



Join Asia's flagship financial technology conference to connect with some of the brightest minds in the industry and seize fast-growing business opportunities in Asia and beyond.

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Hong Kong FinTech Week (HKFW) 2022 is Asia's leading financial technology (FinTech) event organised by the Financial Services and the Treasury Bureau and InvestHK; and co-organised by the Hong Kong Monetary Authority, the Insurance Authority and the Securities and Futures Commission. This year, the event will be presented in a hybrid format, comprising the main conference at the Hong Kong Convention and Exhibition Centre and an exciting array of online events for global audiences.

Attendees will meet over 12,000 FinTech experts, entrepreneurs, investors, regulators, and more than 350 global prominent speakers to explore how emerging technologies and innovative advances power the future of financial services.

### Major Topics:

#### › The Davos of FinTech

Creating a platform for high-level knowledge sharing that drives industry advancement

#### › The Economy of the Future

Big picture transformation related topics, revolutionising finance on a global scale

#### › Innovation & Digitalisation

The adoption of cutting-edge technology and digitisation, what does the future hold?

#### › The Guangdong-Hong Kong-Macao Greater Bay Area (GBA)

Exploring the importance and role of the GBA in scaling Hong Kong and cross-boundary collaborations

#### › Web3 & Metaverse

Exploring the potential and its technologies to the financial world

## Global Fast Track 2022

Joined by more than 90 Corporate, Investor and Service Champions and over 300 FinTech companies, the programme includes one-on-one business matchings, pitch competitions, mentoring sessions, and more. Participating companies can draw from a wide range of relevant experiences and access tailored support to scale business and accelerate innovation. The final of pitch competitions and business networking events will take place at HKFW.

## Hong Kong's Robust FinTech Ecosystem

As an international FinTech hub, Hong Kong is home to over 600 FinTech companies. Its FinTech adoption rate is increasing swiftly. Some of the leading growth sectors in the next three years include GreenTech (121%), LegalTech (92%), and WealthTech (39%), indicating that there is a vast appetite for innovation among financial institutions in the city.<sup>1</sup>

Opportunities are plentiful in Hong Kong concerning access to funding. According to AVCJ, Hong Kong is the world's top IPO market in seven of the last 12 years, and it boasts the second largest private capital pool in Asia Pacific totalling US\$170 billion. In terms of public funding, the HKSAR Government recently launched the HK\$5 billion Strategic Tech Fund to bridge the gap between Series A and Series B financing for startups to spur industry growth.

As the city continues to adapt with full government support, Hong Kong is poised to lead the next wave of FinTech innovation.

<sup>1</sup> Figures refer to the projected growth rate of the subsectors over the next three years. (Source: Tech Baseline Assessment: Key Observations and Way Forward, Hong Kong Monetary Authority, June 2022)



For details:

 [fintechweek.hk](https://fintechweek.hk)

  **Hong Kong FinTech Week**

Photos on this page were taken at Hong Kong FinTech Week 2021.

## OCT

10-14	<b>Hong Kong Business Days: Presentation of the New Format of InvestHK Presence in Central Asia</b> A series of activities to announce and promote InvestHK dedicated desk established in Almaty. As a new InvestHK representative, Akerkin Eraliyeva will meet potential and existing clients, as well as work with companies from Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan. <i>Locations: Almaty and Nur-Sultan, Kazakhstan; Tashkent, Uzbekistan</i> <i>Organiser: InvestHK</i> ■ <a href="http://investhk.gov.hk/en/events.html">investhk.gov.hk/en/events.html</a>
11-12	<b>HighTech Venture Days 2022</b> The event will provide a platform for 40 European leading startups to meet with over 180 international investors, discussing the latest trends and investment opportunities in the areas of CleanTech, MedTech, industry 4.0 and mobility solutions. InvestHK will host an exhibition booth at the event. <i>Location: Eventwerk Dresden, Germany</i> <i>Organiser: HighTech Startbahn GmbH</i> ■ <a href="http://hightech-venture-days.com">hightech-venture-days.com</a>
12-13	<b>World Summit AI</b> The world's leading artificial intelligence (AI) summit gathers the stakeholders of the global AI ecosystem, including enterprises, big tech, startups, investors and scientists. The brightest brains in AI will discuss how to tackle head-on AI issues and set the global AI agenda. InvestHK will host a booth and a workshop at the event. <i>Location: Taets Art and Event Park, Amsterdam (Zaandam), the Netherlands</i> <i>Organiser: World Summit AI Ltd.</i> ■ <a href="http://worldsummit.ai">worldsummit.ai</a>
17-21	<b>Investment Promotion Week</b> At this week-long hybrid event, Hong Kong government officials and distinguished speakers from various sectors, including financial and professional services, innovation and technology industries, lifestyle and creative industries, startups and businesses in the Guangdong-Hong Kong-Macao Greater Bay Area, will share their insights and experience. <i>Location: Hong Kong Convention and Exhibition Centre</i> <i>Organiser: InvestHK</i> ■ <a href="http://investhk.gov.hk/en/investment-promotion-week.html">investhk.gov.hk/en/investment-promotion-week.html</a>
20 Oct   6 Nov	<b>Digital Art Fair Xperience Hong Kong 2022</b> The event will showcase digital artworks adopting interactive Web 3.0 technologies, such as blockchain, virtual reality and metaverse, pushing the boundaries of the current art trend. <i>Location: G/F and 1/F, Asia Standard Tower, Hong Kong</i> <i>Organiser: Digital Art Fair</i> ■ <a href="http://digitalartfair.io">digitalartfair.io</a>
23-26 Oct	<b>Money 20/20 2022</b> This large-scale global FinTech event enables payments and financial services innovation for connected commerce at the intersection of mobile, retail, marketing services, data and technology. <i>Location: The Venetian and Sands Expo, Las Vegas, the United States</i> <i>Organiser: Ascential, Inc.</i> ■ <a href="http://us.money2020.com">us.money2020.com</a>
26-27 Oct	<b>E-show 2022</b> This leading event is a fair and professional congress of eCommerce, digital marketing, hosting and cloud, social media, mobile and internet of things. InvestHK will host a booth at the event. <i>Location: IFEMA, Av. del Partenón, 5, 28042 Madrid</i> <i>Organiser: CloserStill Media</i> ■ <a href="http://eshow.es">eshow.es</a>

