

US

Case Studies



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



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About InvestHK

Invest Hong Kong (InvestHK) is the Hong Kong Special Administrative Region (HKSAR) Government department responsible for attracting Foreign Direct Investment. Its mission is to confirm and strengthen Hong Kong as Asia's leading international business and financial centre by attracting economically and strategically important overseas and Mainland companies to invest in Hong Kong.

InvestHK has industry specialists in Hong Kong's priority sectors: Business and Professional Services, Consumer Products, Creative Industries, Financial Services, Financial Technology, Innovation and Technology, Tourism and Hospitality, and Transport and Industrial plus an overseas network of staff and representatives based in 33 key business cities worldwide covering its target markets. The Department's staff based in Hong Kong and overseas work seamlessly to support the successful set up and expansion of clients' businesses in Hong Kong.

You can access InvestHK's free, customised and confidential services in any stage of your business:



Website: investhk.gov.hk
Tel: (852) 3107 1000
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About the American Chamber of Commerce in Hong Kong

For the past 50 years, AmCham HK has been representing the international business community operating in Hong Kong, Mainland China and across the region, with its mission to foster Sino-US trade and enhance Hong Kong's stature as Asia's premier international business and financial centre.

Our community today numbers more than 600 companies and 1,400 individuals, making us the biggest international chamber in Hong Kong and among the largest American chambers outside the United States.

AmCham prides itself on being the most dynamic and influential international business organisation in the Asia-Pacific, having played an important role in the watershed moments of the region's breathtaking economic transformation. We have earned a reputation for passionate but balanced advocacy on core issues.

AmCham provides an extensive range of information and business services, and organizes hundreds of events, seminars, luncheons and delegation trips for its members every year. Our more than 20 committees provide a specialist focus on topics from corporate governance and the environment to garments and logistics.

AmCham's objectives are:

- To represent its diverse membership on issues of common interest;
- To provide a forum for networking and access to information;
- To serve as a trusted and influential advocate with governments;
- To encourage civic-minded participation in the Hong Kong community; and
- To promote the core values of private enterprise, free trade, rule of law, ethical and responsible business practices, and transparency and free flow of information.

Website: amcham.org.hk
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In Search for the **WORLD'S NEXT GREATEST STARTUPS** in Asia

Based in Palo Alto, Amino Capital is a venture firm focusing on seed to growth stage investments in big data and data-driven technologies and helping global startups enter the Asian market. Founded in 2012 by a team of over 80 technology executives and innovators from various global tech giants, Amino has funded over 150 high growth startups since its inception, with 17 successful exits, seven unicorns, and over 17 startups with more than US\$100 million valuations.

Data-focused Investment Approach

Amino focuses on three key factors when evaluating a project: people, data, and product. According to Larry Li, Managing Partner, the company believes that good people, collaborated and talented teams can create social impact and in turn create the world's next great company. In particular, companies that are able to utilise their data to create a barrier of entry and make data-driven decisions, such as Facebook and Google.

"We observed this pattern and wanted to implement the same philosophy into our investment process," said Li, "we have seen FinTech and healthcare giving us the most return in recent years, as social mobile did not disrupt this highly regulated industries, but AI and Big Data have great potential."

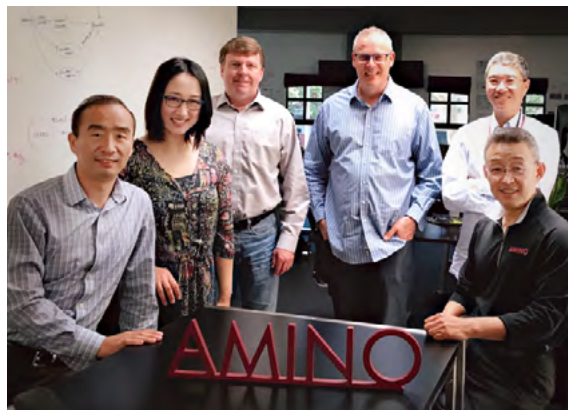
Eyeing on Greater Bay Area and Asia

Seeing exponential growth of portfolio companies in Asia market and, as a result, an increasing amount of talents and entrepreneurs in the area, Amino urges to expand its presence in Asia by setting up an office in Hong Kong. Li disclosed that 35 percent of Amino's portfolio companies either went to Mainland China or started a subsidiary there. As a result, Amino's expansion plan in Asia is a crucial step for the success of the company.

Amino also plans to enhance its deal flow from the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) to better utilise its global resources and support startups in the area. "Hong Kong

“
**The Greater Bay Area
could be a perfect place
for global technology
innovators to target the
Asian market.**”

Larry Li
Managing Partner
Amino Capital



provides funding and liquidity while Mainland China has land and talent. Combined together, the GBA could be a perfect place for global technology innovators to target the Asian market," Li said.

Amino strives to channel the gap between entrepreneurs and enterprises by bringing investment resources such as global connections, technological and marketing insights to the startups in the GBA. Besides establishing a team for portfolio services, the company also sets to enhance its investment team and operation support team.

"Our long-term investment strategy in Hong Kong is to take advantage of our knowledge and investment capabilities to identify the most promising technological companies and teams in the GBA," Li added.

Amino has been closely in touch with InvestHK's San Francisco office. Li concluded, "InvestHK provides us with the latest policy updates and valuable networks, allowing us to manage our Hong Kong businesses remotely as we begin to set up our office."

aminocapital.com ■

Original date of publication: May 2019

Enabling a **SMARTER, SAFER CITY**



“
We looked at many other cities before, but we finally decided to set up our headquarters here in Hong Kong. One of the main reasons is that we saw the HKSAR government has been putting a lot of effort to help companies to be successful here.”

Bo Larsson
Executive Chairman &
Chief Operating Officer
Anywhere Networks

Headquartered in Hong Kong, Anywhere Networks (formerly P2 Wireless Technologies) is a Smart City network solutions and service provider offering comprehensive solutions that focus on public safety and connects IoT devices such as IP surveillance cameras, sensors and other applications for governments, industries and enterprises. Ideal for deploying city-wide applications, Anywhere Networks's intelligent MESH technology offers a secure, high capacity and scalable network solution for high-bandwidth demanding application and mission-critical network infrastructure.

Leveraging existing fiber infrastructure, Anywhere Networks's unique technology enables customers to reliably connect and manage multiple Ethernet devices at 19,200 locations on one network. The company has recently completed a Smart City pilot project for the Taiwan government, deploying some 620 smart lamp poles with IP cameras, smart lighting systems, sensors, and digital signage, providing full connectivity coverage to all smart lamp poles across Taoyuan city.

Bo Larsson, Executive Chairman & Chief Operating Officer, believes MESH networking is the future for supporting Smart City projects. With the Hong Kong and Mainland Chinese governments launching various initiatives supporting the innovation and technology industry, there are ample opportunities for intelligent MESH networking solutions connecting IoT devices anywhere.

