwater oil and gas exploration and production, oceanographic research, air and water quality environmental monitoring, factory automation and medical imaging. In March 2017, the company acquired UK company, e2v, which is also specialised in producing high performance RF & microwave, Imaging and Semiconductor based products and solutions, and became Teledyne e2v. The Asia Pacific headquarters of Teledyne moved to a brand new facility in the Hong Kong Science Park in the latter half of 2017.

According to Anthony Fernandez, Vice President of Asia Pacific, there are two main reasons why the company selected Hong Kong as their regional headquarters. "With the majority of our customers being based in Northern Asia, mainly Mainland China, Japan and South Korea, our office needs to be located in a strategic geographic location that enables quick customer support. Also, the transparent legal and financial structures that we are familiar with give us confidence in doing business here."

The Hong Kong office has a team of 20 playing a key role in supporting and integrating growing its Asian presence.

The team provides sales and marketing, application development, technical and operational support to customers across the region. In addition, the company also has offices in Shenzhen, Beijing, Yokohama, Seoul and Taipei.

InvestHK has been providing ongoing support since e2v's first set up in Hong Kong, including assistance with company registration, bank account opening and staff recruitment, and now the expansion of Teledyne e2v in the city.

Promising Innovation and Technology Ecosystem

Fernandez is positive about the innovation and technology ecosystem in Hong Kong. "We are glad to see there are many technology startups in the Science Park here. A lot are driving the development of Artificial Intelligence (AI) and Industry 4.0 that creates smart factory. Being part of the technology community, we can strengthen our ties

with existing business partners and extend our reach to new customers in the region." He added, "There are some of the best universities with lots of excellent talent, along with returning students from overseas, we can find a strong pool of very talented engineers here."

Looking ahead, the company continues to conduct more technology and application development in Hong Kong, as the customer base in Asia is growing rapidly and they need local support to drive innovation and R&D. "It gives us tremendous opportunities in collaborating with customers and co-innovating customised products. We foresee there will be more development in Hong Kong and in Asia, especially for advanced technology applications", Fernandez enthused.

Teledyne-e2v.com ■

Original date of publication: April 2018



The transparent legal and financial structures that we are familiar with give us confidence in doing business here. ”

Anthony Fernandez
Vice President, Asia Pacific
Teledyne e2v



Hong Kong is the Perfect Platform to **LAUNCH AI BUSINESS**

Seeing a growing uptake of AI in business in Hong Kong and the region, data science startup offers technology consultation and self-sustaining data solutions for enterprises.

“
The diverse culture of Hong Kong gives the city a key advantage in attracting talent from all over the world. As a gateway to Mainland China, Hong Kong opens up a lot of opportunities for professionals who are eyeing this enormous market.”

Sam Ho
Co-founder
ThinkCol

Artificial Intelligence (AI) and automation are driving the future of innovation. Many companies are keen to use and incorporate AI into their business, but it may not be easy to start. ThinkCol, a data science consultancy founded by two young entrepreneurs, offers data solutions for companies and enables them to leverage AI technology to reach business success.

Blending their expertise of computer science and finance, the co-founders of ThinkCol saw a huge opportunity to bring AI into Hong Kong's businesses. "Many Hong Kong major corporations recognise the importance of AI and plan to apply the technology in their business," explained Kane Wu, co-founder, "the role of data science becomes more and more critical, while the demand for data specialists is also increasing."

With the vision of making AI accessible to everyone, ThinkCol provides not only professional training and consultations, but also a self-service platform that helps businesses to develop their own AI products regardless of company size and technical knowhow, offering a wide range of support including data analysis, project management and technology development. In two years' time, the team of twelve has successfully completed

projects with some of the world's leading corporations, local statutory bodies and major institutions.

Sam Ho, Co-Founder, thinks that Hong Kong offers a deep talent pool and unique opportunities. "The diverse culture of Hong Kong gives the city a key advantage in attracting talent from all over the world," Ho said, "as a gateway to Mainland China, Hong Kong also opens up a lot of opportunities for professionals who are eyeing this enormous market."

After launching a few successful projects in Hong Kong, ThinkCol has received a lot of enquiries from potential customers around the world. As a result, the company is planning to expand its team to North America.

The co-founders also hope to build a vibrant technology ecosystem in Hong Kong, which will encourage newcomers and enterprises to create more innovative AI applications, and eventually increase the city's capacity for new technology. As such, Ho and Wu founded the Hong Kong Data Science Society, a non-profit organisation that promotes data science, as well as provides relevant training and competition opportunities in Hong Kong and worldwide.

Ho shared some tips for those who would like to launch a startup in the technology industry. "Don't put a ceiling on yourself. If you feel you can't compete with the sizable and established companies because of the scale, you will limit your potential and creativity. So, be confident!"

Wu also added new comers should contact InvestHK to get assistance. "The assistance provided by InvestHK has been very helpful. The publicity support allows our potential customers to get to know us and funding information for startups really helps a lot for our future development," he concluded.

www.thinkcol.com ■

Original date of publication: August 2018





Founded in 2005, Vobile is headquartered in Santa Clara, California with offices in the United States, Japan and Hong Kong. The company's mission is to deliver the best technology platforms to unleash the full potential of video content in the new era.

With its range of products developed in the Silicon Valley, Vobile helps content owners and distributor, such as movie studios, TV networks and video streaming platforms, to minimise piracy-induced revenue loss, while at the same time maximising profit generated by worldwide content distribution. Its technology platform VDNA® Digital Fingerprinting enables video and audio tracking for copyright protection and measurement.

After listing on the Hong Kong Stock Exchange Main Board in January 2018, Vobile is setting up more offices in Mainland China which will be wholly-owned or being a subsidiary of the Hong Kong office. New R&D centres set up in Hong Kong and Mainland are also under way.

Vobile Group Limited

Driving Revenue and Future Growth in ONLINE ENTERTAINMENT INDUSTRY

After its IPO debut in Hong Kong, Vobile looks to Mainland China as market lures investment.



Hong Kong is efficient not only because of the fast working pace, it is also the people and their professionalism that makes the city a perfect spot for expanding our business. ”

Yangbin Wang
Chairman and CEO
Vobile Group Limited

According to Yangbin Wang, Chairman and CEO, the entertainment and media landscape has experienced a drastic change in the last decade with the booming internet and technology infrastructure. “We believe the industry will have a great future, and we need to find a sweet spot where technology helps our clients to protect their content better across the internet, while at the same time monetarise and maximise the revenue so as to attract more investment into the industry,” Wang said.

