

Tourism & Hospitality

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.

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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.

This booklet showcases some tourism and hospitality related businesses that InvestHK has supported in recent years. We hope you enjoy reading these case studies.

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Hong Kong, the INTERNATIONAL DINING HOTSPOT

Following the success of Tsukada Nojo in Hong Kong, AP Company plans to use the city as headquarters for overseas business.

“

**Hong Kong is the
key market for our
future success.”**

Masashi Kamatani
Managing Director
AP Company

Japanese restaurant group AP Company has been eyeing Hong Kong market over the years, and searching for the right partner and location to open their first restaurant in the city. In July 2017, the company's leading brand Tsukada Nojo landed in Harbour City's Ocean Terminal in Tsim Sha Tsui, one of the most popular tourist and shopping hotspots in town.

Setting against a breathtaking harbour view, Tsukada Nojo features Japanese collagen-rich chicken hotpot with a farm-to-table concept, targeting health and beauty-conscious diners. The restaurant has soon become a “must-go” for the epicureans.

Masashi Kamatani, Managing Director of AP Company, said that Hong Kong is crucial for their continuous expansion in Asia. “Hong Kong is the key market

for our future success. The city has a very mature dining culture, while the customers have a strong spending power and are curious about new taste and dining experience.”

According to Kamatani, the Hong Kong branch has the highest sales and average spend-per-customer among their 200 restaurants in Japan, as well as a handful of outlets in the region including Singapore, Beijing and Jakarta.

“For business operators, Hong Kong has a very sophisticated and stable market. Even though it's competitive, there's always room for new restaurants with abundant opportunities available,” he added.

To stay ahead of the game, Kamatani encourages the staff to proactively talk with customers to find out their satisfactory level and expectation. He also visits different restaurants every day to understand the latest food and beverage trends and what competitors are offering. “Most importantly,” he said, “is to constantly communicate with customers and modify our products and services to meet their expectations.”

With its new franchise store opening in Cambodia and the Philippines later this year, AP Company will eventually make Hong Kong their headquarters for



oversea business. Kamatani remarked, “Hong Kong is a compact city and it's easy to launch a business. It is centrally located in the heart of Asia, which makes it convenient for us to manage our branches in Japan and Southeast Asia.”

The company now employs close to 40 full time and part time staff for restaurant operation. In the next few years, AP Company targets to open 20 more restaurants in Hong Kong, and will add more office staff to manage its overseas business as when the headquarters is set in Hong Kong.

Kamatani thinks that InvestHK has provided a great platform for business operators. “When I started, I didn't know much about government policy or the market environment in Hong Kong, so I turned to InvestHK for assistance. The information and industry news have been very helpful for me to understand what needs to be done,” he concluded.

apcompany.jp ■

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A Toast to Hong Kong as a WINE HUB

Australian Vintage has achieved tremendous growth in business in Asia after setting up its regional office in Hong Kong.



“
I love the simplicity of doing business in Hong Kong. The government is definitely helping businesses to come here and set up their operations.”

Nicolas Heretiguan
General Manager – Asia
Australian Vintage

Leading Australian wine company Australian Vintage began exploring Asian markets some seven years ago but it was not until two and a half years back that a decision was made to set up a regional office in Asia. A number of cities were considered, and Hong Kong was chosen in the end.

“They made what I think was the right choice to set up in Hong Kong,” Nicolas Heretiguan, General Manager – Asia, said.

“Hong Kong gives us the opportunity to be working with Mainland China and also the rest of Asia, because this is not only a local office but an office for Asia. Hong Kong, for us, is a hub for our Asia operations.”

“I love the simplicity of doing business in Hong Kong. The government is definitely helping businesses to come here and set up their operations.”

The office is manned by four, focusing on sales and marketing. There is also a sales representative based in Shanghai. In the coming year, Heretiguan has plans to hire another person for a regional role and perhaps move into a bigger office.

Business is growing. “Two and a half years ago, we shipped about 200 containers to Asia, and this year we are shipping about 300 containers. We achieved a year-on-year growth of about 30 percent in business from 2016 to 2017 just by having an office here,” he said.

Being based in Asia, Heretiguan has been able to open up new markets. The first major development following the opening of the Hong Kong office was the signing of a long-term, strategic country-wide distribution agreement with COFCO Wine & Spirits, a division of China’s

largest food processing, manufacturer and trader. The company’s signature retail label, McGuigan, can now be found at the more than 1,200 Family Mart stores in Shanghai, as well as outlets of Lawson and Lianhua supermarkets.

Most recently, a shipment has been made to Myanmar and McGuigan will become available for retail in the country starting January 2017. “We would not have thought of doing that from Australia before,” Heretiguan said. Australian Vintage sells its products in 18 Asian markets in total.

But Heretiguan added that it is about having the right product, too. “Australian wine, as a category, is getting more and more consideration and attention from consumers in Asia. It’s easy to drink, it’s soft, and there is fruit flavour on the back that the Asians like. McGuigan is perfectly fit for the Asian palate,” he said.

Having personnel on the ground in Asia has also led to important product developments for the McGuigan brand. Its cult-like product, McGuigan Black Label Red, has recently undergone a makeover for the Asian market, with a limited edition “Year of the Rooster” label due to make an appearance on supermarket shelves in the Chinese New Year. With six bottles of McGuigan Black Label Red sold every minute in Australia, Heretiguan is expecting big things for this product in Asia.

McGuigan features Riesling, Cabernet Sauvignon, Shiraz and Chardonnay varietals grown in the Hunter Valley and has garnered many awards from around the world. Most recently it has once again been named International Winemaker of the Year at the 2016 International Wine & Spirits Competition in London and become the first winemaker in the world to win the award four times.

One of Australia’s largest vineyard owners and managers and responsible for 10 percent of the country’s annual wine production, Australian Vintage offers five brands of wine as well as tailored wine solutions, bulk wines and grape concentrate.

australianvintage.com.au ■

Original date of publication: January 2017

Caffè Pascucci Brews an **AUTHENTIC ITALIAN FLAVOUR**

The cafe has opened five branches in Hong Kong since 2008 to spread authentic Italian coffee and culinary culture in the city.



Caffè Pascucci is a long established cafe chain originated from Italy. There are around 500 branches around the world, including 413 branches in Korea. First launched in Hong Kong in 2008, locally based Italian businessman Mario Assuero Barbagli introduced not just another neighbourhood cafe but an authentic Italian one that brings a range of sophisticated Italian dessert coffee and Tuscan cuisine to the community.

“When I first met the owner of Caffè Pascucci in 2008, I immediately fell in love with the brand. I was very impressed with the concept and their persistence in maintaining high quality coffee,” Mario Assuero Barbagli, Managing Director, Star Cup Ltd, said.

Sharing Italian Specialty Coffee Culture

Opening the first two Caffè Pascucci in 2008 in Wanchai and Mong Kok,

Barbagli introduced 75 specialty coffees to customers and all of the recipes were created by Caffè Pascucci's champion barista trainer Eddy Righi in Italy. He travelled to every new Caffè Pascucci around the world to explain the coffee concept to staff, provide training and ensure all recipes and formulas are followed through. Therefore, customers can enjoy the large variety of gourmet coffee and traditional Italian cuisine in Hong Kong. The third branch located in Hong Kong Plaza (Western district) is a combination of a coffee bar and



Hong Kong people are very open-minded to food and beverage culture from around the world, hence giving us the opportunity to share our passion of Italian coffee culture with this city. ”

Mario Assuero Barbagli
Managing Director, Star Cup Ltd

an Italian restaurant bringing an authentic Italian dining experience to the community. The fourth branch is situated in the Kowloon Commerce Centre, an office complex in Kwai Chung which is an ideal place to offer premium coffee to office workers. The fifth branch is situated in Discovery Bay. Caffè Pascucci has employed over 20 staff in Hong Kong and also brought in chefs from Italy to ensure quality is well maintained.

“Hong Kong people are very open-minded to food and beverage culture from around the world, hence giving us the opportunity to share our passion of Italian coffee culture with this city,” Barbagli said.

“When I had the idea to open a cafe in Hong Kong, I was introduced to Stefano de Paoli, InvestHK's representative in Italy. I'm very fortunate to have the Hong Kong team to assist me all the way to launch my first cafe in this city. They not only provide valuable advice and connect me to the right government departments, they always go the extra mile to help me solve the problems and their efficiency is something that I really appreciate,” he concluded.

Original date of publication: March 2016

Get a Taste of SHAANXI FLAVOUR

Authentic Shaanxi cuisine is gaining popularity, with two outlets opened in Hong Kong within two years.

The three co-founders of Chang'An Taste come from Shaanxi Province and graduated from a local university in 2011. They enjoyed everything that Hong Kong offers but sorely missed the indigenous Shaanxi cuisine. They then came up with the idea of setting up Chang'An Taste, a fast food shop with “rou jia mo” (i.e. meat burger) as the signature snack of their first shop which was opened in Hong Kong in 2014.

Localised Recipe

Rou jia mo originates from Shaanxi Province and is a widely consumed street food in Mainland China. The recipe created in the province dates

back to over a thousand years ago and the team has taken a rigorous approach in market and product research. “To ensure our recipe is as authentic as possible, we visited almost every Shaanxi-style restaurants in Xi'an and Hong Kong before coming up with the present recipe which maintains the traditional Shaanxi flavour yet accommodating to local taste,” Davie Wang, one of the co-founders, said.

Opened in August 2014, Chang'An Taste's first shop is located in the vibrant street food scene in Hung Hom. On the first day of business, their meat burgers were sold out in just one and a half hours. The continuous encouraging

market response led to the opening of their second branch in Western District in May 2015, adding another popular Shaanxi snack named Liangpi, Chinese-style cold noodles with chili oil and sesame sauce served in individual small packs to cater for customers' different levels of spice tolerance.

While spices and seasonings are ordered and shipped directly from Shaanxi, most of the ingredients in Chang'An Taste's recipes, including meats and greens, are sourced locally. According to the team, food safety is definitely a priority. “Hong Kong is not only well known for its food variety and quality, but also its efforts in ensuring food safety through collaboration among the government, food suppliers and consumers,” said another co-founder, Neil Han.

Having resided in Hong Kong for almost a decade, the three founders find the city a dynamic and convenient place to work and live. Looking ahead, Chang'An Taste plans to expand by establishing takeaway outlets to add an even faster and convenient supply of Shaanxi flavour to the local food scene.

Original date of publication: September 2016



“ Hong Kong is not only well known for its food variety and quality, but also its efforts in ensuring food safety through collaboration among the government, food suppliers and consumers. ”

Neil Han
co-founder, Chang'An Taste

SCOOPING UP BUSINESS in Hong Kong

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

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

And he was right. The now CEO of Emack and Bolio's Hong Kong brought the brand to Hong Kong in October 2015 and opened the first store in Central, which was soon followed by another branch in Tsim Sha Tsui. Shortly within two years, a new store was

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

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

recently opened in Tsuen Wan where 500 ice creams were given away to celebrate the opening, and they were gone within minutes.