“We are excited about all these government initiatives that promote the development of innovation and technology,” Larsson said, “we also plan to hire more engineers in

Hong Kong and the Mainland as we see substantial opportunities ahead of us.” Headquartered in Hong Kong, Anywhere Networks has also set up a new office in Guangzhou to better serve the Mainland market.

Larsson thinks that Hong Kong is the best headquarters location for Anywhere Networks. “We looked at many other cities before, but we finally decided to set up our headquarters here in Hong Kong,” he said, “one of the main reasons is that we saw the HKSAR government has been putting a lot of effort to help companies to be successful here.”

He added that with the proximity to Mainland China, Hong Kong has given them the best position which makes it easy for them to access the China market.

With office in the Hong Kong Science and Technology Park, Anywhere Networks currently hires some 30 professionals, which two third of them are engineers. With the rapid business growth, their target is to triple the headcounts in the near future. Moving forward, Anywhere Networks also plans to launch IPO in Hong Kong in the next two years, hoping to raise enough funds for the company to become a global market leader.

Introduced to InvestHK's head office before it came to Hong Kong, Larsson thinks that the department has offered tremendous help in helping them to set foot in the city. “The team is very kind and supportive. They helped us a lot on understanding how everything works here,” he concluded, “their service is invaluable to foreign companies like us.”

p2wireless.com ■

Original date of publication: January 2019

Bindo's NEXT VENTURE

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

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

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

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

"As one of the most multi-cultural cities in Asia, Hong Kong is renowned for its ease of doing business and widespread use of English and Chinese, making it

convenient for us to sell into both the US and Mainland China markets," Wong said.

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

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

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

bindopos.com ■

Original date of publication: May 2015

Updated: August 2017



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As one of the most multi-cultural cities in Asia, Hong Kong is renowned for its ease of doing business and widespread use of English and Chinese, making it convenient for us to sell into both the US and China markets.”

Benedict Wong
VP of Business Development
Bindo

Bloomberg Expands its **DIGITAL PRESENCE** in Hong Kong

Bloomberg opened its Hong Kong office in 1993, and it now spans two different office spaces in the Central district. It recently finished putting together a large digital team in Hong Kong to manage and produce its online news content, whether it's on Bloomberg.com, its new mobile consumer app or via the various social media channels it uses in Asia. They did this to deliver consistent, high-quality and engaging content for the region.

"Our digital-first approach has kept us on the front foot, and we've been able to cement our position as the leading international business news provider in the region," Parry Ravindranathan, President and Managing Director – International of Bloomberg Media Group, said.

A new global vertical called Bloomberg Technology recently went live, spanning digital, mobile, television, radio and print channels as well as events, showcasing the company's multi-platform strength. This is in addition to a newly launched mobile app, offering a new interface and upgraded multimedia experience.

"The Hong Kong bureau is now our largest one in Asia, and that points to the city's strength as a leading global business and finance centre," Ravindranathan added. "It is also a gateway into Mainland China, where the world is increasingly turning its attention to. From a hiring perspective, there's great talent here in Hong Kong, because the city's top universities and

world-class journalism courses are supporting this ecosystem."

He highlighted that, like in many other sectors, technology has brought huge disruption to the media industry, but this also brings opportunities to those willing to embrace it. He sees Hong Kong as the place to capture this trend by experimenting and innovating.

"Hong Kong has one of the highest mobile penetration rates in the world, and it's not surprising that mobile is how a significant volume of our news content is consumed. The city's high cellular speeds allow news providers like us to deliver rich digital content to our audience here and engage them in new and varied ways," he said.

**“
Hong Kong has a critical role to play in China's future, from the internationalisation of the RMB through to the Belt and Road initiative.”**

**Parry Ravindranathan
President and Managing
Director – International
Bloomberg Media Group**



In 2016, Bloomberg was tracking at an all-time high of some 39 million unique digital visitors each month. Its Asia Pacific mobile readership saw roughly 37 percent year-on-year growth and its website has been recording a 10 percent year-on-year increase in visitors from the region.

Ravindranathan thinks that Hong Kong's role in the region will only become bigger.

"Hong Kong has a critical role to play in China's future, from the internationalisation of the RMB through to the Belt and Road initiative. The city has always found a way to stay relevant, and it's exciting to it see this every day," he said.

He added, "It's a great city to work and live. It's so easy to get around, to find great food and outdoor activities here. But most importantly for me, it's a very efficient hub for regional business travel."

bloomberg.com ■

Original date of publication: March 2017

BUILDING THE FUTURE through Asia



“

Hong Kong is a good tie between Asia, Southeast Asia and Mainland China. It is easy to travel anywhere on the planet from here. The energy, flow of capital and talent are all here. ”

Darryl J. Custer
Senior Vice President, Regional Practice
Group Leader, South Asia, Commercial
CallisonRTKL

Darryl J. Custer, Senior Vice President, Regional Practice Group Leader, South Asia, Commercial, sees Hong Kong as a market unto itself but also a bridge between Mainland China and Southeast Asia. “We have a long history in Asia and have been very successful in Mainland China, but we are seeing renewed activity throughout Southern China and Southeast Asia,” he said.

“Hong Kong is an ideal location for us. If you look at our network across the world, we tend to focus on what we called ‘gateway cities’ – those cities that are connected, or bring connectivity, to other regions,” Custer continued. “To us, Hong Kong is a good tie between Asia, Southeast Asia and Mainland China. It is easy to travel to anywhere on the planet from here. The energy, flow of

capital and talent are all here. The level of quality is extremely high. It’s right in the middle of everything. That’s why we like it.”

In Hong Kong, the firm has developed a strong team with expertise in commercial architecture, urban design as well as retail interior design for regional and local markets. “For CallisonRTKL, it is more about enhancing value than a pure stylistic approach. We help our clients find value in their assets and bring properties into the next generation,” Custer remarked. “We are looking at some large commercial mixed-used projects locally, while we also see a lot of potential here for the retail sector.” The team has recently worked with the travel retail operator CDFG-Lagardere to design a Duty Free

Store at the Hong Kong International Airport.

According to Custer, there are a lot of talented architects and designers in Hong Kong. Thanks to the city’s deep and diverse talent pool, CallisonRTKL’s team is a mix of local and international professionals. “Hong Kong is a very international city, which is appealing to us as a design firm. The city has a great blend of cultures so that we are able to bring different ideas to our projects,” he remarked. Over the next few years, the firm is looking to expand the office to 45 employees. It is also CallisonRTKL’s goal to do more projects in Hong Kong and broaden the team’s capabilities.

callisonrtkl.com ■

Original date of publication: November 2017

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

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

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

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

In 2017, CenturyLink completed the acquisition of Level 3. The combined company, with a pro forma revenue of \$24 billion, is now in a stronger position to help customers better manage increased network and IT complexities so that they can take advantage of cloud and harness data-driven insights, as well as expand their own businesses globally.

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

The DDoS service is designed to provide global protection through 11 cleansing centres around the world. Eight of the centres are located in Europe and Americas while the remaining three are in Asia Pacific, with Hong Kong being one of the locations.