He added that setting up an APAC headquarters in Hong Kong has

benefited the company in many ways. “Many of our clients in the US are looking for ways to enter Mainland market,” Wang said, “having a presence here has allowed us to follow our clients closely, and provide insights and services that are close to the Mainland market.”

“The development in Guangdong-Hong Kong-Macao Greater Bay Area, as well as the high-speed rail connecting Hong Kong with Shenzhen and Guangzhou will also make the city a unique place for us to accelerate in the region,” Wang continued.

“Hong Kong is efficient not only because of the fast working pace, it is also the people and their professionalism that makes the city a perfect spot for expanding our business,” Wang said, adding that the city's high quality education has also produced a deep talent pool favourable for any industries and job functions.

InvestHK's San Francisco office has been in contact with Wang for a long time and provided information for setting up in Hong Kong. Wang recalled, “It was like a very close friend and support us throughout the process. I'm very grateful to the staff who have been so helpful and informative.”

VobileGroup.com ■

Original date of publication: April 2018

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.



“
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.

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 eight 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.

www.zuehlke.com ■

Original date of publication: July 2018



AmazingTalker



AlikeAudience (Hong Kong) Limited is originated in the United States of America, while their Co-founders are all nurtured and grew up in Hong Kong. Its core operation is in Hong Kong and its service covers Hong Kong at the moment.

AlikeAudience is an advertising technology which is positioned as a Data Management Platform that empowers media agencies on targeting prospects through programmatic media buy. By partnering with various credible data sources and own proprietary technology, the company is able to create meaningful profiles down to a granular level for advertisers. It focuses in Hong Kong and Southeast Asian audience profiles and subtract the most relevant and up-to-date data for marketers to devise their bespoke strategies. Being an incubatee at Hong Kong Science and Technology Parks, AlikeAudience has already grown to nine employees and expects to expand to rest of the Asia in 2017.

Advertising Technology - alikeaudience.com

AmazingTalker is a Taiwanese startup that provides an online language learning platform for multiple languages. Students can use the platform to interact with native speakers and immerse themselves in a native environment.

AmazingTalker was founded in January 2016. In the first month after it was founded, the company organised over 200 language classes and received over 1,000 applications from teachers across the globe. AmazingTalker uses strict recruitment criteria and aims to provide a premium service for language learners.

Online Language Learning Platform - tw.amazingtalker.com

Ampd Energy develops and manufactures state-of-the-art Energy Storage Systems (ESS). After two years of R&D and having closed a substantial Series Seed round in 2016, Ampd's first product line was launched in 2016 with full-scale production following shortly after in Q1 2017.

Ampd Energy operates under the Hong Kong Science and Technology Park's Incu-Tech Incubation programme and their products will be launched in markets which suffer from grid instability. The company has also found enthusiasm for the product in high-density cities such as Hong Kong and Singapore, as existing battery backup solutions require an extremely large floor footprint. Ampd's product is up to 80% smaller, has twice the lifetime and requires zero maintenance.

Energy Storage / Cleantech - ampd.energy

AnyWorkspace is an online real-time marketplace that connects workspace providers with clients who need flexible office spaces and temporary meeting venues. Its online booking platform offers short-term offices and meeting rooms to users who can book by hour, daily or monthly. Its platform offers a wide choice of temporary workspaces from hot desks, co-working spaces, private offices, meeting rooms to event spaces.

The company aims to expand its network of space providers and users to better serve the needs of everyone in the commercial real estate ecosystem, from startups and enterprises to property owners, estate managers and brokers. AnyWorkspace has chosen Hong Kong to be its headquarters for the city's status as a gateway to Mainland China and North Asia markets. The Hong Kong office also serves as its centre of sales and marketing as well as product development.

Online Commercial Real Estate Service - anyworkspace.com



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 - astrakhan.fr/en



ATLAS Live Tracking solves the problem of mass participation races worldwide. ATLAS empowers race organisers such as Ironman and Hong Kong Marathon to generate greater revenues through increased spectator engagement. The ATLAS platform incorporates hardware, software and data analytics, to deliver real-time data to fans and spectators. ATLAS has developed its own proprietary hardware based on an IoT protocol, and its business model builds value through direct partnerships with race organisers. The company chose Hong Kong because of the ecosystem available for the development of its technology, as well as the support offered by incubation programmes such as Hong Kong Cyberport.

Sports Tech - atlaslivetracking.com



Backstop Solutions Group is a leading provider of cloud-based technology solutions for hedge funds, funds of funds, pensions, endowments, private equity firms, consultants and family offices. Founded in 2003, Backstop created the industry's first web-based software that helps firms in the alternative investment management industry operate more efficiently, invest intelligently and communicate effectively.

Headquartered in Chicago, Backstop now serves over 700 firms worldwide. The new office in Hong Kong will allow Backstop to expand its offerings to the APAC region, continuing to empower the global institutional asset management community to make smart, creative business decisions. With three core products: Backstop, for investor relations, research management, and portfolio management; InvestorBridge, a fully customisable, web-based reporting portal; and Cogency for portfolio and partnership accounting, Backstop Solutions Group is one of the fastest growing software providers in the financial services industry.

Cloud-based Technology Solutions - backstopsolutions.com

Balluun is a leading B2B social eCommerce provider. It partners with marketplace operators worldwide to run industry-specific digital marketplace, connecting brands and resellers with digital technologies developed in Silicon Valley.

Balluun's partnership model allows operators to build a competitive advantage with a low-cost investment and a high revenue share opportunity. The company empowers business-to-business (B2B) communities, commerce and services worldwide by providing patented and established technologies, open and scalable cloud solution, as well as efficient marketing, sales and customer success services.

Balluun chose Hong Kong as its first regional office in Asia because of the city's unique business positioning - location and talent pool. Located in the heart of Asia and home to Asia's brightest business executives, Balluun connects to more exciting partnership opportunities, making B2B social commerce marketplaces more accessible in Asia.

B2B Social eCommerce - balluun.com





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

BIMobject establishes a wholly-owned subsidiary in Hong Kong with Simon Cai as the Executive Business Director Asia, serving a growing demand for the company's products from Asian markets. The increasing interest stems both from building product manufacturers, who create digital versions of these products known as BIM objects; and from users who download these digital objects from the platform BIMobject® Cloud to use in real-life building projects and developments.

Building Information Modeling (BIM) Technology - bimobject.com



Bio-Techne Corporation (NASDAQ: TECH) is a manufacturer of quality purified proteins which are sold to biomedical researchers and clinical research laboratories. Bio-Techne products assist scientific investigations into biological processes and the nature and progress of specific diseases. With thousands of products in its portfolio, Bio-Techne generated approximately \$500 million in net sales in fiscal 2016 and has approximately 1,650 employees worldwide.

