

InvestHK

Quarterly Newsletter

April 2022



2022-23 Budget Supports Enterprises and Revitalises the Economy

The Financial Secretary of the Hong Kong Special Administrative Region Government, Mr Paul Chan released the 2022-23 Budget on 23 February 2022. He forecasted that Hong Kong's economy will put up a better performance in the second half of this year and achieve a 2 to 3.5 percent growth in real terms for the year as a whole.

This Issue

- 3** International Forward Calendar
- 4-5** Special Feature: Third Anniversary of the Publication of the Outline Development Plan of GBA

6-15 Case Studies

The COVID-19 pandemic affected the entire world, taking a heavy toll on economic activities. In this year Budget, the Financial Secretary outlined various initiatives to ease the financial burden on enterprises and bolster the competitive edge of the city's industries.

Competition among various economies in the aftermath of the pandemic will definitely intensify. We will step up our efforts in investment promotion to attract foreign enterprises to Hong Kong. Starting from the next financial year, the Government will provide an additional recurrent provision of around \$90 million in phases to strengthen InvestHK's work and our investment promotion network in the Mainland and overseas.

In this regard, we will continue to strengthen our promotion efforts in key policy areas including family offices, FinTech, financial services, innovation and technology, and maritime. We will also leverage Hong Kong's commitments to achieve carbon neutrality before 2050 under the Hong Kong's Climate Action Plan 2050 and further strengthen talent attraction effort.

Key initiatives to support and stimulate the economy include:



Supporting Enterprises

- Prohibit landlords from terminating the tenancy of or not providing services to tenants of specified sectors for failing to settle rents on schedule, or taking relevant legal actions against them. Valid for three months, with the legislation automatically lapsing after three months
- Special 100% Loan Guarantee for Enterprises and increase the maximum loan amount to 27 months of employee wages and rents, with the loan ceiling raised to \$9 million
- Reduce profits tax for the year of assessment 2021/22 by 100%, subject to a ceiling of \$10,000
- Provide rates concession for non-domestic properties for 2022/23, subject to a ceiling of \$5,000 per quarter in the first two quarters and a ceiling of \$2,000 per quarter in the remaining two quarters



Investment Promotion and Trade

- Organise a high-level Global Financial Leaders' Investment Summit in Hong Kong
- Allocate \$135 million to the Hong Kong Trade Development Council for the introduction of the Support Scheme for Pursuing Development in the Mainland to facilitate Hong Kong people and entrepreneurs in seizing opportunities in the Mainland



Relieving People's Hardship

- Issue \$10,000 electronic consumption vouchers to each eligible Hong Kong permanent resident and new arrival aged 18 or above
- Tax Deduction for domestic rental expenses subject to a deduction ceiling of \$100,000 for a year of assessment from the year of assessment 2022/23
- 100% Personal Loan Guarantee Scheme for Individuals



Innovation and Technology

- Set up a \$5 billion Strategic Tech Fund to invest in technology enterprises and projects which are of strategic value to Hong Kong
- Earmark \$10 billion to further promote the development of life and health technology
- Double the subsidy amount to \$440 million to strengthen support to the R&D activities of 16 State Key Laboratories and six Hong Kong Branches of Chinese National Engineering Research Centres in Hong Kong
- Double the subsidy amount under the Technology Startup Support Scheme for Universities to \$16 million



Financial Services

- Set up a \$5 billion GBA Investment Fund to focus on investment opportunities in the Guangdong-Hong Kong-Macao Greater Bay Area ("GBA")
- Plan to issue no less than \$15 billion of inflation-linked retail bonds (iBond), no less than \$35 billion of Silver Bond and no less than \$10 billion of retail green bonds in the next financial year
- Propose to provide tax concessions for the eligible family investment management entities managed by single-family offices
- Allocate \$10 million for launching a new round of the FinTech Proof-of-Concept Subsidy Scheme



Arts and Culture

- Allocate \$42 million for organising the Hong Kong Performing Arts Market designed for the performing arts industry
- Allocate \$40 million to facilitate the application and development of arts technology



Tourism

- Earmark \$1.26 billion to support and develop the tourism industry



Aviation and Maritime

- Explore concrete proposals to promote the development of "Smart Port" and propose to provide half-tax concession to attract more maritime enterprises

* The currency is in HKD

For details, please visit:
budget.gov.hk



APR

14	Techcrunch Early Stage 2022 At this annual summit, participants will get actionable advice from top experts, meet venture capitalists, and get ready to grow their business. InvestHK will host a booth in this physical event. <i>Location: San Francisco, the United States</i> <i>Organiser: Techcrunch</i> techcrunch.com/events/tc-early-stage-2022
19-20	IMEX-Impulso Exterior Madrid, Internationalisation Fair IMEX, celebrating its 20th anniversary, is one of the most important events for international business and foreign trade in Spain. InvestHK is a corporate partner and will host a booth. <i>Location: Palacio de Cibeles, Madrid, Spain</i> <i>Organiser: Moneda Unica</i> imexmadrid.com
26	Silicon Dragon – StartmeupHK Salon 2022 North America The webinar presents a top venture capital panel on "Innovation & Investment Trends in Hong Kong Regionally, Next Unicorns & IPOs". Representatives from InvestHK will also share their insights on the latest industry trends. <i>Location: San Francisco, the United States</i> <i>Organiser: Silicon Dragon</i> hongkongrestart2022.eventbrite.com
	Sourcing Journal Annual Global Outlook Conference The conference is a leading apparel supply chain event, gathering industry executives, managers and directors from brands, retailers, factories, etc. <i>Location: Online</i> <i>Organiser: Sourcing Journal</i> fairchildfashion.swoogo.com/sjglobaloutlookconference/1870247

MAY

4-6	South Summit This event is full of innovative projects, including top-notch speakers sharing their insights and expertise on the latest trends in the innovation ecosystem, VIP activities, partnership and business opportunities, and much more. <i>Location: Cais Mauá, Porto Alegre, Brazil</i> <i>Organiser: South Summit</i> southsummit.co/brazil/
5-7	TiECON 2022 With the theme "Fostering Entrepreneurship: Imagination Unleashed", the event is a leading technology conference designed by Silicon Valley leaders. InvestHK will host a virtual booth in this hybrid event. <i>Location: Santa Clara, the United States</i> <i>Organiser: TiECON</i> tiecon.org
11-12	AI & Big Data Expo (North America) Being one of the world's leading expos on AI and big data, the event will feature the cutting-edge technologies from over 250 speakers. InvestHK will host a booth in this physical expo. <i>Location: Santa Clara, the United States</i> <i>Organiser: TechEx</i> ai-expo.net/northamerica