31 Oct   4 Nov	<b>Hong Kong FinTech Week</b> In its seventh edition, this hybrid week-long event features multi-track conferences with prominent speakers, the FintechHK Global Final, the Global Fast Track Programme, exhibitions, deal floors, networking events, demo shows and more. <i>Location: Hong Kong Convention and Exhibition Centre</i> <i>Organisers: Financial Services and the Treasury Bureau, InvestHK</i> ■ <a href="http://fintechweek.hk">fintechweek.hk</a>
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## NOV

1-4	<b>Web Summit 2022</b> This summit aims to connect the technology community with all industries, both old and new. It has grown to become one of the largest technology conferences in the world. The conference's topics cover internet technology, emerging technologies and venture capitalism. InvestHK has an exhibition booth at the event. <i>Location: Altice Arena, Lisbon, Portugal</i> <i>Organiser: Web Summit</i> ■ <a href="http://websummit.com">websummit.com</a>
4	<b>Luncheon cum Seminar on "Hong Kong: A Place with Unique Advantages and Unlimited Opportunities"</b> InvestHK invites more than 200 Korean enterprises to join the event, providing insights on Hong Kong's favourable business environment and unlimited opportunities. <i>Location: Coex Intercontinental Hotel, Korea</i> <i>Organisers: InvestHK, Korea International Trade Association</i> ■ <a href="http://investhk.gov.hk/en/events.html">investhk.gov.hk/en/events.html</a>
5-10	<b>China International Import Expo (CIIE)</b> The expo facilitates countries and regions all over the world to strengthen economic cooperation and trade, as well as to promote global trade and world economic growth to make the world economy more open. <i>Location: National Exhibition and Convention Centre, Shanghai</i> <i>Organisers: Ministry of Commerce of the People's Republic of China, Shanghai Municipal People's Government</i> ■ <a href="http://www.ciie.org/zbh/en/">www.ciie.org/zbh/en/</a>
10-11	<b>Asia Summit on Global Health (ASGH)</b> The summit brings together healthcare experts, renowned academics, influential business leaders, key industry players, innovative startups, investors and policymakers from around the world to exchange insights, explore opportunities and promote collaboration in the dynamic healthcare sector. <i>Location: Hong Kong Convention and Exhibition Centre</i> <i>Organisers: The HKSAR Government, Hong Kong Trade Development Council</i> ■ <a href="http://asiasummitglobalhealth.com">asiasummitglobalhealth.com</a>
28 Nov   3 Dec	<b>South Summit</b> This leading innovation platform connects the most disruptive startups with worldwide investors and corporations seeking to improve their global competitiveness through innovation. InvestHK is a corporate partner and has a booth at the event. <i>Location: Bilbao, Spain</i> <i>Organiser: Spain Startup</i> ■ <a href="http://southsummit.co">southsummit.co</a>
	<b>Business of Design Week (BODW)</b> BODW, Asia's annual flagship event on design, innovation and brands, celebrates its 20th anniversary under the theme "Design for Change". This event will be organised in a hybrid format. <i>Organiser: Hong Kong Design Centre</i> ■ <a href="http://bodw.com">bodw.com</a>





# New Development Plan for Nansha

In June 2022, the State Council of China issued the "Master Plan of Guangzhou Nansha on Deepening Comprehensive Cooperation between Guangdong, Hong Kong and Macao with Global Perspective".

Nansha district enjoys great geographic advantages, enormous development potential and a strong industrial foundation. As Guangzhou, Hong Kong and Macao have strong willingness for cooperation, Nansha bears unique advantages in promoting their comprehensive cooperation. In September 2012, the State Council approved the "Development Plan for the Nansha New District of Guangzhou", requiring Nansha to roll out construction and deepen comprehensive cooperation with Hong Kong and Macao. In February 2019, the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) further specified Nansha's role in promoting cooperation between Guangdong, Hong Kong and Macao, joining hands with Hong Kong and Macao to build a portal for high-level opening-up, jointly building a demonstration zone for innovative development, establishing a major platform for financial services, and creating a high-quality living environment.

The Nansha plan, consisting of seven sections and 26 articles and has phased objectives for 2025 and 2035, respectively. The plan proposes main targets in the fields of innovation and technology (I&T) systems and institutional arrangements, public service capacity and business environment, etc.

## Five Major Tasks

**1.** Industrial cooperation bases for I&T will be built in Nansha. Guangdong, Hong Kong, and Macao are rich in scientific and technological innovation resources. The Nansha plan has put forward many powerful measures to strengthen cooperation in scientific and technological innovation among Guangdong, Hong Kong, and Macao. Among the measures, corporate income tax will be levied at a reduced rate of 15 percent for enterprises in industries that are being encouraged in the pioneering zones; Hong Kong and Macao residents working in Nansha will be exempted from the portion of their personal income tax that exceeds the tax burden of Hong Kong and Macao. All these measures are expected to greatly boost the gathering of high-tech enterprises and talent in Nansha.

**2.** Cooperation platforms for startups and youth will be established in Nansha. The plan requires coordinated measures in promoting youth innovation and entrepreneurship, and calls for efforts to improve support for internships and employment and strengthen people-to-people exchanges among the youth. The Nansha plan clearly includes eligible Hong Kong and Macao residents into the scope of local entrepreneurship subsidies, strengthens the guarantee of supporting services for employment, and provides convenient conditions for accommodation, commuting, and children's enrollment in kindergartens and schools so as to promote the establishment of a hot spot for Hong Kong and Macao youths to innovate and start businesses here.



**3.** Joint efforts will be made to build Nansha into a portal for high-level opening-up. The plan stipulates that a comprehensive service base for Chinese enterprises going global will be built in Nansha. Measures will also be taken to enhance Nansha's role as an international shipping and logistics hub, strengthen global economic cooperation and build Nansha into a new platform for international communication. Nansha is one of the important intersections of the domestic and international circulations and has the unique advantage of connecting the two markets and utilising the resources of the two. The Nansha plan proposes that Nansha will play an important role in strengthening international economic cooperation and other aspects. According to it, Nansha will study how to further reduce the access threshold for Hong Kong's professional service industry to provide services in the Mainland, and rely on Guangzhou, especially Nansha's industrial and market foundation, to join hands with Hong Kong and Macao to continuously deepen international economic and trade cooperation and promote the construction of a new high ground for opening up to the outside world.