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

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

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



In the midst of growth, Gibson stressed that Emack & Bolio's was highly selective in their choice of location. He said, “Our goal is not to expand too quickly, but instead to focus on create a great Hong Kong ice cream brand that will continue to serve Hong Kong over the long term.” In parallel to exploring opportunities in Macao and Shenzhen, Gibson plans to expand the business by supplying restaurants, hotels, as well as corporates and events with their popular frozen products.

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

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

emackandboliohk.com

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Expanding Business in Hong Kong by **WORD OF MOUTH**

China's premium restaurant Jardin de Jade opens its second restaurant in Hong Kong.



“

Hong Kong has a good business foundation since it has a very long-established and well-developed infrastructure; it also has a good linkage with Mainland China and facilitates business that crosses both places. ”

**Lau Yu Chun
Chairman**

King Mang Jardin de Jade (HK) Ltd

Famous for its authentic Shanghaiese cuisine with a touch of innovation, Jardin de Jade is a household restaurant brand in Shanghai. Owned by King Mang Group which also has multiple restaurant brands in Mainland China, Jardin de Jade set its foot in Hong Kong in 2010 when a flagship restaurant was launched in Sun Hung Kai Centre in Wanchai, which serves mainly business customers. In shortly two years since its launch, the restaurant had already won a Michelin star as well as the Hong Kong Tourism Board's Best of the Best Culinary Awards.

After the tremendous success of the flagship restaurant, the company saw the business opportunities and opened its second restaurant in Hong Kong in December 2016 in Cityplaza, one of the busiest shopping centres in Hong Kong. The new restaurant spans across 7,000 square feet providing 200 seats, offering an even bigger capacity than the one in Wanchai.

Lau Yu Chun, Chairman of the King Mang Group, said that while the Wanchai flagship restaurant serves mainly business customers, the Cityplaza branch targets family and leisure customers. At a regular weekend, the restaurant receives by average some 1,000 customers per day, which is considered to be a high table turnover rate for a luxury Chinese restaurant.

Lau believes that a successful restaurant brand is not driven by the number of branches it owns, but by word-of-mouth. "Building a restaurant brand is a word-of-mouth business. We hesitate to do advertising because we believe that a good brand should rely on word-



of-mouth, and it takes time to build a reputable brand," Lau said.

Lau has an interesting personal and professional background. Originated from Hong Kong, he worked in a few Chinese restaurants in the 1970's before moving to Luxembourg, a place where he lived for over 20 years and was nurtured to become a food and beverage entrepreneur. In 1999, Lau went to Shanghai to open the first Jardin de Jade. After establishing the brand in Mainland China and now with around 20 outlets in the region, Lau came back to his birthplace to expand his business footprint.

Hong Kong is special to Lau not only because of his emotional attachment to the city, but also the opportunities that he encountered. "In Hong Kong, I have established many long-term business partners who have a lot of trust in our brand. Also, Hong Kong has a good business foundation since it has a very long-established and well-developed infrastructure; it also has a good linkage with Mainland China which facilitates business that crosses both places."

Lau prefers to let the expansion plan driven by opportunity. "If there's a right opportunity and if I meet good working partners, I am more than happy to expand by opening more restaurants. For now, my priority is to focus on maintaining the food and service quality. If the brand is good, the opportunity will come," he concluded.

jade388.com ■

Original date of publication: May 2017



KLOOK Seeks Expansions into Europe and US via Global Headquarters in Hong Kong

Travel tech company leverages the city's thriving tourism, government's tech initiative and international talent pool to continuously grow.

Technology startup Klook is Asia's largest in-destination service booking platform through which travellers can browse and book the best deals on travel attractions, tours and things-to-do in Asia. The platform was launched in Hong Kong back in 2014 with only three destinations including Hong Kong, Macao and Singapore. Today, Klook is present in more than 120 destinations worldwide with over 3,000 partnering operators, providing more than 30,000 travel services globally through its website and mobile app. Additionally, Klook just announced its Series-C funding with US\$60 million from Sequoia Capital, Goldman Sachs and Matrix Partners, bringing total investment close to US\$100 million for Klook since three years of establishment.

With 13 offices across Asia, the Hong Kong team remains its global headquarters which houses local Hong Kong operations as well as many central functions such as the Growth Marketing team that collaborates closely with regional user acquisition team, ensuring enterprise-wide strategies are well localised and executed.

According to Eric Gnock Fah, Co-founder and President, who was featured in "Forbes' 30 Under 30 Asia 2017 List", the company is looking to enter the Europe and US market in 2018.

He believes that Hong Kong's thriving

tourism industry is a key factor for Klook's rapid growth. "Hong Kong has the largest influx of global travellers and high outbound travel frequency in the world, which secures a promising market for an in-destination services provider like Klook to grow," he said.

Gnock Fah remarked that in addition to the Hong Kong government's support to the growth of new economic activities which leads to a more promising outlook of startup scene here, government initiatives on digitisation such as Smart City Blueprint will also foster an open-minded atmosphere towards new ideas and technology, which will generate



Hong Kong's proximity to Mainland China and Southeast Asia along with its melting pot culture gives startups a unique advantage to replicate their business models in other new markets. ”

Eric Gnock Fah
Co-founder and President
Klook Travel Technology Limited

more public interest to adopt new ways of living.

He added, "Hong Kong's proximity to Mainland China and Southeast Asia along with its melting pot culture gives startups unique advantage to replicate their business models in other markets."

Klook is headquartered in Hong Kong with staff serving functions of regional and global marketing, business development and product management. With the company's rapid expansion, Klook is always looking for like-minded talent to join the team. "Hong Kong's deep pool of multinational talent provides an edge for global companies like us to expand quickly worldwide," said Gnock Fah, adding that the city's strategic location also enables them to attract tech and eCommerce talent in the region to advance their technology and user experience on its app.

Gnock Fah encouraged startups to make use of InvestHK's services to gain exposure and expand their network in Hong Kong. "InvestHK team has been very helpful in connecting us with the right person in the industry and share resources with us to expand in the local market, for which we are always very grateful," he concluded.

www.klook.com ■

Original date of publication: November 2017

JAPANESE NIIGATA RICE, Freshly Milled in Hong Kong

Japan's major player in agricultural machinery Kubota Corporation is venturing into rice trading and retail in Hong Kong, targeting the middle to upscale market who share a love for high quality rice .

Adapting its business model to seek alternative revenue sources, Kubota Corporation has opened an operation in Hong Kong to provide freshly milled and prime quality Japanese rice to consumers in the city. With its long history in agricultural machinery for rice milling, the company believes providing this product to Hong Kong people will give it an edge for further overseas market expansion.

"We have considered many other overseas locations. But after our feasibility research, we concluded Hong Kong is the place to be because of its relaxed import controls on rice, proximity to the huge Mainland China market and the wide acceptance of Japanese food culture," Takushi Suminaka, Director and General Manager, Kubota Rice Industry



**If we succeed in
Hong Kong, we can
succeed in other
places as well. ”**

**Takushi Suminaka,
Director and General Manager
Kubota Rice Industry (H.K.) Co Ltd**

(H.K) Co Ltd, said. "Currently, about 50 percent of Japanese rice exports go to Hong Kong. So, the territory is a very important market to us."

Worldwide Demand for Safe and Fresh Food

Its initial investment in Hong Kong includes an imported rice machine from Japan and a food factory in Shatin. Niigata's Konshihikari brown rice from Japan, which has been rated the highest quality Japanese rice for 19 years in a row, is freshly milled in the Hong Kong factory. White rice consumer products, priced at about HK\$60 per kilogram, can be ordered online. Kubota Hong Kong also supplies many local Japanese restaurants with freshly-milled Niigata rice.

"The global market demands fresh and safe food. Since we set up last year, our business has performed much better than we expected," Suminaka said. "There are an increasing number of Japanese companies going to Hong Kong, which gives us the opportunity to build a bigger distribution network."

An Entry Point to the Mainland Market

Thanks to Hong Kong's stable regulatory environment, Kubota Hong Kong has been able to focus on its core business after a smooth set-up. "The overall business environment is very friendly;



the regulations are effective and don't change all the time. The city's lifestyle and infrastructure are convenient and comfortable for overseas investors," Suminaka said.

Because of its efficiency and free flow of information, Suminaka said Hong Kong is also an ideal place to collect market information and do research about Mainland China. The company plans to expand into the Mainland and neighbouring countries in Asia with high purchasing power.

"Hong Kong has the potential to manage a regional trading and distribution network. It is a platform for us to increase our international awareness. If we succeed in Hong Kong, we can succeed in other places as well," he added.

One-stop Services for New Investors

With ongoing support from Osaka to Hong Kong, Suminaka said the company could not have started this business without InvestHK's help. "InvestHK offers very helpful and transparent services for new companies like ours. Its staff helped us through the official procedures to get the necessary licenses and met with us regularly," he said.

www.kubota-rice.com.hk ■

Original date of publication: March 2013



Spreading **AUTHENTIC FRENCH FLAVOUR** across Hong Kong

With rising popularity of its signature roasted chicken, La Rotisserie seeks to diversify business for steady expansion.

Roasted chicken specialist La Rotisserie was founded by three French entrepreneurs who wanted to bring their best kept recipe to Hong Kong. “In France, one can find roasted chicken everywhere,” said Jerome Carlier, Founder and Managing Director, “the most famous roasted chicken sellers are usually found in small villages, for example in a Sunday market. It’s part of the French culture.”

“Our concept is to bring this typical French dish to Hong Kong, and we do it with the home recipe that we grew

up with. We believe this kind of simple yet good, authentic French food is easy to approach in Chinese culture where chicken is essential on the dining table,” he added.

After the first La Rotisserie opened in 2012 in Sheung Wan, sales went even better than expected. “We realised that we need to act fast before there are too many similar shops in the market, so we began to look for new locations,” said Carlier. Within one year, La Rotisserie opened its second and third location in Sai Ying Pun and Wanchai.

changing quickly and strongly in the last decade,” said Carlier, “the market can accommodate a diverse range of new concepts and hence present a lot of opportunities.”

Moving forward, La Rotisserie plans to enhance its operation and is actively looking for various partners to diversify its business, including event catering, franchise shops in Kowloon and the New Territories, as well as tapping in the retail market.

With its recently opened 9,000-square-foot warehouse with a central kitchen in Tsuen Wan, Carlier said that the team will work on increasing the production volume to support its continuous expansion plan. “We do plan to expand our business beyond Hong Kong, but we want to do it step by step,” Carlier said, “we want to first build something strong and experiment our capacity, so that we know how to excel in the best way. When an opportunity comes, we can seize it immediately.”

