

Consumer Products Case Studies



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

This booklet showcases some of the consumer products related businesses that InvestHK has supported in recent years. These include retail, sourcing and manufacturing companies.

We hope you enjoy reading their success stories.

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InvestHK is the HKSAR Government's Department for attracting foreign direct investment. Our goal is to help overseas and Mainland companies to set up and develop their businesses in Hong Kong. For those foreign companies that are already established here, we extend our services to help them expand in our city.

All of our services are free, confidential and tailored to clients' needs. Our comprehensive range of services includes :

Latest information on Hong Kong's business environment:

- Sector-specific advice and opportunities
- Business incorporation procedures
- Tax and business regulations
- Cost-of-business models
- Employment legislation
- Immigration requirements
- Business networking opportunities

Introduction to business contacts:

- Lawyers, accountants, human resource specialists, consultancies, designers, interior specialists and real estate companies

Arranging visit programmes:

- Meetings with service providers, professional associations and government officials and departments

Business support facilitation:

- Support and assistance with business licences, visa applications, trade mark registration, IP and trade regulations
- Marketing services during the launch and expansion of your company
- Advice on living and working in Hong Kong - housing, healthcare, schooling and networking

InvestHK is represented in cities worldwide and has industry experts across a range of business sectors. Contact us for free advice on setting up in Hong Kong or for details on how we can support your expansion in our city.

ASICS

“Want It More” ASICS Reaches for Higher Goals

Iconic Japanese performance sports product manufacturer ASICS, founded in 1949, sees growing opportunities in Hong Kong and plans to increase its presence in the city

ASICS HK was incorporated in 1996 and entered the market through product distribution channels. Thereafter, ASICS works with local partners to open its own mono-brand stores for the capacity to offer a wider range of products and increased brand awareness among target consumers. There are currently three ASICS mono-brand shops and six for the company's lifestyle brand Onitsuka Tiger in Hong Kong.

“We gained significant recognition as well as trust of the brand among Hong Kong consumers, particularly in the running category,” Hilda Chan, Managing Director, Greater China of ASICS China Trading Co, Ltd, said.

“Furthermore, we have been organising our 10K marathon event for the past few years and have successfully established our first running club in Hong Kong this year to offer regular running classes for consumers.” The goal in the future, she said, is to launch more marketing activities to engage customers at different levels and to organise more events on a regional scale with support from the new Hong Kong team dedicated to retail business. ASICS has plans to open more mono-brand stores in key locations within Hong Kong and Macau.

“The culture of exercising and sports in Hong Kong is getting mature and consumers in general have sound purchasing power. Research statistics showed that the sportswear and sports-inspired fashion market achieved significant growth in Hong Kong in 2015. We foresee continued upward trends in the coming years,” she said.

Chan pointed out that while their business growth in Mainland China has doubled in the past few years and is expected to grow at an average of 30 percent, Hong Kong remains a strategic hub for brand building.



“Hong Kong remains a strategic hub for brand building for ASICS Group.”

The city's strengths as a financial centre are also conducive to mid- to long-term corporate planning, she added.

ASICS is in the process of expanding its office in Hong Kong, setting up functions such as logistics, finance, human resources, marketing and merchandising. The new team will enable ASICS to connect with local customers more closely and provide stronger support to local partners in all aspects.

“Talent in Hong Kong is used to working in a fast-paced environment with a professional mindset. Setting up business here adds to our advantages and I believe it will generate human resource assets for us in the Greater China region in the long run. There are definitely more plans to add other functions into the team as we expand our business.”

ASICS has some 50 offices around the globe and operations in over 150 countries. In 2015, it achieved over 400 billion yen in annual sales, 76 percent of which were achieved outside of Japan.

asics.com.hk

Original date of publication: November 2016

Birkenstock

The Definitive Footbed Finds its Home

Germany's classic shoe brand BIRKENSTOCK has set up a regional head office in Hong Kong to drive its omni-channel strategy and support its regional distributors

Over the past 25 years, the Asian-Pacific region offered a fertile ground for growth of the BIRKENSTOCK brand especially in Japan, Korea, Hong Kong, Taiwan and Australia. In 2014, the German classic shoe brand decided to step up by establishing a sales office and distribution centre in Hong Kong to meet its ambitious goal to develop its own retail networks and wholesale channels via leading shoe distributors.