Bio-Techne has grown rapidly since its establishment and it continues to look toward expanding its business in places where biotechnology research is expected to grow significantly in the future, including Hong Kong, Singapore and other Southeast Asia countries. Located in Hong Kong Science & Technology Park, its regional office was established to support local customers and build collaborations with universities and companies in the region.

Bio-technology - bio-techne.com



From its headquarters in Silicon Valley and offices in trend capitals around the world, **Centric Software** builds technologies for the most prestigious names in fashion, retail, footwear, luxury, outdoor and consumer goods. Its flagship product lifecycle management (PLM) platform, Centric 8, delivers enterprise-class merchandise planning, product development, sourcing, business planning, quality and collection management functionality tailored for fast-moving consumer industries.

Centric Software has received multiple industry awards, including the Frost & Sullivan Global Product Differentiation Excellence Award in Retail, Fashion and Apparel PLM in 2016 and Frost & Sullivan's Global Retail, Fashion and Apparel PLM Product Differentiation Excellence Award in 2012. Red Herring named Centric to its Top 100 Global list in 2013, 2015 and 2016.

Software Service (PLM software) - centricsoftware.com



Cint provides technology that transforms and accelerates how companies gather insights and is the world's Insights Exchange Platform that through audience partnerships connects Brands to their consumers. Working with Marketing Research Agencies, Media verticals, DMP's and other technology partners, Cint enables Audience Measurement, Profiling, Segmentation and Validation in addition to Data Enrichment and Digital Advertising Effectiveness.

Software / Big Data Technology - cint.com



Plenty of smart clothing companies exist in the market but very few react to the data they're collecting. **Clim8** monitors and analyses all parameters which drive user's thermal comfort to react and offer a basic human need: warmth. Clim8 tech consists of very thin next-to-skin heating elements and tiny embedded sensors that implemented into premium, innovative clothing brands. Taking the best of clothing and electronics, Hong Kong is the right place to be: being few miles away from Shenzhen while having major brands' office based in the city makes Hong Kong the perfect place for Clim8.

Clim8 has an office at Cyberport where four people are based (electronics, finance and administration) and is planning to hire more based on the business extension.

E-Textile - myclim8.com



Founded in 2016, **CloudMile** is a cloud service provider that helps enterprises to use machine learning and big data analytics. Services include business model consulting, architecture planning, POC and after-sales technical support. The company serves clients in a wide range of industries, including finance, media, ad-tech, hi-tech products, manufacturing, EC, gaming and IoT.

CloudMile is a Google Cloud Premier Partner and employs a large team of technical specialists, including Google-certified cloud architects, data engineers and experienced machine learning experts. It is Asia's leading provider of AI-driven cloud services.

Cloud Technology - mile.cloud



CLOUDPN Limited is one of the cloud solution – DaaS (Desktop-as-a-Service) providers in Hong Kong since November 2017, with the infrastructure located in Cyberport Hong Kong.

Its R&D teams specialise in cloud infrastructure design, software development and application. CLOUDPN has a vision to provide easy-to-use, fast, cost-effective and reliable Cloud computing solutions and latest information technologies to assist its clients to enhance competency of enterprises. The company also assists customers to go for a completely wireless workspace to reduce implement action and IT support operation cost by CLOUDPN™ DaaS and VoIP Solutions.

CLOUDPN Limited is a Microsoft SPLA partner, which means it can offer software services based on Microsoft technology to users.

Cloud Solution and Computing Services - cloudpn.com



Containerchain provides business-to-business, cloud-based software technology to the shipping industry. It serves freight forwarders, importers, exporters, transport operators, empty container depots, shipping lines and virtually all participants in the industry. It is an innovative and progressive solution that can easily connect the communities within the industry and customise tools for them to ease day-to-day operations. The mandate is to create transparency in the industry and improve operations so as to increase efficiencies, cost savings and, in turn, customer service quality.

Containerchain was first founded in Melbourne in 2007 and has grown successfully with business presence in the containerised freight industry in Australia and Southeast Asia. It set up an office in Hong Kong in 2016 to help expand its footprint further in North Asia.

B2B Shipping Software Solutions - containerchain.com.au



Deal N Ship Limited is a unique flash deal eCommerce site that focuses on big ticket items that aims to save individuals and businesses up to 50% off retail prices in Asia. Their uniqueness derives from their proprietary software that identifies trending deals from around the globe. Armed with that important information they intelligently match customers to the products and are able to procure products at a tremendous arbitrage advantage over the competitors. This allows the company to be a highly specialised e-commerce retailer in Asia. Deal N Ship Limited is headquartered in Hong Kong and has a corporate presence, Deal N Ship, Inc., in the United States.

E-commerce - dealnship.com



DMS Solutions (Hong Kong) Limited is a software development company delivering disruptive and cost-efficient solutions for business to drive productivity. The company was established in Hong Kong in January 2017 as a subsidiary company of DMS Solutions Ltd that has been successfully operating in Central-East European market since 2011.

DMS Solutions (HK) Limited is a provider of intelligent process automation solutions: Document and Business Process Management System (elDoc) and Robotic Process Automation Platform, working across industries and supporting clients in end-to-end deployment of process automation and FinTech-enabled solutions.

DMS Solutions (HK) Limited has an SW Development Outsourcing Hub based in Central-East Europe capable to provide Asian business with hundreds of highly skilled developers to drive best-in-class development at a very efficient cost. Large partnership network of its parent company, DMS Solutions Limited, enabling DMS Solutions (HK) Limited to provide complete offering to clients including but not limited to digital banking platform and SW development functions outsourcing etc.

Software Development - dms-solutions.co



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 supports 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



Founded in early 2014 in Taipei, **eCloudvalley Technology** provides consultancy services and technical support for Amazon Web Services (AWS). Core services include AWS cloud infrastructure such as cloud storage, disaster recovery, cloud server hosting, server monitoring, DevOps, big data, serverless and container solutions and AWS training. The company also provides consultancy services to help clients assess the security of cloud environments, detect architecture vulnerabilities, optimise system efficiency and reduce IT maintenance costs.

eCloudvalley Technology entered the Hong Kong market in 2016 and also has a presence in other markets, including Mainland China and the Philippines. It is the first AWS Premier Consulting Partner in the Greater China region and has received over 130 AWS licenses. The company has provided services to more than 400 clients and 50 system integrators.

Cloud Consultancy - ecloudvalley.com



eimageglobal Hong Kong Ltd is a wholly-owned subsidiary of Hangzhou Lianzhong Medical Science Co Ltd providing real-time, cloud-based solutions for medical imaging and healthcare records management and exchange.