26-29	Art Central It showcases the next generation of talent from Asia's most innovative galleries alongside distinguished artists from around the world. <i>Location: Hong Kong Convention and Exhibition Centre</i> <i>Organiser: Art Central</i> artcentralhongkong.com
27-29	Art Basel Hong Kong It stages the world's premier modern and contemporary art, presenting a unique overview of the diverse art scenes throughout Asia and across the globe. <i>Location: Hong Kong Convention and Exhibition Centre</i> <i>Organiser: MCH Group Asia Ltd.</i> artbasel.com/hong-kong
31	InvestHK Melbourne GBA Symposium InvestHK will showcase to Australian businesses the important position and role of the Greater Bay Area for Mainland China's economic development and opening up, and Hong Kong as an ideal partner to access the business opportunities in the Mainland. <i>Location: Sofitel Melbourne on Collins, 25 Collins Street, Melbourne VIC 3000</i> <i>Organiser: InvestHK</i> gba-symposium2021.com.au

JUN

2-3	FIN Portugal 2022 The global event, being part of the project named "3 Events, 3 Continents Speaking Portuguese", will feature conferences, workshops, networking and business matching opportunities. InvestHK is a corporate partner and will host a booth. <i>Location: OCC-Portuguese Professional Accountancy Organisation's Building, Porto, Portugal</i> <i>Organiser: Association of Young Entrepreneurs Portugal-China (AJEPC)</i> finportugal.com
7-9	Money20/20 Europe This is one of Europe's biggest FinTech events, where industry leaders come to seize business opportunities and strengthen partnerships. InvestHK is a corporate partner and will host a booth. <i>Location: RAI, Europaplein 2-22, 1078 GZ Amsterdam, the Netherlands</i> <i>Organiser: Ascential Group (Europe) Ltd The Prow, 1 Wilder Walk London WIBAP</i> europe.money2020.com
8-10	South Summit This innovation platform connects disruptive startups with worldwide investors and corporations seeking to improve their competitiveness through innovation. InvestHK is a corporate partner and will host a booth. <i>Location: LA NAVE Madrid, Spain</i> <i>Organiser: Spain Startup in collaboration with the City of Madrid</i> southsummit.co
29-30	DIA Amsterdam 2022 The event aims to provide industry insights and networking opportunities to participants, mainly targeting InsurTechs from around the world. InvestHK is a corporate partner with a speaking slot, and will host a networking event named "Meet & Greet". <i>Location: Taets Art & Event Park, Zaandam, Amsterdam, the Netherlands</i> <i>Organiser: Digital Insurance Agenda (DIA)</i>



Third Anniversary of the Publication of the Outline Development Plan of GBA

February 2022 marks the third anniversary of the publication of the Outline Development Plan of Guangdong-Hong Kong-Macao Greater Bay Area (GBA).

Outline Development Plan of GBA

The objectives of the development of the GBA are to, through further deepening co-operation amongst Guangdong, Hong Kong and Macao, promote coordinated regional economic development, leverage the complementary advantages of the three places, and develop an international first-class bay area for living, working and travelling. The Government of the Hong Kong Special Administrative Region (HKSAR) attaches great importance to the work relating to the development of the GBA, and has, according to the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area (the Plan), all along introduced various policy measures in different areas to support Hong Kong residents and professionals who wish to live, work and start their businesses in the Mainland cities of the GBA, as well as to support Hong Kong enterprises and industries in which Hong Kong has clear advantages to make good use of the development opportunities of the GBA. Such policy measures also help Mainland cities of the GBA tap into international markets, leveraging Hong Kong's roles in "attracting foreign investment" and "going global".

GBA Related Policy Measures

The vast majority of the 24 policy measures announced after the two meetings of the Leading Group for the Development of the GBA in 2019 have been implemented by now. They include tax concessions; facilitation of property purchase; support for young entrepreneurs; cross-boundary remittance of science and technology funding; liberalisation of legal, insurance and

construction-related professional services; the use of Hong Kong-registered drugs and common medical devices in designated Hong Kong-owned healthcare institutions in the GBA; and Cross-Boundary Wealth Management Connect. All of these measures can facilitate Hong Kong residents and professional sectors in making good use of the GBA's opportunities and seeking development in the Mainland cities of the GBA.

22nd Plenary of the Hong Kong-Guangdong Co-operation Joint Conference

Meanwhile, the HKSAR Government has also been maintaining close liaison with relevant Central Ministries and Commissions, the Guangdong Provincial Government, and the Macao Special Administrative Government, with a view to seeking policy innovation and breakthroughs in different areas, and strengthening connectivity between Hong Kong and other cities of the GBA under the unique advantages of "One Country, Two Systems". On 14 May 2021, the Chief Executive led the HKSAR delegation to convene, through video conferencing, the 22nd Plenary of the Hong Kong-Guangdong Co-operation Joint Conference, together with the Guangdong delegation led by the then Governor of Guangdong Province. At the conference, both sides held discussions on various co-operation areas, including the development of the GBA; support for Hong Kong enterprises to tap into the Mainland domestic market; finance; legal and dispute resolution services; innovation and technology; Safe GBA; medicine and healthcare; youth development; education; cross-boundary infrastructure; equine industry; and investment promotion. After the conference, both sides signed three co-operation agreements covering economic and trade areas, investment promotion and sports projects, as well as two agreements on equine industry co-operation.