La Rotisserie was connected to InvestHK via the French Chamber of Commerce in Hong Kong. Carlier finds the department offering a great local network that is beneficial for the business. “InvestHK is definitely a go-to resource when it comes to widening our local contact,” he concluded.

larotisserie.com.hk ■

Original date of publication: November 2017

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The food and beverage scene in Hong Kong is moving a lot, it’s changing quickly and strongly in the last decade. The market can accommodate a diverse range of new concepts and hence present a lot of opportunities. ”

Jerome Carlier
Founder and Managing Director
La Rotisserie



This year, the company has opened its fourth location in Quarry Bay, a populated office and residential district. Unlike its other takeaway outlets, this flagship shop is the largest in the chain, offering 59 seats, wooden pique-nique tables, a patio terrace, and a trendy indoor food truck, but the savory, appetising aroma of the roasted chicken is unchanged.

“The food and beverage scene in Hong Kong is moving a lot, it’s



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Hong Kong offers a favourable business environment and a level playing field for all companies. ”

Fengliang Wen
General Manager, the Normal
Temperature Business Division,
Sales Management Centre,
Overseas Department
Inner Mongolia Mengniu Dairy
(Group) Co. Ltd.

MENGNIU DAIRY

Going Global through Hong Kong

Mainland's leading dairy product manufacturer rides on the city's business environment and international capital market to deploy its global expansion plan.

Headquartered in Inner Mongolia, Mengniu is Mainland's leading dairy product manufacturer. Since 1999, the company has been producing a wide range of products and plays an important role in improving industry standards. Over the years, Mengniu has expanded its presence into Asia and other regions. The company currently employs over 40,000 staff and operates 33 production facilities in Mainland China plus one in New Zealand.

Mengniu was listed on the Hong Kong Stock Exchange since 2004, and in 2014 it became the first Chinese dairy company to be included in the Hang Seng Index constituent stocks. According to Wen Fengliang, General Manager of Overseas Markets, listing in Hong Kong has benefited Mengniu in several ways. "Hong Kong is an international financial hub – listed on the Main Board has enabled us to raise international capital to expand our business. In addition, Hong Kong is a big market for international brands, so establishing a presence here has helped to enhance our brand image."

Wen said that Mengniu's entry into the city is the first step towards establishing a global business. "Hong Kong is the quality benchmark for the Southeast Asian markets. Also, it is home to many international brands. By establishing a presence here, we hope to offer

our premium dairy products to local customers as well as to overseas markets," he said, "Hong Kong's favourable business environment also allows a level playing field for all companies here."

Riding on Mainland's Belt and Road Initiative, Wen said, Mengniu will focus on its "go global" strategy by developing a diverse product range and enhancing quality.

Mengniu currently employs a team of over 60 staff in the city, who are mainly responsible for sales and marketing. "Hong Kong is a cosmopolitan city with a deep global talent pool. The availability of highly skilled professionals is essential in the company's rapid development," said Wen.

According to Wen, the events organised by InvestHK have helped Mengniu to expand their network with local companies. "InvestHK has invited us to many business events, such as Mainland Chinese trade mission to Hong Kong, and the recent Belt and Road Summit. These events promote exchanges between companies and provide an effective platform for Mengniu to go global."

www.mengniuir.com ■

Original date of publication: November 2017

EVERY BEER Tells a Story

Local craft beer brand Moonzen, which means “Door Guardians” in Chinese, has opened a new chapter by moving into a bigger manufacturing facility.



The couple Michele and Ladislao Raphaël founded Moonzen Brewery and launched their craft beer in 2014. It now offers six locally brewed beers to the Hong Kong market. Inspired by the Chinese folklore Moonzen, represent spiritual guardians of entrances and good luck, now the couple hopes to celebrate the Chinese culture, community and craftsmanship through their craft beer.

Two years ago when Ladislao Raphaël, Founder and Brewmaster, decided to create a Hong Kong brewed beer, he saw a market potential in the community as the locals are keen to look for something that is made and produced locally. “It is straightforward to start a business in Hong Kong. Thanks to the free trade port and easy custom procedures, these help us in importing ingredients cost effectively and efficiently,” Raphaël said.

Every Moonzen beer is named after a Chinese mythology god such as Moon Goddess Chocolate Stout and

Monkey King Amber Ale. Their flagship Thundergod Ale won the “Best Pale Ale” and “Best Hong Kong Produced Beer” in the Hong Kong International Beer Awards 2014 while the Jade Emperor IPA won a Bronze Award in the Asia Beer Cup 2015. Available in bars, restaurants and hotels, the brand attracts locals and visitors who are interested in exploring Chinese culture.

Celebrate Chinese Culture in the Community

Raphaël finds that Hong Kong people are very receptive to new things and he is planning to launch more tastes with flavours from different Mainland provinces such as Sichuan style beer using spices and Fujian style beer with pomelo. In addition, they collaborate with local artists and Chinese calligraphers to design special beer editions in order to promote local culture, support local young artists and engage with the community.

Originated from Mexico and having lived in the city for seven years, Raphaël feels welcomed by the city's cosmopolitan culture and expat friendly environment. Also, it is easy to get around by the comprehensive transportation system.

moonzen.hk ■

Original date of publication: September 2016



“

It is straightforward to start a business in Hong Kong. Thanks to the free trade port and easy custom procedures, these help us in importing ingredients cost effectively and efficiently. ”

**Ladislao Raphaël
Founder & Brewmaster
Moonzen Brewery**

The Unique THAI HOSPITALITY EXPERIENCE

With more than 50 years of experience in running some of the most successful hotels in Thailand, ONYX Hospitality Group has extended their footprint to 13 markets in the Asia-Pacific region.



“

As an international finance centre and gateway to the Mainland, Hong Kong has attracted many business travellers to the city. With tourism being one of the major pillars of Hong Kong's economy, these two factors mean a vast pool of potential customers for ONYX. ”

Tommy Lai
Vice President, North Asia
ONYX Hospitality Group

Before the company was rebranded as ONYX in 2008, the group had 15 hotels in Thailand under one brand – Amari. Today, the group has developed into a multi-brand company offering accommodation choices to a broad spectrum of travellers and guests, namely Amari, OZO and Shama. Amari is the most established chain of hotels that creates memorable experiences and embodies the spirit of local culture. OZO offers hotels and resorts that

enable on-the-go guests a quality experience without any fuss. Shama is a collection of serviced apartments that epitomise comfort, style and luxury. Currently in Hong Kong, there are five Shama serviced apartments and one OZO Wesley Hong Kong which was opened in 2013, the first OZO hotel for the group. In 2017, ONYX will be adding two more properties into the portfolio – Shama Island North Hong Kong in North Point, and a Mosaic Collection property, Hotel 108, located on 108 Soy Street, Mong Kok.

Expand with a Solid Ground Experience

To cope with the expansion plan, ONYX set up their North Asia office in Hong Kong in 2010 in order to provide a gateway for the group to access the local and Mainland hospitality markets, as well as an opportunity to develop all the brands within the ONYX portfolio in this market. According to Tommy Lai, Vice President, North Asia, their first regional office outside Thailand is in Hong Kong. They now have a significant presence in the city and form a very strong foundation to develop their business in Mainland China. “As an international finance centre and gateway to the Mainland, Hong Kong has attracted many business travellers to the city. With tourism being one of the major pillars of Hong Kong's economy, the city welcomes an average of more than 26 million overnight visitors a

year. These two factors mean a vast pool of potential customers for ONYX,” Lai explained.

“With its solid banking sector and a stable legal system, as well as a highly motivated workforce, Hong Kong has one of the most favourable business environments in the world with a low tax base and rule of law. All these provide a reliable setting for us to grow from here,” he added.

Currently the group has a portfolio of 68 properties that are already open or under development in 13 markets across the Asia-Pacific region and aim to expand to 81 properties by 2018. In Hong Kong, there are 150 staff members. In order to attract talent to accommodate the group's expansion strategy, they work closely with local universities and institutions to attract those with the hospitality mindset and training to join the group.

“InvestHK has created a platform for us to meet with companies that have a business presence in Hong Kong such that we can expand our network in terms of business development and sales effectively. We look forward to working more closely with the department to further expand our presence here in this important market,” Lai concluded.

onyx-hospitality.com ■

Original date of publication: March 2017

An Innovative Approach to **BAKERY, PATISSERIES AND CHOCOLATE**

Puratos, a long established Belgian bakery, patisserie and chocolate ingredients company founded in 1919, expands its Hong Kong operations to foster business development in the region.

Puratos recently opened its Asia Development Centre in Kwun Tong with an investment of nearly USD 500,000 which offers a platform for innovation across the bakery, patisserie and chocolate sectors. The new centre serves three main functions for the company: R&D centre that conducts research and development on new technology/products, application in the bakery workshop, secondly the regional headquarters managing the Asia Pacific region from marketing to finance, human resources to operations and thirdly the headquarters of the Puratos Hong Kong.

"The company is experiencing a double-

digit growth in Asia. The Hong Kong bakery scene is very dynamic with a lot of food lovers and more than 56 million visitors a year. We selected Hong Kong as our regional base because Hong Kong is an Asian business and innovation hub as well as a strategic market that leads bakery, patisserie and chocolates trends in the region," Peter Deriemaeker, Markets Director Asia, Pacific, Middle East, Africa said.

Puratos' clients in Hong Kong vary from small to big bakeries, coffee shops, hotels to industrial and food services companies. With a presence in 15 countries and more than 30 years of experience in the region, Deriemaeker

commented that their operations in Mainland China, Japan and southeast Asia are substantial, with further room to grow in other places. The company will continue to invest and to create new capacity, production lines and customer innovation centres.

Deriemaeker expressed that Hong Kong is an easy place to do business, "The city is easily accessible and without much visa restriction. With its sophisticated transportation system, it provides a perfect logistics platform and an excellent airport network which are beneficial to our business."

The Puratos Asia development centre is staffed by an international team with mostly Asian members. They continue to work with local universities to look for food science talent. In this regard, Deriemaeker found it easy to find good people in Hong Kong thanks to its well-established education system.

Deriemaeker moved to Hong Kong three years ago and enjoyed the very vibrant city life. "It is an ideal place for people with an active working life," he concluded.

puratos.com ■

Original date of publication: May 2017



“ We selected Hong Kong as our regional base because this is an Asian business and innovation hub as well as a strategic market that leads bakery, patisserie and chocolates trends in the region. ”

Peter Deriemaeker

**Markets Director Asia, Pacific, Middle East, Africa
Puratos**

RIZAP – PRIVATE GYM with Personalised Training Comes to Hong Kong

The Japanese gym brings its research-based, individualised personal training business to Hong Kong.