As of 2014, BIRKENSTOCK was distributed to over 200 mono-brand franchise stores and leading shoe chain stores across Asia. Its distributor operates one of its concept stores in Tsim Sha Tsui. Apart from the classic footbed sandals, the shop also offers a diversity of shoe collections and its children's products are gaining popularity. Unique to the brand are in-shop repair services and showcases of the evolution of its original collections, which are named after major cities.

"Hong Kong is close to our markets, which allows us to work with our distributors and strategic retail partners more effectively. The city also gives us access to a highly productive and efficient workforce," Oliver Reichert, CEO of BIRKENSTOCK Group, said. "The ease of doing business and quality of the manpower also adds to its appeal. The employees here have the right skills and regional experience we need to grow and transform our business."

Asia's Sales and Customer Service Platform

With more than 240 years of experience in the fine art of shoemaking, BIRKENSTOCK's knowledge has been maintained from one generation to the next to guarantee high quality. The brand has also established an image that



represents close attention to detail and eco-friendly production with the use of long-lasting and sustainable materials, all helping to protect the environment.

"The company has a long and rich history and has evolved from a manufacturer to one of the world's top shoe brands. Hong Kong remains one of the key fashion scenes in Asia and a strategic platform to launch new collections towards emerging sophisticated consumers," Markus Bensberg, CEO of BIRKENSTOCK Group, said.

The role of the regional sales office is to provide guidance to distributors and drive omni-channel strategy with a focus on Greater China, Japan and southeast Asian markets. InvestHK provided the company with information on the operational environment, government schemes to support retailers, and connections with tertiary institutions.

birkenstock.com

Original date of publication: May 2015

British Essentials

British Essentials Accelerates Expansion through Hong Kong

British Essentials offers a convenient grocery shopping experience with home delivery of only British products

British Essentials is one of the first online supermarkets selling food and home products directly imported from the UK. It is also the official Hong Kong online retailer of Morrisons private label groceries. Morrisons is one of the largest supermarket chains in Britain. Currently, the site hosts around 850 products and delivers directly to home with their in-house logistic team.

The company specialises in British products and Hong Kong is its first overseas market. Faraz Amir, Director of Asia Pacific, sees a big potential for supermarket eCommerce here. "There are mainstream supermarkets with products from all over the world, but we specialise in only British products, offering high quality of food products meeting European regulations and standard," he said.

"With a high density of an expatriate population in Hong Kong, we expect the city to be an attractive market for us to supply food products from their home country. We are not only targeting British expatriates, but also those from the rest of Europe, as well as consumers who has lived in the UK or appreciate its food and culture," he added.

Setting up their first overseas operation in Hong Kong, the company has planned to use the city as a test bed for Asia, "if we get this model right in Hong Kong, we can apply to other regions such as Middle East and across Asia Pacific," Amir said.

While it is focussing on packaged food and toiletries, the company plans to add fresh food, baby products, and frozen dairy products to the list. Other than their exclusive partnership with Morrisons, Amir revealed that more British brands will be available through their platform in the coming months.



"Hong Kong is an easy place to start a business and I would absolutely recommend to the companies that have an outstanding product or service."

British Essentials currently has a core team of staff in its Hong Kong office, handling logistics and quality control. Its plan is to expand its delivery fleet and to add four to six more delivery vans so as to optimise its logistic capability.

"Hong Kong is an easy place to start a business and I would absolutely recommend to the companies that have an outstanding product or service," he said, "it is a competitive place, but for career or business growth, it is definitely the place to be."

Having been living in Hong Kong for over 10 years, Amir enjoys the high accessibility of the city. "Hong Kong is right in the middle where we can easily connect to a lot of Asian countries, so travelling has been very easy."

Amir was introduced to InvestHK during one of the trade shows held in Hong Kong. He recalled, "InvestHK has given us the network with other entrepreneurs through social activities organised by the team. That really helps a lot for the exposure. The fact that InvestHK is a government department adds to their reliability."

britishessentials.hk

Original date of publication: January 2018

Brompton

Riding to the East

UK bike company Brompton eyes the enormous potential of the Asian market and expand their footprint to Hong Kong

Designed in 1975 by engineer Andrew Ritchie in his flat overlooking the Brompton Oratory in South Kensington, London, Brompton folding bike is one of the UK's largest bike manufacturers producing over 45,000 bikes per year.