Plan for Comprehensive Deepening Reform and Opening Up of the Qianhai Shenzhen-Hong Kong Modern Service Industry Cooperation Zone

Moreover, the Central Authorities promulgated the Plan for Comprehensive Deepening Reform and Opening Up of the Qianhai Shenzhen-Hong Kong Modern Service Industry Cooperation Zone (Qianhai Plan) on 6 September 2021, which is a key strategic plan to elevate the level of co-operation amongst Guangdong, Hong Kong and Macao. The Qianhai Plan utilises modern service industries as an entry point to further promote Hong Kong-Guangdong and Hong Kong-Shenzhen co-operation, with a view to enabling Hong Kong to better integrate into the overall development of the country. The Chief Executive and the Secretary of the Shenzhen Municipal Committee of the Communist Party of China discussed various areas of co-operation, including innovation and technology; financial services; professional services; Qianhai development; education co-operation; medical co-operation; youth development; investment promotion; environmental protection; culture; and retirement services. Both sides agreed they would continue to promote high-level co-operation in different fields, and contribute jointly to the development of the GBA Area and the overall development of the country in the spirit of complementarity and mutual benefits. The governments of the HKSAR and Shenzhen have earlier agreed to set up 19 working groups to take forward Hong Kong-Shenzhen co-operation on all fronts.

As clearly stated in the Outline Development Plan for the GBA, Qianhai is one of the major co-operation platforms in the GBA. According to the Qianhai Plan, the area of the Qianhai Shenzhen-Hong Kong Modern Service Industry Cooperation Zone will be increased significantly from 14.92 square kilometres to 120.56 square kilometres. It also focuses on the promotion of high-level opening up in Qianhai, the fostering of innovative development of modern service industries, and the acceleration of the building up of a system of modern services that is compatible with Hong Kong and international standards. Hong Kong will capitalise on its own advantages to assist in promoting full liberalisation of trade in services in Qianhai, greater mutual access of financial markets, and a higher level of opening up in legal matters, thereby expanding the room for development for professionals in different sectors and enterprises of Hong Kong.

Pan-Greater Bay Area Inward Investment Liaison Group

Separately, to help Hong Kong enterprises tap into the domestic market of the Mainland, the Hong Kong Trade Development Council (HKTDC) launched the GoGBA One-stop Platform and set up the HKTDC GBA Centre in Shenzhen in June 2021. InvestHK also signed the Memorandum of Understanding on Deepening Investment Promotion Co-operation in the GBA with Guangdong Province to take forward co-operation in investment promotion and establish the Pan-Greater Bay Area Inward Investment Liaison Group.

Contact:

David Wong
Head of Greater Bay Area Business Development

☎ (852) 3107 1494

✉ davidwong@investhk.gov.hk

To receive the latest information on the GBA, please subscribe to InvestHK's GBA newsletter:



Virtual Brands and Kitchens Deliver the Keys to Expansion

Deliveroo strengthens its ever-growing investment in new business models that focus on delivering tech-driven retail solutions for restaurants.



“What people are eating [in Hong Kong] sets the food agenda for the world.”

Greg Kwan
Head of Corporate Affairs
Deliveroo

For Deliveroo, the appeal of Hong Kong was clear from the start. Hong Kong is an “international food city” that is consistently one of the first to identify up-and-coming food trends. The city’s avid consumer demand for quality and variety of cuisines attracts many overseas restaurants, including current or future Michelin Star recipients looking to test out the international market.

As such, Deliveroo sees huge potential for Hong Kong’s food delivery market, which matches other international cities like New York or Beijing. The trend of customers ordering food online has grown tremendously in Hong Kong, and Deliveroo has seen increased customer retention as recent disruptions have accelerated the adoption of food delivery as a habit for many customers.

Partnering for Success

When COVID-19 social distancing measures required a premium Chinese restaurant to look for alternative revenue sources, Deliveroo provided an innovative way to maintain business continuity. The restaurant partnered with Deliveroo to leverage the platform’s capabilities to build a secondary, virtual brand that catered to the mass market. Doing so made the business

more resilient in the face of disruption and allowed them to service a completely new customer segment without impacting the prestige of their original brand.

Deliveroo not only helps restaurants increase audience reach and revenue, but also gather significant behavioural insights, allowing them to attract new customers and keep existing customers hooked.

“As experts in food ourselves, we want to support new and interesting restaurant brands while making sure people have access to the food they want, whenever and wherever they want it,” said Greg Kwan, the company’s Head of Corporate Affairs.

By using data, restaurants can build insights on location, cuisine preferences and price to create a tailor-made menu for target customers and locations. Post-launch diagnostics of customer behaviour and marketing support is also available for restaurants.

With changing consumer behaviour and increasing demand for eCommerce and ASAP delivery, Deliveroo has extended their partnerships to grocery and department convenience stores to supply digital savvy consumers with convenient grocery delivery services, becoming an

integral part of the Hong Kong digital ecosystem in the process.

Deliveroo’s Editions “Super Kitchens”

Deliveroo works with restaurants to create Cloud Kitchens, or “Super Kitchens” from the Deliveroo Editions’ spaces. Restaurants who work from a Cloud Kitchen only need to prepare the staff and the ingredients, without needing to set up new premises. The company also invests upfront in the Editions kitchens to expand its Editions footprint across multiple locations in the city, with the latest site opened in Tseung Kwan O in late 2021.

Deliveroo

- Founded in 2013 and headquartered in London, Deliveroo worked with over 160,000 restaurant partner sites, as well as 180,000 riders across the globe
- Currently has eight Editions sites in Hong Kong, amongst four was built in 2021

 deliveroo.hk

Sustainable Investments Opening New Doors for Asset Management

Harvest Global Investments ramps up efforts to capture the global market with its proprietary ESG investment framework.

“ We are delighted to see that the Hong Kong government is refining policies and regulatory frameworks to foster sustainable finance. ”

Thomas Kwan
CEO & CIO
Harvest Global Investments



The world has faced unprecedented challenges over the past years, as governments grappled with containing the COVID-19 pandemic and other issues. However, despite the significant headwinds, Hong Kong's asset and wealth management industry has remained amazingly resilient, with business at the end of 2020 amounting to HK\$35 trillion, according to the Hong Kong Securities and Futures Commission (SFC).

Harvest Global Investments (HGI), a wholly-owned subsidiary of Harvest Fund Management (HFM) headquartered in Beijing, was established in Hong Kong in 2008. The company is optimistic of the growth in the industry and is well-positioned to capture the market's extensive opportunities with its unique capabilities and environmental, social, and governance (ESG) strategies.