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

“**Hong Kong is the regional base for many multinational customers and a key gateway to Mainland China.**”

Ricky Chau
Vice President, Enterprise,
Asia Pacific
CenturyLink



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

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

centurylink.hk ■

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

Growing with **OPTIMISM**

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

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

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

to more than 30 global, regional and local companies spanning industries such as financial services, insurance, retail and consumer goods.

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

“**Hong Kong’s booming information and communication technology sector is among the world’s most advanced.**”

Venkatesh Sriraman
Market Head for Greater China
Cognizant



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

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

cognizant.com ■

Original date of publication: May 2017

A Vision on the **ART FUTURE**

“ I have always anticipated an art district in Hong Kong as the city has become the art hub of Asia and people here have become increasingly interested in the art world. ”

Pascal de Sarthe
Founder
de Sarthe Gallery

Having profound experience in art business with Asia customers, Pascal de Sarthe, Founder of de Sarthe Gallery, established a solid network before moving to Hong Kong in 2010. He first started his gallery in Central and decided to move to a 10,000 square-foot gallery space in the Wong Chuk Hang area in early 2017 in order to facilitate the continued growth of the Asian client base. De Sarthe has hired New Yorker Willem Molesworth as the director of his new space.

There is a noticeable increase of art galleries moving to Wong Chuk Hang, especially with the MTR South Island Line coming into operation in December 2016, slowly transforming the area into an art community.

“I have always anticipated an art district in Hong Kong as the city has become the art hub of Asia and people here

have become increasingly interested in the art world. This is thanks to the popularity of international art shows and important art auctions that have taken place in the city,” de Sarthe said.

According to de Sarthe, there are art galleries that see themselves as a platform for selling art pieces but de Sarthe Gallery has a different thought. They keep the core value of what an art gallery is all about, which is bringing important exhibitions to town and promoting contemporary art. “Art galleries play an important role in educating the public about art,” de Sarthe added.

Since de Sarthe has the knowledge and resources, he is more than willing to share his love of art with more people. With the new gallery opening with increased space and flexibility, de Sarthe is planning to work with artists



from around the world to bring their works to Hong Kong.

Apart from organising its own exhibitions, de Sarthe Gallery has also participated in Art Hong Kong, Art Basel Hong Kong and other art fairs in the region over the past few years. Other than Hong Kong, de Sarthe also has a gallery in Beijing run by his son Vincent de Sarthe which mainly features emerging Chinese artists. The gallery hopes to be part of the emerging art being created today in China.

“Hong Kong is a small place, everyone is connected and willing to help each other. I seldom find other places with people who are so friendly,” de Sarthe concluded.

desarthe.com ■

Original date of publication: January 2017

UNLEASHING BLOCKCHAIN POTENTIAL across Different Industries

In 2017, Deloitte launched their Asia Pacific Blockchain Lab (the Lab) in Hong Kong following the two other labs that are located in Dublin and New York. The opening of the Lab builds on the recent collaboration with the Hong Kong Monetary Authority (HKMA) and five leading banks in Hong Kong, driving the adoption of Distributed Ledger Technology (DLT) with the trade finance ecosystem. At the moment, the Deloitte team has developed over 40 blockchain solutions, covering supply chains, banks, insurance companies and more.

Dr Paul Sin, Partner of Consulting at Deloitte, explained that blockchain solutions work best when there is a B2B ecosystem. The most common solutions

are between banks and insurance companies or various banks who want to detect fraud together. Cross-industry blockchain solutions are taking off in Hong Kong, such as marine insurance agencies with shipping companies, automobile companies with leasing firms or food suppliers from the supply chain would like to trace the products from farm to customer's table.

"In the old days, people were very conservative in sharing records, but now with blockchain solutions, people create trust through technology and are more willing to collaborate," Sin said.

To cover the projects in the region, the Hong Kong team has over 20 engineers who work closely with the development and programming teams in Guangzhou and Chongqing respectively. There are altogether over 400 staff in the region.

"Hong Kong is the natural choice for our first regional Lab – it is a mature financial centre and trading hub, has a

conductive regulatory environment and supported by an increasing demand for blockchain solutions in the region," Sin added. "People in general have a good understanding of the wide range of financial products and they are fast to pick up new technology. The city has an advantage of having a talented international workforce."

Sin sees a great potential in the FinTech development in Hong Kong. As HKMA is planning to facilitate the establishment of virtual banks, it can help promote financial inclusion that normally target retail industry and the small and medium-sized enterprises (SMEs). Companies who have limited access to financial services will be able to receive microfinance or other related financial services.

www2.deloitte.com/cn/en/pages/financial-services/topics/fintech.html?icid=nav2_fintech ■

Original date of publication: April 2018



“Hong Kong is the natural choice for our first regional Lab – it is a mature financial centre and trading hub, has a conducive regulatory environment and supported by an increasing demand for blockchain solutions in the region.”

Dr Paul Sin
Partner Consulting
Deloitte Asia Pacific Blockchain Lab

SCOOPING UP BUSINESS in Hong Kong

James Gibson first came across Emack & Bolio's in Bangkok in 2014, 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 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 1970's 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 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."

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.

InvestHK has been supporting Emack & Bolio's along its setup in Hong Kong,



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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

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 ■

Original date of publication: July 2017

Local Talent Holds Key to **BUSINESS SUCCESS**

Enfusion was founded in 1997 as a financial technology consulting company primarily focused on hedge funds. Today the firm boasts over 400 top-tier clients and is the leading provider of cloud-based investment management software, outsourced middle and back office services as well as data analytics.

Enfusion launched an all-in-one solution Integráta, a bespoke cloud-based, fully integrated platform in the market that provides clients a full front-to-back investment management solution through a single data set. They also offer middle and back office fund services used by investment managers to streamline operations and reduce overhead expenses.

With its soaring development in the US and Europe market, Enfusion came to Hong Kong in 2015 and set up its APAC

headquarters in the city. “We saw a good market opportunity in Asia which we could not ignore,” said Fiona Ren, Head of APAC – Product Consulting, E-Trading, Fund Services, “Hong Kong is one of the most active, well-established financial markets around the globe, so we decided to come here and start our Asia business.”

“We believe that Asia is a good market for us to expand, it also fills the gap of our global support. The APAC headquarters will better serve our international clients.”

According to Bob Feng, Director of APAC Business, Hong Kong is very welcoming to foreign investors. “It has been very smooth for us to enter the market,” he said, “the local talent pool is a key in our development. Most employees have an international education background and their

knowledge is highly transferable to our industry.”

With its Hong Kong office set up for more than three years, Enfusion is already planning for expansion. “Our overall goal in APAC is to expand into other regions with satellite offices, such as in Singapore, Mainland China and Australia,” said Feng, adding that Hong Kong office as the regional headquarters will be a fully functional and self-sufficient office that supports the region.