**4.** A mechanism for aligning rules and regulations will be established in Nansha. The plan notes that a world-class business environment will be built in Nansha, with efforts promoting connectivity in its financial markets in an orderly manner and improving the coordination between public services and social management. Convergence of rules and mechanisms is one of the key points and difficulties in developing the GBA. When the rules are connected and converged, the flow of factors will be smooth. The Nansha plan requires Nansha to actively explore and promote the "soft connection" of the rules and mechanisms in the aspects such as improving the level of connection with Hong Kong's and Macao's financial markets, public services, and social management. The plan clearly supports Nansha's pilot projects in cross-border motor vehicle insurance, cross-border commercial medical insurance, etc., and promotes the convergence of the rules of the GBA in depth.



**5.** Nansha will also be built into a model for high-quality urban development. The plan stresses increasing cooperation in urban planning and development, steadily promoting smart cities, advancing educational cooperation between Guangdong, Hong Kong and Macao, facilitating medical treatment and elderly care for Hong Kong and Macao residents and intensifying joint efforts in ecological protection and treatment. Accelerating the development and construction of Nansha is an important measure for old city Guangzhou to gain new vitality and make new and outstanding achievements in comprehensive urban functions, comprehensive urban cultural strength, modern service industry, and modern international business environment. The Nansha plan explicitly states that Nansha should deepen cooperation with Hong Kong and Macao in the fields of urban planning and construction, smart city management, and environmental protection so as to promote the modernisation of the urban governance system and governance capacity and create a high-quality living circle that is suitable for living, working and travelling.

The plan will help improve Nansha's urban services in the areas of shipping, trade, finance and international communication, helping Nansha join hands with Hong Kong and Macao to build a high-level opening-up portal, and allowing it to play a bigger part in promoting and building the new development paradigm. The plan also helps create a major strategic platform for the comprehensive cooperation between Guangdong, Hong Kong and Macao, enriches the practice of "one country, two systems", and supports Hong Kong and Macao's engagement in the country's overall development.

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# Nurturing Talent with a Global Vision

**Based on the heritage and academic excellence of Wycombe Abbey School in England, Wycombe Abbey School Hong Kong offers an all-round education with a well-designed curriculum and state-of-art campus facilities.**



**“Hong Kong is a renowned world leader in historically providing outstanding schools for its community.”**

**Howard Tuckett**  
**Headmaster**  
**Wycombe Abbey School Hong Kong**

Founded in 1896, Wycombe Abbey School (WAS) is a leading independent boarding school in the United Kingdom. The school has a long tradition of academic success and prides itself on providing a learning environment that fosters intellectual curiosity.

The British school stepped up its efforts to provide quality learning opportunities outside of the United Kingdom and expanded to Asia in 2006. In 2019, Wycombe Abbey School Hong Kong (WASHK) was established by leveraging WAS's heritage and Hong Kong's position as a regional education hub. The new co-educational school offers a British preparatory school education model for years one to eight. With its commitment to well-rounded education, WASHK enables its students to develop unique abilities and skills, and prepares them to excel in top-rated secondary schools around the world.

## Hong Kong as a Premier Education Hub

Hong Kong is a place where East meets West. Its vibrant multicultural scene provides an attractive learning environment that prepares students to be future world citizens. “When Wycombe Abbey International planned to expand into China and Southeast Asia, Hong Kong was identified very early on as a prime location for one of our schools,” said Howard Tuckett, Headmaster of Wycombe Abbey School Hong Kong.

“The city is a renowned world leader in historically providing outstanding schools for its community,” said Tuckett. “We were

also aware of the local demand for an outstanding ‘international’ school. Since WASHK is registered with the Education Bureau as a ‘private’ school, it is not required to meet the international schools’ rule of having at least 70 percent non-local students. All locals and expatriates can access and join our school equally. We recognise and celebrate Hong Kong's commitment to an outstanding education and we were very delighted to be able to launch WASHK in 2019 for all the families of this vibrant city to benefit from.”

## Unleashing Students’ Potential

The school provides a holistic education that is complemented by a curriculum that combines the National Curriculum for England and Wales, the Common Entrance Curriculum and an extensive Chinese language syllabus drawn from the Chinese National Curriculum.

Tuckett stated, “A holistic education that incorporates a diverse co-curricular programme will foster the skills required to succeed, including creativity, emotional intelligence, teamwork and leadership. We are at the forefront of it. We educate our students across all stages of their development, not only in the narrow academic sense.” He added that WASHK enables students to explore their interests as well as to develop better life attributes by providing a broad and international school education that includes 14 primary subjects and ample opportunities to learn from, beyond the conventional classroom.

On the personal front, the British native has lived in Hong Kong for four years and appreciates the city's vibrancy. “Hong Kong is a welcoming and incredible place to work. It has been one of the greatest privileges of my life to be invited to come to Hong Kong to establish a Wycombe Abbey school. We are very proud to be able to offer our school to all Hong Kong citizens as we move into the next chapter of this dynamic city's story,” Tuckett concluded.

## Wycombe Abbey School Hong Kong

- Offers a private British curriculum to children aged 5 to 13 years old. With its “Boarding and Secondary School Guidance Programme”, it supports students with their applications to top boarding schools and secondary schools in Hong Kong and around the world
- Wycombe Abbey International has launched four international schools in Changzhou, Hangzhou, Nanjing and Hong Kong

# The World's Local Auction House

**Leveraging Hong Kong's thriving art market, Bonhams continues to grow its Asian headquarters here to support business growth in the region.**

Founded in London in 1793, Bonhams is a global auction house with a heritage and reputation for connoisseurship and bespoke services worldwide. Having a profound knowledge of fine art and collectibles, motor cars and luxury items, the company holds more than 400 specialist sales a year in over 60 different categories. Its salerooms are located in 11 cities, including London, New York, Los Angeles and Paris. It has also established an extensive network with offices in 37 cities around the world, offering professional advice and valuation services in various specialist areas.