Global Growth with Vision

Hong Kong has many distinctive advantages, such as the world-class financial system, transparent and internationally aligned regulatory system, low and simple tax regime, and deep market liquidity, which make it a premier fund management hub in Asia. "Hong Kong's geographical and cultural proximity to Mainland China makes the city unparalleled. It serves as a business and investment bridge between the Mainland and the rest of the world," said Thomas Kwan, CEO & CIO of Harvest Global Investments. According to Kwan, "HGI is

an international arm of HFM, providing a perfect gateway for global investors to capture Mainland China's sustainable alpha opportunities. We present our investors with a team of veteran fundamental and quantitative analysts who have profound knowledge of Mainland China's cultural, political, regulatory, and socio-economic regimes, bringing our clients useful market insights and investment advice."

Pioneer in ESG Investing

In recent years, ESG has become an essential element in investment analysis, especially in the European and the US markets. HGI started its journey to embedding ESG lenses into their investment processes long before ESG became the new normal. Kwan elaborated, "We started building a team of ESG experts in 2018 and developed our proprietary ESG investment framework based on extensive research of global frameworks and understanding of material ESG issues and trends in the local market. Other global ESG frameworks may lack the geographic scope and local analyst insights for Mainland China's market. However, our ESG model can be Mainland-specific, which facilitates the decision-making process of asset managers and has been proven to successfully generate excess return to our investors."

HGI steps up its efforts to promote ESG by launching the Harvest CSI 300 ESG Leaders Index ETF in March 2021, which has also been added to SFC's list of ESG-approved funds. "We are delighted to see that the Hong Kong government is refining policies and regulatory frameworks to foster sustainable finance. Apart from the ETF, we have several other ESG strategies in the pipeline to cater to the escalating demand for sustainable investments and support the long-term sustainable development of the society and economy," Kwan concluded.

Harvest Global Investments

- Its parent company, HFM, is one of the biggest Chinese asset managers, with assets under management (AUM) of US\$205 billion as of 31 December 2021
- In 2020, HFM was awarded A+ Rating by the Principles for Responsible Investment in "Strategy and Governance" module

 harvestglobal.com.hk



Maritime Digitalisation – Full Steam Ahead

With over 40 years of history, Bernhard Schulte Shipmanagement Hong Kong enters the modern era of ship management by incorporating innovative technologies.

Much resource, knowledge and experience are required to manage a ship. Established in 1981, Bernhard Schulte Shipmanagement (BSM) Hong Kong is one of 11 ship management centres operated by BSM worldwide. Headquartered in Germany, BSM is an integrated maritime solutions provider and one of the world's top-ranking ship managers in the gas, tanker, offshore, container, bulk and cruise sectors with over 600 ships under management. As a member of the Schulte Group, BSM Hong Kong benefits from its over 135 years of experience in the shipping industry. BSM Hong Kong was one of the first centres in the network to offer customers both technical and crew management services. BSM Hong Kong has grown steadily over the years and currently manages a fleet of over 60 vessels. BSM Hong Kong is firmly committed to digital transformation to deliver safe, reliable and efficient ship management services, and this will contribute to Hong Kong in maintaining its position as a world-leading maritime hub.

Building a Vibrant Maritime Services Cluster

The city is home to many well established professional ship management service providers. The COVID-19 outbreak has impacted shipping operations. Nonetheless, Firoze Mirza, Managing Director of Bernhard Schulte Shipmanagement Hong Kong, is optimistic about the industry's growth potential in the region. "Hong Kong has been providing elements that are essential to nurture a vibrant ecosystem of maritime

services. The government has made tax concessions for ship leasing and maritime insurance, maritime law and arbitration is strongly represented, funding and schemes have been set up to nurture talent, and the city offers a free trade policy, low-profit tax and highly competitive port and terminal rates. This would help attract more shipping commercial principals and business investors to Hong Kong."

Enhancing Efficiency through Technology Application

Hong Kong has long been a provider of high value-added maritime services. To enhance its competitive advantages, BSM Hong Kong is speeding up the transition towards digitalisation in ship management operations. Mirza said, "It is encouraging to see the unwavering support of the Hong Kong government in the development of a smart maritime regime. We are adopting digital technologies and solutions to increase operational efficiency as well as create economic and social values."

One example of that is "LiveFleet" – the company's proprietary performance management platform for ship owners. It provides customers with transparent, timely and accessible information that enables them to manage their vessels in a digitalised and cost-effective manner. In addition, BSM's new mobile application named QDMS WIKI allows employees to access all the latest company procedures, manuals, and documents anytime and anywhere. "Digitalisation has

many advantages. By providing guidelines and information needed to perform tasks compliant with the procedures, we can streamline our processes and increase safety and security on the ships. Waste is also reduced by going paperless. We will continue to explore user-friendly and data-smart fleet management solutions," added Mirza.

Looking forward, BSM Hong Kong plans to leverage its global scale and Hong Kong's role as an international premier maritime centre to capture the extensive business opportunities in the Guangdong-Hong Kong-Macao Greater Bay Area.

On the personal front, the Indian native has lived in Hong Kong for about 20 years and appreciates the city's vibrant living culture. For him, the personal freedom, global connectivity and Hong Kong's strikingly beautiful natural scenery are also cited as good reasons to make Hong Kong home.

Bernhard Schulte Shipmanagement Hong Kong

- A member of the Hong Kong Shipowners Association and the Shipping and Transport Committee of the Hong Kong General Chamber of Commerce
- BSM manages a fleet of 400 vessels in full management and additionally 200 in crew management. The company operates a network of 11 ship management centres, 25 crew service and four wholly-owned maritime training centres in more than 30 locations with 20,000 seafarers and 2,000 shore-based employees across the globe

 bs-shipmanagement.com

“ It is encouraging to see the unwavering support of the Hong Kong government in the development of a smart maritime regime. ”

Firoze Mirza

Managing Director

Bernhard Schulte Shipmanagement Hong Kong

Asia's Higher Education Powerhouse

Building upon its solid reputation, UOW College Hong Kong seeks a closer integration with the Greater Bay Area.

