

InvestHK

Quarterly Newsletter

April 2021



2021/2022 Budget Supports Business to Reboot the Economy

The Financial Secretary of the Hong Kong Special Administrative Region Government, Mr Paul Chan released the 2021-22 Budget on 24 February 2021. Wide-ranging measures were proposed to help enterprises weather the current economic difficulties and prepare for a post-pandemic recovery.

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Last year, the COVID 19 pandemic ravaged the world, causing unprecedented repercussions on the global economy. In this year Budget, the Financial Secretary set out various initiatives to reinforce the competitiveness of the city's backbone industries.

Key initiatives to support and stimulate the economy include:



Support Enterprises

- Extend the application period of 100% guarantee low-interest loan for enterprises to the end of this year, raise loan ceiling to \$6 million, extend repayment period and duration of principal moratorium
- Reduce profits tax for 2020-21 assessment year by 100%, subject to a \$10,000 ceiling
- Provide rates concession for non-domestic properties in 2021-22, subject to a ceiling of \$5,000 per quarter in first two quarters and \$2,000 per quarter in remaining two quarters
- Waive business registration fees for 2021-22
- Continue to waive 75% of water and sewage charges of non-domestic households for eight months, subject to a monthly ceiling of \$20,000 and \$12,500 respectively
- Continue to grant 75% rental/fee concession for eligible Government properties/short-term tenancies and waivers for 6 months (100% concession for those closed at the Government's request)



Reviving the Economy

- Issue \$5,000 electronic consumption vouchers in instalments
- Inject \$1.5 billion into the Dedicated Fund on Branding, Upgrading and Domestic Sales, increase funding ceiling per enterprise to \$6 million and extend its geographical coverage in phases
- Allocate \$375 million to Hong Kong Trade Development Council (HKTDC) to enhance its capability to organise online activities and to proceed with digitalisation
- Develop the business version of the "iAM Smart" digital authentication platform
- Explore the development of the Hong Kong Legal Cloud



Tourism, Cultural and Creative Industries

- Earmark \$169 million to continue to take forward local cultural, heritage and creative tourism projects
- Earmark \$765 million to support Hong Kong Tourism Board (HKTB) in reviving the tourism industry
- HKTB to conduct a comprehensive review of the positioning of Hong Kong's tourism in the long run, formulate strategies to spur industry's recovery
- Consider reviving local group tours provided that public health can be safeguarded, allowing room for industry's business operation
- Discuss and work out Air Travel Bubble arrangement with suitable places
- Inject an additional \$1 billion into the CreateSmart Initiative



Financial Services

- Issue no less than \$24 billion of Silver Bond and no less than \$15 billion of iBond this year
- Lower the eligible age for Silver Bond subscription from 65 to 60
- Issue green bonds totalling \$175.5 billion within the next 5 years, and plan to issue retail green bonds
- Roll out Green and Sustainable Finance Grant Scheme to subsidise expenses on bond issuance and external review services
- Strive for the launch of Southbound Trading of Bond Connect within this year, and enhance the domestic Central Moneymarkets Unit
- Provide subsidy for Real Estate Investment Trusts to list in Hong Kong
- Launch a Pilot Insurance-linked Securities Grant Scheme to subsidise issuance costs
- Provide subsidy for Open-ended Fund Companies to set up in or re-domicile to Hong Kong
- Review tax arrangements relevant to family office business



Innovation and Technology

- Inject \$9.5 billion into the Innovation and Technology Fund by two yearly instalments
- Hong Kong Monetary Authority to consider enhancing its Fintech Supervisory Sandbox to reduce time for launching innovative financial products in the market
- Press ahead with the development of the Hong Kong-Shenzhen Innovation and Technology Park in the Lok Ma Chau Loop
- Continue to implement the Science Park expansion and Cyberport 5 development
- Continue to support the development of 5G networks and applications
- Commence progressively the operation of the first batch of about 20 R&D laboratories under the "InnoHK Research Clusters" in the first quarter of this year



Air Cargo Sector

- With the expansion of the existing express air cargo terminal, the commissioning of a new premium logistics centre and the Three Runway System, annual cargo handling capacity of Hong Kong International Airport (HKIA) is expected to increase to some 9 million tonnes in 2024
- Explore measures to facilitate trans-shipment through Hong Kong, so as to maintain Hong Kong's competitive edge as an international air cargo hub
- Redevelop the Air Mail Centre at HKIA to become operational by end 2027 at the earliest