The company's eimageglobal Telemedicine and Teleconsultation platform features highly secured medical imaging cloud storage and data sharing; a mobile diagnostic clinic for physicians and advanced communication tools for physician-patient consultations.

It provides a secure and easy to use interface to access, view, share or store DICOM and non-DICOM images as well as medical reports and records online.

These solutions help to save time and improve the delivery of care by securely accessing patient images and reports from a wide variety of computers and mobile devices, allowing physicians to collaborate with other healthcare providers and perform a clinical diagnosis anytime.

Telemedicine, Teleconsultation and Cloud Solutions for Medical Imaging and Diagnostic Reports, Data Storage, Sharing and Exchange - eimageglobal.com

Founded in 2012 in Amsterdam by the team behind Elasticsearch and Apache Lucene, **Elastic** set forth a vision that search can solve a plethora of data problems. The origins of the company date back to 2010, when Shay Banon wrote the first lines of Elasticsearch and open-sourced it as a distributed search engine.

With the rise of cloud computing and changes in IT infrastructure demanding requirements such as real-time search across infinite amounts of structured and unstructured data, Shay foresaw the need for a new type of software to solve today's real-world data problems. Steven Schuurman, Uri Boness, and Simon Willnauer shared Shay's vision, joining forces to create the Elastic company. Since then, the creators of Kibana, Logstash, and Beats have joined the Elastic family, rounding out a product portfolio known as the Elastic Stack and used by millions of developers around the world.

Software and Technology - elastic.co

Ematic offers a marketing platform allowing brands and eCommerce companies to turn email into a powerful channel for nurturing engagement and driving revenue. Using behavioral data, backed by self-optimising AI, the Ematic product suite delivers the right message at the right time to grow email databases, keep subscribers engaged, and drive conversions and revenues.

Headquartered in Singapore, the company recently expanded to Hong Kong, which will serve as a key staging ground for Asian expansion and work more closely with regional and pan-Asian clients. Ematic's clients include some of Asia's best loved brands, eCommerce platforms, hospitality, travel and online travel agencies as well as news and media portals.

Email Marketing Technology - ematicsolutions.com

Emertech is a company engaged in the development and implementation of solutions based on the blockchain technology. The company develops its own technologies such as high-efficiency and low-cost anti-counterfeit solution for physical and digital products, authentication solution for digital document, and also implements network security solutions (EMCSSH, EMCSSL), technology to reduce cost and increase the quality of telephone calls (Enumer) and others.

Emertech considers Hong Kong as a wide, crucial and technology-friendly market, it is also home to lots of representative offices of companies from around the world. The proximity of Hong Kong to Mainland China is also important because it is the largest market for the main product, the anti-counterfeiting service.

Anti-counterfeit Solution - emertech.hk





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



ETIX Everywhere specialises in construction and operation of scalable data centres and cable landing stations. Headquartered in Luxembourg and founded in 2012, the company has developed innovative technical solutions that can be deployed anywhere in less than 16 weeks. ETIX Everywhere builds turnkey projects for large cooperates, but also develops its own colocation data centre network to provide housing services. The company has now eight data centres, another five are under construction. Over ten centres are ready to be built in Europe, Africa, Middle East and Asia.

ETIX Everywhere has recently opened a new regional office in Hong Kong to expand its interconnected network of edge data centres and enter the Asian market. Major hub of data centres in APAC, Hong Kong is also an ideal location to expand the company's outreach in the region.

Data Centre - etixeverywhere.com



Founded in 2015, **Fluent International Science and Technology Service Limited** specialises in the application of new technologies and angel investments. The company has offices in Beijing, Jiangsu, Guangdong and Macao, and provides services related to digital innovation, artificial intelligence, big data, industrial robots and new energy vehicles. It uses core technologies and entrepreneurial teams to develop industry-specific solutions.

After qualifying for the Quality Migrant Admission Scheme, the company's founder established the company's headquarters in Hong Kong. The company hopes to help Guangdong's industries apply the cutting-edge research conducted at Hong Kong's universities and research institutes.

Science and Technology Services - fluentservice.com



Founded in 2002, **Go2Group** is a global provider of application delivery solutions that help organisations achieve businesses agility. They provide products and services for ALM (application lifecycle management), DevOps, Cloud, and agile practices.

The company specialises in complex integration projects involving multiple platforms and multiple teams. The flagship product, ConnectALL, is an integration solution that connects multiple tools and applications so customers can collaborate efficiently and flawlessly.

Go2Group's Hong Kong office is the latest addition to the firm's growing presence around the world, joining their offices in the USA, India, and Japan. The new Hong Kong office aims to address the increasing demand for application integration solutions, resulting from significant market growth.

Software Technology Solution Provider - go2group.com



I-TRACING



Established in 2015, the **Hong Kong Integrated Oncology Centre** and the **Hong Kong Integrated Imaging and Endoscopy Diagnostic Centre** are multidisciplinary private cancer care centres that offer cutting-edge quality and holistic healthcare services. Both centres are strategically located at Champion Tower in the heart of Central.

Hong Kong Integrated Oncology Centre provides integral cancer care across disciplines. The centre offers an all-encompassing range of services, from cancer prevention, screening, endoscopy, imaging and diagnosis to multidisciplinary treatment. The centre comprises a professional team of surgeons, oncologists, radiologists, oncology pharmacists and specialist nurses to ensure every patient receives integrated advisory and the most suitable treatment.

Hong Kong Integrated Imaging and Endoscopy Diagnostic Centre provides a wide spectrum of screening, imaging/diagnostic and interventional services. It is fitted with state-of-the-art equipment and expertise to ensure the best possible service.

Medical Clinic, Imaging and Diagnostic Centre - hkio.com.hk

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

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

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

IT Security - i-tracing.com

Originated from Taiwan, **iDGate** is one of the leading FinTech companies with top-notch cybersecurity technology, protecting identity for online and mobile transactions with the patented 2FA soft token solution, authentication mechanisms that meet the highest security standard of banking industry. Since 2014, the company has accumulated customer base of nine financial institutes and two cloud-based authentication service providers with over two million smartphones registered, securing 800,000 active users per month.

iDGate's core technology, Push Notification of the 2FA is designed to incorporate biometric authentication, both face and finger print recognitions in authenticating users, protecting them against fraud while enjoying the internet experience, especially for the banking services.

Leveraging the success with major banks, including HKMA-licensed banks, the company is expanding rapidly to select Hong Kong, because of the well-established banking system and the growth of online transactions, along with the potential from upcoming launch of Faster Payment System.