“As an outward looking, international city, Hong Kong plays a pivotal role in the development of the GBA by linking the region to the world. It being the financial hub in Asia complemented with a robust legal system and sophisticated infrastructure is unique in the region.”

Vanessa Bourne
President
UOW College Hong Kong



A good education paves the road to success – it enriches our lives, helps us grow and excel, as well as prepares us for meaningful employment and to contribute to the communities in which we live. UOW College Hong Kong (UOWCHK), formerly known as the Community College of City University, has over 35 years of experience in providing quality tertiary education in Hong Kong. Since 2015, UOWCHK has been part of the global network of the University of Wollongong (UOW) in Australia, one of the world's top 200 universities, and is stepping up its efforts to broaden students' horizons and enrich their learning experiences. The expansion in Hong Kong enables staff and student mobility through visitation and exchange programmes to UOW's main campus in Australia as well as to UOW's global campus locations around the world, including Singapore, Malaysia and the United Arab Emirates.

Spicing Up Global Expansion through Hong Kong

UOWCHK aspires to deliver quality in teaching, learning and research with a strong and connected presence to its local, regional and global communities. Another important goal is to nurture graduates who are recognised for their capability and trusted for their professionalism. Vanessa Bourne, President of UOW College Hong Kong, views Hong Kong as an ideal place for an overseas school expansion, and said, "UOW is a truly global university. It delivers transnational global education programmes in several locations, providing

opportunities for students to obtain a UOW degree outside Australia. Hong Kong presents unique opportunities for UOW to deliver programmes in one of the world's most dynamic cities with an international outlook, complementing UOW's global locations."

Eyeing the Greater Bay Area Opportunities

Being an education institution with international prominence, UOWCHK is now poised to capture opportunities in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). It has applied to the relevant Mainland authorities via the Education Bureau aiming to gain recognition of their degree qualifications, and plans to attract more students from the GBA to come and study in Hong Kong. "As an outward looking, international city, Hong Kong plays a pivotal role in the development of the GBA by linking the region to the world. It being the financial hub in Asia complemented with a robust legal system and sophisticated infrastructure is unique in the region. With the fast-paced development of the GBA, we will also contribute human resources that can serve to develop the region," added Bourne.

A supportive government is always conducive to making Hong Kong's education scene flourish. UOWCHK was granted a large site in Tai Wai for school development through the Hong Kong Government's Land Grant Scheme. Bourne stated, "The brand new campus will come

on stream in early 2024. We will deliver a modern and technically advanced campus, and offer more bachelor degree programmes that will certainly provide even greater learning opportunities for young people in Hong Kong and the GBA."

Bourne concluded that InvestHK is an important platform for businesses in Hong Kong. "InvestHK has supported us immeasurably in providing invaluable market insights and expanding our network, from relevant government departments to useful business connections. This enabled us to come into operation in a faster than expected pace."

The University of Wollongong College Hong Kong

- Currently the school has about 200 employees in various academic and administrative capacities
- It offers a full range of locally-accredited academic programmes, from undergraduate degrees, top-up degrees, associate degrees, higher diplomas to the foundation diploma in General Studies

 uowchk.edu.hk

Capitalising on Global Opportunities through Hong Kong

Leveraging Hong Kong as global financial capital, CLSA strives to facilitate cross-border capital flows and connect China with the world and the world to China.



Hong Kong as a Leading Capital Market

Charles Lin, Vice Chairman of CLSA, believes that Hong Kong is an ideal platform for trading and fund-raising. "With more than 30 years' experience operating across Asia, CLSA has led many of Asia's most interesting capital raisings and notable debt issuances. As the lead advisor on many large-scale IPOs across different industries, CLSA is poised to benefit from the heightened listing activity in Hong Kong."

"Looking at the macro environment, I remain positive that Asia will continue to lead the global economic recovery; and as a

global financial hub, Hong Kong is in a unique position to capitalise on the post-pandemic momentum," Lin continued. "For CLSA, this has translated into burgeoning business and revenue growth opportunities in many of our business lines."

“Asia is continuing to lead the global economic recovery. As a leading financial hub, Hong Kong is in a unique position to capitalise on the post-pandemic growth momentum.”

Charles Lin
Vice Chairman
CLSA

Bridging China to the World and the World to China

In addition to expanding its corporate finance and capital markets services, CLSA is actively establishing a presence in global markets to further capitalise on outbound Chinese capital flows.

As CITIC Securities' international platform, CLSA is front and centre of public and private initiatives driving cross-border capital flows. Lin said, "We offer our clients a competitive suite of valued-adding products. Clients value our advisory capabilities and our relationship network that extends deep into Mainland China, but also internationally."

Lin concluded, "As the world grapples with the pandemic, CLSA has risen to the challenges, pursued new market opportunities, and recorded high-quality growth in both 2020 and 2021, scaling new heights for CITICS' global expansion efforts. Going forward, we will stay committed to our global strategy, recruit more talented professionals to reinforce our international platform, expand business coverage and elevate our market share as well as overall competitiveness in core markets, in particular Asia and Europe."

Making investment decisions involves in-depth research and analysis process; finding the best-in-class investment products and strategies is equally crucial. CLSA is the international platform of CITIC Securities (SSE: 600030, SEHK: 6030) that provides private and corporate investors with insights, liquidity and capital to drive their investment strategies.

Established in Hong Kong in 1986, CLSA now has a global presence in 13 countries across Asia, Australia, Europe and the America. The company is strategically positioned to facilitate cross-border capital flows between Mainland China and the rest of the world. The company offers a suite of services including institutional equities, corporate finance & capital markets, FICC, equity derivatives, asset management, wealth management, and fund services, etc.

With more than 100 research analysts cover 19 key industry sectors across 13 markets, the company provides award-winning sector and company insights that inform client's investment strategies. It also hosts the annual CLSA Investors' Forum, the longest-running and most comprehensive event of its kind in Asia, which attracts thousands of participants from around the globe.

CLSA

- Established in Hong Kong in 1986, CLSA's global network spans 13 countries across Asia, Australia, Europe and the America
- In 2013, CITICS acquired CLSA to speed up its global platform development
- CLSA's award-winning research, extensive Asia network, and direct links to China set CLSA apart from global and regional industry players

 clsa.com



Beloved Animated Characters for Greater China

Rights & Brands Asia brings Finnish characters the Moomins to new audiences through its joint venture in Hong Kong.