“We are also planning to have more locations in Hong Kong in order to better support our clients,” he added, “Hong Kong has to be the regional hub, and we are happy to see more growth in the local market.”

enfusionsystems.com ■

Original date of publication: April 2019

“**Hong Kong has put a great effort in welcoming global firms to come in, and the support from the government makes it really easy for everyone to set up a business here.**”

Bob Feng
Director of APAC Business
Enfusion



THE NEW WAY Forward

Backed by some of the top investors in the world such as Founders Fund, DST Global, Cherubic Ventures, Susa Ventures and SF Express, plus the recent investment from Softbank Vision Fund, Flexport brings together technology, infrastructure and expertise in delivering a more modern, dramatically better freight forwarding experience that enables businesses of all kinds to import and export globally.

In Flexport's terms, they are here to "redefine how companies manage their global supply chain".

"The service we offer is freight forwarding, but the added-value that we offer is much more than that," said Henry Ko, Managing Director of Asia, "we use technology, infrastructure and expertise to solve pain points in the complex logistics process and deliver real-time visibility and control. This is a far better freight forwarding experience with an ultimate goal to upgrade the industry."

Flexport is a technology-driven with a strategic operating model for modern businesses that powers more transparent, agile, efficient and profitable global supply chains. At the core of its logistics solution is a purpose-built cloud software that streamlines workflow and facilitate resources management. From a shipper's point of view, it is a one-stop dashboard that shows real-time data from freight tracking to billing to analytics.

Flexport set up its office in Hong Kong in 2016 with a team of 25 and is expanding quickly in the city with a plan to increase to 250 staff by the end of 2019. Henry

appreciated the support provided by InvestHK, especially in identifying office spaces, networking, work visa advice as well as media exposure.

"The Hong Kong office not only serves local clients, it also covers Mainland China and South East Asia region," Ko said, "we need a team that stations in the right time zone so as to ensure service quality and timeliness."

Ko agreed that the talent pool in Hong Kong is crucial for Flexport's development in the region. "Hong Kong provides a rich talent pool where you can find an abundant supply of individuals with international background as well as a global vision," he added.

“The development of the Greater Bay Area will boost cargo growth, which will help accelerate Hong Kong's air freight infrastructure, further strengthening the status of Hong Kong as an international logistics hub.”

Henry Ko
Managing Director, Asia
Flexport



In Ko's views, Hong Kong's location and professional advantages can facilitate the Greater Bay Area initiative. "The development of the Greater Bay Area will boost cargo growth, which will help accelerate Hong Kong's air freight infrastructure, further strengthening the status of Hong Kong as an international logistics hub. To prepare for the rising cargo volume, it is in Flexport's plan to expand the capacity of our warehouse close to the airport, add scheduled freighter offerings on key trade lanes, or signing more airline carriage contracts to increase service offerings," he remarked.

"The sophisticated professional services that Hong Kong offers such as finance, accounting and compliance also further strengthen its position in international trade," Ko concluded.

flexport.com ■

*Original date of publication: May 2017
Updated: July 2019*

A Trusted **GEMMOLOGY** RESOURCE



The services that InvestHK provides are most useful for anyone seeking to expand in Hong Kong.



Thomas Moses
Executive Vice President and Chief Laboratory
and Research Officer
The GIA Laboratory

When choosing diamonds, one always look for the quality of 4Cs – colour, clarity, cut and carat weight. This world recognised International Diamond Grading System™ was in fact invented by The Gemmological Institute of America (GIA) in 1953. This independent non-profit institute has been offering knowledge, setting standards and supporting education in precious gems and jewellery since its establishment in the US in 1931.

Thanks to Hong Kong's population of 7.3 million and 56 million annual visitors, plus proximity to Mainland China's growing consumer market, complement with its large talent pool, and the proliferation of trusted jewellery retailers in the city, GIA began offering laboratory services in Hong Kong in 2008. It went on to establish a full grading laboratory in 2010 to focus

on gem grading, identification reports and certification. Today, along with its recently expanded Kowloon Bay laboratory housing more than 200 staff, the second largest laboratory out of the headquarters in the US, GIA offers a service centre in Central to facilitate convenient stone drop-off and pick-up for its clients.

"Hong Kong is one of the most important gem and jewellery centres in the world, making it an important location for GIA," explained Thomas Moses, Executive Vice President and Chief Laboratory and Research Officer. "As demand for our services increased, we expanded our capacity for laboratory services in Hong Kong to better meet the needs of our clients. The services will remain the same: evaluation of D to Z and yellow diamonds, coloured stones and pearls. We plan to further expand our staff over the next two years."

An Educational Resource

Alongside its testing and certification services, GIA sees itself as an educational resource for those who wish to learn more about gemmology. "GIA has offered education programmes in Hong Kong since 1994 – we recently celebrated our 25th anniversary," noted Moses.

Moses feels that InvestHK has helped pave the way for GIA's expansion as it grew. "Our goal is always to provide excellent service to our laboratory clients and students," he stated. "We will continue to monitor the market and needs of the industry so that we can provide those services as we work to advance our consumer protection mission. That said, the services that InvestHK provides are most useful for anyone seeking to expand in Hong Kong."

gia.edu ■

Original date of publication: July 2019



Next LEVEL UP

“

The stock market in Hong Kong is characterised by vibrant activities and exciting share companies. ”

David Friedland
Managing Director, Asia Pacific
Interactive Brokers Hong Kong Limited

Founded in 1978, Interactive Brokers (IBKR) is an electronic brokerage firm headquartered in Greenwich, Connecticut. Over the last 40 years, it has grown to become a US\$6 billion company with more than 1,200 employees conducting broker/dealer business in over 120 markets worldwide and manages close to US\$140 billion client assets globally.

IBKR believes technology is the key to enhance the efficiency of securities markets by enabling people to trade quickly and visually at low cost. With its automated trading algorithm, the company offers direct-access trade and clearing services to institutions and individuals for a wide variety of electronically traded products such as stocks, futures, and funds. Its extensive and advanced services have earned the company a range of internationally recognised ratings, including the first place in 2018 Barron's best online brokers.

IBKR opened an office in Hong Kong in 1995 after the introduction of the Hong

Kong's electronised stock market. To date, the company is one of the largest stock traders in Hong Kong with over 100 staff. Being the headquarters for the Asia-Pacific region, the Hong Kong office focuses on providing best-in-class customer service and technical support, and assisting neighbouring markets including Mainland China, Japan and Australia.

With a local presence for more than 20 years, the company recognises the vitality of Hong Kong's securities market. "The stock market in Hong Kong is characterised by vibrant activities and exciting share companies," said David Friedland, Asia Pacific Managing Director, "it is an amazing city with lots of opportunities which certainly should not be overlooked."

"Also, with the increase of Mainland Chinese companies being listed in Hong Kong and the launch of Stock Connect Schemes, we see plenty of room to grow our business here," he added.

In long run, IBKR hopes to expand its

business scope and develop round-the-clock one-stop financial services in Asia and Europe. As a series of virtual banking initiatives were introduced by The Hong Kong Monetary Authority (HKMA), IBKR sees the city as a starting point for its ambition. "It would be a big leap for our business if we could successfully launch virtual financial services in Hong Kong. Riding on its world-class infrastructure and technology, Hong Kong is a great supportive base for our goal," he said.