IT Security - id-gate.com



Indigo Software is a leading warehousing and logistics provider implementing warehouse management software around the world, either on premise or in the Cloud. Established in the UK in 1980, Indigo Software has grown successfully over the last 36 years and opened its Asia Pacific subsidiary in 2016 with its regional headquarters based in Hong Kong.

Indigo's expansion into the Asia Pacific region will provide local manufacturers and logistics companies with access to a proven and highly regarded warehouse management software solution, allowing them to derive the benefits associated with smart, efficient, accurate and technologically advanced warehouse operations.

Indigo already has a number of existing customers using their WMS in the Asia Pacific region, including Bunzl and Wesfarmers in Australia and New Zealand. Hong Kong provides Indigo with an ideal base to expand to new countries and increase the company's footprint in the region.

Warehouse Management Software - indigo-wms.com



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

SPARK-Interfax is a complete solution for verification of legal entities and private entrepreneurs, directors and shareholders in Russia, Ukraine, Kazakhstan, Belarus, Kyrgyzstan and Moldova. It is a reliable tool to help clients meet the international regulatory requirements with regards to KYC/third parties, AML/CFT, investigation and due diligence procedures. It does not only provide access to company registration details and financial results, but also possesses complex analytical capabilities, minimising the time needed to make any conclusions about the dependability and creditworthiness of a company.

Information and Communications Technology - interfax.com



iPharma Ltd is a global pharmaceutical inhalation development contract research organisation. iPharma provides services including inhalation drug formulation, device selection, product development, as well as product testing and manufacturing. The company is founded by a team of world-renowned experts in inhalation product development who learned their skills by developing the newest, most advanced inhalation technologies and products for the United States and European regulatory bodies. Headquartered in the Hong Kong Science Park R&D laboratory, the company also has a GLP (good laboratory practice) analytical test lab in California, USA.

Pharmaceutical Contract Research Organisation - ipharmalimited.com



Kello Labs Ltd is building a sleep training device based on medical research to help all of us fall asleep, sleep better, snooze less and tune our body clock so that we perform better during the day.

Kello team has relocated to Hong Kong as they believe it is the best place to start a hardware business. At the cross road of a manufacturing hub and a western market mindset, Hong Kong enables efficiency and speed in R&D and marketing. It plans to grow in Hong Kong hiring an R&D and global sales team.

Sleep Tech and Internet of Things - getkello.com



Founded in 2014, **Keyteo Consulting** is a company specialised in organisation and information system management that works with its clients as they outsource their projects in innovation. Keyteo provides consultants to accompany the IT projects delivery of its clients.

The company accounts for more than 170 consultants worldwide in seven cities across Brussels, Geneva, Luxembourg, Paris, Lyon in Europe and Singapore in Asia. Keyteo aims at creating over 80 jobs in the next three years in Hong Kong and expanding in the APAC Region, such as Tokyo, Shanghai, etc.

In Hong Kong, the company has been delivering big data, cybersecurity and digital transformation projects for its clients to keep up with the latest digital trends and gain competitive advantages.

IT Consulting/Staff Augmentation - keyteo.com



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



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



nextLiFi is an Australian based technology company with its retail subsidiary **LiFi Ltd** situated out of Hong Kong. The company is developing and marketing a new wireless technology called LiFi that may rival and compliment WiFi in the future. The technology is faster, safer and more secured than its predecessor WiFi and sends data via LED light, infrared radiation or laser. The new wireless technology that operates from the light spectrum is set to become an integral part of smart city infrastructure and the way in which consumers will access the internet, solving speed issues as well as bandwidth crunch.

Wireless Communications Technology - nextlifi.com



Liverton Technology Group is a New Zealand technology company with offices in Australia, New Zealand and United States. The company is committed to expand its presence in Asia, and has recently set up its Asia headquarters in Hong Kong. As one of the New Zealand Trade and Enterprise F700 top export growth companies, Liverton offers four types of solutions including security, automation, ISP/Networking and iDR 3G/4G Mobile Wi-Fi. With a dedicated team of talented software developers and technologists, the company develops cutting edge solutions to help its client solving business pain-points.

Liverton is rapidly growing in Asia, particularly with its automation solutions servicing the well-known hospitality brands in the region. For example, Liverton designed, developed and deployed innovative self-service check-in/out kiosks at Sands properties in Macao, which enhanced guest experience and operational efficiency. The company is also a certified partner with major international system providers e.g. Oracle and IBM.

IT Services - liverton.com

Luxe Surveyor is based in Hong Kong with its founder from France. A crossroads in Asia, Hong Kong is a fantastic playground for luxury shopping and services, a top destination for tourism, with an international community.

Luxe Surveyor Ltd is a 'phygital' facilitator in a co-creation circle between luxury brands and their consumers.

Luxe Observer, a unique online community by Lux Surveyor, connecting brands and their clients, provides a website and iOS & Android applications where individuals can share opinion, advice, tips, being local and global. It is available in English, French and Simplified Chinese, offering information about 150 global luxury brands and their 8,000 stores.

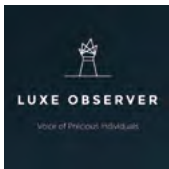
With the community feedback, a second product offers digital services to help global luxury brands monitor and improve their standalone boutiques services.

AI - Luxury Industry - www.luxeobserver.com

Headquartered in San Jose, California, **MapR** provides the industry's only Converged Data Platform that enables customers to harness the power of big data by combining analytics in real-time to operational applications to improve business outcomes. With MapR, enterprises have a data management platform for undertaking digital transformation initiatives to achieve competitive edge. Amazon, Cisco, Google, Microsoft, SAP, and other leading businesses are part of the global MapR partner ecosystem.

Besides the headquarters in the United States, it also has offices in Japan, Korea, Singapore, Australia and India. MapR sees the opportunities in Hong Kong and recently set up a sales and regional office for Greater China here. At the moment, the company is working with local partners to provide full customer facing and scaling support for developing both Hong Kong and Mainland China markets.

Enterprise Software - mapr.com



■■■ MAZ WORLD



MAZ World Limited has chosen Hong Kong as the location to expand its business. Hong Kong is a global hub for science, business and finance, making it the ultimate combination for innovation technologies that matches the company's global ambitions. MAZ World Limited was established for the IP management and international business development of Ostrich Antibody Technology, a premier biomedical technology from Japan. As an IP management agency and product/business development company, it also provides services such as market analysis, product planning and development; research, development and commercialising the IP; international PR for IP; financial planning and investment strategy consultation.

MAZ World Limited was incorporated in 2012 and has settled in Hong Kong Science and Technology Park since April 2017.