**“The emergence of Hong Kong as one of the world's largest art trading centres, alongside New York and London, is built on its strategic location at the heart of Asia as well as strong cultural and commercial foundations.”**

**Julia Hu**  
**Managing Director, Asia**  
**Bonhams**



Eyeing the Asian market, Bonhams established its Hong Kong office in 2007 and opened its saleroom in 2014. Hong Kong has since become its Asian headquarters, where it has set a series of world records at auctions. As Asia contributes one-third of Bonhams' global business, the company has accelerated its expansion in Hong Kong with the biggest Hong Kong team they have had, and is poised to capture business opportunities in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA).

## **An International Hub for Art Trade**

Hong Kong is renowned as an international hub for arts and culture. It has long been an East-meets-West centre for international cultural exchange, as reinforced again in the National 14th Five-Year Plan. Julia Hu, Managing Director, Asia of Bonhams, stated, “The emergence of Hong Kong as one of the world's largest art trading centres, alongside New York and London, is built on its strategic location at the heart of Asia as well as strong cultural and commercial foundations.”

“The city has traditionally been a centre for trading Chinese fine art and antiques. It enjoys a unique cultural heritage influenced by both the East and the West,” said Hu. “It is also a highly dynamic city with favourable business environment and an efficient transportation and logistics system, all substantially contributing to building a vibrant art market. Therefore, we chose Hong Kong as our Asian headquarters.” Hu added that the city is a magnet for local and international buyers, attracting global auction houses and art galleries to flock to Hong Kong. The city's strategic position often leads Bonhams to choose Hong Kong as their first stop for the international unveiling of major works. “Asia is not a single market – it comprises many regional markets with a growing demand in collecting.” She explained, “As a global auction house, we give regional markets a global platform to buy and sell, while at the same time delivering better results at the friendlier core price points. We are the world's local auction house.”

## **Embracing the New Era: Online Auctions**

Thanks to the city's flourishing auction business, Bonhams distinguishes itself with its unique capabilities from other players. Hu explained, “Our strengths lie in three distinct areas: the diversity in what we offer – we have sales in more than 60 different categories; our price points; and our concurrent ability to be global and hyperlocal. We are proudly carving out the niche.”

Despite the pandemic, Hong Kong saw record-breaking art sales. Bonhams has accelerated its digital advancement to engage more collectors. “When travelling was restricted, online auctions became a great means to reach new customers,” she said. “Our online auctions have attracted 40 percent of buyers new to Bonhams and a third of bidders are under 40 years old, indicating the ever-growing demand.”

On the horizon and imminently, Bonhams plans to strengthen its presence in Hong Kong and leverage the city as the global art hub to access the GBA market. “One of our goals is to bring the GBA collectors to Bonhams' sales in Hong Kong, where they can buy and sell locally and globally,” Hu concluded.

## **Bonhams**

- Acquired by the United Kingdom-based private equity company, Epiris, in 2018
- Opened salerooms in 11 cities, including London, New York, Los Angeles, Paris and Hong Kong
- Established a worldwide presence in 37 cities, including Beijing, Shanghai, Taipei, Singapore, Tokyo, Sydney and Melbourne

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

# Thinking Outside the Box

Leveraging the Hong Kong government's strong support for R&D activities, NeuronSpike utilises brain-inspired technology to help companies elevate products for quicker, greener and more dependable results.

“There are vast opportunities for technology startups and companies thanks to the government support and collaboration with local universities.”

**Dovran Amanov**  
CEO & Founder  
NeuronSpike Technologies



Inspired by how the human brain works, NeuronSpike Technologies designs artificial intelligence chips to deliver cost-effective and reliable machine learning solutions for technology-driven companies. A joint research effort between Harvard University and Hong Kong University of Science and Technology has brought the company into fruition. Eyeing the enormous business opportunities brought about by the development of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), the company established its Hong Kong office in 2019.

## Business Made Easy

The Hong Kong NeuronSpike office houses a growing roster of hardware engineers joined recently by sales colleagues. Dovran Amanov, NeuronSpike Technologies' CEO and founder, cites the city's ease of doing business, strong regulatory environment and rule of law as key motivators for setting up in Hong Kong. Yet the biggest incentive for choosing Hong Kong was the government's strong support for technology companies.

"As we are a deep technology research and development (R&D) company, private investors may be reluctant to take risks on us when we first launched," Amanov noted. "The government's R&D

support boosted us back then. We further benefited from Hong Kong Science and Technology Park's incubation programme. Its Research Talent Hub programme supported our hiring of R&D staff members. We also collaborated with City University of Hong Kong to develop ultra-fast, low memory footprint neuromorphic computer vision systems." Amanov added that the company's chipset designs for mobile phones, security cameras, self-driving cars and drones offer novel solutions where physical size and battery energy limitations are key constraints.

Amanov feels that Hong Kong's proximity to Asia-Pacific and the Greater China markets allows it to find the best talent and investment opportunities. "Hong Kong serves as an international promotion stage to grasp opportunities arising from the development of the GBA. Currently, our focus is on securing patents that will solidify our GBA entry," he said.

## Pandemic Shifts and Solutions

Even though the pandemic closed borders and nanotechnology fabrication facilities, NeuronSpike maintained its momentum. "We switched to using field programmable gate arrays to develop our design architecture," Amanov explained. "We believe this change will be permanent since it is more cost-effective and

convenient than paying nanofabrication facilities service fees. In addition, we are open to hybrid work arrangements and use collaborative software tools extensively to maintain team synergy."

Amanov believes that the city's dynamism and "work hard, play hard" DNA is what makes it special. "The experience of Hong Kong's vibrancy and multicultural life is enriching and joyful. There are also vast opportunities for technology startups and companies thanks to the government support and collaboration with local universities," he concluded.