Friedland finds InvestHK a perfect partner to get in touch with its clients and counterparts in the industry. "It is not easy for foreign companies to know about the local market. InvestHK has opened the doors for us to meet and know our customers and fellow businesses," he concluded.

[interactivebrokers.com.hk](https://www.interactivebrokers.com.hk) ■

Original date of publication: October 2018

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



“**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

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 announced in 2017 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 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.”

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 Fah.

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

MIT Opens its **FIRST INNOVATION NODE** in Hong Kong

Massachusetts Institute of Technology (MIT) in late 2017, celebrated the grand opening of the MIT Hong Kong Innovation Node, a collaborative space aiming to connect MIT with the Hong Kong academic, commercial and social community through education and public engagement programmes.

MIT chose Hong Kong for a few reasons. “Not only is the density of quality universities in Hong Kong as high as that in Boston, it is also easy for organisations to operate here,” said Professor Charles G. Sodini, LeBel Chair of Electrical Engineering of MIT, “the city is within the Greater Bay Area with Shenzhen as its immediate neighbour, so startups can easily do prototyping and scale up physical artefacts. This is something that interests MIT very much.”

Situated at the Hong Kong Productivity Council Building in Kowloon Tong, the Innovation Node is a 5,000-square-foot multifunctional space with classroom, co-working space and maker space

facilities, featuring advanced prototyping equipment and media centres for teaching purpose.

Brian Yen, Executive Director, sees the Innovation Node as a catalyst to foster innovation. “With the unique programmes that we offer, our aim is to bring some of the MIT teaching concepts and philosophies about innovation, entrepreneurship, and the whole pedagogical method to Hong Kong students and educators,” he said.

As its flagship programme, the MIT Entrepreneurship and Maker Skills Integrator (MEMSI) was launched in January 2017, bringing together 30 students from MIT and local universities through an intense and immersive “tech startup bootcamp”. At the end of the two-week bootcamp, students were required to come up with a viable business plan and a proof of concept prototype for a potential startup business. The programme also included factory tours in Shenzhen and

Dongguan, as well as panel discussions and mentorship by MIT lecturers.

Serving as faculty director for the Innovation Node, Sodini said that the programme complements the existing education system in Hong Kong and MIT by adding the innovation element. “Instead of focusing on grades and lectures, the experience provided by MEMSI is about entrepreneurship and making,” he said, “this is a huge eye-opener for both local and MIT students, leading them to come up with ideas for something that can actually be built.”

The team is also planning a tech startup bootcamp open for international professionals who need coaching on entrepreneurship for technology business. “I believe this can attract a lot of people from around the world to Hong Kong as this is an ideal place for tech startups,” Yen concluded.

hkinnovationnode.mit.edu ■

Original date of publication: November 2017



“**The city is within the Greater Bay Area with Shenzhen as its immediate neighbour, so startups can do prototyping and scale up physical artefacts. This is something that interests MIT very much.**”

Professor Charles G. Sodini LeBel
Chair of Electrical Engineering
MIT

BON VOYAGE to Success



With the language advantage as well as the time-zone convenience, Hong Kong is undoubtedly an ideal place to be our regional hub. ”

Felix Chan
Vice President of Sales Asia
Norwegian Cruise Line Holdings Ltd.

Asia's cruise line industry is definitely booming. According to Cruise Line Industry Association's "Asia Cruise Trends Report 2018", Asian cruise passengers grew from 775,000 to over four million between 2012 and 2017. Hong Kong, being Asia's top five largest source markets, also saw an 80 percent growth in passenger number in 2017.

Seeing a great potential in Asia, US-based Norwegian Cruise Line Holdings Ltd. (NCLH), one of the world's leading cruise companies, expanded to Asia in 2015 with Hong Kong as its first port of call. Followed by more regional offices opened in Shanghai, Beijing, Tokyo, Singapore and Mumbai, Hong Kong remains NCLH's regional hub for reservations and operations of its fly-cruise business in Asia.

Felix Chan, Vice President of Sales Asia, believes that the city's high quality talent pool is the most important factor for NCLH to begin its Asia voyage from

Hong Kong. "We have a strong team of sales and operations professionals here who could serve our travel agency partners and guests in different places such as Japan, India, Southeast Asia and Mainland China," he said, "with the language advantage as well as the time-zone convenience, Hong Kong is undoubtedly an ideal place to be our regional hub."

NCLH's three brands serve Asia's diverse market well: Norwegian Cruise Line is the most popular choice for young adults and multi-generation families; Oceania Cruises features "the finest cuisine at sea" for upper premium, epicurean travellers, while Regent Seven Seas Cruises offers highly-personalised services for guests who are seeking the most luxurious experience on the ocean.

"Asian consumers are driven by destinations and great value," Chan said, "cruising offers great value proposition as you can easily visit multiple destinations in a single trip, particularly

so when you go to places where dining, transportation, and accommodation are expensive or difficult to get by in a typical land vacation."

Besides the consumer market, incentive travel also creates a big opportunity in Asia for NCLH. "Cruise is one of the best solutions for incentive travel organisers for its logistical arrangement convenience and value-for-money packages," Chan said, "we are seeing more demands for hosting incentive groups on our ships, especially from India and Japan. There is a big potential in Asia."

In response to the demand from its home market, NCLH is also expanding its deployment in Asia on top of its existing 450 destinations. More cruises will be sailing in Asian waters in the coming years, including a 2,400-passenger cruise Norwegian Jade which will sail from Hong Kong in January 2020.

ncl.com ■

Original date of publication: January 2019

Charity Organisation Found a **GENEROUS COMMUNITY** Hong Kong

Jenny Bowen, Founder and CEO, set up OneSky (previously Half the Sky) in 1998 and has transformed the lives of almost 180,000 children in China, Vietnam and Mongolia, with more than 38,000 OneSky-trained caregivers and the generosity of OneSky's supporters.

In 2019, after a thorough needs assessment and in partnership with concerned individuals in Hong Kong, OneSky is launching the new P.C. Lee OneSky Global Centre for Early Childhood Development in the city after having an office here for 12 years. "China will always be at the heart of the organisation, but Hong Kong is a home from which we can share with the world," Bowen said. "We've raised money here because of a generous community and now we want to begin giving back to this community, where one of five children lives in poverty. It's a natural choice to set up our global headquarters in Hong Kong."

Located in the heart of Sham Shui Po, the Centre will house an early childhood development and care centre for at-risk children from birth to six years old. It will feature an early learning lab focused on addressing a key skills gap in Hong Kong – care for the very youngest children at risk.

In 2018, the organisation launched a capital campaign, with the objective of raising US\$20 million for the creation of a sustainable foundation for the OneSky Centre. The initial funding for

the startup and first year operating costs has been secured and the organisation will continue until the goal is reached.

"Over the years, the Hong Kong community has provided crucial support for OneSky's mission to bring quality nurture and early education to the world's most vulnerable children," Bowen said. "I am delighted that this generous community is now coming together to support our OneSky Global Centre for Early Childhood Development, which will serve Hong Kong's often-forgotten disadvantaged children, and will also be a valuable resource for like-minded Hong Kong organisations."