“
Our success with the Hong Kong branch will open doors to many more possibilities, and will facilitate our expansion to other countries.”

Takeshi Seto
CEO, RIZAP

Recognising the high demand for customised, personal health improvement services, and the rising awareness of personal appearance for health-conscious consumers in Asian countries, RIZAP has been rapidly expanding into overseas regions, targeting modern cosmopolitan places – like Singapore, Taiwan and Hong Kong – where health and quality of life rank high. RIZAP was especially attracted to Hong Kong because of its low and simple tax system, pro-business environment and strategic location, which RIZAP believes would help make its business more competitive both locally and internationally.

Since the establishment of its first gym in Japan in February 2012, RIZAP has been dedicated to offering premium one-on-one training services. Unlike conventional fitness gyms, which usually provide personal training services in a publicly shared members' area, RIZAP's personal training services are provided in individual rooms that ensure the privacy of their customers.

“To achieve the best results, we personalise our programmes based on the guest's body shape, weight and body composition,” said Takeshi Seto, CEO of RIZAP. RIZAP goes beyond providing basic training facilities and personal training services. Exhibiting

a high degree of customisation and flexibility in training methods based on extensive scientific evidence, RIZAP strives to satisfy the unique needs of individual customers with varying body and health parameters. In addition, RIZAP offers personal dietary counselling based on nutritional science.

RIZAP believes in meeting and exceeding their guests' needs, wants, goals and desires – in other words, their individual vision of eventual success. During the course of a two-month programme, RIZAP takes a leadership role and is committed to guiding their guests toward reaching their targets. “What distinguishes RIZAP from other fitness centres is our guaranteed results that exceed expectations, including weight loss from our dietary methods.” Seto said.

Committed to delivering the best services and maximum effectiveness, RIZAP places an emphasis in selecting only trainers who meet the highest standards. “We take pride in our highly skilled trainers, who provide excellent, high-quality services and are driven and motivated to meet our guests' demands,” Seto said, “RIZAP trainers have a variety of skill sets to support our guests' needs. Apart from knowledge in training and technical skills, they also provide psychological support, a key factor in maintaining a successful diet.”

RIZAP aspires to be the top global gym brand from Japan, and plans to open 10 more branches overseas. “We are confident that our success with the Hong Kong branch will open doors to many more possibilities, and will facilitate our expansion to other countries,” Seto said.

www.rizap.hk ■

Original date of publication: July 2015

ROYAL CARIBBEAN CRUISES Calls Hong Kong Home

Leading cruise operator sets up a permanent base in the city to reinforce the company's regional position and increase the appeal of cruise vacations to travellers in Asia Pacific.

The increasing demand for cruise vacations in Mainland China and southeast Asia has motivated Royal Caribbean Cruises to expand and make Hong Kong one of its key homeports.

"Hong Kong has one of the highest GDPs per capita in Asia and is home to a host of sophisticated, knowledgeable and pioneering travellers. It also attracts a variety of travellers from southern China as well as international visitors," Dr Liu Zinan, Regional Vice President and Managing Director of Asia and China, Royal Caribbean Cruises Ltd, said.

"The city's international status and the new Kai Tak Cruise Terminal will continue to boost its cruise development. All these make Hong Kong an ideal place for us to invest in," he added.

The company's Hong Kong expansion started off with a team of eight and there are plans to further expand the team. According to Liu, Mainland China is still at the beginning of its development as a cruise market. Cruise vacations have a relatively young history and in terms of market size, Mainland China is still small compared to the US and Europe. But the adoption rate of cruising is growing very fast – the growth rate is almost doubling every

**“
We can achieve a real
long-term competitive
advantage and
good return on
investment in this
fast-growing market
by accelerating our
presence here.”**

**Dr Liu Zinan
Regional Vice President and
Managing Director of Asia
and China
Royal Caribbean Cruises Ltd**

year. "We can achieve a real long-term competitive advantage and good return on investment in this fastgrowing market by accelerating our presence here," Liu said.

The huge potential for south China stems primarily from three city markets,



Hong Kong, Shenzhen and Guangzhou, which are among the most affluent cities in the area and boast a combined population of 35 million people within two to three hours' driving distance of the Kai Tak Cruise Terminal in Hong Kong.

Royal Caribbean Cruises, the parent firm of Royal Caribbean International, is one of three members of Worldwide Cruise Terminals, the consortium that operates the Kai Tak Cruise Terminal. This reflects the company's vision to make cruise vacations a popular holiday option among Hong Kong vacationers.

Looking ahead, its flagship vessel in Asia, Voyager of the Seas, will make Hong Kong its homeport later in 2015, making the city one of its strategic ports out of the company's 40 ports of departures and 280 worldwide destinations.

"Our goal is to establish cruising as a form of mainstream travel within the next two to three years, and make cruise vacations as popular as traditional fly-and-stay vacations," Liu concluded.

royalcaribbean.com.hk ■

Original date of publication: September 2014

The Next SHORE THING

Having established a successful track record in opening many venues as group operations director of a restaurant group in Hong Kong, Mark Cholewka formed his own business, Shore Hospitality, in 2010. In just six years, his company has developed three highly successful restaurant concepts with five outlets around town, and hires almost 100 staff. More new concepts are coming up this year.



A chef by training, Cholewka has been developing restaurant concepts based on both personal taste and business acumen. He started with his flagship steak and seafood restaurant, Shore, based on memories of growing up in a cottage on the lake in Canada and leisure time spent by the river and the sea. His Western pork concept, Salted Pig, has quickly expanded to three locations in Tsim Sha Tsui, Sai Wan Ho and Lai Chi Kok.

"The obvious thing when it comes to making a business is you've got to attend to the majority of the population. We figured there hadn't been a Western pork concept here in Hong Kong, so we decided it was something new, and would fit the appetite and the price point of the majority," he said.

Salted Pig's dishes are designed for sharing, which is in line with the local culture. The same serving style is also followed at Cull N' Pistol, one of Cholewka's latest openings along the waterfront of Sai Wan Ho, known to some as SoHo East. Very aptly, the menu features New England-style seafood dishes.



People are open to new dining concepts and getting a license is relatively fast and simple. ”

Mark Cholewka
Managing Director
Shore Hospitality

Cholewka thinks that locally developed restaurant concepts are on a par with those opened in Hong Kong in recent years by international names such as Gordon Ramsay, Jamie Oliver and Mario Batali.

"I am a Hong Kong, home-grown type of business operator, and I like starting my plans here. People are open to new dining concepts and getting a license is relatively fast and simple. There are a lot of people doing the same, and the

quality and consistency can be exactly the same as someone coming in from the UK, Australia or wherever it may be," he said.

Together with business partner Cathal Kiely, Cholewka is keeping himself, and their staff, busy. Their latest projects include Halcyon, an upscale coffee lounge by day and private members' club by night, and Poke Company, a chain of fast-casual restaurants serving Hawaiian fish salads. He is in the process of hiring 45 new staff.

Cholewka has also started another company that serves as an incubator of restaurant startups, offering fledgling restaurateurs financing, backend support and mentorship.

Invest Hong Kong has been supporting Shore Hospitality by providing marketplace intelligence and information about potential new sites for restaurants.

shore.com.hk ■

Original date of publication: November 2016

A Taste of FINNISH FUN

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

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

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

Within three months of operation SuperPark Hong Kong has attracted over

100,000 visits, a number that has greatly exceeded the team's expectation.

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

"Our Hong Kong office is responsible for the rollout across Asia and the Middle East," Kumarasinhe remarked, "so it's very important for us to have access to quality staff in all areas, including front line staff, and also professional staff that can build the platform on a regional basis, such as engineers, project managers, and experienced marketing staff."

"There are not many cities in Asia that are both geographically as



well-positioned as Hong Kong and have that kind of access to such high quality of talent, so Hong Kong was an easy choice for us."

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

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

Superpark.com.hk ■

Original date of publication: July 2018



[View Video](#)



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

Mark Kumarasinhe
Asia CEO, SuperPark



The story began in 1994 when UBM acquired a local exhibition company which organised successful trade events in Hong Kong and the region. UBM set up their regional head office in the city and decided to expand their event business in Hong Kong, from Hong Kong. Nowadays, the company is running some of the largest shows of its kind in the world or Asia here, such as the Hong Kong Jewellery and Gem Fair, Cosmoprof, the largest cosmetic and beauty show in Asia, and the long established Asia Pacific Leather Fair – Leather & Materials+ & Fashion Access.

Sitting in the newly renovated office, Michael Duck, Executive Vice President recalled, “At the time when we first started, Hong Kong was the best place in the Asia Pacific region to run trade shows. There has always been free movement of capital, rule of law, simple taxation and for people coming from overseas, Hong Kong is a safe place to walk around. And all these advantages are still going on today.” In addition, the fantastic geographic location and professionalism of the trade events organisers easily makes Hong Kong the ideal destination for some of the world’s biggest exhibitions, such as electronics fair, gift fair; Asia’s largest entertainment expo, fashion fair; and financial and technology conferences.

ASIA’S LEADING EVENTS ORGANISER has Gone from Strength to Strength

UBM Asia organises over 290 trade events and activities each year in Asia and has strengthened their portfolio through acquisition.



There has always been free movement of capital, rule of law, simple taxation and for people coming from overseas, Hong Kong is a safe place to walk around. And all these advantages are still going on today.

Michael Duck
Executive Vice President
UBM Asia

UBM built its success on its professionalism, providing quality service and organising much targeted trade shows throughout the year with over 2 million quality exhibitors, visitors, professional buyers and conference delegates from all over the world. The shows they run attract international buyers to come to meet business partners, learn the latest trends and build stronger ties with the industries.

Recently, the company acquired

AllWorld, a privately owned company that has been running a range of successful food and hotel, oil and gas and communications events in the ASEAN countries and Mainland China. “We hope to form a synergy and grow these businesses stronger and better in the region,” Duck said.

Other than high quality shows, Duck complimented that the first class exhibition space in Hong Kong operated by extremely well management complement the success of event businesses in the city. Also, under the one country two systems, Duck believes it allows the city to differentiate itself from other cities in China. “Hong Kong is part of China which can enjoy close collaboration with neighbouring Mainland cities in Guangdong-Hong Kong-Macao Bay Area. The Hong Kong-Zhuhai-Macao Bridge and other cross-boundary infrastructure will further strengthen Hong Kong as a default hub for the region, giving the city a direct catchment of over 68 million people.”

The Hong Kong regional office has a team of over 200 staff and 80 percent of them are local. Duck found Hong Kong people well educated with the positive working attitude and hardworking.