APR

7	Webinar “Russian Business Expanding into Mainland China via Hong Kong - Practical Tips and Case Study Sharing” The webinar will provide information to Russian companies on business opportunities in retail, eCommerce and importation to Hong Kong, and will also share the challenges and prospects in Hong Kong under the new normal. <i>Location: Moscow</i> <i>Organisers: InvestHK, Moscow Chamber of Commerce and Industry</i> ■ investhk.gov.hk/en/events.html
14	Webinar “Hong Kong as a Sourcing Hub” This webinar in Spanish aims to promote Hong Kong as an ideal APAC hub for a sourcing office. Experts from KPMG, InvestHK and several entrepreneurs will share their insights. <i>Organiser: InvestHK</i> ■ investhk.gov.hk/en/events.html
15	Webinar “Hong Kong as a Sourcing Hub” This webinar in Portuguese aims to promote Hong Kong as an ideal APAC hub for sourcing offices. Experts from KPMG, InvestHK and several entrepreneurs will share their insights. <i>Organisers: InvestHK and Portugal-Hong Kong Chamber of Commerce and Industry (PHKCCI)</i> ■ investhk.gov.hk/en/events.html
20	Jiangsu - Hong Kong: Symposium on Arising Business Opportunities from RCEP This hybrid event with online live streaming aims to encourage foreign companies in Hong Kong to explore the emerging business opportunities in Jiangsu. The investment policy and the latest business environment of Jiangsu, as well as the pilot free trade zones of Jiangsu will be covered. <i>Location: Hong Kong and Jiangsu</i> <i>Organisers: InvestHK, Commercial Office of the Economic Affairs Department of the Liaison Office of the Central People's Government in the HKSAR (LOCPG) and Department of Commerce of Jiangsu Province</i> ■ investhk.gov.hk/en/events.html
21	Webinar “EduTech in Hong Kong and APAC” This Webinar puts the spotlight on the EduTech sector in Hong Kong and APAC and the opportunities for European companies. Keynote speakers from Hong Kong will give an overview of the current status of the EduTech sector as well as expected future developments, and several European EduTech entrepreneurs share their experiences. <i>Organiser: InvestHK</i> ■ investhk.gov.hk/en/events.html
22	Webinar “Hong Kong as a pro-business gateway to China” In this webinar, the Chief Executive of the HKSAR, Mrs Carrie Lam, will provide update on the new initiatives under the GBA Development. Notable Japanese companies with operation in Hong Kong and the Japan External Trade Organization (JETRO) will share their insights. <i>Organiser: InvestHK</i> ■ investhk.gov.hk/en/events.html
28	Bavarian-Chinese Spring Festival 2021 This virtual event will share up-to-date insights in German-Chinese relations. InvestHK will have a virtual booth at the Festival with interactive programmes and networking opportunities. <i>Location: Munich, Germany</i> <i>Organiser: Chinaforum Bavaria</i> ■ www.chinaforumbayern.de/veranstaltung/bayerisch-chinesisches-fruehlingsfest-2021/

StartmeupHK Salonfest Europe

This half-day virtual StartmeupHK Salon event in Europe aims to promote the StartmeupHK Festival 2021 and showcase opportunities for startups in Hong Kong and to connect startup communities in Europe with Hong Kong's startup ecosystem.
Location: Europe
Organiser: InvestHK
[■ startmeup.hk](https://startmeup.hk)

MAY

11	The Big Squeeze A one-day business networking virtual event that focuses on relevant players in the tech scene. InvestHK will host a 40-min Expert Class at this event. <i>Location: Belgium</i> <i>Organisers: startups.be and scale-ups.eu</i> ■ thebigsqueeze.be
17-18	European Private Wealth Excellence Forum This is a premium event synonymous with goal-oriented exchange of ideas. Each participant is hand-picked, guaranteeing a stimulating environment and high quality conversations amongst family offices, foundations, directors, trusts, private investors, asset owners and family members in an intimate setting. <i>Location: Grande Villa Italia Hotel & Spa, R. Frei Nicolau de Oliveira 100, 2750-319 Cascais, Lisbon</i> <i>Organiser: Smart Bridges GmbH</i> ■ privatewealth-excellenceforum.com
24-28	StartmeupHK Festival 2021 As one of the world's largest tech conferences, the StartmeupHK Festival is a powerful platform for international startups, investors, industry leaders, academia and governments to exchange ideas, make connections and define the future. <i>Location: Hong Kong</i> <i>Organisers: InvestHK and event partners</i> ■ startmeup.hk
31	ESG Achievement Awards 2020 The award aims to put forward and showcase companies with proven outstanding Environmental, Social, and Governance (ESG) initiatives. <i>Location: Hong Kong</i> <i>Organiser: Institute of ESG & Benchmark</i> ■ iesgbawards.org

JUN

11	The Hong Kong Institute of Chartered Secretaries (HKICS) 22nd Annual Corporate and Regulatory Update (ACRU) This annual event of HKICS provides a unique forum for company secretaries, directors, governance professionals and senior management to learn about the latest corporate and regulatory developments. <i>Location: Hong Kong</i> <i>Organiser: HKICS</i> ■ acru.hkics.org.hk
28 Jun 1 Jul	The Mobile World Congress (MWC) The GSMA MWC series is the world's largest exhibition for the mobile industry, and incorporates a thought-leadership conference featuring prominent executives representing global mobile operators, device manufacturers, technology providers, vendors, and content owners. HKSTP, HKTDC and InvestHK will share a Hong Kong booth. <i>Location: Fira Gran Via, Av. Joan Carles I, 64 08908 L'Hospitalet de Llobregat, Barcelona</i> <i>Organiser: GSMA</i> ■ mwcbarcelona.com

See more events at



Hong Kong – an Irreplaceable Legal Hub

According to the Law Society, there are nearly 940 local law firms and almost 90 foreign firms in the city. This makes Hong Kong one of the pre-eminent global legal hubs. The value of exports of legal services was around US\$380 million in 2018. Hong Kong is home to more than 9,000 international and Mainland companies. As they do business around the region, along with the dynamic local business community, they benefit from the comprehensive range of specialist advice available. This includes corporate structuring, mergers and acquisitions, financing and capital markets, intellectual property, insolvency, regulatory and compliance, sustainability and, of course, our globally renowned arbitration services.

Our strong judicial and legal systems have enhanced Hong Kong's strength as an international legal hub. Judicial independence is premised on the solid infrastructure that has been laid down primarily in the Basic Law – the security of tenure, the immunity of judges, the non-revolving door, and importantly the expressed provision in Article 85 of the Basic Law that guarantees judicial independence, free from any interference. The judicial oath, taken by all judges, requires them to safeguard the law and administer justice, without fear or favour. Judges are required to adjudicate cases based only on evidence and law, setting out

how they have arrived at such decisions in opening hearings and their judgements, which are available to the general public. As pointed out by the incumbent Chief Justice of the Court of Final Appeal, "attempts to exert undue pressure on our judges by means such as threats of violence or doxing are as futile as they are reprehensible." Furthermore, the former Chief Justice had repeatedly said, in particular in his interview with the media on 5 January, that he categorically denied there was pressure exerted on the Judiciary.