## NeuronSpike Technologies

- The company develops brain-inspired processor chips that are modelled like brains by mirroring neurons and synapses in the chip's architectures
- Its Hong Kong office focuses on research and development, and incubated at Hong Kong Science and Technology Park

 [nspiketech.com](https://nspiketech.com)



# Swiss Quality Assurance Services Company Ramps Up Hong Kong Operation to Meet Growing Demand

**Veteran testing and inspection company SGS enables clients to enter Mainland China with confidence in their products and services.**

“ We see Hong Kong as leading the way in integrity. It is a trusted hub – a place where companies and consumers can do business with confidence. ”

**Steven Du**  
**Chief Operating Officer – Northeast Asia**  
**SGS**



With over 140 years of history, the Swiss-based company SGS is a leading testing, inspection and certification service provider. Setting the global benchmark for quality and integrity, the company operates a network of 2,700 offices and laboratories worldwide. Its Hong Kong office, established in 1959, offers one-stop quality assurance services for a wide range of industries to meet different supply chain needs. In keeping with the city's on-going construction and infrastructure development, SGS recently acquired construction material testing company The Lab (Asia) Limited (TLA) to complement its services. In recent years, SGS has also developed green finance validation services and web-based applications on supply chain carbon management to support its clients' environmental, social and governance (ESG) initiatives.

## Dominant Gateway to Mainland China

Steven Du, Chief Operating Officer for SGS Northeast Asia, explained that construction material testing is part of his company's strategy for the industry: "TLA supports diversification of our service offerings in Hong Kong. Since fully owning TLA in 2021, we opened a new construction material testing facility for Hong Kong International Airport's three-runway system project. Due to new air and rail infrastructure projects, we are in the process of recruiting more than 200 professionals, some of which are already on board."

In addition, one of the biggest revenue streams for SGS in recent years is omnichannel retailing: it positions itself as an enabler assisting clients crossing the border. "The Hong Kong office plays an important role to bridge overseas companies with Mainland Chinese import requirements," Du stated. "We have evolved with the market's new players through offering our services via eCommerce platforms and target small and medium enterprises (SMEs) that want to ensure quality while building their brands."

Du believes Hong Kong is a gateway into Mainland China as well as a conduit to the rest of the world. "Hong Kong plays the role of a regional technical competency centre to support our clients and affiliates," he explained. "Based on our more than 60 years of experience, our colleagues either play a global or regional role in Hong Kong. The city is well-positioned as an international business hub and a regional trendsetter both for consumer experience and research and development (R&D). Our Hong Kong office supports local and foreign companies planning to penetrate the Chinese and ASEAN markets. There is increasing interest because China is a major world economy with positive economic growth forecasted."

## Business in Hong Kong Made Easy

According to Du, Hong Kong has all the right components for SGS to continue

prospering. Its central location in Asia with close proximity to Mainland China already makes it home to many multinationals and sourcing offices from overseas buyers. Yet as a service-oriented company, SGS is only as good as its people. "One of our core assets is the integrity of Hong Kong staff members," Du said. "We see Hong Kong as leading the way in integrity. It is a trusted hub – a place where companies and consumers can do business with confidence. Hong Kong matches well with SGS's business principles."

Du sees Hong Kong as a special place to live and work, as it enjoys the advantages of being an international metropolis. "Its legal, finance, education system, highly efficient government, multiculturalism and well-developed infrastructure make the city an ideal place to work and live," he concluded.

## SGS

- Headquartered in Geneva, SGS has more than 96,000 employees in 2,700 offices and laboratories around the world
- Its Hong Kong office was established in 1959 and boasts a team of more than 1,000 professionals offering one-stop quality assurance services

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

# Accelerating Growth through Building Custom Portfolios

**Capitalising on Hong Kong's unique position, Cambridge Associates is committed to achieving strong performances in its clients' long-term investment portfolios, and driving business growth in Asia.**

With close to 50 years of institutional and family office investment experience, Cambridge Associates is a global investment firm with offices in key markets in North America, the United Kingdom, Europe, Asia, and Oceania. In Asia, the company established its newest office in Hong Kong in 2021 – which has been issued the Type 4 Regulated Activity licence by the Securities and Futures Commission of Hong Kong, and is licensed to conduct the regulated activity of advising of securities to professional investors – to complement its operations in Beijing and Singapore. The firm offers a range of services including outsourced chief investment officer, non-discretionary portfolio management, staff extension, and alternative asset class mandates to clients such as family offices, private clients, endowments and foundations, pension plans, and other institutional investors around the world.

## Global Expertise with Local Insights

"Asia has historically been a significant market for Cambridge Associates, and we are committed to the region, having been here for over 20 years. Hong Kong – a regional financial hub boasting deep capital markets, a low tax regime, and strong talent pool – is the latest step in our strategy to give existing and potential clients in this region greater access to the investment experience and services for which we are known," explained Edwina Ho, Senior Director, Cambridge Associates, who is based in Hong Kong.

**“ Hong Kong – a regional financial hub boasting deep capital markets, a low tax regime, and strong talent pool – is the latest step in our strategy to give existing and potential clients in this region greater access to the investment experience and services for which we are known. ”**

**Edwina Ho**  
Senior Director  
Cambridge Associates

Combining our company-wide resources and the capabilities of our local teams, we are able to provide both global and regional investment opportunities to our clients in Asia. Being side-by-side with our clients in this dynamic region will enable us to serve them in more immediate and targeted ways. Leveraging our proven track record, we continue to see strong demand in Asia for our investment services and global investment networks, especially in Hong Kong and Mainland China," Ho said.

## Family Offices Poised for Expansion in Asia

As the number of ultra-high-net-worth individuals and family offices is expected to grow in Asia, Mary Pang, Head of Global Private Client Practice, Cambridge Associates, shared her observations on this trend and how the firm can help to meet their investment needs. "There is a generational transition of wealth taking place in Asia at the moment, which sees wealthy families shifting their focus towards managing diversified pools of investment assets, as well as managing their core business," Pang said. "As part of this transfer, we are also seeing increased interest in socially responsible endeavours and impact investing from our clients. We look forward to working closely with them, to help them build customised investment portfolios that can deliver a positive and sustainable impact."



## Hong Kong Enjoys Strategic Location

Hong Kong has an open and supportive business environment, which enables Cambridge Associates to further its business objectives by partnering with local organisations such as InvestHK. When asked about the company's decision to choose Hong Kong as a location for its new office, Ho added, "Hong Kong is a premier business hub in Asia, and is in close proximity to Mainland China. This ideal location allows Cambridge Associates to better serve its clients in Hong Kong and Mainland China."