Ubm.com ■

Original date of publication: September 2017

EXPAND JAPANESE DINING into a Broader Horizon

Having established in Hong Kong for more than 15 years, Watami International Co Ltd has established a wealth of successful brands with 28 outlets in Hong Kong while planning to expand their footprint to a broader horizon with more new concepts.

Hong Kong's first Ishokuya concept Watami, a dining oriented bar, opened in 2001 and it was also the first Watami outside Japan. According to Yutaka Kuwabara, President, since the population and market size in Japan was declining, it is important for the restaurant group to expand to overseas markets with a growing economy and business potential. Hong Kong not only provides the potential for the group to expand, its strategic location near Mainland China allows the group to gain up-to-date information about the Mainland market which helps the company to establish their presence in the country.

Building Diversified Brands

Watami Group operates 17 Watami outlets, five Watei outlets aiming at a more mass market, four Gochiso restaurants that serve fusion

Mediterranean cuisine, and Kitchen J that offers sandwiches and pizza. The restaurant group has also launched two new projects recently. Firebird, a yakitori skewers restaurant located in buzzing Causeway Bay and Kyo Watami, a new premium concept to be implemented at the Kornhill branch. Both the interior design and menu are designed by Japanese professionals; most of the ingredients are also imported from Japan.

Kuwabara understands that nowadays gourmards are not looking for localised Japanese food but something authentic from Japan. So when they have decided to create Kyo Watami, it was essential to incorporate Japanese elements from start to finish. "Japan is one of the most popular leisure destinations for

Hong Kong people. A lot of them are very familiar with Japanese cuisine and its origins. It is important for me to be based in Hong Kong in order to receive first-hand feedback from customers, follow the food trends, understand the concerns of our staff and adapt to this fast-moving market." Kuwabara said.

"With the assistance of InvestHK, I am able to receive timely advice on my ideas and the networking events they arrange really help me expand my network and open up new business opportunities," Kuwabara added.

At the moment, the group has hired 1,000 staff in the city and 95 percent are locals. "Hong Kong people are very independent, hardworking and always willing to learn more," he added.

Other than Hong Kong, Watami Group also has presence in other parts of Asia, such as Shanghai, Shenzhen, Guangzhou, Suzhou, Singapore, Korea, Taiwan, the Philippines and Cambodia. Talking about the future development, Kuwabara is planning to create more diversified brands to capture a wider audience and cater for the ever-changing market.

watami-int.net ■

Original date of publication: March 2017

“It is important for me to be based in Hong Kong in order to receive first-hand feedback from customers, follow the food trends, understand the concerns of our staff and adapt to this fast-moving market.”

Yutaka Kuwabara
President, Watami International Co Ltd



Authentic SINGAPOREAN FLAVOUR

Singapore-based coffee and kaya toast chain, Ya Kun, has relaunched its Family Café in Tsim Sha Tsui and plans to increase its presence in Hong Kong and neighbouring cities.



Hong Kong is an attractive market to Ya Kun as it showcases cuisine and food from different parts of the world and discerning gourmands welcome a diversity of culinary cultures. ”

Adrin Loi
Executive Chairman
Ya Kun International Ptd Ltd

The long established brand started by the late Loi Ah Koon in 1944 and now operates more than 100 outlets in 10 places covering Singapore, Hong Kong, Indonesia, the Philippines, South Korea, Taiwan, Thailand, Mainland China, Myanmar and Cambodia.

With its relaunch, Ya Kun not only offers its signature kaya toasts, coffee and soft-boiled eggs to customers, it also provides an array of popular Singapore-styled dishes and seasonal cuisine to cater for the sophisticated market of Hong Kong.

“Besides ensuring the same taste that Hong Kong and other customers have enjoyed at our outlets in Singapore, we will also introduce unique Singaporean cuisine to address their epicurean curiosity and adventure here in Hong Kong. We will render the same friendly service in order to build a loyal clientele for our Tsim Sha Tsui outlet,” Adrin Loi, Executive Chairman of the Ya Kun Group, said.

Extend its Rich Heritage to Neighbouring Cities

“Hong Kong is an attractive market to Ya Kun as it showcases cuisine and food from different parts of the world and discerning gourmands welcome a diversity of culinary cultures. In addition, it is easy and straight forward to start a business in Hong Kong, thanks

to its pro-business environment, well-developed transportation system and infrastructure, reliable communications network and a cosmopolitan culture that possessed a comparatively high per capita income. These factors have collectively influenced Ya Kun International to set up its corporate-owned outlet,” Loi explained.

Ya Kun will also actively explore collaborative opportunities to increase the number of outlets through franchising with experienced and established partners. Given the geographical advantage of Hong Kong, Ya Kun hopes to extend its brand presence in Macao and neighbouring Mainland cities.

“The InvestHK team has been very supportive and forthcoming with administrative and market information. What’s more, the publicity support from InvestHK has helped to generate an overwhelming response from the locals when we first opened in Tsim Sha Tsui and this was instrumental in driving the business for the outlet,” Loi said.

yakun.com ■

Original date of publication: July 2016



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

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

178 Degrees supplies its products to five-star hotels and restaurants, such as the Ritz-Carlton and Michelin-starred Arcane, and has recently launched its online store with door-to-door delivery service.

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

Premium New Zealand Food Importer and Distributor - 178degrees.com

7Colores is the retail business unit of Chilean Grape Group (former Empresas Lourdes), one of the biggest wine groups in Chile. The company focuses on innovation and create value products.

Recently the company has launched an iconic brand of wines with unprecedented blends that have a strong oenological concept. Also, after more than four years of research the company launched WINEBEER, a patent pending product which combines elements of wine making, beer making and sparkling wine, becoming the only company in the world able to manufacture WINEBEER, which uses 100% natural ingredients and is low calories and gluten free.

At the same time, the company has launched Frutos Rojos, a functional non-alcoholic juice made of six super fruits from Chile. One glass contains 60% more antioxidants than a glass of Cabernet Sauvignon and same as WINEBEER is 100% natural.

Wine Producer - 7coloreschilewine.cl winebeer.cl

Magic Chicken Pie is a Taiwanese chain of fried chicken takeaway restaurants. Founded in 2010, it is known for producing some of the best fried chicken in Taiwan. In addition to 25 direct stores in Taiwan, Magic Chicken Pie also owns over 200 stores in Mainland China and two stores in Hong Kong located at Hung Hom and Mong Kok.

Magic Chicken Pie uses stringent food safety standards and sources the best ingredients. The menu includes 72 different flavours made from a combination of four types of batter, six different sauces, and dozens of types of powder.

Food and Beverage - magicchickenpie.getcilantro.com

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

Aderans provides one-stop solutions including hair care, styling, hair growth and wig services. The five core brands of Aderans Group consist of “Aderans for Men” and “Aderans for Women” for custom-made wigs of supreme quality; “Fontaine” for ready-made wigs; “Bosley” for hair transplant and “Hair Club” for non-surgical hair restoration services.

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

Total Hair Solutions - aderanshongkong.com.hk



Back to School Brewing is a craft beer and brewing education company founded in Hong Kong in 2016. Its motto “Love. Learn. Brew.” reiterates the company’s aspiration to foster community through educational, beer and brewing related experiences through various kinds of activities, including tastings, classes, special events, and private events.

The company chose Hong Kong to set up its business due to the recent growth of the craft beer industry in the region as well as the demand for educational opportunities by consumers. Its brewing courses and guided tastings expose customers to a wider variety of beers and a deeper understanding of brewing process, leading them to appreciate the expanding range of beers available in the city.

Craft Beer and Brewing - backtoschoolbrewing.com



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

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

Bear Nutrition plans to build a presence in Hong Kong because it serves as an excellent springboard not only for Mainland China, but also for Asia. Hong Kong is home to Bears’ Head of Asia, and trading offices will be established shortly.

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

Premium Children’s Nutrition Brand - bearsnutrition.com



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

BiteUnite is a community of professional chefs, passionate bakers and amazing cooks. It helps budding chefs to start their own food businesses by offering a co-working kitchen space, marketing platform and ongoing business support. BiteUnite connects its talented kitchen members to diners, brand partners and more, to create a vibrant community.

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



花甜果室
BLOSSOMING JUICE

Blossomingjuice was founded in Taipei in 2015, specialising in fresh fruit and vegetable juices and homemade fruit liquors. Each drink is handcrafted using a range of colourful swirls and patterns. The company uses visually stunning designs for its stores, website, products and packaging, which are made from recyclable and biodegradable materials.

Blossomingjuice has a number of stores in Taiwan and uses a combination of online and in-store marketing strategies. In 2018 the company opened its first store in Hong Kong, and it plans to open additional stores in the near future to serve Taiwan’s popular soft drinks to Hong Kong customers.

Soft Drinks Chain Store - facebook.com/BLOSSOMINGJUICE



Brothers Ton Kunchat and Tum Mardsua are practitioners of the Thai martial arts, Muaythai, and belong to the elite group of certified World Muaythai Council professionals. They were invited to join a world class Mixed Martial Arts (MMA) gym in Hong Kong six years ago, where they gained a stable following from fitness enthusiasts and aspiring athletes.

In 2018, they took on a new adventure and founded **Brothers Muaythai**, a boutique fitness studio conveniently located in Central. The studio boasts of new facilities, showers and an intimate setting. Classes run twice a day and private sessions are available for booking. Together, they boast an impressive number of fights of over 250 around the world, harnessing numerous awards, belts and championship. Tum is the current undefeated I-One champion for seven years and first ever Challenger Champion in AXN's Challenger TV show.

Muaythai Fitness Studio - brothersmuaythai.com



Bubbletea Work was established in Hong Kong in 2016. It was ranked as the number one most outstanding bubble tea brand in Hong Kong by Weekend Weekly magazine recently.

Integrating handmade pearls created with authentic methods and traditional recipe, without any preservatives, with rich tea and milk flavours. Bubbletea Work created this unique, authentic bubble tea with a southern Taiwan flare blended with the taste of Hong Kong memories.

Inherited the commitment to excellence, perfection of Taiwanese to the creation of bubble tea, and the dedication to innovation and creativity, Bubbletea Work created a series of uniquely blended bubble teas, and the devotion and effort was finally recognised and rewarded by the love of many in Hong Kong.

Bubbletea Work is committed to introducing and bringing the unique, often under-appreciated culture of bubble tea to Hong Kong.

Food and Beverage



C&Higo Dining Co Ltd manages and operates the high-end Japanese restaurant Kappo Ro Ann in Hong Kong with major investment from Higo Bank, a regional bank in Kumamoto Prefecture. It works closely with the Kumamoto Prefecture government to promote local food and culture in the city.

Located on the 28th floor of iSQUARE in Tsim Sha Tsui, the restaurant offers hotpot dishes, sushi and sashimi made with fresh ingredients imported from Kumamoto prefecture with the backdrop of a panoramic harbour view. The interior design resembles the image of Kumamoto Castle. There is a corner in the restaurant dedicated to the Kumamoto prefecture's products and information.