Hong Kong has been a prime venue for international legal and dispute resolution services. The fundamentals that make Hong Kong excel as a leading arbitration centre can be attributed to our solid foundation with a modern and user-friendly arbitration law. The Arbitration Ordinance, which came into effect in June 2011, is based on the Model Law on International Commercial Arbitration of the United Nations Commission on International Trade Law to unify the dual regimes for domestic and international arbitrations. Amendments to the Ordinance have been made over the years in order to keep abreast of the latest developments in international arbitration. Our arbitral service is well known for its flexibility, and the enforceability of awards in over 160 jurisdictions. It is noteworthy that nearly all the awards have been successfully





enforced in the Mainland. Statistics from the Hong Kong International Arbitration Centre (HKIAC) show that 318 arbitration cases were handled here last year, the highest in years. The total amount in dispute was close to US\$9 billion, the highest since 2011. The vast majority of cases are seated here, too. From July to December 2020 – the six months following the introduction of the National Security Law – the HKIAC received 182 new cases, 39 per cent higher than the same period in 2019.

As a result of the unique position of Hong Kong under the “One Country, Two Systems”, we are able to secure ground-breaking and game-changing arrangements with the Mainland such as the Arrangement Concerning Mutual Assistance in Court-ordered Interim Measures in Aid of Arbitral Proceedings by the Courts of the Mainland and of the HKSAR in 2019. The HKIAC has received applications covering assets of US\$1.9 billion, and to date mainland courts have granted orders totalling US\$1.5 billion.

Opportunities in the GBA

The Guangdong-Hong Kong-Macao Greater Bay Area (GBA) has the unique strength of “One Country, Two Systems and Three Jurisdictions” and the Outline Development Plan for the GBA recognises the distinctive advantage of Hong Kong’s legal system under “One Country, Two Systems” and our ability to assume a vital role in the development of the GBA. We have already succeeded in securing the Guangdong Province as the first to implement further liberalisation measures for partnership associations for law firms in August 2019. Since June 2020, such measures have been extended to the whole of the Mainland. Enterprises and investors

are now able to appoint law firms and legal practitioners who are practising in the Mainland and also familiar with common law. The “Regulations of the Qianhai Shenzhen-Hong Kong Modern Service Industry Cooperation Zone of the Shenzhen Special Economic Zone” were amended and approved in August 2020. It allows Hong Kong enterprises registered in Qianhai to choose Hong Kong law as the applicable law in their civil and commercial contracts. This early and pilot implementation measure is a major breakthrough and benefits over 11,000 wholly-owned Hong Kong enterprises registered in Qianhai. We are now actively seeking the support of the Central Government in extending the measure to the entire GBA.

These facts are a testament to our reputation as an effective and neutral hub. This is backed by our day-to-day contact with companies from around the world. They tell us how important our legal and arbitration services are to their business operations and decisions to set up here.

We see tremendous scope for further growth as a pre-eminent deal-making and dispute resolution centre. Hong Kong is the international hub in the GBA and the Belt and Road Initiative drives new cross-border investments. Our growing role in green finance and family offices are additional avenues to growth. This means more demand for premium legal services. As the world recovers from the COVID-19 pandemic, we have every confidence that Hong Kong will continue to be a leading global legal hub. That will help drive even more foreign investment, creating more jobs and leading to economic growth benefiting the people of Hong Kong.

Hong Kong Unveils New Ship Leasing Incentive

Along a maritime journey of more than 150 years, Hong Kong has established itself as a premier international maritime centre that enjoys competitive advantage in high value-added maritime services. We have a strong cluster of nearly 900 maritime-related companies. The HKSAR government has introduced a new concessionary tax measures for qualifying ship lessors (QSL) and qualifying ship leasing managers (QSM) to further enhance the city's position as a global financial and maritime hub.

The new tax regime applies to revenue earned on or after 1 April 2020:

Tax Concession for QSL	Tax Concession for QSM
<ul style="list-style-type: none"> • 0 percent • Capital gain exemption on ship disposal after leasing the ship for a continuous period of three years 	<ul style="list-style-type: none"> • 0 percent for associated companies and 8.25 percent for non-associated companies

Reliable Financing Options

Backed by a sophisticated financial market, the city is set to tap the fast growing shipping market in Mainland China. With enhanced integration between Hong Kong and other Guangdong-Hong Kong-Macao Greater Bay (GBA) cities, Hong Kong port is likely to gain a new lease of life as being part of the major Southern China port cluster. Under the GBA plan, it pledged to consolidate and enhance Hong Kong's status as an international maritime centre and support Hong Kong's development of high-end maritime services such as ship management and leasing, ship finance and dispute resolution services.

To further strengthen the port cluster's global competitiveness, China's Ministry of Transport signed an agreement with the maritime authorities of Hong Kong and Macao to establish a collaborative mechanism to promote water transportation safety and green shipping development in the GBA.

In addition, Hong Kong is a leading international ship finance centre in Asia. Shipping loans and advances in Hong Kong have grown significantly by 9.8 percent per annum over the past decade, amounting to around HK\$126 billion as of September 2020. In view of the business opportunities, seven of the world's top 10 bookrunners on syndicated marine finance loans have set up offices in Hong Kong. More than 70 of the world's top 100 banks operate in the city, including those with prominent ship finance business.

For businesses who wish to learn more about the competitive advantages and market opportunities of setting up or expanding ship leasing business in Hong Kong, InvestHK has partnered with the Transport and Housing Bureau to launch a dedicated website shipleasing.hk for easy access of useful information.