OneSky's Hong Kong office currently employs 18 staff, looking after operations, finance, marketing and development. Over the next few months more positions will be created to run the OneSky Centre and provide the early learning, training and care that will be required.

"Thanks to InvestHK helping us to expand our reach through participating in their network events. The department has been a valuable resource for us all along," Bowen said.

onesky.org ■

Original date of publication: May 2019



“We’ve raised money here because of a generous community and now we want to begin giving back to this community.”

Jenny Bowen
Founder and CEO
Onesky

SET THE PACE in Contemporary Art

Established in the US in 1960, Pace Gallery is a leading contemporary art gallery representing many of the world's most talented contemporary and 20th century artists. The gallery has been operating in Hong Kong since 2014 with an exhibition space in the Entertainment Building but recently they have opened an additional larger gallery in the new H Queen's Building, with an inaugural exhibition of Yoshitomo Nara.

"Hong Kong provides easy access to Asian clients. We meet a lot of young collectors here, such as those of the K11 art mall alongside institutions such as M+ whom we have supplied some artworks to," Leng Lin, Regional Partner, Pace Asia, said. "I like Hong Kong very much for its professional way of doing business. It is a melting pot of Asian and Western cultures."

Leng set up Pace Beijing in 2008, Pace's first space in Asia. With the new gallery in H Queen's and another additional gallery in Seoul, which opened in 2017, Pace now operates the most exhibition spaces across Asia of any global gallery.

"After ten years in Beijing, we feel our belonging to Asia, especially in Hong Kong and Seoul are getting increasingly important for the global art market. With Hong Kong being a window to the world that allows us to broaden our scope both regionally in Asia and across the globe," he added.

"Hong Kong is also an incredibly dynamic market and cultural centre for the arts at this point in time. Led by the opening of the H Queen's building, Tai Kwun for Heritage and Arts and the growth of

Art Basel HK, the global art world are all watching the speed of development and want to get involved."

With their unique programme of both Western and Asian artists, Pace Hong Kong aims to connect with galleries from all over the world, both to represent Asian artists globally and share a robust programme of Western art within Asia. "It is interesting to see how our network continues to grow organically here. We are not a gallery just selling artworks, but a global Hong Kong gallery which identifies and represents exemplary artists both locally and across Asia," Lin said.

Pace Gallery Hong Kong will also work with the global gallery's new body FUTURE/PACE, a pioneering

organisation to assist the commission of major artworks in the public realm to re-examine the role of public art, architecture and urban planning into a 'gallery without walls'. "FUTURE/PACE is a particularly exciting avenue for us to bring to Asia to facilitate the vision of our artists and bring further public exposure to their work in aesthetically diverse cities and locations across Asia," said Leng.

"InvestHK's support is great. We are proud to play a part in Hong Kong's booming art community and contribute to its development," Lin concluded.

pacegallery.com ■

Original date of publication: October 2018

“

I like Hong Kong very much for its professional way of doing business. It is a melting pot of Asian and Western cultures. ”

Leng Lin
Regional Partner
Pace Asia



The **PERFECT LAUNCH PAD** for Creative and Technology Business

Shadow Factory is a full-stack digital media production studio specialised in providing story-driven immersive experience solutions for commercial customers, including virtual, augmented, and mixed reality experiences, 360 degree videos, web & mobile applications, game development, and digital media partnerships. Since its inception in 2016, the company has experienced rapid growth and is now a medium-sized agency comprising creative and technology professionals in Hong Kong. Centrally located in Asia, the company serves a portfolio of international clients based in Hong Kong, Macao, North America and Japan ranging from entertainment and retail to industrial industries.

“Hong Kong is an ideal location where one can comfortably reach entertainment and industrial markets regionally in Asia as well as global brands and corporates, all from the same place. With such market dynamic, together with other perks such as high-speed internet and mature legal and IP infrastructure, Hong Kong offers a unique opportunity for us,” said Devin Ehrig, Co-founder.

Coming from film and animation background in the US and seeing VR as one of the most powerful mediums of audience engagement, the founders realised that Hong Kong is the perfect launch pad for their VR business, and decided to make the city their global headquarters.

“Hong Kong is where we started,” he added, “we have fantastic people here

as there is such a sophisticated creative industry in Hong Kong. Our team is majority Hong Kong born and raised, multi-cultural and well-trained professionals. The diversity from Hong Kong is what gives us the global edge.”

Ehrig also believes that the fast-growing gaming industry in Asia has created ample opportunities. In 2018, the company made a foray into VR games after the success of developing VR gaming applications for clients. “We have developed and published our original games and will be organising a South East Asian regional eSports tournament for a client this summer. With in-house specialists to design and develop games and regional campaigns for developers, publishers, and sponsors, we are confident that gaming will be a new revenue stream for us,” Ehrig enthused.

In just a few years’ time, Shadow Factory has grown from four staff members to a team of 60 in Hong Kong. The company recently expanded its operations to Canada and the United States, and is looking to developing the South East Asian market.

Invest Hong Kong has been assisting Shadow Factory to expand its business network, facilitating business collaboration between the company, potential clients and business partners from Hong Kong and overseas.

shadowfactory.io ■



“
We have fantastic people here as there is such a sophisticated creative industry in Hong Kong. The diversity from Hong Kong is what gives us the global edge.”

Devin Ehrig
Co-founder
Shadow Factory

Original date of publication: April 2018
Updated: June 2019

Time for **QUALITY** STORYTELLING

“**Hong Kong is an exciting hub for advertisers and it also offers excellent transportation links to the rest of Asia so we can work easily with our clients across the region.**”

Raquel Bubar
Director
T Brand Studio International



T Brand Studio, the brand marketing unit of The New York Times, was started in 2014 and has been working with global brands to create industry-leading content, strategy and distribution.

In Asia Pacific, The New York Times opened the T Brand Studio in Hong Kong in 2017 and aims to work more closely with their advertisers in the region and to help them create the same high quality productions that T Brand Studio is known for all over the world.

According to Raquel Bubar, Director of the International T Brand Studio, more and more clients in the Asia-Pacific region are looking for high quality branded content, so opening T Brand in Hong Kong is a natural move for them to work closely with clients here within the same time zone and with local expertise.

“Hong Kong is an exciting hub for advertisers and it offers excellent transportation links to the rest of Asia

so we can work easily with our partners across the region,” Bubar added.

“Together with our existing regional headquarters of The New York Times office in Hong Kong, T Brand Studio can work alongside our talented team that is already in place.”

With a team of four comprised of a content strategist, producer, editor and designer, they have hired some of the best talents in the region to tell brand stories in any format both on and off The New York Times. They work alongside T Brand teams in Paris, London and New York to develop winning campaigns that marry quality storytelling and multimedia.

“Our approach is to always think about the story first, then integrate multimedia such as VR films, chat bots and infographics when it is relevant to the story that we’re trying to tell. This leads to an effective formula for content

that we know our audience will engage with and share time after time,” Bubar explained.