IP Management – Ostrich Antibody Technology - mazworld.net

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 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

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

Micepad is an award-winning digital content and audience engagement app that creates a more engaging and productive experience in conferences and meetings.

Companies use Micepad as a productivity tool to drive ideation, increase discussion for internal events, such as strategy rollouts and employee training. Micepad is also used for external events to educate customers about products and services as well as drive brand engagement.

As part of the APAC expansion plan, Micepad has chosen to establish a regional sales and marketing office in Hong Kong, as it is at the heart of Asia and has major international brands with regional headquarters and important key decision makers.

Headquartered in Singapore, Micepad also has offices in Hong Kong, Taiwan and Malaysia.

Event Technology - micepadapp.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



NeoXam Hong Kong is a subsidiary of the French FinTech company NeoXam that was established in 2016 by a carve-out of two Sungard products. Since then three more companies have been acquired. NeoXam provides Data Management, Investment Management and Investment Accounting solutions globally. The company has been serving its Asian clients from their offices in Shanghai and Beijing. The company's growth strategy is very much focusing on Asia, and Hong Kong has recently been chosen to accelerate their growth outside Mainland China. Hong Kong does not only have a large and ever growing Asset Management industry, it also enables the company to leverage their existing relationships and is in line with the expansion strategies of many of their Mainland clients.

Financial Technology - neoxam.com



Odoo Limited provides all-in-one enterprise management software to help companies in their daily operations, including billing, sales processes, inventory management, accounting and project management. Odoo offers what the companies need to follow and support them for business growth. Odoo's solution is available in 23 languages, serving more than two million users and with a network of 350 partners around the world.

Odoo is a Belgian company founded in Brussels ten years ago and has become a multinational corporation with offices in Hong Kong, New York, San Francisco and India. The Hong Kong office was set up in 2013 as the regional headquarters to expand its fast-growing business in Asia.

Enterprise Resource Planning (ERP) Integrated Solution - odoo.com



Established in 2015, **OkSir** is an on-demand real-time online based marketplace that seamlessly connects customers to service professionals through the OkSir mobile app, which offers more than 300 services with over 50,000 registered vendors globally.

Founder and CEO Arun Kapoor extended the platform reach across five cities in India in two years' time and then bringing to Hong Kong this year, making it headquarters in Asia with a clear mission to boost employment for skilled freelancers, improve quality of life, and enhance the city's image as an international hub for technology and innovation.

Since its soft launch in Hong Kong in August, the app has provided hundreds of jobs to freelancers. Today, over 6,000 vendors use the app to offer a diverse of tasks, ranging from housekeeping, pest control, elderly care, and more. The app is unique because it matches the jobs and vendors by their specified working locations with standard pricing and in real-time.

On-demand Services Marketplace - oksir.com



OpenJaw Technologies is a leading provider of ecommerce technology for airlines, loyalty companies and Online Travel Agencies. Its t-Retail Platform is built to power the web and mobile flight booking, packaging and retailing selling flows. Using the TRIBE API and NDC API its customers can enable selling flows on other channels including indirect.

Founded in 2002, the headquarters are in Dublin, Ireland with offices in Galway, Madrid, Krakow and now Hong Kong. The Hong Kong office was established in 2016 in response to growing demands for local presence from its regional customers alongside plans for growth in the Asia Pacific region. It's exciting times as it grows and looks to double local staff numbers.

Travel Technology and Services - openjawtech.com



Founded in 2012 between London and New York, **Pixelcabin** ("Pixel") works with some of the world's most influential companies to engineer their eCommerce solutions, using the Shopify Plus platform. Pixel helps clients by developing bespoke apps with unique features, building integrations to connect with 3PL providers, and embedding with client teams to set up development best-practices and workflows.

The company recently developed an on-going engagement with a Fortune 500 company, which started with building a multi-region eCommerce platform for South American and European markets, and more recently has focused on developing a proprietary B2B platform for Dutch market, allowing bar owners to order all of their trade supplies from multiple vendors on a single platform.

Pixel has also worked with startups in Hong Kong to develop their first product to market, and with non-profit organisations in the region to help refine their eCommerce user experience, and is looking to expand its Hong Kong and Asia client base.

eCommerce Software Consultancy and Engineering - pixelcabin.io



Polaris is the world's leading healthcare compliance software and consulting firm, providing innovative solutions to Life Sciences companies. A global trend towards stricter healthcare compliance and transparency regulations combined with rapid population growth and rising healthcare costs is fueling the demand for Polaris' solutions. Like its other offices around the world, Polaris Hong Kong is dedicated to serving clients' compliance and transparency needs, providing best-in-class software solutions and expert consulting, planning and strategic guidance to a burgeoning number of pharmaceutical, biotech and medical device companies in the region. Competitive data analytics and end-to-end managed services are also available. Polaris is headquartered in New York City, with offices in Amsterdam, Boston, Hong Kong, Paris and San Francisco. Since 2001, the world's most recognised pharmaceutical, biotech and medical device companies have relied on Polaris as the industry's leading compliance authority, and their trusted partner.

Compliance Software and Consulting - polarismangement.hk



With presence in London, Hong Kong and offshore delivery capabilities in India, **QBitKloud (Hong Kong) Limited** is an IT consultancy specialised in helping global enterprise clients on their transformation journey to harness the power of cloud computing. Its team of architects and consultants were established leaders from top IT vendors, aspiring to revolutionise the service delivery model to create better value for enterprise customers with a spectrum of cloud-related services including:

- Enterprise cloud architecture, adoption and governance
- Security, Identity & Access Management, Risk and Compliance
- Enterprise mobility and collaboration
- Interoperability with legacy on-premises platforms
- Business case development and total cost analysis

Cloud computing is the defining technology to enable productivity improvement and innovation in the digital economy. QBitKloud strives to help businesses in Hong Kong overcome the challenges through this important transformation.

Information Technology - qbitkloud.com



Reboot.ai is Hong Kong's premiere AI and machine learning solutions provider, helping individuals and companies alike transform data into business strategy.

Reboot's clients include some of the Hong Kong's largest international companies. Its founding partners bring more than a decade long combined track record with enterprise data solutions, including overseeing algorithmic trading for the world's largest hedge fund, transforming business analytics for startups, and producing a blockchain and AI-powered borderless payments prototype which took first runner up in an invite-only Bank of China competition.

Reboot specialises in AI project implementation, from agile development of custom algorithmic solutions, to deployment on cloud services, to integration with legacy databases and reporting systems, and to custom employee training. Reboot builds AI solutions which create competitive advantages.