Contact:

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Dedicated website: shipleasing.hk



A Game Changer Finds Hong Kong the Ideal Place for Expansion

After securing a new round of seed funding, cloud-based collaboration platform and game engine Area28 Technologies sets to grow its Hong Kong headquarters and scale up operation in various game hubs in Asia.



“We target to scale our product in Mainland China and Southeast Asia. Hong Kong’s position is right in the centre, which allows us to recruit team members in the region.”

Tony Zander
CEO

Area28 Technologies

Remote work has become a rising global trend from startup to corporates. Finding a tool that can facilitate virtual team collaboration has become vital across industries - game design and development is no exception. Area28 Technologies is a cloud-based real time collaborative software that empowers game development and multimedia content production teams to integrate and compile code testing continuously and conduct same-scene edits, enhancing efficiency significantly.

“Our product allows teams to work from anywhere in the world in a real-time fashion without having the need to be at the same location, but still gain those efficiencies of communication and iteration,” explained Tony Zander, CEO of Area28 Technologies. The company strives to be a one-stop shop solution for game development and content co-creation with a services-oriented marketplace, and high-performance multicore native runtimes. The tool is also used by teachers and students from the School of Design in the Hong Kong Polytechnic University to conduct online teaching and learning during the pandemic. The company believes there is huge potential for their solution in the education sector.

Scaling up in Asia with Hong Kong headquarters

Area28 initially started with a small team in Hong Kong that eventually grows into a headquarters, managing a large outsourced

and freelance staff around the world. “We are looking to scale up the effort we put in Hong Kong and develop the leadership and technology aspects here,” Zander remarked.

The company chose Hong Kong to set up its headquarters for a number of reasons. “We target to scale our product in Mainland China and Southeast Asia. Hong Kong’s location is right in the centre, which allows us to recruit team members in the region. We also plan to use Hong Kong as the soft landing for our international team, and slowly move them into different parts of Mainland China,” Zander said.

“Like many international corporates, we enjoy the low and simple tax regime and the ease of setting up here in Hong Kong. The city is also beneficial for us doing business in Mainland China because of its proximity,” Zander said, adding that the company also takes advantage of the city’s rich history in film production to partner with local film companies, such as Salon Films and Digital Domain.

Strong network of VCs and angel investors

Area28 has recently secured a seed funding led by various venture capitals including Vectr Ventures and Alibaba Hong Kong Entrepreneurs Fund. Zander revealed that the company will use the new fund to build up their thought leadership and R&D centre in the Hong Kong headquarters. He added,

“We are also expanding into Mainland China, with a focus in Chengdu which has a large game hub, and looking at Southeast Asia such as Vietnam and the Philippines, which are two up-and-coming game hubs in the region.”

“InvestHK offers soft landing support, helping us get plugged into the ecosystem. There is also a strong investor network in the city. A young team would be able to find everything from angel investors all the way up to series type funding all within Hong Kong. It’s a great city for startups,” Zander concluded.

Area28 Technologies

- Founded in 2017 with headquarters in Hong Kong
- Cloud-based collaboration platform and game engine suitable for online games, multimedia content co-creation and collaborative works

 area28.io

Watch the video:



Impossible Foods Expedites Asia Expansion

With Asia as its priority market, the US plant-based food company steps up its efforts in Hong Kong to drive international retail footprint.

There is an increasing trend of people switching to plant-based diet for health, environmental or ethical reasons, but many find it difficult to compromise the satisfaction of meaty taste. Impossible Foods is one of the pioneers to develop plant-based food that doesn't compromise on the look, taste, nutrition and texture of animal meat with a mission to restore sustainability and biodiversity of the global food system.

"Our mission is to eliminate the need for animals as a food production technology and make the global food system sustainable by 2035," explained Heidi Nam, General Manager of Impossible Foods Hong Kong. "We make delicious, nutritious, affordable and sustainable meat, fish and dairy from plants, using a small fraction of natural resources. It is essential to the survival of our species that we turn back the clock on climate change, and a plant-based diet is the most powerful tool an individual has to do so."

Surging demand in Asia

Following its debut of Impossible™ Burger in the US in 2016, the company set its eyes on the vibrant Asia market, and looked no further than Hong Kong to expedite its expansion. "Demand for meat is growing faster in Asia than anywhere else on the planet," said Nam. "Hong Kong specifically is not only one of the world's highest meat consuming cities per capita, but it is also home to some of the world's most discerning gourmands and trend-setting chefs."

"We made our first overseas debut in Hong Kong in 2018 and launched our products at



“**Hong Kong is home to some of the world’s most discerning gourmands and trend-setting chefs.**”

Heidi Nam
General Manager
Impossible Foods Hong Kong

some of the city's most beloved restaurants. We further rolled out to other markets in Asia, including Macao and Singapore a year later. Since then, we are thrilled to see huge growth in our footprint globally," Nam recalled.

Impossible Foods' products are now available in over 30,000 restaurants around the world, after making its grocery store debut in September 2019 in the US, its international retail footprint further expanded in October 2020 with Asia as the first stop. With increase in economies of scale, it also managed to lower the wholesale prices by 15 percent in March 2020, followed by another two rounds of price cuts in 2021, including the latest retail price drop in Hong Kong which exceeds 20 percent, leading towards its mission to make affordable and sustainable meat from plants.

International food city with diverse culinary scene

Nam shares the secret ingredient for Impossible Foods' success: "It's all about closely assessing the market to ensure we tailor our approach and are introduced in a way that will resonate. In Hong Kong, we started with renowned chefs famous for their meaty dishes, and worked to get Impossible products on the menus of every restaurant and represent the culinary diversity of the markets to gain credibility. We can see that Hong Kong people are open and interested in becoming more



sustainably-minded through their food choices."