When Finnish artist Tove Janssen first created the Moomins in the 1940s, no one imagined that these fantastical characters would have a strong following internationally. Helsinki-based Moomin Characters and Stockholm-based R&B Licensing have an established licensing relationship with Hong Kong's PPW in Greater China. To further strengthen their presence in the region and expand business opportunities, they brought into this partnership Japan powerhouse ITOCHU Corporation. Rights & Brands Asia (RBA) was launched in 2021 to consolidate the aspirations for this quartet of companies.

Strategic Base for Partnership Building in Asia

"This joint venture is a win-win for all parties," stated Bianca Lee, CEO of Rights & Brands Asia. "Our Hong Kong office is the headquarters for our Greater China business. From here, we manage our intellectual property (IP) licensing business in Mainland China, Hong Kong and Taiwan, as well as ensure alignment and communication with all shareholders in Hong Kong and abroad."

Hong Kong is a good match for RBA's regional management of IP licensing due to its infrastructure and geographical location. "It has strong legal and financial structures and a deep talent pool of legal, finance and licensing professionals," Lee elaborated. "Its proximity to Mainland China and most other Asian markets, plus the wide use of both Chinese and English, are all advantages making it a strategic base for our industry."

Opportunities in the Gaps

RBA intends to capitalise upon Moomin's popularity in Greater China by filling in gaps for growth in key categories such as home and fashion. It will also ramp up



With a deep talent pool of legal, finance and licensing professionals, [Hong Kong's] proximity to Mainland China and most other Asian markets, plus the wide use of both Chinese and English, are all advantages making it a strategic base for our industry.

Bianca Lee
CEO
Rights & Brands Asia

collaborations with promotional partners and tap into new retail and location-based entertainment opportunities. It plans to further expand its content distribution of animation programmes and maintain a dialogue with its fans via social media and on-the-ground marketing activities. "Our objective is to grow RBA's business. But more importantly, we want each of our partners' business with us to flourish as well. We are hoping to be able to bring new Japanese and European brands to Greater Chinese consumers in the near future," Lee said.

To help RBA grow, Lee is looking to hire locally from Hong Kong's wealth of human resources. "I appreciate Hong Kong people's high efficiency, consistent quality work, high integrity, and multi language and dialect capabilities," she said. "The city is

also one of the relatively more forward thinking markets in Asia which embraces gender equality – something which I personally believe is critical to the overall health of an organisation."

Lee acknowledges that the huge consumer base offered by the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) is attractive. "We will happily consider GBA coverage for licensees who have built a GBA network," she revealed. "We are also looking into GBA options for our own expansion into Mainland China."

As a veteran in the brand management and licensing industry, Lee also shares some tips with brand owners. "The role of consumer products licensing is not to transform unknown brands into popular properties. The IP must have a solid marketing plan to build brand awareness and affinity before it can utilise product licensing strategy to further expand its business."

Rights & Brands Asia

- A licensing agent headquartered in Hong Kong for brands including Finnish animated characters the Moomins for the Greater China market
- A joint venture between Hong Kong's PPW Sports & Entertainment, Japan's ITOCHU Corporation, Finland's Moomin Characters Oy and Sweden's R&B Licensing AB, the company was established in September 2021

 rightsandbrands.com/asia

Changing Lives through Biomarker Discovery

MiRXES revolutionises preventive healthcare by discovering unique biomarkers to solve real-world problems.



The discovery of biomarkers leads to a paradigm shift from a reactive to a predictive, preventive, and personalised clinical care model. It enables early detection of diseases, predicts disease progression and outcome, guides treatment decisions, and ultimately, saves lives.

MiRXES is a biotechnology company founded in 2014 as a spin-off from Singapore's Agency for Science, Technology, and Research (A*STAR). It translates research discoveries to deliver early detection of multiple cancers using proprietary RNA-powered blood tests. In 2021, MiRXES established its Hong Kong office to support its business expansion in the city and in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) to accelerate the global development of a truly preventive healthcare system.

Empowering Healthcare to Shape the Future

Dr Lihan Zhou, Co-founder and Chief Executive Officer of MiRXES, believes that prevention is better than cure. In 2019, MiRXES launched GASTROClear – the world's first microRNA blood test for early detection of gastric cancer. Its multi-cancer early detection pipeline includes screening tests for lung, colorectal, liver, breast, pancreatic and ovarian cancers.

“Talent is the key to knowledge creation and innovation. Hong Kong has a deep pool of talent and many renowned and well-respected research experts.”

**Dr Lihan Zhou
Co-founder and
Chief Executive Officer
MiRXES**

The company aims to leverage Hong Kong's strengths and rich resources to create a vibrant research and development scene. Zhou stated, “Talent is the key to knowledge creation and innovation. Hong Kong has a deep pool of talent and many renowned and well-respected research experts. Hence, we are optimistic about steering the future of healthcare by collaborating with our Singapore team.”

MiRXES is currently seeking regulatory approval of its products in Mainland China and will expand the application of its versatile miRNA technology platform for the research and diagnostics of cardiovascular, metabolic, and infectious diseases.

Hong Kong – An Ideal Launch Pad for the GBA

Hong Kong has been tasked with developing a regional innovation and technology hub under the national 14th five-year plan promulgated in March 2021, which will offer tremendous business opportunities for biotechnology and healthcare companies to thrive. With a network of six offices in Asia and North America, MiRXES sees Hong Kong as an excellent foundation for the company's foray into the GBA market, given its accessibility and immense interconnectivity within the GBA. Zhou said, “Mainland China's increasingly health-conscious and ageing population has created a surging demand for the biotechnology industry. This enables MiRXES's groundbreaking RNA technology

used in early disease detection to deliver major clinical and socioeconomic benefits to Hong Kong and the GBA.”

Another advantage of setting up an office in Hong Kong is access to the capital market. According to Hong Kong Exchanges and Clearing Limited, Hong Kong has become Asia's most prominent and the world's second-largest biotech fundraising centre. “Hong Kong's active and mature capital market, backed by a reliable rule of law, allows us to accelerate our multi-cancer pipeline development and intensify commercial expansion,” Zhou remarked.