Restaurant - roann-hk.com



Headquartered in the United States, **Carnival Corporation Hong Kong Limited** provides cruise vacations operated by Princess Cruises and Cunard Line. Carnival selected Hong Kong for setting up its regional office so as to support the company's development in Asia Pacific, with ship deployments within the region.

Princess Cruises is one of the world's largest international premium cruise lines. It is also tour company operating a fleet of 17 modern ships renowned for their innovative design and wide array of choices in dining, entertainment and services, all provided in an environment of exceptional customer service.

Cunard is a luxury British cruise line, renowned for creating unforgettable experiences around the world. Cunard has been a leading operator of passenger ships on the North Atlantic, since 1840, celebrating an incredible 175 years of operation in 2015.

Cruise Vacations - princess.com cunard.com





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

The company is committed to producing top-quality classic hotpot dishes using the finest natural ingredients. No additives are used, which has made the restaurant chain very popular among Mainland Chinese customers.

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

Restaurant - www.cd-sdx.com



Inner Mongolia Mengniu Dairy (Group) Co., Ltd was founded in August 1999 and is headquartered in Hohhot, Inner Mongolia. In 2004 the company was listed on the Hong Kong Stock Exchange (SEHK: 2319), and in 2014 it became the first Chinese dairy company to be added to the Hang Seng Index.

Mengniu is one of Mainland China's leading dairy producers, producing safe and healthy dairy products for customers in Mainland China and beyond. The company supplies Mainland's athletes and is also a strategic partner of Mainland China's aerospace industry. It is the official dairy supplier for the Disneyland Resort in Hong Kong and Shanghai. Mengniu also has a strategic partnership with KFC and has received numerous awards from Hong Kong supermarket chains.

Mengniu currently employs over 30,000 staff at 33 production sites and 53 factories across Mainland China. The company's revenue reached RMB 50 billion in 2016.

Dairy Products - mengniu.com.cn



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

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

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

Restaurant



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

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

Snack Retail - irvinsaltedegg.com



Situated on Hollywood road in Sheung Wan with a greenery scene, **Corner Kitchen Café** is a charming neighbourhood cafe serving coffee, healthy and wholesome food with a twist. Under new ownership since March 2016, the owner hopes to expand his investment to several outlets across Hong Kong. Corner Kitchen Café hopes their guests to enjoy dining with them every day, so they keep that in mind while creating the menus. Lots of nutritious ingredients are sneaked in their wraps and salads to make sure that customers will get that extra boost for their day. The cafe hopes to be the kitchen away from home that customers will feel good coming to time and time again.

Restaurant - cornerkitchencafe.com



Dayuse.com is a platform for daytime hotel booking, putting hotels in touch with local customers, travellers and business people in need of a temporary office. The website currently operates in 20 countries with over 4,000 hotels across the globe and growing rapidly since January 2016 after receiving a \$17 million in Series A funding from leading venture capitalists, Idinvest Partners and Partech Ventures. As Hong Kong is a key strategic location to enter Asia Pacific markets, Dayuse.com starts their Hong Kong office in February 2017. Its local team will be creating and developing a portfolio of hotel partners in Hong Kong and Australia before opening new markets in Mainland China and others.

Online Hotel Booking - dayuse.com



Earth and Barrow is a specialist supplier of organic-certified, nature farmed chicken. The company championed the traditional farming values of nature farming, guaranteeing the highest levels of animal husbandry, as well as impeccable food safety standards and product quality. Earth and Barrow's responsible, certified humane and sustainable approach helps Hong Kong retailers meet the ever-growing demand for authentic, nutritional and pure food products.

Distinct from most chicken sold worldwide, Earth and Barrow birds represent the antithesis of mass production and is reared exclusively to order. Unlike most other chicken available, the birds are entirely additive-, hormone- and medication-free, and enjoy an organic, meat-free diet throughout their lives.

The company is now introducing Nature Farmed beef cuts, as well as value added products including organic certified chicken and beef burgers, organic beef meatballs and prepared roast chicken.

Imported Food - earthandbarrow.com



Edgar is a retail concept offering the choice to purchase selected organic and natural food products in bulk. With a curated choice of products from around the world, Edgar offers a shopping experience which involves the consumer in the buying process and its positive impact on the environment by shopping in bulk.

Edgar offers an efficient green alternative to conventional shopping centred on the consumer and the impact of our actions on our environment.

Bulk, also called unpackaged products, offers many advantages compared to packaged products such as, the possibility to buy only the needed quantity; reduce waste by discarding useless packaging from the production site; go zerowaste with the possibility to bring your own container; improve logistics and operations by efficient cargo loads; reduce carbon footprint through the whole process from production to consumer and reduce final price.

Retail and Wholesale Distribution of Natural and Organic Food and Products - edgar.hk



Ekowarehouse Limited is on a mission to make healthy living accessible via two companies: Ekowarehouse & Green Queen. Ekowarehouse is the world's first B2B matching platform for certified organic and ecolabel products, assisting global trade buyers to source high quality, premium products from verified companies from over 140 countries. Hong Kong serves as its headquarters due to its strategic location as an international trade centre, a regional startup hub and the gateway to all of Asia, poised to be the largest market for healthy goods and wellness services globally. Green Queen is Hong Kong's largest wellness media platform covering healthy food/eating, fitness, yoga, sustainable fashion, organic spas, healthy and eco living via its website, online directory and iOS mobile app, a Yelp!-style location-based healthy living guide.

Organic Food Trade Platform & Wellness Media Platform -
ekowarehouse.com greenqueen.com.hk

F45 Training is the fastest growing fitness network in the world. In just over three years, it has expanded globally to over 500 studios. F45 Training reached Hong Kong in October 2015 and opened three studios covering east, central, and west of Hong Kong Island within one year.

The 'F' stands for Functional team training, and '45' minutes is the duration of the workouts. All workouts are crafted by some of the best Functional Trainers in the world in F45 Headquarters in Sydney, Australia. No two workouts are ever the same and changes everyday so members will always be challenged whilst achieving maximum results in the shortest possible time. F45 is fast becoming a fitness addiction, attracting celebrities, TV personalities, elite rugby players, and everyone else because it is fun, motivational, effective and caters for all fitness levels. F45 is already changing lives right here in Hong Kong – "Team Training, Life Changing!"

Fitness and Health - f45training.hk

Fivelements is an integrated wellness lifestyle company focused on high impact innovative strategies, destinations with core strengths in concept design and programme development, plant-based regenerative cuisine and wellness management.

Opened in late 2010 in Bali as the first of a new genre of wellness destinations, Fivelements is bridging the wisdom of traditional healing cultures with innovative wellness concepts. The holistic integrated retreat has been recognised with over 26 international awards spanning across resort/retreats, wellness, cuisine and sustainable design. In Q1 2017, Fivelements will open their first urban retreat in Hong Kong focused on athlete training support and family wellness.

Fivelements has earned its reputation as an innovative pioneer and thought leader in the fast growing trillion dollar global wellness economy. The company's growth strategy is to extend their concept across various models in unique cultural destinations and financial centres, creating new opportunities to integrate wellness across residential, hospitality and mixed-use lifestyle ventures.

Wellness Industry - fivelements.org

Food Savior connects consumers with restaurants offering last minute deals and special offers in a bid to stop perfectly good food being thrown away. The site operates in real time so eateries can highlight their surplus stock at each service, and customers can collect at a time that is convenient for both. Using this online platform, consumers get great meals at great value, restaurants make extra money with a second chance to sell, and the planet benefits from reduced waste.

Hong Kong throws away 3,600 tons of food every day which equals to the weight of six Airbus 380 aeroplanes or 200 double decker buses. This ends up rotting in landfill and polluting the sky. Food Savior provides both foodies and chefs an incentive to do something about that as part of their daily routine.

Online Food Platform - foodsavior.hk



Winner of the Pasta of the Year Award in 2016, **GAFELL** makes protein-packed pastas and noodles from organic soybeans. As consumers have become increasingly health conscious, GAFELL caters to their needs by making both traditional and plant-based ready meals, which are all gluten free and without preservatives.

As a pioneering producer in Asia, Hong Kong is a strategic location for GAFELL's modern food factory with developed networks in place to source high quality fresh ingredients from all over the world. There is also a culture in place with a growing support for healthy and green food choices.

Food - gafell.com

Oomph!

Global Tree Functional Foods Limited (GTFF), which traces its roots to the San Francisco Bay Area, was established in 2014 to wholeheartedly develop, introduce and promote plant-based functional foods. Hong Kong was chosen as the company's regional headquarters due to its well-defined legal system, excellent business infrastructure and preferential access to the Mainland markets.

Oomph! – the company's hero product – is a branded, uniquely formulated, better-for-you snack bar that provides pure and natural energy, distinctive mouthfeel and dense nutrition for individuals wanting to eat right, stay fit and feel good. The product was originally conceived in California, later designed in Hong Kong and subsequently manufactured in Taiwan.

Oomph! is currently available for online purchase, and can be found in selected premium retail outlets that cater to busy, active and wellness-minded urban professionals.

Packaged Foods - oomphbars.com



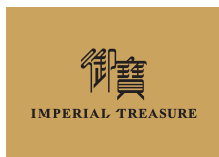
Gudou Holdings Limited (the 'Company') and its subsidiaries (the 'Group') are a hot spring resort, hotel operator and a tourism property developer in Jiangmen City, Guangdong province. The Group operates and manages the resort and hotel facilities of Gudou Hot Spring Resort since 2003, and has received numerous awards, including being accredited as a National Tourist Attraction grade AAAA and the Hot Spring Tourism Demonstration Base of Guangdong Province and so forth. The resort is easily accessible by major public transportation routes and motorways. There are five themed hotel complexes and ancillary recreational and leisure facilities and services, including hot spring facilities, restaurants, shops, a waterpark, a spa centre, and a conference centre. The Company's shares were listed on Growth Enterprise Market of the Stock Exchange of Hong Kong Limited.

Hospitality Operator and Developer - gudouholdings.com



Owning several retail stores in Hong Kong, **Gui Tea (H.K.) Chain Co Ltd** specialises in the sale of high-altitude premium tea from Guizhou province, including black tea, green tea, oolong tea, white tea and floral tea. Hong Kong has always been a large market for tea, and demand for natural, high-end teas is on the rise. Gui Tea produces its teas according to EU standards and has a reputation for selling premium, naturally-grown products. In addition to its retail stores, the company also sells its products online. In the coming years, Gui Tea plans to use Hong Kong as a regional base to learn about the latest trends in the international tea market and expand its presence in Southeast Asia.