“Hong Kong is such a vibrant city and a leader in advertising and technology. It’s an exciting place to do business and we look forward to building our team here,” Bubar enthused.

In three short years, T Brand Studio has already won numerous international awards, including Hottest in Native Advertising by AdWeek and Native Advertising Agency/Studio of the Year by Native advertising Institute. Also, their work in Virtual Reality has been recognised at Cannes and their recent campaign for UBS has received awards from OMMA, The Drum and The World Media Awards.

tbrandstudio.com ■

Original date of publication: September 2017

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

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

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

The Hong Kong office has a team of 20 playing a key role in supporting and growing its Asian presence. In addition, the company also has offices in Shenzhen, Beijing, Yokohama, Seoul and Taipei.

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

Promising Innovation and Technology Ecosystem

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

extend our reach to new customers in the region."

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

Teledyne-e2v.com ■

Original date of publication: April 2018

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

Anthony Fernandez
Vice President, Asia Pacific
Teledyne e2v



Hong Kong – A WONDERLAND FOR MARKETERS

“Hong Kong is home to many multinational iconic brands, which makes it a centre of gravity for advertisers and marketers.”

Troy Yang
Senior Vice President, North Asia
The Trade Desk

The swift pace of technological advancement impacts every industry, including traditional ones such as advertising. The Trade Desk was established to empower ad buyers through a demand side platform tool, allowing them to use data driven insights to effectively plan, forecast and purchase digital media. In just a decade, it has become a leader in programmatic advertising, facilitating advertisers to target specific customers across different media channels and devices. Since it listed on NASDAQ in 2017, it has become one of the world's fastest growing and most profitable advertising technology companies.

With 23 global offices, the Hong Kong office opened in 2015 and concentrates on business development, sales, marketing and technical support with a team of 45 members now. “Hong Kong is home to many multinational iconic brands, which makes it a centre of gravity for advertisers and marketers,”

said Troy Yang, The Trade Desk's Senior Vice President for North Asia. “The largest global agencies are all here. Hong Kong is also a gateway to Mainland China. Brands and agencies here have been keen to learn more following the general availability of our Chinese inventory with Baidu, Alibaba and Tencent, which lets brands outside buy advertising inside Mainland China.”

A Media and Creative Centre

Yang, himself a native of Hong Kong, feels that the city is conducive to The Trade Desk flourishing. “The city's role as a media and creative centre relies upon openness to ideas and talent, and the interplay and connection with cities and countries across the region,” he stated. “There is a wealth of talented Hong Kongers, thanks in no small part to the universities, but there is also openness to expertise from outside the city. For colleagues who moved to Hong Kong, the view from our office in Pacific



Place is a persuasive argument in itself that the city is a great place to live and work.”

With plans to expand its engineering and client facing teams, The Trade Desk offers regular events and open days to anyone interested in learning more about programmatic advertising. “Hong Kong has a crucial role to play in the growth of our company,” affirmed Yang. “It is an important market in its own right, as a hub for regional marketing. It is well connected with Japan and Korea, which makes it a logical choice to base operations for North Asia. This role is redoubled in the context of Mainland China, given the value of Hong Kong as a gateway for all our activities in Mainland China.”

thetradedesk.com ■

Original date of publication: July 2019

Award-winning Sustainable Fashion Startup Develops 3D Weaving Technology to **REDUCE TEXTILE WASTE**

unspun, a venture-backed fashion tech startup founded in 2015, aims to provide solutions to reduce inventory, unsold stock and textile waste in the fashion industry.

Currently producing only denim jeans, the company also plans to gradually expand its apparel product range. unspun describes themselves as a “robotic and apparel company” with a mission to reduce global carbon emission by minimising overproduction through automising, localising and intentional manufacturing. Its self-developed digital fit algorithms and 3D-weaving machine automate production process while enabling customisation and on-demand production.

The founders studied together in San Francisco Bay Area, and the company set up its office in Hong Kong in 2017 with a focus on business development, marketing and customer services. Walden Lam, Co-Founder, thinks that

the city has great potential to grow their business. He said, “many global sourcing offices are based in Hong Kong, with an entire ecosystem of buyers and suppliers. We can easily reach out to many decision makers along the whole garment supply chain by establishing a local presence.”

unspun has already started to operate their eCommerce business, and opened five pop-up stores around the city in 2017. “It is an excellent location for us as a Fashion Tech company to try out bricks and mortar retailing and to interact with the consumers, we have had very positive feedback from both locals and overseas visitors,” Lam said, adding that the team is also planning to launch more physical retail stores in other locations in 2018 and is keen on exploring other markets in the region, such as Japan.

In 2018, unspun was selected as one of the startups to join the Mills

Fabrica’s 12-month business Incubation Programme that supports techstyle fashion and textile startups. “Riding on this opportunity, it opens up the entire fashion ecosystem for us,” Lam said, “we were introduced to many Hong Kong-based fashion brands and supply chain enterprises and we look forward to the possibility of collaborating with them.”

“Hong Kong has a favourable startup environment, thanks to its abundant startup support and well-developed IT infrastructure. No matter at which stage of the business, a company can always find the support they need.”

Lam also sees Invest Hong Kong as a useful resource for startups. “With a strong global network, InvestHK is an excellent source and platform for sharing the latest industry information,” he concluded.

unspuntech.com ■

Original date of publication: October 2018



“

Many global sourcing offices are based in Hong Kong, with an entire ecosystem of buyers and suppliers. We can easily reach out to many decision makers along the entire garment supply chain by establishing a local presence. ”

Walden Lam
Co-Founder
unspun



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

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

After listing on the Hong Kong Stock Exchange Main Board in January 2018, Vobile is setting up more offices in Mainland China which will be wholly-owned or being a subsidiary of the Hong Kong

Driving Revenue and Future Growth in **ONLINE ENTERTAINMENT INDUSTRY**

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

Yangbin Wang
Chairman and CEO
Vobile Group Limited

office. New R&D centres set up in Hong Kong and Mainland China are also under way.

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

He added that setting up an APAC headquarters in Hong Kong has benefited the company in many ways. “Many of our clients in the US are looking for ways to enter the Mainland market,” Wang said, “having a presence here has allowed us to follow our clients closely, and provide insights and services that

are close to the Mainland market.”

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

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

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

vobilegroup.com ■

Original date of publication: April 2018

PROFESSIONAL VIDEO Made Easy

Ten years ago, Vyond's founder Alvin Hung was disappointed by the lack of good online software to help translate his ideas into engaging video content, until he saw an opportunity to found one himself.

"I was disappointed but at the same time excited, because many companies today prefer to engage employees and customers with animated videos rather than the same old boring content," said Hung, "they want more dynamic media to replace traditional presentations, advertisements, and instruction, and they want to do it without spending a fortune."

Vyond was therefore founded by Hung in 2007 to meet the growing demand for DIY business videos that drive business results. It is a web application that immeasurably simplifies the process of creating bespoke animated video. The solution enables everybody to express ideas in an effective and impactful way.

With over 8.5 million registered users, Vyond has helped Fortune 500 companies, SMBs, and individuals make more than 22 million videos and continues to redefine and lead the DIY animation industry.