Hong Kong is more than just a launch pad for Impossible Foods, as Nam remarked, "there is a much greater variety of cuisine here in Hong Kong that are much more Asian-focused, this helps us gain a better understanding about consumers' needs in the nearby markets." The recent relocation to Hong Kong of Nick Halla, Impossible Foods' Senior Vice President of International, also reinforces the city's crucial role in the company's Asia expansion.

Impossible Foods

- Headquartered in California, Impossible Foods was founded in 2011 by Dr. Patrick O. Brown, a Stanford biochemistry professor emeritus and former pediatrician
- Currently has around five employees in Hong Kong supporting local marketing, sales and business development functions, as well as distributor and retailer relations

 impossiblefoods.com/hk

Global Investment Markets at Fingertips

With a solid presence in Hong Kong, Saxo Markets grows its local team to support more strategic initiatives targeting the GBA and Mainland market.

The advent of technologies has made investments easier than ever, even more so with the right tools and platforms. A licensed subsidiary of Copenhagen-based Saxo Bank, Saxo Markets is an international online brokerage firm that offers award-winning trading and investment platforms with access to over 40,000 tradeable instruments across global markets, allowing clients to trade, hedge and invest in all markets from one single account.

Well-established banking and financial ecosystem

Saxo Markets opened its Hong Kong office in 2011 and has been licensed by the Securities and Futures Commission (SFC) since 2012. Through the past decade, its rapid development has been a testimony of the city's status as a leading financial center in Asia. "Hong Kong has a robust trading and investing culture, as well as investors that are generally savvy and digitally focused," said Richard Douglas, Chief Information Officer and Chief Operations Officer of Greater China, Saxo Markets. "As a sophisticated destination for companies in the banking and financial services sector, Hong Kong also enjoys the benefits of unrivalled access to Mainland China, including free movement of capital, talent, goods and information."

"Hong Kong is therefore an ideal gateway for Saxo, as we are also expanding our business in Mainland China. Being in Hong Kong lets us harvest synergies across Hong Kong and Mainland China that can allow us to reach more people with our multi-asset platforms, helping them to reach their financial goals," he added.

Tapping into the GBA and Mainland Market

Seeing growing demand from investors, Saxo launched eIPO subscription services in October 2020, riding on the advantages of Hong Kong as a popular IPO market. "The city has a highly competitive business environment and a mature and well-regulated marketplace. It has the largest offshore liquidity pool for RMB in the world and with exciting developments and initiatives across the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), such as the Wealth Management Connect," said Douglas, "we are well-positioned to expand and offer an unparalleled platform and service to our clients."

In terms of its efforts in Mainland China, Saxo Markets launched a joint venture Saxo FinTech with its major shareholder Geely Group in 2020. This Chongqing-based FinTech utilises the latest technology such as

cloud-based services, big data and artificial intelligence to provide Chinese institutions with full-suite financial and regulatory solutions.

Douglas is enthusiastic about the GBA initiatives: "We will be participating in growing the importance of the area through Saxo's presence. We have helped international clients trading Mainland securities through the Stock Connect in 2018, and Bond Connect since 2019. We believe that the seamless connectivity within the GBA can further benefit the long-term economic and financial development of the region."

He remarked that Saxo Markets would continue to leverage InvestHK's strong connections to a wide range of companies in Hong Kong. "InvestHK's strong connections with family offices in Hong Kong is something we are keen to help further strengthen and to tap into, as professional family office services in Hong Kong can become future-ready through our OpenAPI technology and other offerings," Douglas concluded.

Saxo Markets

- Saxo Markets offers proprietary platforms including SaxoTraderGO, SaxoTraderPRO, and SaxoInvestor, tailored to fit clients with different investment experience and preference
- Plans to expand its Hong Kong office in 2021 across sales, client services, business development and marketing teams

🌐 home.saxo/en-hk



“Being in Hong Kong lets us harvest synergies across Hong Kong and Mainland China that can allow us to reach more people with our multi-asset platforms, helping them to reach their financial goals.”

Richard Douglas
Chief Information Officer and
Chief Operations Officer of Greater China
Saxo Markets



Seamless Supply Chains for eCommerce

Spain-based Noatum Logistics is capitalising on its Hong Kong office to lead the way towards global eCommerce success.

Consumers' buying habit has changed dramatically due to COVID-19. Now many customers tend to buy products from all corners of the planet. The continuous flow of global supply chains is more important than ever before, and makes companies such as Noatum Logistics all the more relevant as eCommerce increasingly soars. Although it has a presence in many Asian cities, Noatum has selected Hong Kong as the company's regional headquarters. "We chose Hong Kong as our regional headquarters because of its advantageous geographical location in the centre of Asia, its free trade port fulfilling a large number of daily consignments, and its well-established transportation network," said Ramon Gallen, Managing Director at Noatum Logistics Asia.

Logistically well connected

The company currently employs 90 professional offering professional logistics and supply chain management services, alongside operating four warehouses. "We pride ourselves on our end-to-end supply chain capability," said Gallen. "We offer comprehensive global, transportation

and distribution solutions with integrated systems for large and small businesses.

Although pick and pack—or order fulfilment—is Noatum's main business in Hong Kong, eCommerce has been catching up. The company set up its Hong Kong eCommerce division in 2017 in view of the rising trend. This strategy has proved to be a success. In 2020, eCommerce sales in Asia accounted for more than half of its total worldwide revenue. "We are still seeing massive increase considering the growing internet and smart phone penetration," Brian Ho, General Manager of International Supply Chain at Noatum Logistic Asia noted. "Recently, we have doubled down on eCommerce logistics such as warehousing, inventory management, small order fulfilment, last-mile delivery and courier services, in keeping with the digital evolution of retail business."