In the early years, Brompton started their Asia's presence in Japan. The company encountered an increasing number of customers moving from the UK to Hong Kong who always went back to check where their Brompton bikes can be fixed in the city. To cater to this rising demand, a few years ago Brompton started partnering with a local bike shop to sell their bikes. Originally they expected to sell 15 to 20 bikes each year, but it turned out over 700 bikes were sold within two years. The company then partnered with more distributors because of the overwhelming response.

In order to maintain a consistent brand image and marketing strategies, Brompton decided to set up their own Hong Kong office in 2016.

According to Will Butler-Adams, CEO, setting up the business in Hong Kong is very straightforward. "We are familiar with the Hong Kong corporate law and accounting framework, this makes it easier to set up our office in Hong Kong than in the US."

The local team is dedicated to support distributors in Mainland China, Japan, South Korea and Hong Kong. Thanks to the proximity to nearby cities, the Hong Kong team can attend publicity events in various locations across Asia. "With the support from InvestHK, we were able to turn our ideas into reality. They guide us to where we should start with, who to connect and how to obtain working visas for our staff, just to name a few," Butler-Adams recalled.

"The opening of our Hong Kong office allows us to provide better support and quality service to the Greater China market as we believe there is an enormous potential here," Butler-Adams added. "We also want to provide better support to our distributors in terms of guidance on branding, delivery of services and enhancement of customer experience."



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Butler-Adams also sees that in Asia, Brompton bikes are generally treated as recreational products and customers usually ride the bikes during weekends with friends. To promote a healthy lifestyle, by becoming a member of the Brompton club, customers can gather with like-minded individuals and enjoy cycling trips together.

brompton.com

Original date of publication: July 2017

Caudalie

French Skincare Brand Opens First Asian Store in Hong Kong

Caudalie is expanding its retail and distribution business in the Asia Pacific region from Hong Kong

Caudalie, a pioneer in grape-derived skincare products, opened its first beauty store in Asia in Hong Kong's Gough Street in November 2013. Acting as a showcase to its target customers in the region, the new concept store offers a wide range of retail products and beauty services under one roof.

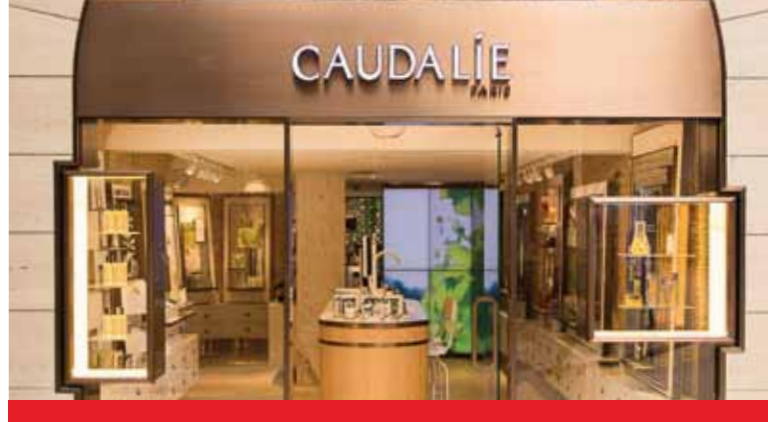
"Hong Kong is the window of Asia and very close to our key market, Mainland China. The city offers major advantages for companies and is no doubt a great starting point for our retail business," Cecile Ossola, Regional Director (Asia Pacific), Caudalie Hong Kong Ltd, said.

Hong Kong is Caudalie's third regional office in the world after Paris and New York. It manages the Asian subsidiaries and distributors and provides marketing and communication directions to support its rapid business growth.

"Hong Kong is the window of Asia and very close to our key market, Mainland China."

Blending Nature, Science and Glamour

Caudalie is not a new player to the local beauty market. After several years of sales and distribution in selected retail outlets in Hong Kong, its customer base has been growing steadily and their positive feedback prompted the company to open its flagship store in the city.



"Having opened boutiques in New York, Brazil, Paris and Milan, we found it essential to express our brand values and the story behind our products. In all our boutiques, we reinterpreted the code of our inspiration, Château Smith Haut Lafitte, with luxurious design, refined materials and engaging displays to explain our patented ingredients and scientific research on the grapes and the vines," Ossola explained.

The flagship store is a duplex with beauty rooms on the first floor and the beauty area on the ground floor towards the building's backyard, offering Caudalie's signature treatments for the first time in Asia. This serves as a showcase to embody the brand's essences: natural, effective and glamorous, for both local and international customers, according to Ossola.