Martin Law, Managing Director of the Hong Kong office, MiRXES, appreciates the effort made by InvestHK to bring people and businesses of the life science industry together. “I attended a networking event for pharmaceuticals and life sciences industries spearheaded by InvestHK. It was a great opportunity to expand MiRXES's network and help foster a collaborative culture in the biotech industry. I believe there will be more collaboration in the future which benefits our branding and expansion in Hong Kong and the GBA,” he concluded.

MiRXES

- Received US\$87 million in Series C funding in 2021. A total of US\$130 million has been raised since its inception in 2014, the largest funding to date raised by a Singapore-headquartered cancer diagnostics company
- The Hong Kong office aims to have around seven staff in 2022, and increase to a team of 15 to 20 people in the next three years to support key business functions in operations, sales and marketing, business development, and research and clinical partnerships

 mirxes.com

Hong Kong in a New Era of eCommerce

Alibaba Group expands its local B2C eCommerce service in the city through Tmall Hong Kong.



Taobao, a leading social eCommerce platform under Alibaba Group, earlier established a Hong Kong channel (hereinafter referred to as “Taobao Hong Kong”) to cater for the need of the local market. It enables Hong Kong consumers to conveniently purchase products through cross-border transactions from the comfort of home. Adhering to its mission of “making it easy to do business anywhere”, Alibaba Group launched Tmall Hong Kong in 2021 to provide comprehensive support to local and international merchants wishing to develop eCommerce business in Hong Kong and capture enormous business opportunities, as well as to bring comprehensive shopping experiences to consumers in the city. Empowered by new eCommerce technology, a broad selection of products and diversified delivery services, the platform appeals to a wide range of consumers and offers a highly engaging online consumer journey.

Immense Market Potential in Hong Kong

Hong Kong enjoys an ideal location in Asia, enabling businesses to tap into a multitude of opportunities available in the region. Through its geographical advantage, the city serves as one of the leading eCommerce and logistics hubs in Asia and is supported by its world-class information and communications

technology infrastructure, high household broadband and smartphone penetration, and enhanced payment and logistics infrastructure. CK Chan, Head of Hong Kong and Macau of Tmall Taobao World, said, “With its sophisticated commercial infrastructure and increasing consumer confidence in online transactions, Hong Kong’s eCommerce ecosystem is taking shape and has great potential to drive retail growth. The high concentration of international brands and sophisticated consumer groups create a favourable market for us.”

The launch of Tmall Hong Kong is one of Alibaba Group’s major strategic moves in Hong Kong. According to Chan, Tmall Hong Kong is positioned as a trusted, premier shopping destination. It is a business-to-consumer (B2C) platform that showcases a wide array of local and well-known international brands to Hong Kong consumers. Taobao Hong Kong, in turn, is a business arm of Alibaba Group developed over the years to adopt a consumer-to-consumer (C2C) model, offering products from small-to-medium-sized merchants in the Mainland. Chan added that, “Taobao Hong Kong is conducive to driving customer traffic to support merchants on the new platform, while Tmall Hong Kong helps improve product selection and enhance shopping experience. Their complementary roles offer a diversified online shopping

experience to consumers and bring synergistic benefits to Hong Kong’s eCommerce industry.”

Curating a Powerful Shopping Platform

Tmall Hong Kong aspires to meet consumers’ ever-growing demand for premium products. Over 5,000 international and local brands have established online stores on the platform, offering a thorough eCommerce experience with access to a wide variety of products, including apparel, electronic gadgets and appliances, groceries, and furniture. The platform also provides extensive support to help merchants grow their businesses. Chan said that, “Merchants can benefit from our strong user base, manage their online stores with unique brand identities and enjoy relatively competitive platform commissions. We look forward to working with more partners to deliver a seamless consumer experience by integrating both online and offline retail and building a brighter eCommerce landscape together.”

“With its sophisticated commercial infrastructure and increasing consumer confidence in online transactions, Hong Kong’s eCommerce ecosystem is taking shape and has great potential to drive retail growth.”

CK Chan
Head of Hong Kong and Macau
Tmall Taobao World

Tmall Hong Kong

- Alibaba Group was listed on the Main Board of the Hong Kong Stock Exchange in November 2019
- Tmall Hong Kong set a record during the 11-day campaign of 11.11 Global Shopping Festival last year, with exponential growth in terms of daily active users, numbers of buyers, trading volume and number of transactions

🌐 click.world.taobao.com/CjvwO

Robust Digital Gains

OSL offers one of the leading digital asset platforms for institutional and professional investors to trade safely and securely.



“

We are optimistic on the path forward for digital assets in Hong Kong and highly confident that recent surges in business digitisation will lead to accelerated adoption of digital assets by mainstream finance in Asia and globally.

”

Wayne Trench
CEO
OSL

OSL is one of Asia's leading digital asset platforms with offices in Hong Kong, Singapore, London and the Americas. It delivers best-in-class access to digital assets, leads the regulated institutional evolution of the market, and is setting the global standard for innovation, performance, security and compliance. Its core businesses are prime brokerage, exchange, custody and software-as-a-service (SaaS). Another key focus for OSL is global compliance, and the company recently acquired a Money Services Business (MSB) registration from the United States Department of the Treasury's Financial Crimes Enforcement Network (FinCEN).

As a member of HKSE-listed BC Technology Group (stock code : 863 HK), OSL is the first company to receive a licence for Type 1 (dealing in securities) and Type 7 (providing automated trading services) regulated activities related to digital assets from the Hong Kong Securities and Futures Commission (SFC). It is also audited by a "Big Four" accounting firm and provides cold wallet insurance. OSL has strategic partnerships with the Alternative Investment Management Association and FinTech Association of Hong Kong.

Secure Technology

"Our cutting-edge technology is resilient and comes with a rich set of custom built protections including custody and trading limits, segregation of duties and systematic escalation processes," said Wayne Trench, CEO of OSL.

OSL is focused on the institutional and professional investor segment, including high-net-worth individuals (HNWIs), traders, brokers, funds and digital asset natives. The company provides customers with a seasoned team of experienced traders, deep global liquidity, 24/7 services, and leading digital asset technology.