Artificial Intelligence - reboot.ai



Reste Laboratories Pte Ltd is a clinical laboratory company headquartered in Singapore, and set up its first overseas laboratory in Hong Kong in late 2016 in Central. ResteLab provides a comprehensive selection of sensitive diagnostic solutions and quality laboratory services to clinicians, physicians and healthcare professionals. It leverages on full laboratory automation, stringent quality controls and integrated information technology to deliver accurate and timely laboratory results. The company continually expands its range of specialised tests to meet evolving healthcare needs. ResteLab is a part of the Reste Group, which is an integrated healthcare and wellness provider with a biomedical R&D arm that owns patented technologies.

Medical Laboratory - restelab.com



REVATIS S.A is a spinoff of the University of Liege, established in Belgium in 2013 which aims to provide a global service in regenerative medicine based on the combination of growth factors, scaffolds and regenerative stem cells.

Hong Kong is carefully selected to be the hub for Asia-Pacific region for its convenient location in the region, easy access to Mainland China, efficiency in administration as well as its support to eco-friendly movement.

The company has developed and patented a procedure to collect, produce and store mammalian autologous muscle-derived mesenchymal stem cells (MdMSC) for immediate therapeutic use or later use (through bio-banking). It plans to build a GMP complying lab in Hong Kong to cater the increasing needs of alternative medicine.

Bio-technology - revatis.com



SainStore was founded in January 2011. The company is headquartered in Dongguan and provides global eCommerce services to Chinese manufacturers. It is a partner of Amazon Web Services, Google China and Shopify and is the only accredited Shopify Plus Partner in Mainland China. SainStore helps companies to create brand website and coordinate a range of marketing campaigns. It also helps to increase the value of Chinese brands and develop a brand and shopping experience tailored to customers in overseas markets.

Following the company's rapid expansion in Mainland China, SainStore recently established **SainStore (HK) Limited**, which is responsible for the company's global finance and logistics services. The Hong Kong-based company will support SainStore's agency services for cross-border eCommerce companies and provide a one-stop service to help manufacturer clients to improve eCommerce operations, overcome management and technical challenges and expand into the overseas.

eCommerce Technology - sainstore.com



ScoolSmart is the world's first fully customised multilingual App and SIM card-based student card, integrating faster communication amongst schools, parents, teachers and students. With features such as School and Bus Attendance, One touch Authorisation, Back-to-School eCommerce platform and an unique Payment Solution. ScoolSmart has complete data privacy stored within its operating jurisdiction. ScoolSmart was founded in Hong Kong where it will launch its global roll out revolutionising the school ecosystem, making communication faster and smarter with cost savings. ScoolSmart is now undertaking a programme of R&D to include AR (Augmented Reality), AI (Artificial Intelligence) and Blockchain to enhance system capabilities.

The app is launched with an astute identification of the need for user friendly platform connecting up the currently fragmented and paper-based ecosystem of schools, parents, teachers, and students. The Hong Kong company is backed by the founder's capital, in addition to venture capital funding from Aquitaine Investment Advisors Ltd, and others.

Software App Development and Technology - scoolsmart.com



sQoolink is an edTech, big data and online social platform, connecting prospective students and parents with current students, alumni and school representatives for higher education and study abroad advice. The near-peer mentorship is simple and dynamic. Student can ask questions about academics, admissions, costs, or campus life for any schools or locations, and verified mentors will give advises based on their personal experience.

sQoolink chose to set up the regional headquarters in Hong Kong due to the large student population studying abroad every year. Together with the office in Singapore, sQoolink serves all prospective Asian students and parents by providing personalised answers to their questions through near-peer mentors. sQoolink is also looking to partner with international and local high schools, educational consultants and agents to bring its mobile app, website and related services to target students and parents.

EdTech - sqoolink.com



Sycra Technologies is an Internet of Things (IoT) company focused on smart lighting technology. Sycra aims to become a global leader in lighting control systems and IoT services utilising the many opportunities available and through participation in Hong Kong's Smart City and Sustainable Development initiatives. As a world-class international city, Hong Kong offers a great foundation for IoT companies because of its great diversity of people and resources, creating a special mix ideal for technology companies that require dynamic teams and environments to grow.

Sycra headquarters will be located in the Hong Kong Science and Technology Park (HKSTP), which will house a team of engineers working on the core smart technology that will bring innovation and sustainable technologies to life and bring along a green future.

Internet of Things (IoT) & Smart Lighting - sycratech.com/smart



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

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

Information Technology - taiger.com



TAISHO PHARMACEUTICAL (H.K.) LTD.

Taisho Pharmaceutical (H.K.) Co., Ltd. merges with Hoe Pharmaceutical (H.K.) Ltd. in October 2017, both are subsidiaries of Taisho Pharmaceutical Co. which has over 100 years history in Japan.

Taisho Group aims to contribute to the society by creating and offering superior pharmaceuticals and healthcare products. In order to secure its competitive advantages in the marketplace and to further grow its business, Taisho restructures its business recently with an aim to serve its customers better and continue to contribute to the society in Hong Kong.

Pharmaceutical - www.taisho-holdings.co.jp



Tau Integration Systems Limited was established in 2013 and is the sole owner of the Inter Trade Bridges (ITB)[®] trademark. “Best Cloud Solution for fast inquiries and quotations processing with valuable shipment information” ITB[®] is an advanced supply chain partner networking an import-export processes automation system based on universal flexible operations and documents. Using ITB service, clients can operate their foreign trade business in an easy and standardised way by managing inquiries and quotations in a workflow. ITB system is built on their own developed universal innovative platform for sophisticated business applications automation and integration.

Cloud e-Commerce Solution for Import-Export Automation - beitb.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



With the rising trend of online ordering in Hong Kong, F&B owners need to make their brand visible in the online space. Coupled with a bustling F&B scene and a market that’s receptive to technology, Oddle’s solution would be a perfect match to the needs of F&B brands in Hong Kong.

Oddle is the leading white-labelled, eCommerce platform that makes online ordering available to every F&B owner. Oddle helps restaurants grow their delivery and takeaway sales by bringing their best offline customers online.

The company aims to establish its brand as the business partner of choice for F&B owners, by investing towards the full scope of its brand’s services in Hong Kong which includes customer success, marketing and logistics support.

With offices in Singapore, Malaysia and Taiwan, Oddle aims to continue this meteoric growth by investing in its Hong Kong team and achieving a 150 percent growth in sales in 2018.