## Cambridge Associates

- Founded in 1973 and headquartered in Boston
- A global investment firm that helps endowments and foundations, pension plans, high-net-worth investors, family offices, and other institutional investors to implement and manage customised investment portfolios
- Over US\$600 billion in assets under management or advisement as of 31 December, 2021

 [cambridgeassociates.com](https://cambridgeassociates.com)



# Gearing Up for the Future: Electrification and Intelligence

**With its cutting-edge smart manufacturing and R&D capabilities, GAC MOTOR sets its sights on going global via Hong Kong.**

Automobile is considered one of the most popular and imperative modes of transportation in our modern world. In addition to improving our lives by granting us greater autonomy and freedom of mobility, it serves as a major engine for economic growth.

Founded in 1997, GAC Group is a major state-owned shareholding conglomerate with both A and H shares. Its motor vehicle production and sales exceeded 2.1 million units in 2021. GAC MOTOR, as a second-tier enterprise of GAC Group, undertakes the mission of moving GAC's independent brands into the international market. At present, GAC MOTOR has completed the deployment of five global segments, 26 countries and regions, and has built up a global sales network and service system and founded GAC MOTOR (HK). Capitalising on Hong Kong's prime location in Asia and competitive edge, this strategic move will advance the company's trade operations with international partners and further merge GAC MOTOR into the global automobile industry.

## Fuelling Growth in Global Markets via Hong Kong

Hong Kong is a key link for the Central Government's Belt and Road Initiative (BRI), according to Zeng Hebin, General Manager of GAC MOTOR. "BRI is an important development strategy that promotes global trade and stimulates economic growth. With the support of the Chinese government, Hong Kong can

**“ We established the Hong Kong office to expand our international business and deepen our cooperation with other GBA cities. ”**

**Zeng Hebin**  
**General Manager**  
**GAC MOTOR**

leverage its unique advantages to connect the Mainland with other Belt and Road economies,” Zeng said. “Given this promising prospect, we established the Hong Kong office to expand our international business and deepen our cooperation with other Guangdong-Hong Kong-Macao Greater Bay Area (GBA) cities.”

Hong Kong, a global free port and international financial centre, is the perfect portal for bridging GAC MOTOR and the world. Zeng explained, “The launch of GAC MOTOR (HK) is crucial to demonstrating Hong Kong's purpose as our regional hub to accelerate global growth. It serves as GAC MOTOR's major platform for capital, talent and investment, facilitates business transactions between us and overseas dealers, and optimises the business policy implementation and payment process, laying a solid foundation for GAC MOTOR's expansion in overseas markets.”

## A New Era of Smarter, Greener and Cleaner Vehicles

In 2020, the National Development and Reform Commission along with 10 other central Chinese governmental departments jointly issued the “Intelligent Vehicle Innovation Development Strategy”, which provided a strategic direction for the development of China's automobile industry. Major domestic automobile manufacturers have invested heavily to accelerate research and development (R & D), and the future of intelligent new energy vehicles has entered a new era of “diverse competition”.

In face of the new situation and challenges, GAC Group has ramped up its industrial development with a visionary perspective, and has clearly defined the direction of technological and digital transformation, forming a dual path of “intelligence + electrification” and “intelligence + hybridisation”. GAC Group has established comprehensive capabilities in the field of intelligent new energy vehicles, from materials to power cells, forward and



reverse engineering, and from R&D to manufacturing. In the future, GAC Group will also accelerate the construction of large-scale production lines for in-house batteries to create an advanced, independent and controllable battery supply chain, and maintain its leading position in the field of new energy vehicle technologies,” said Zeng.

“Thanks to InvestHK, we have gained access to a variety of resources and information from both the government and industry. This is of great importance to the planning of our business. Their valuable marketing opportunities also support our business in Hong Kong and the region,” Zeng concluded.

## GAC MOTOR

- Headquartered in Guangzhou, China, GAC Group ranked 176th in the 2021 Fortune Global 500
- GAC Group was listed on the Hong Kong Stock Exchange in 2010 and Shanghai Stock Exchange in 2012
- Established in 2019, GAC MOTOR (HK) covers global business, investment management, finance and general management

 [gac-motor.com](http://gac-motor.com)

# Powering Businesses with Top-notch IT Solutions

**NTQ Hong Kong, a Vietnamese-based IT company, strengthens its foothold in Hong Kong to support business growth in the GBA market.**



**“By leveraging Hong Kong’s strategic location and unique positioning as Asia’s world city, we are confident that NTQ, with its compelling capabilities, is poised to seize opportunities in the buoyant GBA market.”**

**Johnny Chong**  
Country Manager  
NTQ Hong Kong

Digitalisation has become a salient driver of productivity growth, especially in the wake of the pandemic, propelling the innovation and technology (I&T) industry to develop new technologies, products and services at an unprecedented pace.

Established in 2011 and headquartered in Hanoi, Vietnam, NTQ Solution is a leading information technology (IT) consulting, services and solutions company empowering businesses of all sizes to accelerate growth. The company delivers offshore high-quality software solutions with its deep expertise in a comprehensive technology stack. Specialised in emerging technologies such as blockchain and artificial intelligence, it also supports clients in their digital transformation process. Currently the company services over 18 countries and cities, supporting 200 enterprises across various industries. In 2021, NTQ Solution launched NTQ Hong Kong, aiming to capture lucrative business opportunities in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) via the city.

## Hong Kong – First-choice Springboard to the GBA

Hong Kong is one of the world’s freest economies, characterised by free trade, free market, free flow of capital and a stable currency with no foreign exchange control. Johnny Chong, Country Manager of NTQ Hong Kong, views Hong Kong as an ideal place for overseas company expansion thanks to the city’s pro-business environment. “Hong Kong is renowned as a free, well-connected and competitive

economy with a sound legal system. Its simple tax regime provides an attractive business environment for overseas companies to grow and thrive,” he said.

Moreover, Chong sees enormous opportunities in Mainland China. It is particularly true for the GBA, a dynamic economic powerhouse with global influence. He explained, “Tapping into the GBA opportunities via Hong Kong is one of NTQ’s strategic directions. Because of cultural differences and language barriers, establishing a foothold in Mainland China might not be easy for Vietnamese companies. However, Hong Kong is a premier springboard to and from the GBA and Mainland market. By leveraging the city’s strategic location and unique positioning as Asia’s world city, we are confident that NTQ, with its compelling capabilities, is poised to seize opportunities in the buoyant GBA market.”