In terms of strategies, the skincare maker adopted a different approach for Hong Kong. In Europe, the distribution is mainly through pharmacies as customers in France trust their local pharmacies' advice for their skincare routine. "Caudalie stands out from other pharmacy brands because it is not only effective but also attractive in terms of packaging design and brand communications. This gives us a competitive edge in the Asian markets where customers look for luxurious skincare solutions," Ossola explained.

During Caudalie's expansion, Ossola found InvestHK's services extremely helpful. "Be it to start discussions with landlord or set up business meetings, InvestHK staff are always keen to listen and happy to help. Using the experience in Hong Kong, we are more equipped when setting up and developing our business in other Asian countries," she concluded.

caudalie.com

Original date of publication: March 2014

Davines

Cultivate Sustainable Beauty through Hong Kong to Asia

“HongKong is an ideal location for businesses to enter Asia markets and to gain market share, especially in Mainland China.”

Italian beauty brand Davines positions Hong Kong as a distribution hub to deploy its high quality hair and skincare products to the Asia market

Founded in 1983 in Parma, Davines manufactures and supplies high quality haircare and skincare products to salons and spas worldwide with presence in 97 countries. Besides the Parma headquarters, the company also has branches in New York, Paris, London, Mexico City, Deventer and recently opened a representative office in Hong Kong.

In Hong Kong, Davines hair products are distributed to professional hair salons while skin care brand Comfort Zone products are available in beauty centers and hotel spas. There is also a training centre and showroom for salon professionals to get to know the brand in greater detail and encourage more interaction. According to Dr Davide Bollati, Group Chairman, the increase in beauty interest and high disposable income have been the major growth factors for haircare and skincare products in Hong Kong. The professional haircare market is estimated to grow at an annual rate of 2.9 percent and the number of salons, propelled by rising demand of young consumer, is estimated to rise in the coming years with an increasing demand for professional beauty services.

Other than tremendous market potential, the strategic location of the city and the international environment also represent great business



opportunities for the company to set up the Hong Kong office as their Asia distribution hub. “Hong Kong is an ideal location for businesses to enter Asia markets and to gain market share, especially in Mainland China,” Dr Bollati said.

In December 2016, the Davines Group obtained a B Corp certification. B Corps are for-profit companies certified by the non-profit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency. Since its origin, the group has a vision on promoting sustainability, challenging itself with projects that combine profit and positive impact on people and the environment by raising awareness and actively involving stakeholders. By pursuing the company’s vision of “sustainable beauty”, the company has been involving in many projects devoted to maximise the positive impact on both the environment and the community.

InvestHK supported the Davines Group to better understand the Hong Kong market by offering up-to-date market information and advice on market entry with its potential and business opportunities.

Davines.com

Original date of publication: September 2017

Devialet

Transcend Your Musical Experience through Innovation

International award-winning startup Devialet brings its revolution in sound technologies to Hong Kong with plans to tap into the high potential Asia Pacific market



From its creation in France in 2007, Devialet was an acoustic engineering company selling high end amplifiers through distributors and dealers plus one retail shop in Paris. In 2015, the company established its regional headquarters in Hong Kong and now has 30 point of sales worldwide including five in Hong Kong.

"We established the regional headquarters in Hong Kong as it is located in the heart of the Asia Pacific region. Its proximity to Mainland China and the ease of travel to Korea, Japan, Australia or New Zealand make it easy for our company to expand to these regions in the future," Julien Bergère, General Manager, Asia Pacific said. "As Hong Kong is a free port, we can easily import our products into the city and manage our business across the region. The mature logistics infrastructure and connectivity from Hong Kong is very convenient and helpful to businesses."

Devialet products entered the Hong Kong market seven years ago through dealership and professional amplifiers retail channels, with its first product line, "Expert", a revolutionary audiophile system. With the launch of the second product line, "Phantom" in 2015, their products are now available in well established department stores and multi-brand electronics stores and their own retail stores in premium, high-traffic shopping malls. "Our products are focused on acoustic engineering, and are designed and made in France. We hope to provide a unique and intimate setting so that audio enthusiasts can come to our stores to truly appreciate music through our devices," Bergère said.