Online Ordering Solution - oddle.me



Thinxtra is a pure play Internet of Things (IoT) infrastructure provider founded by IoT experts who share the same passion and expertise: connecting things to improve business processes, by increasing productivity, accelerating decision making, raising the quality of service or simply solving problems in an economic and connected manner. In fact, Thinxtra is building a full ecosystem of IoT solutions and services around Sigfox technology based in the Hong Kong Science and Technology Park.

As the exclusive Sigfox network operator, the world's leading provider of connectivity for IoT, for Hong Kong, Australia and New Zealand, Thinxtra is expanding its footprint in Asia and bringing the best in open, secure and efficient LPWAN enablement to Hong Kong. Thanks to its strategic location, Hong Kong serves as the regional office for the company and as a global hub for IoT device design, manufacturing and solutions.

IoT Network Operator and Solutions Provider - thinxtra.com

Startup company **Thriveful** is building a science-based early childhood education platform that uses Natural Language Processing and Artificial Intelligence to help parents track the cognitive and language development of a child.

The company is proud to employ almost a dozen of talented engineers and designers from local universities with diverse backgrounds ranging from Hong Kong, United States, Mainland China, Poland, Italy, Nigeria, Indonesia and India. Thriveful is also fostering the local EduTech community through its collaborations with YWCA, CECES, CDC, playgroups and international schools in Hong Kong.

Thriveful have initially received financial support from Cyberport which allows the company to develop and test the first prototype of its platform. The company was being selected from 3,000 technology startups to join the "Hello Tomorrow Challenge" in Paris.

Education Technology, Software, Artificial Intelligence - facebook.com/thrivefulapp

TmaxSoft is a global software innovator with 20 years of history focused on cloud, infrastructure and legacy modernisation, with solutions that offer enterprise Chief Information Officers viable alternatives to support their global IT powerhouses and drive competitive advantages. TmaxSoft's global headquarters is located in Chicago and Research and Development centre is located in South Korea. Today TmaxSoft has over 1,000 employees in 20 strategic centres. TmaxSoft sees the business opportunity in Hong Kong as the city is an international financial centre with high concentration of global top companies.

TmaxSoft Hong Kong Company Limited, focusing on sales and marketing in Hong Kong and Macao markets with TmaxSoft's three main products: Tiberio (Enterprise Database Solutions), OpenFrame (Mainframe Modernisation Solutions) and JEUS (Web Application Frameworks). The company provides services such as customer management, pre-sales consulting and customer success.

Software Publisher - tmaxsoft.com



uFO Ordering Services Hong Kong Limited developed Patron, an innovative smartphone application specifically designed for the restaurant and bar industry. Patron is the user's digital connection to their dining experience. Patron promotes restaurants and bars to nearby users who can browse the menu, order at their table and pay when they're ready. Patron's integration with a venue's POS system means orders get sent directly to the kitchen or bar while payments are made directly from the user's mobile device. Patron is currently available in Hong Kong and across the United States; it will be deployed more broadly across Asia Pacific.

Software Solutions for Food & Beverage Industry - patronmobile.com

Unisplendour Technology (Holdings) Limited is listed on the Hong Kong Stock Exchange (code: 365.HK) and 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

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

Hong Kong joins Shanghai as the second office to open in Asia and the fifth globally for the 70-year-old systems integrator. The city mirrors the integrator's North American Headquarters including sales, engineering, project management, field Installation, field service, and service desk to support a multinational and regional client and partner base. Asia continues to be a source of unparalleled business opportunities and Hong Kong plays an important role in maximising this region's potential. The company's ultimate goal is to establish a strategic footprint that allows it to globalise its capabilities based on an evolving client profile.

Audiovisual - verrex.com

VisionNav Robotics Limited is a high-tech company established by a group of Mainland graduates of the Chinese University of Hong Kong to develop and market advanced robotic and automation technology for improving the quality and productivity of manufacturing and service industries. In particular, its intelligent forklift automatic guided vehicle (AGV) can replace manually operated forklift trucks to perform various transporting tasks in natural environments such as factories and warehouses. The high labour cost in Hong Kong provides AGV with good market potential.

Founders of VisionNav see Hong Kong's advantage as an international city with a free financial market and a rich talent pool. VisionNav carries out core technology research and market promotion here and will create over 30 jobs including research staff, engineers and officers in Hong Kong.

Robotics and Automation - visionnav.cn



Headquartered in Hong Kong Science and Technology Parks, **Well Being Digital Limited** is a startup company that focuses on R&D on ensuring accurate heart rate (bpm) can be obtained dynamically under motion and in a continuous real-time manner by using their own patented multiple sensor algorithm that removes motion artifact, with the final information sent to smartphone via Bluetooth Smart. The company has won many local and international awards including Best Wearable Mobile Technology at Mobile World Congress 2016.

The company has a number of Intellectual Property in the Dynamic Physiological Sensing Space.

Medical Device - wbd101.com



Established in 1992, **WSS** has developed, produced and installed high-grade recording devices for waste collecting systems based on the Radio Frequency Identification (RFID) system. WSS is a Dutch company and can be seen as the authority on electronic waste management systems. It has developed and implemented systems that are now successfully operational in more than 60 municipalities within the Benelux. The extensive knowledge and experience combined with the constant drive to expand expertise and innovate products, makes WSS able to control of every aspect of modern waste-technology.

WSS Asia Ltd. is fully licensed to sell and deliver the WSS NL portfolio, including the CO2 calculator recently announced in Hong Kong and has plan to expand into the Mainland China market.

Environmental Technology and Waste Management - wss.eu



Plum is a company of epicureans curating critically-acclaimed meals from all over the city and bringing it to customers' doorsteps. Its mission is to make easy for people to discover and order the best food from around the city.

Plum's business model is unique in the Southeast Asian food-tech industry. Plum tastes every dish to ensure its quality before putting it on the menu. It charges no delivery fee and the prices are on par with, sometimes even lower than restaurants. Its business model solves the poor unit economics limiting the growth of existing market players while delivering a superior customer experience.

Founded in Hong Kong in 2017, Plum has expanded to over 100 employees with operations in Singapore and Sydney four months after launch. After a successful seed-raising, Pre-A rounds and continuous growth, Plum has done a Series A investment round in July 2018.

Curated Lunch Ordering Platform - plumfood.com



Zoek Hong Kong Limited is the operator of FunNow, a mobile market place that brings together entertainment service providers and consumers with convenience and control. With the app, users can search, reserve and pay for entertainment services in one go. With FunNow, service providers are empowered to list and alter their offerings within three taps on their mobile phones. The flexibilities it offers make possible a dynamic pricing mechanism, benefiting both service providers and consumers, putting entertainment services at everyone's fingertips.

Mobile Application Platform - myfunnow.com/en/4-Hong-Kong

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