Tea Planting, Processing, Selling and Trading - emerail.cn



Hutong is a high-end grilled meat restaurant chain that was founded in Taiwan 10 years ago. The restaurants are decorated in traditional Chinese style and serve high quality Japanese grilled meat cuisine. Guests can sit at the bar and watch dishes being prepared in the open-plan kitchen. The restaurant aims to provide guests with an innovative dining experience and exceptional service using the finest fresh ingredients.

Hutong's restaurants in Taiwan are very popular with Hong Kong tourists and are recommended by many travel guides available in Hong Kong. In response, the company recently opened its first restaurant in Hong Kong, bringing its food and services closer to its customers. It plans to open another two restaurants in the city over the next three years.

Food and Beverage - hutong.com.tw

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

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

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

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

Travel and Tourism Online Platform - halalplanet.com

HONG KONG A LA CARTE is a Hong Kong-based travel agency founded and managed by two French ladies, Alexandra Malandain and Stephanie Frossard. Hong Kong is a great and complete tourist destination and the essence of the company is to provide bespoke city tours that open the doors to the city's most unusual places and its countless hidden treasures. HONG KONG A LA CARTE understands that it isn't always easy for visitors to gain access to the places which they really want to be or to discover the sights that they really want to see. That's why HONG KONG A LA CARTE works closely with every client to ensure the perfect itineraries are delivered and every expectation has been exceeded.

Both Stephanie and Alexandra are accredited guides, in both French and English with the Hong Kong Travel Industry Council.

Inbound Travel Agent - hkalacarte.com

Imperial Treasure is a two-Michelin star restaurant group originally from Singapore with over 30 restaurants in Singapore, Shanghai and Guangzhou. The opening of Imperial Treasure in One Peking, marks the Group's first venture into the Hong Kong market.

Imperial Treasure Fine Chinese Cuisine showcases a vast array of fine, authentic Cantonese cuisine, where diners can enjoy impeccable service and the skyline view of majestic Victoria Harbour from the 10th floor of the iconic building.

The restaurant has engaged internationally-renowned design firm to design and fit-out the multi-millions restaurant. The team is staffed by a local team, having trained the key members in the Singapore and Shanghai restaurants earlier.

The Group opened a second fine-dining outlet in Causeway Bay in 2017.

Restaurant - imperialtreasure.com/hk



鮮香麻辣

绝味

JUEWEI



Founded in 2017 in Hong Kong, **JAHMU** strives to integrate plant-based nutrition back into people's modern lifestyle with a belief "food is thy medicine, and medicine is thy food". JAHMU is a line of handcrafted, plant-based tonics inspired by the principle of Jamu, an Indonesian concept of body, mind and spirit that are in harmony and balance.

JAHMU's goal is to promote longevity and optimal wellness for the mind and body by offering widespread and sustainable access to herbal tonics of the highest quality. Each tonic serves to rejuvenate and restore all systems of the body, overall good health and balance through its healing compound ingredients. They fortify and nourish, promoting resilience, vigour and wellbeing. JAHMU believes plant-based tonics are the medicine of human.

Beverages - jahmutonic.com

Jollibee, known as "home of the famous chickenjoy", is the largest American-style fast food chain with Filipino-influenced dishes in the Philippines. As one of the world's most significant financial centre, Hong Kong provides a very good opportunity to introduce Jollibee to people from different part of the world.

Jollibee Mongkok, operated by Mega Jollyworld International Limited, is located in one of the most bustling areas in Hong Kong. Their aim is to bring the best fried chicken to town and bring back the taste of home to the Filipinos who live and work here. Aside from the flagship products of Jollibee, Jollibee Mongkok is also developing a variety of new products, such as chicken tenders, ham & egg sausage, to cater the taste of the local market. The group also wish to bring delightful dining experience to their customers through their jolly service and spread the joy of eating to everyone.

Fast Food Restaurant - facebook.com/jollibeehongkong

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

All of Juewei's products are made according to strict, centrally-managed quality control standards and packed using German modified atmosphere packaging technology to ensure that every product is free from contaminants. The company has received numerous certifications for food safety management, including ISO22000 and HACCP.

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

Food Retail

KAYAK is one of the world's leading travel search engines. KAYAK searches other travel sites and shows travellers the information they need to find the right flights, hotels, car hires and holiday packages. The company's website and apps also offer tools to help travellers plan and manage their trip, including price alerts, price forecasts and free itinerary management. KAYAK processes 1.5 billion annual searches for travel information and operates more than 40 international sites in 20 languages. It is an independently managed subsidiary of The Priceline Group.

Travel Search Engine - kayak.com.hk

Châteraisé
Pâtisserie from Japan



Keiyo (HK) International Trade Corp Limited brought the first 'Chateraise', a famous patisserie brand originated from Yamanashi Prefecture in Japan, to Cityplaza in Hong Kong in January 2017. Aiming to break the traditional concept of 'high quality Japanese product is expensive', Keiyo initiated the first investment in Hong Kong hoping that more and more people in Hong Kong can enjoy the excellent taste of 'Chateraise' patisserie at an attractive and fair price. Insisting to provide real taste of Japanese patisserie to customers, all products are directly imported from Japan and ingredients are selected with extreme care for production. Keiyo will continue opening more 'Chateraise' shops in Hong Kong and at the same time bringing in more surprising and amazing Japanese patisserie items that match the fast changing and demanding Hong Kong market.

Food and Beverage - chateraise.co.jp

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

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

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

Breakfast Delivery Service - lepetitcroissant.hk

Levant Foods is a food business focusing on sourcing, importing, marketing and distributing of premium food products from the East Mediterranean. The company is headquartered in Hong Kong, so as to accommodate businesses in Hong Kong and Macao. It serves both wholesaling customers and end-users such as hotels, restaurants and caterers. It also works with distributors in other regions to introduce the brand to its respective markets.

The company's sourcing approach focuses on three themes which represent opportunities and strengths in its respective sourcing markets: Healthy Mediterranean, Food Service Solutions and Halal.

Levant Foods also provides marketing and sales support to its distribution partners, as well as to the end-users, such as chefs, restaurant managers and supermarket buyers. It also custom-sources any product from its sourcing area on behalf of third parties.

Food Import and Distribution - www.levantltd.com

Li Da Foods® is a Singapore-based food tech company that is committed to disrupting the food and beverage industry with innovation and technology. With its full-stack eCommerce and logistics infrastructure, the company aims to revolutionise the way people consume and access their meals. The company creates its own brands and works with other founders who have a passion about creating food brands, including AMGD.

The company has recently expanded in Hong Kong and set up a food factory to prepare meal orders. Ordering is simple. Customers select their meals on AMGD's website and get their food delivered to their doorstep. AMGD has an eclectic menu that is accented by artisanal sauces and condiments. The menu features protein-packed meals with lots of greens, and superfoods such as nuts and fruits.

Food Tech - amgd.hk



Situated in the beautiful Golden Bay on New Zealand's South Island sits Golden Bay Distillery Ltd (NZ) that produces some of the finest hand-crafted small-batch spirits in the world.

Golden Bay Distillery's mission is to bring the perfection of Golden Bay's artesian spirits to global sophisticated sippers and savors. Its dedication to sustainability also drives what the company does.

LiuBaJiuJiu Ltd (HK) is the brand owner and global brand ambassador for Golden Bay Distilleries international operations. The company chose to establish its global headquarters in Hong Kong because the city is one of the best places in the world to build a global brand due to its geographic location, legal framework, logistic infrastructure, as well as its excellent educational environment.

Beverages - goldenbaydistillery.com



Founded in Gramado in 1976, **Lugano Chocolate** seeks to produce the best chocolate through careful selection of raw material for production and an artisanal touch, which gives the necessary quality for delivering a product of excellence. The company always looks for new ways to attract and win even more customers, and it is with this idea that they enter the Hong Kong market with the ease of access and distribution of the products to other places such as Macao and Mainland China.

Lugano brings its main product lines, such as milk chocolate, white, dark chocolate, dark chocolate 70% and lactose-free chocolate to the Hong Kong market and creates chocolates in any shape based on customers' requirements. The company opened a Chocolate World Theme Park in 2015 with more than 200 sculptures made of solid chocolate, which shows the company's creativity.

Chocolate Industry - chocolatelugano.com.br



Founded in 1877, **Marumo Mori** has been making world class Japanese tea for more than a century. It selects the best quality tea leaves from all over Japan and uses both traditional techniques and the latest technology to produce teas. Marumo is an innovative company which motivated to satisfy customers' needs for tasty green teas.

Marumo opened its second retail store chagama Hong Kong on 22 April 2017 after the main store in Shizuoka. chagama Hong Kong is the first full-scale specialty store of Japanese tea in Hong Kong which offers precious green teas such as the awarded tea by the Minister of Agriculture of Japan. It also has a wide range of tea wares for enjoying Japanese tea, including those for Matcha.

Tea Leaves, Teawares, Sweets and Trade - ochanet.com



Master World Limited brings Du Hsiao Yueh Restaurant to Hong Kong. Du Hsiao Yueh Restaurant was founded in 1895. The name of the restaurant, "Du Hsiao Yueh", was originated from the typhoon seasons that fishermen can't catch fish and have to endure the slack seasons. In order to make ends meet during the slack seasons, the founder of "Du Hsiao Yueh" started selling dan tzai noodles on the street. The business was so successful that the street stall subsequently became a restaurant. Currently, "Du Hsiao Yueh" has stores in Beijing, Shanghai, Tianjin, Guangzhou and Macao.

Restaurant - noodle1895.com



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

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

In addition to presenting an elegant after-work drinks venue with stellar views in a convenient Central location, Mezcalito is promoting cutting edge late night dancing and hosting numerous events for startups in the arts, fashion and technology spheres with its modular room and projectors.

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

Lounge and Bar - mezcalito.com.hk

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

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

Catering – Family Restaurant - mrtreegroup.com

Padus Consulting (HK) Limited is the sales agent of Caffè Borbone in the Asia Pacific region. Caffè Borbone is a coffee brand from Naples, Italy. It was established 20 years ago and the coffee family passes on the production and the brand to the next generations. Caffè Borbone roasts high quality coffee beans and manufactures coffee pods and coffee capsules. The company also has its own coffee machine and is expanding its distribution network in Europe, Asia, Africa, North and South America.

Coffee and Coffee Machine Trading - padus.hk

Pizzeria Italian Brewery is originated from Milan, Italy which has been open since 2002.

Like pubs, famous English venues, but with that warmth, colour and good food that is typical of Italy and Italians, it serves traditional main courses, Italian cold cuts, sandwiches and salads and more than 16 taps, 200 different craft beers from Italy, with one new beer on tap every second day.