Recently, Devialet hosted The Lost Recordings in Hong Kong, a rare lacquer vinyl event that exhumed a collection of forgotten live jazz recordings, reviving the emotion of the renowned musicians through the revolutionary technologies of Expert Pro. Also, they have partnered with a five-star hotel to launch a special spa treatment that combines a massage treatment with soundscape that is unique to Hong Kong.

In Hong Kong, the team started with two people and has now expanded to over 40 staff who manage retail operations, sales and marketing, finance, logistics, customer services, engineering and human resources for the region. It is an international team with a balance of local and expatriate staff. Also, Bergère commented that the working holiday scheme allows them to attract younger staff to join the team on a temporary basis, which is a great asset to the team. At the moment, the company is evolving rapidly with changes in almost every quarter. Bergère is happy that he can find talent in the city who are highly adaptable and able to create changes.

InvestHK assisted the company by providing market and industry information, advice on entry and expansion strategy, and introduction to potential partners and suppliers.

"We are very happy that more and more people in Hong Kong know our products because of word-of-mouth and our marketing efforts, and we are very proud to win our 70th international design award in Hong Kong at Design For Asia Award." Bergère concluded.

devialet.com



"As Hong Kong is a free port, we can easily import our products into the city and manage our business across the region. The mature logistics infrastructure and connectivity from Hong Kong is very convenient and helpful to businesses."

Original date of publication: November 2017

Dezoo

Striving for Innovation in Home Decor

With an international team based in Hong Kong, Dezoo is ready to embrace latest technologies AI and Chatbot into its future development

Dezoo is a B2B platform that connects professional buyers, furniture and homeware suppliers and designers within the furniture and home decor industry. The platform provides a dedicated solution that optimises furniture sourcing journey. Buyers can browse this online platform to source from verified suppliers even with small order quantities. It is also a platform for aspiring independent furniture designers to partner with manufacturers and realise their ideas.

The company has recently set up an office in Hong Kong to manage this B2B marketplace in the Asia region. Nicolò Bellotto, CEO, said, "We believe that Hong Kong is the right place for us to be. It is close to our suppliers in Mainland China and South East Asia, and it also has a well-established connection with the European and North American markets."

Headquartered in Hong Kong, Dezoo's international team comprises six members coming from Italy, Canada, the United States, and Hong Kong. This multi-cultural team has brought onboard their extensive experience from around the world. As the company expands their operation in Asia, more roles will be added to the team such as marketing officer, relationship manager as well as sourcing manager.

Bellotto added, "From a centrally located base in Hong Kong, we can maximise our logistics and connectivity along Belt and Road economies where we can develop both supplier and customer bases. We believe this is a perfect fit for our business model."

Technologies and innovations are the key elements for Dezoo to create customised user interfaces. One of the new features that Dezoo has developed is an in-house created "Moodboard" which users can use to mix-and-match images of the items selected and virtually share this canvas to their clients.



"We believe that Hong Kong is the right place for us to be. It is close to our suppliers in Mainland China and South East Asia, and it also has a well-established connection with the European and North American markets."

Other platform developments will include more functions to facilitate interaction between buyers and sellers. A real-life competition launched later this year will allow winners to produce specialist pieces. There are plans to further engage Hong Kong's tertiary institutions.

"We are also very interested in further developing AI solutions which can guide professional buyers through their sourcing process, including functionalities such as online assistant, chatbots and image recognition solutions. These technologies will definitely play a substantial role in our future development," Bellotto said.

dezoo.com

Original date of publication: March 2018



“The InvestHK team provided us with practical information such as government regulations and the latest retail technology trends in Hong Kong. They also provided us with additional perspectives for growing the business.”

Diamanti Per Tutti

Diamonds for Everyone

Diamanti Per Tutti is a company which wants to bring a sparkle to everyone's life by offering quality diamond jewellery with unique designs

Originally from Antwerp (Belgium), the diamond centre of the world, Diamanti Per Tutti (meaning 'diamonds for everyone') reinvents diamond jewellery by offering 18K gold plated sterling silver (vermeil) jewels, hand-set with real diamonds.

After its success in Europe, Diamanti Per Tutti (DPT) has selected Hong Kong to open its first regional headquarters in Asia, because of Hong Kong's cosmopolitan culture and status as Asia's centre for the diamond and jewellery trade. "Elegance, style, simplicity and uniqueness appeal to consumers in Hong Kong," says Catharine Hui, General Manager of DPT Asia. "DPT is 'Belgian' in every sense: Antwerp-designed, dedicated to the very best quality and offering excellent service. All diamonds are certified authentic, conflict-free and come with a two-year full product warranty."