The company has been chosen at the 2017 Hong Kong ICT Awards with a committee steered by government officials, industry, and academia to recognise the city's most innovative ventures. Vyond won the 2017 Award of the Year, Grand Prize for Best Business Solution, as well as the Gold Prize for Best Business Solution

(Products and Services). These awards is a great testimony of the company's achievement in innovation through bespoke design.

While the majority of the company's sales are in the US market, Vyond develops its software solutions in its R&D office located in Hong Kong with more than 50 staff members and supported by a small team in Taiwan. The company also has a team in the Silicon Valley with around 30 employees looking after global sales and marketing, customer success, and operations.

"Our R&D team in Hong Kong is world-class," said Hung, "Hong Kong's software engineering and creative professionals have definitely been underestimated. People often think that Hong Kong's talent in the creative industries is not as capable as its US counterparts, but I can prove that this is wrong. They definitely have the ability to excel and exceed their western counterparts."

Hung has several tips for startups in Hong Kong. "First, go global on day one. It's not that much more difficult than succeeding in the local market. Second, try to think of a good idea with unique and competitive advantages that not everyone else can solve. Lastly, consider going solo if you are an engineer and you are comfortable with business issues," Hung concluded.

vyond.com ■

*Original date of publication: November 2015
Updated: October 2018*



“
Hong Kong's software engineering and creative professionals are definitely underestimated.”

Alvin Hung
Founder
Vyond

REDEFINING TRADITIONAL TIMEPIECES with Technology

Hong Kong has always been the Asia hub for quality timepieces, with in-store retail sales of jewellery, watches, clocks and valuable gifts achieving HK\$75 billion in 2017.

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

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

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

Tay Liam Wee
Chairman
WatchBox

truly unique way for Hong Kong watch enthusiasts to buy, sell and trade their branded watches,” says Tay Liam Wee, Chairman of WatchBox.

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

To engage Hong Kong's technologically savvy consumers who look for personalised experiences, WatchBox's newly launched mobile app provides a new augmented reality feature enabling consumers to virtually try-on watches from WatchBox.

“The internet penetration rate in Hong Kong is about 75 percent while the mobile penetration rate is over 240 percent. Under such an advanced and wide-spread tech market, our dynamic omni-channel strategy merging an



eCommerce platform and white glove concierge service at our Collector's Lounge in core Central enables us to provide a premium yet efficient way for customers to navigate the pre-owned watch market through a trusted partner,” Reis enthused.

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

thewatchbox.hk ■

Original date of publication: July 2018

HONG KONG – A Magnet for Building a Collaborative Community

The company, founded in New York in 2010 and now employing 11,000 staff globally, offers flexible workplace solution for businesses of all sizes from different industries. With a mission to create a world where people work to make a life, not just a living, WeWork has been driving the future of work and living globally, including Hong Kong. Since the opening of its first location in Causeway Bay in 2016, WeWork has eight operating locations in Hong Kong as of June 2019. The company plans to expand to more districts on Hong Kong Island and Kowloon in 2019, adding to the global portfolio of 485 physical locations in over 105 cities of 28 countries.

“Hong Kong’s open business environment, world-class infrastructure, diverse talent pool and dynamic city-living culture has attracted many young entrepreneurs,

investors, businessmen around the world to expand their businesses in Hong Kong,” said Kay Kam, Community Director, Hong Kong and Taiwan of WeWork.

Driving the Future of Work in Greater Bay Area and Beyond

WeWork sees the Greater Bay Area, with business interconnected across multiple cities in the region, as a natural fit for its collaborative business model. Currently, WeWork has more than ten operating locations in Hong Kong, Shenzhen and Guangzhou, and there are already plans to introduce more new locations in these cities in 2019.

“We see a ripple effect between Hong Kong, Shenzhen and Guangzhou. For example, as we welcome more members in our Guangzhou community,

we see a greater connectivity and synergy within the WeWork community in Guangzhou, Shenzhen and Hong Kong. More than 70 percent of WeWork’s members collaborate with each other and its international locations serve as convenient bases for business travel, enabling a great degree of work flexibility for startups, multinational and small-to-medium-sized businesses alike, as well as options for easy expansion into new markets,” Kam said.

“Hong Kong has always been a strategic market for WeWork, given it is home to large, multinational businesses and innovative workforce. Certainly, Hong Kong holds tremendous promise for WeWork,” Kam concluded.

www.wework.com ■

Original date of publication: July 2019



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Hong Kong has always been a strategic market for WeWork, given it is home to large, multinational businesses and innovative workforce.”

Kay Kam
Community Director, Hong Kong and Taiwan
WeWork

Dow Jones Brings **CONTENT MARKETING AND THOUGHT LEADERSHIP** into a New Era

The regional headquarters of Dow Jones in Hong Kong has been operating for a very long time and publishing the Asia edition of The Wall Street Journal for over 40 years. In response to the changing nature of the publishing industry, particularly in relation to print decline and subsequently the evolved need of advertising clients, the group established WSJ. Custom Studios nine years ago as the content marketing arm and set up the Hong Kong team in 2014.

“Hong Kong is the regional headquarters for Dow Jones given the city is at the epicentre of regional finance, economics, politics, technology clients and conversations. WSJ. Custom Studios Asia was set up here to work alongside our newsroom and business activities and support all APAC markets from here,” Nicole Bales, Director, Asia Pacific, Client Solutions and Custom Content, said.

To leverage on the wide spectrum of business offerings of the Dow Jones group, WSJ. Custom Studios work closely with many other teams to provide an array of services for clients ranging from strategy and consultancy, to integrated content solutions that can span across print, digital, and custom events with curated speakers and programmes. “WSJ. Custom Studios is committed to building diverse partnership solutions that deliver results for our valued client partners in the Asia region,” Bales added.

“Hong Kong is the centre of finance and business decisions in the region, particularly with the proximity and relationship with Mainland China,” Bales added, “the city provides an easy environment for setting up a business. It is a natural choice for us to be based here as an extension to the well-established Dow Jones entity.”

With a team of seven full time marketing and content specialists in the Asia region, they work on ideation, design, editorial, research, project management and delivery. Bales found that recruitment for talents is relatively easy as Dow Jones is an international news organisation and Hong Kong is the Asian hub for many multinational companies with a mobile talent pool.

Looking ahead, Bales sees content marketing and thought leadership as a growth area of their business and is already planning to expand in the coming year.

Other than a great place to work with excellent career opportunities, Bales thinks the city is also an exciting place to live. “The great food scene and the healthy lifestyle with diverse hiking and trails make the city a lively place to explore,” she concluded.

wsjcustomstudios.com ■

Original date of publication: July 2017



WSJ Custom Studios is committed to building diverse partnership solutions that deliver results for our valued client partners in the Asia region.

Nicole Bales
Director, Asia Pacific
Client Solutions and Custom Content

InvestHK's Offices in the US

The InvestHK teams in the US help companies from all sectors and of all sizes, from large MNCs to startups, set up or expand in Hong Kong.

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