Pizzeria Italian Brewery also has dozen of bottled award-winning beers. From Tre Fontane, the one and only Italian Trappist beer, to Vesleteren 12, nominated Best Beer in The World, Toccalmatto, Birrifico Lariano, Stradaregina, Il Doge and so on.

Since 2015 Pizzeria Italian Brewery has been planning for the concept pub to enter the diverse Hong Kong market. It is now open in two prime locations in Mong Kok and Central.

Brewery Restaurant - pizzeria.hk



Established in March 2018, **Phoenix Fine Wines & Vineyards Limited** was founded by Richard Sutton, the former Head of Asia for London merchants Corney & Barrow and Armit Wines. Sutton leads a small, experienced, multi-lingual team of fine wine experts based in Hong Kong, servicing private clients and trade accounts throughout Asia.

Phoenix offers wines for drinking in Hong Kong stocks, fine wines for long-term storage and investment in its bonded cellars in United Kingdom. It can arrange bi-monthly air shipments from UK to Hong Kong, with very competitive storage rates. Phoenix also offers complimentary advice on tax-free wine investment portfolios, and real estate investments in French wine properties.

Fine Wine Trading & Consultants for Châteaux and Vineyard Purchases - phfwv.com



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

Café - www.cafepolygon.com



Preem International (HK) Ltd is a foodservice company specialised in concession equipment and supplies. Also known as “fun foods” its main product categories include popcorn, cotton candy, nachos and hot dogs. Preem is the largest importer of popcorn kernels in Hong Kong, and supplies most popcorn users in the region with its premium ingredients, equipment and services. Preem also supplies to cinemas, amusement parks, snack manufacturers, event catering companies and retailers locally and internationally from its warehouse in Hong Kong.

Food Service – Concession Equipment & Supplies Import and Distribution - preem.com.hk



Established in 2003 in Osaka, the **QUOLOFUNE** brand is run by the NAGASAKIDO Group, which was founded in 1919. QUOLOFUNE's signature Castella sponge cake was first introduced to Japan from Portugal in the 16th century and has been modified to suit Japanese taste, becoming a traditional Japanese confection in the process. The NAGASAKIDO Group currently runs three shops in Shanghai and one shop each in Taiwan and Korea under the QUOLOFUNE brand. The company expanded to Hong Kong and opened their first outlet in Sogo Causeway Bay in April 2017.

Confectionery - quolofune.com



Raiz The Bar Chocolate Makers is Hong Kong's original award winning local bean to bar chocolate maker. Handcrafting certified organic, 'responsibly raw' vegan, paleo, low GI, stone ground chocolate free from refined sugar, dairy, gluten, soy, peanuts, tree nuts, GMO and fillers. This is pure honest chocolate not from ready-made couverture, liquor, paste, or powder, rather from freshly stoneground cacao beans.

The company's Organic Chocolate Bars and a range of healthy Cacao and Coconut products can be seen in supermarkets, organic and health food stores and cafes around Hong Kong. It also exports its Hong Kong-made products around the world.

Raiz The Bar is a small-batch family-owned and a socially responsible business run by two Sydney born sisters and mothers who support sustainable and ethical farming practises by verifying integrity through family farm co-op visits along with employing earth friendly packaging.

Food Manufacturing - raizthebar.com



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

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

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

Food and Beverage - facebook.com/seijofruitier



Sponge launched in Hong Kong in November 2016, and offers on-demand and on-location professional beauty services to fit beauty routines into city dwellers' busy schedules.

In response to the increased demand for convenient, flexible services that complement Hongkongers' busy lives, Sponge brings professional and affordable beauty services to the customer's home, office, hotel or an event in Hong Kong with one click. Sponge makes it easy: choose a service and style from the Sponge signature menu, enter the appointment date, time and location, and the Sponge expert will come to a location of the customer's choice.

Current services include hair, makeup and eyelash extensions, as well as makeup lessons. With additional beauty services coming soon, Sponge caters to the on-demand generation looking to streamline their beauty routine and reduce expenses without sacrificing the experience.

Sponge was founded by Diane Younes, a French-born New York lawyer based in Hong Kong.

On-Demand Beauty Services - gosponge.com



SUNNYBROOK
加拿大森尼堡酒庄

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

Sunnybrook believes in using only premium, fresh ingredients that best reflect Canadian craftsmanship. All its products go through rigorous testing administered by Liquor Control Board of Ontario. Sunnybrook is a long-standing member of Wine Council of Ontario and Ontario Craft Cider Association.

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

Beverage Alcohol Manufacturer - sunnybrookwine.com



Founded in 2014 in Hong Kong, **The Artist Craft Brewer** is a premium innovative Belgian beer company, focusing on customer experience, innovation, technology and great craft beers.

In March 2018, The Artist House, a new remarkable and premium space, landed in Causeway Bay. It's a brand new luxury bar and cafe with 3,500 sq. ft., welcoming likeminded craftsmen and women looking for a casual environment to enjoy great craft beer, cocktails and coffee. Its key features include a hydroponic farm, an educational micro-brewery wall to tailor make own infused beer, an edible perfume bar to pair unique fragrances with craft beers, a 360VR tour of the brewery in Belgium and the chance to personalise own beer bottles with pictures, and so on.

In addition to all the exciting workshops and stations, The Artist House is available for private events or gatherings rental.

Food and Beverage - mrtheartist.com



The Cakery is a Hong Kong based bakery specialising in healthy baked products. By using natural, nutrient rich ingredients, The Cakery creates products that cater to today's health conscious consumers. The company has a wide selection of cupcakes, cakes, cookies and sandwiches which are gluten-free, with reduced fat and sugar, vegan, refined sugar-free, sugar-free and so on. Its first pop-up shop was opened at The Landmark in April 2016, followed by the Pacific Place pop-up store in August 2016 and returned to The Landmark in November 2016. The first permanent shop of The Cakery was opened at Lee Gardens Two in February 2017, followed by the second shop opened at The Landmark in April 2017.

Bakery - thecakery.com



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

The platform is unique and run independently, recognising individuals of the hotel industry from General Managers, to front line staff who are the best in their field and often fly under the radar or shy away from the limelight. As the platform moves into its fifth year, the newly opened Hong Kong office is at the centre of the region, providing greater opportunity for both partners and applicants in the area.

Hospitality - hotelierawards.com



The New Luncher started in 2016 in Singapore as the founder realised the lack of healthy and tasty meals at school for children. Catherine Lesselin, a French mother of two, invented the concept and decided to expand to Hong Kong in 2017.

As there's a high concern of food among the parents community, The New Luncher aims to cook and deliver healthy and tasty lunch boxes every day to schools. Its Michelin starred chef, Emmanuel Stroobant is leading the kitchen and designing the daily menus, including western, Asian and vegetarian, with no MSG, colouring, additives, processed or fried food. They select and prepare food with high quality fresh ingredients from trusted partners, aiming to change kids' nutrition at school.

Healthy Lunch Boxes Delivery Service - thenewluncher.hk



TourDesk is a leading travel technology company that has evolved into a leader in its field. The company has been providing software solutions to travel agents, tour operators, wholesalers, accommodation providers and travel consolidators. Throughout the world, travel professionals count on TourDesk for software systems and services to manage their business. Together with a global network of partners, the company is dedicated to helping customers achieve the outcomes that matter most to them and to deliver innovative solutions to real problems. Its suite of products include Mid/Back-Office, CRM and booking engines for the travel trade. With clients in more than 20 countries, it has opened its Asia Pacific head office in Hong Kong. The new office brings distribution and partner opportunities for existing IT solution providers from across the region.

Travel Technology - tourdeskglobal.com



Trip Guru is an intuitive online travel and lifestyle booking platform that connects like-minded people to book premium activities in group, at the best possible price. With focus on Asian markets, the company is headquartered in Hong Kong that oversees all operations. All activities offered on the platform are personally curated by the Trip Guru staff, in order to offer the “best on market”, and connected to an intuitive system that learns customers’ preferences and suggests activities accordingly. Travellers can book an activity as private participant(s) or join a group of participants. By joining a group, individuals can connect with each other as travel buddies so to reach the minimum number of participants required by the activity provider and enjoy group discounts, while also meeting new like-minded people.

Travel - thetripguru.com



Turnbury has established itself as a leading North American live seafood importer and wholesaler in Hong Kong. The company began importing live Canadian lobster and expanded into other seafood products out of an increasing demand for products originating from Canada and the United States. The company today has an established seafood network in Hong Kong and Cambodia. Turnbury is able to assist with product sourcing, local market research, customer sourcing, international logistics and financial correspondence.

The recently established online shop (www.eSeaClick.com) is dedicated to delivering live and fresh seafood to consumer’s homes and offices within Hong Kong. Turnbury plans to expand its wholesale food product line to other Asian markets and develop a fresh grocery offering for its online shop.

North American Live Seafood Distribution - turnburygroup.com



UNIGRA is an international market leader for bakery ingredients and it launched OraSi, a premium 100% Italian plant-based drink line that is NON-GMO, healthy and tasty. It endorses the production with traceability from seed to shelves. With a notable requalification investment, UNIGRA acquired a local farm located in the province of Ferrara in northern Italy and converting the total acreage of 1,450 hectares to produce the chain of Rice and Soy OraSi. Launched in the European market three years ago, the full range is now approaching the Asia Pacific region starting from Hong Kong, entering the FMCG, specialty shops, gyms and foodservice markets.

Food and Beverage - orasivegetale.it

株式
会社



WA
THEATER
COMPANY

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

In 2016, WA Theater Company has expanded its footprints in Hong Kong by setting up a subsidiary here. The company now sources and provides Japanese food products to well-known hotels and restaurants locally. In order to expand its customer base, the company has recently developed a theatre-themed restaurant to accommodate customers. Visual aid and open kitchen will help deepen customers' understanding on the ingredients that they are going to consume.

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



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

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

Composed of high standards and organic certified fruits from Reunion Island in France and other parts of Western Europe, WHAT'sIN fruit boxes are on average 30 percent to 40 percent cheaper than equivalent quality fruits in retail stores. For corporations, WHAT'sIN also customises its offer to fit companies' needs and contribute to a healthier working environment.

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

Online Fruit Boxes Delivery Service - whatsin.hk



Whiskies & More is a beverage distribution company focusing on premium spirits. It aims at introducing non-mainstream but high quality whiskies, cognac, rums and other products. Whiskies & More represents independently-owned companies, which are passionate about their products and became its mission to bring that passion to Hong Kong and Macao.

Established in late 2016 by a Dutch whisky lover, the business has been steadily increasing both in number of brands traded and its footprint in Hong Kong and Macao. With its newly launched online shop, Timeless & Tasty, its products are now also available to retail customers.

Food and Beverage - whiskiesandmore.com timelessandtasty.com



BRITISH COCOA GROWER

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

Food and Beverage - hotelchocolat.com

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