In its start-up phase DPT explored various retail models in Hong Kong. First they set up a pop-up shop in Tsim Sha Tsui; next DPT moved to PMQ (Police Married Quarters), a revitalised heritage site which promotes design-led brands and is a cultural hub of events and activities. The success of these two locations



has helped DPT to expand to a permanent retail location in Causeway Bay. DPT currently also has a shop in Mong Kok, a busy commercial district. DPT plans to open two more shops in Hong Kong and one retail outlet in the Mainland later in 2016.

Hui attributes the DPT's success in Asia to a combination of factors: its European origin and design, the integration of social media and customised services, and careful management and cost control.

When setting up in Hong Kong, Hui recalled, "The InvestHK team provided us with practical information such as government regulations and the latest retail technology trends in Hong Kong. They also provided us with additional perspectives for growing the business."

diamantipertutti.hk

Original date of publication: May 2016

eslite

eslite: A fusion of Literature and Lifestyle, Provider of Cultural Content

eslite Corporation, one of Taiwan's major bookstore and lifestyle conglomerates, has a strong presence in Hong Kong with three stores and over 250 staff.

The business model of eslite spectrum has proven popular among Hong Kong customers. After the first opening of its book-and-lifestyle operation in an upscale property in Causeway Bay in 2012, a prominent shopping destination in Hong Kong, the company has further expanded into Tsim Sha Tsui alongside the iconic Victoria Harbour - eslite's first store with a harbourview reading corner. This move tapped into the growing interest in unique designer products from independent design labels. In 2016, the conglomerate set up its third eslite spectrum store in Taikoo Shing, a major residential and commercial area, on Hong Kong Island. This store carries a wide range of health and lifestyle products and houses the largest children's section among the three branches.

"When we first started planning stores outside of Taiwan, our goal was to be in a place that has embraced a diversified Chinese language market. With a resident population of over seven million and 58 million visitors in a year, Hong Kong proved to be a market that has a strong local and overseas customer base. Also, we observed that our Taiwan stores are popular with visiting Hong Kong tourists, hence we were confident of immediate brand recognition when we expanded to the city," an eslite spokesperson explained.

Hybrid Strategy

During its inception, eslite established its hybrid retail strategy by injecting rich cultural content into different aspects of its operation. In addition to books, which form the key product category of the stores, creative platforms such as galleries, cafes, music, art and event spaces complement its business scope. In Hong Kong, eslite strives to discover and promote local artists and brands. For instance, the



company worked with over 150 local cultural practitioners in 2017. The stores regularly host theme-based seminars and are popular hub to learn, socialise and discover.

According to the eslite spokesperson, "In eslite's spaces, our visitors co-create a unique cultural landscape with us. People who are immersed in their reading and passionate about life are generously sharing their learning and creations with others. They all come together to form the tableau vivant that is eslite, and to write the touching tale that we strive to be."

InvestHK has been providing support to eslite since the early days of its expansion into Hong Kong. The department continues to offer facilitation and advisory services to the new tenants who have been introduced to Hong Kong through the new eslite spectrum stores. These services included information on the retail sector, introduction to service providers, advice on expatriate relocation, recruitment of local staff.

www.eslitecorp.com

Updated: April 2018

Grana Group Ltd

The Changing Power of E-Commerce



"I am an advocate for Hong Kong. It's an amazing place to set up a business, especially in e-commerce."

In just two years, GRANA is firmly on track to achieve its set goal of changing the way fashion is distributed. Its success has attracted the attention of the world's leading e-commerce giant Alibaba Group

Up-and-coming fashion label GRANA, founded in October 2014, has recently moved into a brand-new 18,000 square feet centralised warehouse in Wong Chuk Hang, with a strong team made up of various functions and over 50 employees. It was a milestone and a validation of Founder and CEO Luke Grana's vision to create high-quality basics at affordable prices for everyone, one that took him from Sydney, Australia to Hong Kong three years prior.

"I had a one-way ticket, US\$200,000 and a business plan," he recalled. "Doing it from Australia was impossible as the shipping rates were so expensive. Hong Kong is a tax-free port, the world's sourcing city and the world's busiest international air cargo hub, allowing us very good shipping rates to global markets," he said.

"I am an advocate for Hong Kong. It's an amazing place to set up a business, especially in e-commerce."