Noatum appreciates the support that the Hong Kong government provides through its programmes and other educational seminars. "The free trade environment itself offers a compelling space for investors," underscored Gallen. "Many European clients would consider Hong Kong as their preferred warehousing location while their businesses look into entering Asia."

Infrastructure support

Gallen views Hong Kong's infrastructure improvements as beneficial to Noatum's growth. "The newly developing three-runway system at the Hong Kong International Airport for international trade lines and road transportation to and from Mainland China show that Hong Kong will continue to be a major logistics hub for Asia, giving us the confidence to invest here," said Gallen.

Further, he finds Hong Kong people good fit as employees for his company, as they are proficient and well-rounded with strong bilingual skills and solid experience working for multinational firms. "It's been a pleasure to work in Hong Kong and to be able to work with the local professionals," he said. "I am grateful to see how Noatum is growing well in Hong Kong despite difficult times—it shows how versatile Hong Kong is. It is an energetic city that never sleeps, and I have enjoyed working here, with its endless possibilities to grow."

Noatum Logistics

- Originally established in 1963, Spanish maritime, logistics and port services company Noatum Group is comprised of Noatum Maritime Services, Noatum Logistics and Noatum Terminals with more than 2,700 professionals across 135 offices in 28 countries
- Noatum set up its Hong Kong office in the 1990s, and it functions both as the company's regional head office and global head office for eCommerce

 [noatumlogistics.com](https://www.noatumlogistics.com)

“The free trade environment itself offers a compelling space for investors.”

Ramon Gallen
Managing Director of Asia
Noatum Logistics

Watch the video:



Building the Foundation for a Data-Led Future

AirTrunk expedites APAC expansion, opening first hyperscale data centre in Hong Kong.

Founded in Sydney, Australia, AirTrunk has been rapidly creating a hyperscale data centre platform across the Asia-Pacific region. The company designs, builds and operates independent data centres currently in Australia, Singapore and Hong Kong, focused on providing technology companies with a scalable, customised and sustainable data centre solution where and when they need it.

"COVID-19 has driven rapid digital transformation that has changed the way we work, connect, learn and are entertained forevermore," said Robin Khuda, Founder and CEO of AirTrunk. "To support these shifts, hyperscale data centres are providing the critical infrastructure to house our most precious resource - data. AirTrunk is well-positioned and well-equipped to enable this digital transformation for our customers. Our speed, scale and flexibility mean we're responding to our customers' needs now and for the future."

Setting foot in Hong Kong amid APAC's booming demand

According to Khuda, cloud adoption is still in its early stages in Asia and is growing at a steep curve: "Asia is the fastest growing hyperscale data centre region in the world - driven by rapid population growth and digital adoption. The unprecedented demand for hyperscale infrastructure in the region by cloud providers presented an

opportunity for AirTrunk to enter the Hong Kong market."

He believes that the development of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) also drives regional demand for data centre solutions, "investment in innovation and technology in Hong Kong and the GBA presents an opportunity to advance the region into a global technology and financial hub."

In 2020, the company opened its first data centre, HKG1 in the city. Located near Tsuen Wan, the eight-storey data centre is strategically located for international connectivity and is one of Hong Kong's most efficient data centres, with an industry-low power usage effectiveness (PUE) of 1.35. HKG1 joins AirTrunk's five other hyperscale data centres across the Asia-Pacific, including Singapore, Melbourne and two in Sydney. The company is now building what will be Asia Pacific's largest independent data centre in Japan, expected to open by end of 2021.

"The opening of HKG1 demonstrates a strong vote of confidence in Hong Kong as a prime location for data centres in Asia," Khuda remarked, "we hope to leverage the city's many advantages, such as sophisticated high-tech infrastructure, tech professionals and reliable power supply to realise our Asia expansion plan."

InvestHK has supported AirTrunk all the way from construction to launch of HKG1. "InvestHK provides valuable advice and services to help businesses get the most out of their investment in the region. AirTrunk has had great success in the APAC region and we encourage overseas companies and entrepreneurs to capitalise on the unprecedented opportunities in Hong Kong," Khuda concluded.

AirTrunk

- With a total of six hyperscale data campuses, AirTrunk will deliver a total capacity of over 750 megawatts across five tier-one markets
- In 2020, a consortium led by Macquarie Asia Infrastructure Fund 2 (MAIF2) and including Public Sector Pension Investment Board (PSP Investments), acquired a major stake in the business, investing alongside AirTrunk's Founder and CEO Robin Khuda

 airtrunk.com



“We hope to leverage the city's many advantages, such as sophisticated high-tech infrastructure, tech professionals and reliable power supply to realise our Asia expansion plan.”

Robin Khuda
Founder and CEO
AirTrunk

Hong Kong – the Best Base for Multi-Regional Clinical Trial Projects

Tigermmed accelerates drug development by integrated research solutions and related supporting services to navigate customers through clinical trials and regulations.



With its core business in clinical trial solutions and clinical-related and laboratory services, Tigermmed enables the development of drugs and medical services efficiently. "Our proven track record of quality and on-time delivery has enabled us to grow faster than the overall clinical CRO market in Mainland China," said Jessica Liu, Vice President and Head of International Business of Tigermmed. "We established the Hong Kong office to better serve local biotech and pharmaceutical companies, and expand our cross-national clinical research capabilities. As an innovation centre in the Asia Pacific region, Hong Kong could offer a more active path and environment for our global branding. It could be a base for us to manage multi-regional clinical trial projects."

Reaching out to international investors

Tigermmed listed on the Hong Kong Stock Exchange (HKEX) in August 2020 after joining the Shenzhen Stock Exchange in 2012. Liu believes that being on the HKEX will generate additional capital for the company's development and expansion while strengthening its business profile and global presence. "It could improve our shareholder base as more international investors can now invest in Tigermmed," she elaborated. "The listing also offers an opportunity to improve Tigermmed's corporate governance. Proceeds raised through the Hong Kong IPO will be used to enhance our technology infrastructure,

expand globally, and invest in promising business opportunities."