## Delivering Cutting-edge Technology

With a mission of driving the digital economy, NTQ Solution adopts an innovative, scalable and technology-agnostic approach to address its clients’ needs across multiple business domains. According to Chong, NTQ Hong Kong has unique strengths to capture opportunities. “We adopt the speed to market strategies. Also, riding on our headquarters’ cutting-edge technology and solid experience, we are able to provide premium outsourcing services and develop proprietary solutions,” he said. “NTQ Solution has made substantial headways on innovation

in recent years. We are excited to bring the fruits of research and development from Vietnam to Hong Kong and the Mainland.”

Chong opined that the Hong Kong government plays a vital role in nurturing the development of technology-intensive clusters. “Apart from government funding support for industry players, the Hong Kong Science and Technology Parks and Cyberport offer incubation programmes providing all-round assistance to startups. I can see the burgeoning of tech companies, conducive to building a robust I&T ecosystem in the region,” he concluded.

## NTQ Hong Kong

- With offices in Vietnam, Japan, Korea and Hong Kong, NTQ Solution has about 900 employees worldwide
- In 2021, NTQ Solution was awarded “Top 10 Software and IT Services Outsourcing Companies” in Vietnam by the Ministry of Science and Technology and Founder of VINASA
- NTQ Hong Kong currently has 13 employees, and aims to increase to about 20 staff in 2024

🌐 [ntq.com.hk](http://ntq.com.hk)



# Delivering Holistic FinTech Solutions

**Synpulse and its new technology powerhouse focusing on digital innovation, Synpulse8, are poised to offer end-to-end services to the financial services industry.**

Management consultants have undergone a sea change in the past few decades. What used to be a traditional business now encompasses a myriad of different experts. Synpulse's transformation from a boutique management consultancy based in Zurich in the mid-1990s to its current 1,000 consultants, technologists, entrepreneurs and experts in 17 offices around the world reflects how the company has evolved with the times. The company's Hong Kong office was set up in 2015 on the strengths of the city's proximity to its North Asian clientele and its prowess as an established key international financial services hub.

## Hong Kong Stands Out as a Top FinTech Hub

Synpulse positions itself today as a management consulting and technology firm focusing on the financial services sector. As the sector increasingly requires digital solutions, Synpulse8 provides cutting-edge design and engineering services to the financial services industry.

Salomon Wettstein, Senior Partner and Managing Director, Synpulse cum Global Co-Head, Synpulse8, said, "The setup of Hong Kong office is one of Synpulse's significant milestones. Our Hong Kong office has deep connections with the market and our experience here has given us unique insights into the challenges that our clients face in the region, and how we can solve them with industry best practices."

"Over the last three years, we have strengthened our foothold in different markets by establishing a physical presence in Bratislava, Luxembourg, Taipei,

Shenzhen, Jakarta, Pune and Hyderabad, extending our service offerings to Atlanta and Toronto, as well as launching our new global tech powerhouse brand Synpulse8," said Wettstein. He added that Synpulse now owns the capability to serve end-to-end across its clients' value chain and Synpulse8 creates seamless digital experiences to address the online and hybrid requirements that the pandemic precipitated.

## Immerse Market Potential in the GBA

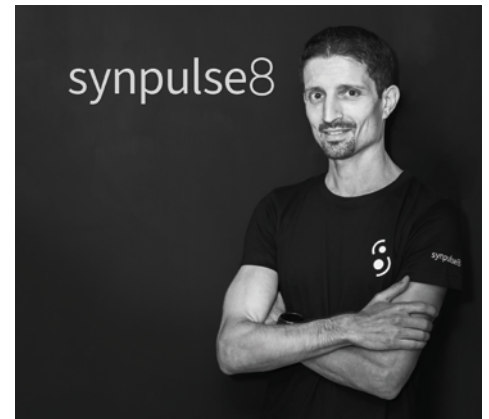
The country's 14th Five-Year Plan has firmly expressed the central government's clear support for Hong Kong's development into an international innovation and technology hub. Synpulse is well positioned to address new tech such as big data, blockchain and cloud computing. Wettstein appreciates the Hong Kong Monetary Authority (HKMA) actively encouraging financial institutions to adopt FinTech solutions. "At the beginning of 2022, the HKMA announced the FinTech 2025 Strategy, where its key initiatives will provide continuous support to FinTech adoption," he stated. "This will continue to shape the financial industry as one of the main trends we should follow."

Further afield, the Hong Kong office supports an increasing convergence of market demands between Hong Kong and Mainland China. "As we continue to grow within the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) and ramp up our technical and digital expertise with Synpulse8, our Hong Kong office will serve as our anchor and springboard to more opportunities in the region," said Wettstein.

**“As we continue to grow within the GBA and ramp up our technical and digital expertise with Synpulse8, our Hong Kong office will serve as our anchor and springboard to more opportunities in the region.”**

**Salomon Wettstein**

**Senior Partner and Managing Director, Synpulse cum Global Co-Head, Synpulse8**



"With our new office in Shenzhen, the Silicon Valley of Mainland China and a fast growing city for digital innovation and business expansion, we are in the right place at the right time to hire exceptional talent. We are actively recruiting software engineers, solution architects and user experience/user interface (UX/UI) designers across all levels of experience for Synpulse8. Hong Kong has a good talent pool to fuel our growth."

As for Wettstein's personal feelings towards his home of the past six years, the ultra marathon enthusiast has nothing but praise: "The great outdoors pushed me time and again to pursue my passion while exploring the magnificent trails, scenic coastlines and peaks of Hong Kong."

## Synpulse

- Established in Zurich, Switzerland in 1996, Synpulse is a global management consulting company focusing on financial services. The company and its technology powerhouse, Synpulse8, deliver unique digital experiences with proprietary technologies
- Its Hong Kong office was established in 2015 to cater to the firm's North Asian clients. With the launch of Synpulse8, both Synpulse and Synpulse8 have a total of 19 new joiners in Hong Kong from January to June 2022, around 20 percent growth in headcount compared with the same period last year

# Hong Kong – the Perfect Headquarters for Global eCommerce Logistics

**WE World Express uses Hong Kong as base to accelerate growth, offering quick and reliable international deliveries to businesses.**



**“ Having worked in many Asian cities, I can say Hong Kong is the best city so far to find the right talent. ”**

**Hakan Bulat**  
**Chief Executive Officer**  
**WE World Express**

The exponential growth of eCommerce means that smooth and timely delivery of goods becomes more important than ever. Factoring into the equation is the pandemic. Companies rely on excellent logistics to ensure quick and reliable transport of everything from prototype samples to cargoes. Founded in 2019, WE World Express is a joint venture between Istanbul-based Turkish Airlines, Mainland China parcel distributor giant ZTO Express and Hong Kong logistics-related investment vehicle PAL Air Ltd. The company, headquartered in Hong Kong, provides cross-border logistics solutions to businesses, connecting more than 100 countries globally.