As a global and fully digital company, OSL has benefited from increased Internet use and market volatility during the pandemic. Over the past two years, the company has seen rapidly increasing client demand and trading.

"We are optimistic on the path forward for digital assets in Hong Kong and highly confident that recent surges in business digitisation will lead to accelerated adoption of digital assets by mainstream finance in Asia and globally," stated Trench.

Government Foresight

Trench also noted the foresight of Hong Kong's SFC which first set forth digital asset guidelines in 2018, leading to the establishment of the city's digital asset regulatory framework.

"The SFC applies the same level of regulation and consumer protection to digital assets as it does with traditional securities, making Hong Kong one of the most investor-friendly and secure jurisdictions for digital asset investors. Several of the world's most successful digital asset companies have set up or

listed here over the past few years. With the government's forward thinking approach, we expect the sector to grow exponentially in the near future."

Trench added, "Hong Kong is a hub for international companies looking to do business in Greater China and across the region, as well as a jumping off point for China and other Asia-based companies to do business globally. This creates a dynamic working and living environment that is conducive to growth and innovation, with a location at the heart of Asia's growth engine."

OSL

- OSL is a member of HKSE-listed BC Technology Group. It provides digital asset prime brokerage, exchange, custody and software-as-a-service (SaaS) to institutional and professional investors
- OSL was the first company in the city to be licensed by Hong Kong's SFC for Type 1 (dealing in securities) and Type 7 (providing automated trading services) regulated activities related to digital assets

 osl.com

Growing “Smart” with Cloud

ZStack, a Mainland cloud-computing technology firm, uses Hong Kong as its global business headquarters, capitalising on Hong Kong’s solid IT capacity and smart city development.

Modern cloud computing enables companies of all sizes to encounter the digital era challenges. With a stack of benefits, including boosted pace, adaptability and versatility, the cloud opens new horizons to amplify businesses’ credentials in a more demanding business landscape. Headquartered in Shanghai, ZStack was established in 2015 as an innovative cloud computing solution provider, specialising in cloud-computing research and development. Leveraging Hong Kong’s premier status as an innovation and technology (I&T) hub in Asia, ZStack built its Hong Kong office in 2021 to elevate its brand and business globally. It provides services to over 30 countries and regions, supporting some 1,800 enterprises in varied industries.

Driving Force of International Expansion

Hong Kong incorporates I&T to engineer a world-famous Smart Hong Kong distinguished by a vigorous economy and high quality of living. The city, thanks to its unique location, has rapidly developed into a desired destination for cloud service providers. With the motto of “empower every enterprise to have their own cloud”, ZStack envisions Hong Kong as the gateway for globalisation. Keith Poon, Executive Managing Director of ZStack, said, “Hong Kong sees unprecedented business opportunities lying ahead in the context of Mainland China’s Guangdong-Hong Kong-Macao Greater Bay Area development and the Belt and Road Initiative. It is an opportune time for Mainland investors to come and leverage Hong Kong’s competitive advantages to drive global business growth.”

Poon appended that their new Hong Kong office enables them to network with local business partners in forming congruous service networks and reinforce their worldwide service capacities.

Towards a Collaborative I&T Ecosystem

The Hong Kong government has a vision to foster the I&T development as a crucial strategy to nurture a more vibrant and multifaceted economy. According to the Government’s 2022-23 Budget, \$130 billion has been allocated to the I&T development over the past few years, depicting its commitment towards driving industry growth. Poon articulated that “The I&T ecosystem in Hong Kong has grown increasingly vibrant with the government support. It included establishing the Office of the Government Chief Information Officer (OGCIO) in 2004 and the Innovation and Technology Bureau (ITB) in 2015, supporting tech startups and business through Hong Kong Science and Technology Park and Cyberport, upgrading universities’ research facilities, and initiating funds and schemes to nurture talent.”

ZStack is optimistic about the cloud services’ prospect as the city has reliable telecommunication infrastructure, superb broadband quality and unrestricted information circulation. Poon explained, “Cloud services have witnessed exceptional growth and demand in Hong Kong, accelerating the development of the I&T industry. ZStack has a unique capacity to capture immense opportunities with our intellectual property rights, open-source cloud code, cloud platform, as well as



distinct and premium-quality products. We are also confident that our growth can stimulate the smart city development in Hong Kong.”

Poon opined that InvestHK has solidly assisted ZStack. “InvestHK has played a vital role in our company expansion. They have provided invaluable advice on the government funding schemes, shared the industry’s latest developments and cultivated our company using their extensive network. The team is undeniably professional, ardent, and effectuated to their duties,” he said.

ZStack

- Expanded to Hong Kong in 2021 and currently has around 10 employees in the Hong Kong office, and aims to increase to about 25 staff in 2023
- Set up its marketing and technical teams in Hong Kong, Australia, Taiwan, Thailand, Vietnam and Malaysia
- Plans to establish its presence in Singapore, Korea, the Philippines, Japan, India and the United Arab Emirates in 2022, and expand its foothold in Europe in 2023

 zstack.io

“**Hong Kong sees unprecedented business opportunities lying ahead in the context of Mainland China’s Guangdong-Hong Kong-Macao Greater Bay Area development and the Belt and Road Initiative. It is an opportune time for Mainland investors to come and leverage Hong Kong’s competitive advantages to drive global business growth.**”

Keith Poon
Executive Managing Director
ZStack



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

24/F, Fairmont House
8 Cotton Tree Drive
Central, Hong Kong

(852) 3107 1000

enq@investhk.gov.hk



Find Us on Social Media



The information contained in this publication is for general reference only. While every effort has been made to keep information current and accurate, InvestHK is not liable for any errors in, omissions from, or misstatements or misrepresentations (whether express or implied) concerning any such information, and does not have or accept any liability, obligation and responsibility whatsoever for any loss, destruction or damage (including without limitation consequential loss, destruction or damage) however arising from or in respect of any use or misuse of or reliance on the information. You are responsible for making your own assessment of all information contained in this publication and shall verify such information by making reference and obtaining independent advice before acting upon it. There is no implied endorsement of any material or recommendation of a company or service provider over another.