Tigermmed intends to increase its business in regulatory and clinical operations services such as outsourcing, with plans to increase its presence in the Asia Pacific region. "We continue to cultivate our talent pool—both in entry level professionals and experienced senior talents," Liu noted. "We are diversifying our service offerings and organically enhancing our local collaborations. This allows us to provide an integrated clinical research platform to a broader range of customers and partners."

Quick and easy clinical trial application

Liu appreciates the fast and transparent process for clinical trial applications in Hong Kong, adding that clinical trial data generated in Hong Kong can be utilised for registration in Mainland China. "If Hong Kong sites can put more resources into clinical trials, there can be more conducted," she advised. "Biomedical companies in Hong Kong can collaborate more with Chinese ones, allowing access to a larger market and resource base."

She further appreciates the experience and qualifications of Hong Kong staff members along with the city's vibrant lifestyle. "Hong Kong offers a high quality of life," she observed.

The increasingly complex world of pharmaceuticals benefits from companies such as Tigermmed to help streamline the process from startup of a new drug to getting it to markets around the world. Already the largest clinical contract research organisation (CRO) in Mainland China in terms of revenue as well as number of on-going trials in 2019, according to a Frost & Sullivan Report, Tigermmed is seeing an increasing global presence. It now operates in 150 offices and sites globally, with more than 6,400 employees across 38 countries in Asia Pacific, Europe, North & South America and Africa.



As an innovation centre in the Asia Pacific region, Hong Kong could offer a more active path and environment for our global branding. It could be a base for us to manage multi-region clinical trial projects.



Jessica Liu

**Vice President and Head of International Business
Tigermmed**

Tigermmed

- Founded in 2004, Tigermmed is one of Greater China's largest contract research organisations with comprehensive biopharmaceutical research and development services
- The Hong Kong office was established in 2011 and the team concentrates on regulatory and clinical operations

 tigermmedgrp.com

The Startup That Supports Startups

Jumpstart Media helps entrepreneurs realise their potential through various ventures including media, education, networking, event support, and more.

Establishing and running a startup is challenging on all fronts, which is why almost 90 percent of startups fail. According to Relena Sei, CEO of Jumpstart Media, startup failure can be attributed to one major reason. “The problem is that a lot of startups are in a world of their own. They fail to get their message out there because they aren’t connecting with the right mentors, investors, clients, audience or other stakeholders,” said Sei.

“As serial entrepreneurs, we’ve seen a large number of great startups that failed, but really shouldn’t have. Startup failure means lost opportunities where cutting edge ideas could have made a difference. Innovation by startups that fail, no matter how brilliant, do not matter since they fail to make a meaningful impact. That’s why at Jumpstart, we’ve made it our mission is to make innovation matter,” she added.

Three-pronged approach

Jumpstart offers a platform that connects the fragmented startup ecosystem in Hong Kong and across the APAC region for all stakeholders. Founded as a media company with a startup-focused bi-monthly print magazine in Hong Kong, Jumpstart has now expanded to become the largest English print publication in APAC that covers innovation and technology in the startup ecosystem. “Our media arm provides an outlet for entrepreneurs to reach a niche audience interested in innovation,”

explained James Kwan, Executive Chairman of Jumpstart Media.

In addition to its media division, Jumpstart has grown to become an ecosystem builder with two other departments: education and special ventures.

Its education division nurtures corporate innovation and trains founders to succeed with initiatives such as accelerators, boot camps, workshops and corporate innovation programmes.

Through Jumpstart’s special ventures programmes, rising startups can take advantage of all of Jumpstart’s resources to collaborate and execute joint ventures, taking their business to new heights. Current projects include developing a platform that can match founders with potential investors using artificial intelligence (AI), an eCommerce platform focused on innovation, and building a C-suite community.

Tactical advantage

According to Sei, Hong Kong’s vibrant startup community makes it the ideal place for the Jumpstart platform. Supported by government initiatives, such as InvestHK, Cyberport and Hong Kong Science and Technology Parks, Hong Kong has turned into an important startup hub, she added.

“Hong Kong is also the perfect gateway to Asia – its proximity to other emerging

Asian economies, wide use of English, and diverse, multicultural population makes it a natural fit for Jumpstart’s regional headquarters,” said Kwan.

“As an international city, Hong Kong is able to attract a workforce that is multicultural, flexible and multilingual – important for any startup looking at regional or global expansion,” explained Sei. Moreover, over the past five years, there has been a noticeable growth in the number of accelerators, co-working spaces, and even unicorns in Hong Kong – a testimony of its growing importance, said Sei.

Jumpstart intends to focus on growing its special ventures division, working with partners on developing cutting edge proprietary technology. It also aims to expand its partnerships, online presence and print publication. “In the short to medium term, we envision further growing the Jumpstart brand at home and internationally,” said Sei.

Jumpstart Media

- Jumpstart distributes its print magazine across 11 countries, and partners with over 125 events worldwide

 jumpstartmag.com



“Hong Kong is also the perfect gateway to Asia – its proximity to other emerging Asian economies, wide use of English, and diverse, multicultural population makes it a natural fit for Jumpstart’s regional headquarters.”

James Kwan
Executive Chairman
Jumpstart Media

Keeping Pace with Modern Working Life

The Executive Centre has changed in tandem with new ways of working while remaining dedicated to providing premium flexible workspaces.

The nature of work has changed dramatically in the past decades. The advent of technology and globalisation generated wave after wave that transformed office environments. Throughout the past 27 years, The Executive Centre (TEC) has adapted to those changes with agility while staying true to its core values of providing professionals with high quality workspaces.