## Trident of Logistics Strengths

Hakan Bulat, WE World Express' Chief Executive Officer, explained what each company brought to the table: "Turkish Airlines has one of the widest international networks in the world. As one of the largest logistics companies in the Mainland, ZTO Express has rich experience in express deliveries, logistics distribution and warehousing. Lastly, PAL Air Ltd. offers vast experience in cross-border eCommerce logistics. In addition, our own proprietary logistics platform provides real-time tracking for our partners, enabling them to manage their parcels or cargoes in a digitalised and cost-effective manner. In that regard, WE World Express is ahead

of the curve when it comes to digitalisation and logistics arrangements."

Bulat only considered Hong Kong for WE World Express' headquarters. "The city has the perfect geographical location," he said. "It offers international trade advantages, first-class transport facilities and networks, a robust legal system, and sophisticated infrastructure. Plus, it is backed by the Pearl River Delta and Mainland China's strong product capacity. Being in the heart of Asia facilitates rapid sea and air deliveries from southern China to any part of the world."

## Government Support for eCommerce

Bulat welcomes the Hong Kong government's support for eCommerce. "We believe the new three-runway system at Hong Kong International Airport will help us a lot – both on the ground and in air capacity," he stated. "Going forward, our company will continue to benefit from Hong Kong's existing logistics advantages complement with initiatives in the Guangdong-Hong Kong-Macao Greater Bay Area."

Though the pandemic affected WE World Express with border closures and stalled production impacting freight and logistics operations, the company was able to thrive and expand. It currently delivers to more than 100 countries around the globe and is ripe for growth. "Hong Kong is an

international city with relatively relaxed immigration policies," said Bulat. "Having worked in many Asian cities, I can say Hong Kong is the best city so far to find the right talent. InvestHK helped us grow by promoting our services and providing information on government benefits that helped our expansion."

For Bulat, Hong Kong offers a diversity that he enjoys fully. "The frenetic mix of modern skyscrapers and vast mountains makes this place truly mesmerising," he enthused. "It has wonderful food, a vibrant culture and many business opportunities. Hong Kong is a fantastic destination for expats and their families."

## WE World Express

- The company was founded in 2019 to offer cross-border eCommerce logistics to businesses
- Its Hong Kong global headquarters launched with four employees in 2019 and grew to 45 staff members by 2022

 [weworldexpress.com](http://weworldexpress.com)



# One-stop Services for FinTech

**Riding on Hong Kong's mature financial system and Shenzhen's cutting-edge technology, Eddid Financial offers investors a comprehensive suite of products.**



Busy people look to one-stop services when it comes to building wealth. Eddid Financial was established in 2015 to address the lack of comprehensive financial services companies available in the market. Headquartered in Hong Kong, Eddid has diversified its expertise since its inception and now offers comprehensive financial services including asset management, wealth management, investment banking, online financial services and American financial services. To navigate an evolving business landscape, Eddid's various business pipelines work in tandem to create valuable synergies for its clientele.

## Standing Out in a Crowd

"At present, Hong Kong's financial market continues to be impacted by the COVID-19 pandemic alongside global economic fluctuations," said Jerry Tse, Chief Executive Officer of Eddid Financial. "In order to stand out in this fiercely competitive field, we are determined to expand our business globally. We want to seize every opportunity."

Tse believes that as a major Asia-Pacific business hub, financial services has always been one of Hong Kong's core economic pillars. The city benefits from the government's favourable tax environment and the government is actively expanding its FinTech talent pool. Its policies such as

the 2021 FinTech Proof-of-Concept Subsidy Scheme and 2020 FinTech Anti-epidemic Scheme for Talent Development have benefited Eddid. "We have established a strong team of 200 FinTech research and development professionals to combine Hong Kong's mature financial system with Shenzhen's cutting-edge technology," said Tse. In addition, Eddid has robust trading and office management systems to support other financial products that the group offers.

## Bright Financial Prospects

"With the city's inherent advantages and opportunities – particularly those driven by the latest development of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) and the Belt and Road Initiative – Hong Kong will continue to attract overseas and Mainland Chinese investors," Tse stated. "We are confident of Hong Kong's financial prospects as we continue to expand and implement a clear strategic position to consolidate our place in the industry. We intend to demonstrate the strength of our brand to enhance our clients' confidence that we are a professional, reliable and comprehensive integrated financial group."

Tse believes that advances in technology have made investment borderless. "Working from home is more common but has increased transaction volumes,"

he observed. "Investors are more comfortable using mobile applications to process transactions. To simplify the account opening process, our Eddid ONE application adopts a proprietary online account opening system with a highly automated approval process."

Eddid is currently recruiting talent for its wide spectrum of posts from wealth management to risk control and compliance. "Our FinTech sector accounts for more than half of all staff members," Tse noted. "Thanks to their multi-cultural lifestyles and backgrounds, Hong Kong professionals have advantages in developing local and overseas markets. Our team members are financial experts who are young, flexible and energetic."

**“We are confident of Hong Kong's financial prospects as we continue to expand and implement a clear strategic position to consolidate our place in the industry. ”**

**Jerry Tse**  
**Chief Executive Officer**  
**Eddid Financial**

## Eddid Financial

- Its Hong Kong headquarters employs more than 100 staff members, and recently leased a full floor space that factors in a potential 80 percent growth
- The company has obtained Securities and Futures Commission of Hong Kong Types 1 to 6 and 9 licences; the US Securities and Exchange Commission and National Futures Association membership; and Hong Kong insurance brokerage, trust and bullion business licences

 [eddidholdings.com](http://eddidholdings.com)



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