Flexibility is the key

"TEC provides high quality enterprise solutions, private, virtual and coworking spaces, each equipped with meeting facilities, video conferencing and a broad range of business concierge services," explained Nadia Zhu, TEC's Regional Managing Director for Hong Kong, Macau and Taiwan. "We are dedicated to serving multinational corporations, SMEs and startups locally, regionally and internationally with flexible and dynamic workplace solutions in prestigious buildings within each city's CBD."

Paul Salnikow, TEC's Founder and CEO, chose Hong Kong for the opening of the first centre and subsequent global headquarters thanks to the city's free flow of capital, multilingual and highly educated work force, and great connectivity. "Hong Kong is in the bull's eye of Asia's marketplace and is geographically outstanding as it is only a few hours flight to most Asian markets," said Zhu.

She acknowledges that while flexible workspaces are not new, conversations about new ways of working have become mainstream discussion. "We have seen a major shift in the way that people think about corporate working environments and what best stimulates productivity and employee satisfaction," Zhu noted. "Flexibility matches many companies' way of doing business now: laptops, mobility and technology allow people to work anywhere."

Fostering business sustainability

With decades of market experience under its belt, TEC understands what its more than 30,000 members' desire beyond physical real estate. "We are obsessively servicing our clients," Zhu stated with a smile. "The experience is like business class or an upscale hotel with in-house baristas, plush sofas and elegant meeting rooms, in locations where our clients want to be. We focus on business sustainability for both ourselves and our clients. While other players in the market focus on seizing share in terms of spaces leased, we focus on growing with our members. The average lease period for our members is 36 months, and lease renewals are on average 3.3 times."

Being a demand-driven business, TEC is growing rapidly in Mainland China's

first, second and third tier cities. In the past 12 months, it has opened six new centres there, alongside its two in Hong Kong. "Strong connectivity and government initiatives in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) have increased Southern China's competitiveness," Zhu said. "It has led to increased opportunities in the GBA. As new organisations set up presence, office space is a core consideration. InvestHK has helped to connect these organisations to us if they seek premium flexible workspaces in Hong Kong. This has been beneficial to our business."

The Executive Centre

- Established in 1994 with Hong Kong as its global headquarters, The Executive Centre is a premium flexible workspace provider with more than 150 centres in 32 cities in Asia, India, Australia and the Middle East
- It offers 11 centres in grade A buildings in Hong Kong locations such as Central, Admiralty and Quarry Bay

 executivecentre.com



“ Strong connectivity and government initiatives in the GBA have increased Southern China's competitiveness. ”

Nadia Zhu
Regional Managing Director of
Hong Kong, Macau and Taiwan
The Executive Centre

Bridging Local and Global Financial Needs

Soochow Securities (Hong Kong) aspires to be a platform for Mainland Chinese and international investors.

Founded in the 1990's, Soochow Securities has kept pace with Mainland China's development while gaining regional economic momentum, culminating in its 2011 listing on Shanghai's Stock Exchange. It has since progressed from strength to strength, adhering to state ownership yet propelled by initiatives such as its securities and futures brokerage. After setting up its Hong Kong office in 2016, the company is now poised to expand with the city as its platform for global expansion.

Bridging Mainland China with the world

"Soochow Securities targets enterprises that need equity financing services in both Hong Kong and Mainland China," explained Liu Hui, Soochow Securities (Hong Kong) Financial Holdings' Chairman. "Soochow Securities (HK) acts as an overseas window, which is part of our strategy for internationalisation. It now holds Types 1, 2, 4, 5, 6 and 9 licenses for regulated activities issued by the Hong Kong Securities and Futures Commission (SFC). This allows us to provide comprehensive corporate finance, asset management and brokerage services for local and global clients."

Liu sees Hong Kong as a major international financial centre that ticks all the boxes. "The city offers an integrated network of institutions and markets that provide a wide range of products and services for local and international investors, which is very useful for expanding our business footprint," he said. "The HKSAR government

has provided a favourable environment for running business. It includes low and simple taxation; strong emphasis on the rule of law and fair markets; no access barrier to the market by foreign businesses, and no exchange control. With the Guangdong-Hong Kong-Macao Greater Bay Area's development over the past few years, our company can become a bridge between Mainland China and Hong Kong's financial industries, enabling faster growth."

Cultural teamwork

Alongside expanding its business map, Soochow Securities (HK) intends to strengthen its office with the right combination of local professionals. "The ratio of local and Mainland Chinese staff in Hong Kong is almost equivalent," Liu stated. "To balance cultural differences amongst staff members, our company endeavours to blend teams in order to achieve common goals. We create opportunities where they can collaborate and cooperate. We are committed to being a leading investment and financial services company, and we are proud that our work environment attracts local talent."

Assisted by InvestHK's in-depth knowledge of Hong Kong's business environment, Liu appreciates all that the city has to offer: "The eclectic mix of people of all ethnicities, ages and social backgrounds is just phenomenal—a true melting pot of life stories, personalities and talent. The city offers tremendous opportunities for exploring both work and life experiences."



Soochow Securities (Hong Kong) Financial Holdings

- Established in 2016, Soochow Securities (Hong Kong) is a subsidiary of Suzhou-headquartered Soochow Securities and operates as its overseas window
- The company provides comprehensive corporate finance, asset management, fixed income, institutional sales and research, and securities and futures brokerage services for Hong Kong and international clients

 dwzq.com.hk

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The city offers an integrated network of institutions and markets that provide a wide range of products and services for local and international investors, which is very useful for expanding our business footprint. ”

Liu Hui
Chairman

Soochow Securities (Hong Kong) Financial Holdings Ltd.



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