Grana cited three lessons he has learned in raising seed capital. "The first one is you need to have proof points. When we raised our first seed round, and we had a proof point of a trial as we sold out 2,000 tee shirts within three weeks," he said.

Once he had met the first group of angel investors, it then came down to leveraging those contacts.

"We kept getting a lot of introductions, and that was really positive."

"And the third is to be persistent. Some investors would say no, but you have to keep pushing and give them a clear point of view on why they should invest in your business."

InvestHK has been providing assistance to GRANA from the company's planning stage. Co-founder and Chief Operation Officer Pieter Paul Wittgen, who was formerly an investment banker in Hong Kong, pointed out the importance of lasting partnerships.

"We solved a lot of problems by including partners into the thinking process, in every phase, and making them part of the success of the company," he said.

And the young fashion label has recently earned the attention of a new partner: Alibaba. Alibaba Group set up a HK\$1 billion (US\$130 million) Entrepreneurs Fund for Hong Kong in 2015 and in October 2016, the Fund participated as the lead investor in GRANA's recent US\$10 million Series A round of funding.

Cindy Chow, Executive Director of the Alibaba Hong Kong Entrepreneurs Fund, pointed to the lean business model, use of technology and being an e-commerce business as key reasons for picking GRANA. "We look for companies that have a good business proposition, create business value and provide proof points," she said.

The Alibaba Hong Kong Entrepreneurs Fund seeks to invest in promising young companies with a significant base in Hong Kong and deemed a good fit of the Alibaba ecosystem. Portfolio companies get to meet Alibaba's business unit leaders for advice and other business opportunities.

"We are planning to extend our product range and going to be working on entering China next year. We want to work closely with and learn as much as we can from Alibaba Group, so it's going to be very exciting for us," Grana said.

grana.com

Original date of publication: November 2016

John Hardy

Jeweller Revives Techniques from Bali's Ancient Royal Courts



“HongKong is a natural choice for the company for its sophisticated retail environment, advanced infrastructure and an international clientele who values authenticity and are culturally curious and globally minded.”

Artisan-crafted jewellery brand, John Hardy, plans to open three additional locations in Hong Kong, and more to come in the region

The brand was founded in 1975 by John Hardy, a Canadian designer and artist, who was enchanted by the beauty of Bali. Handcrafted by master artisans using traditional jewellery techniques descended from ancient Balinese courts, each John Hardy piece embodies the natural landscape, artistic heritage and culture of the beautiful island of Indonesia.

Committed to the thousand-year old artisanal heritage, the brand contributes to Bali's sustainability both economically and environmentally. Today, the company is one of the largest employers in Bali, with a production base and showroom employing close to 700 local and international staff, producing every piece of jewellery by hand. The workshop area is built with low-impact materials such as bamboo, adobe and thatch, occupying 400 lush acres that



include Balinese heirloom rice paddies and farms to supply both employees and guests with organic meals.

John Hardy's creations are now available in over 600 sales points in 27 countries, including department stores and jewellery shops around the world. John Hardy's regional commercial hub for North Asia is positioned in Hong Kong, headed by the North Asia Commercial General Manager with a strong remit for promoting retail, distribution and marketing activities across the region.

CEO, Robert Hanson, says, “Hong Kong is a natural choice for the company for its sophisticated retail environment, advanced infrastructure and an international clientele who values authenticity and are culturally curious and globally minded.”

“Hong Kong is a global luxury hub that serves as an exciting shopping ground for luxury brand customers. Each of John Hardy's collection has a unique story inspired by the legends and surroundings of Bali, such as the bamboo, the paddy fields, the mythic animals that denote nobility and the Balinese people's love for life. These elements also attract customers who are particularly interested in brands with a distinctive narrative,” he continued.

In addition, the company plans to open three additional retail stores in Hong Kong, all of which are directly managed. “John Hardy's brand is about community and human bonding. Every day at our base in Bali, we host workshop tours and hospitality events to provide the John Hardy experience to the public. We are looking for a location to have our own workshop in Hong Kong, where we could have an event space to show our artisanship and truly demonstrate the uniqueness of John Hardy,” Hanson enthused.

By establishing a solid footing in Hong Kong, Hanson said the company will aim for a more aggressive target in the next five years to open more locations in the rest of the region.

johnhardy.com

Original date of publication: July 2016

Metro Group

German retail giant chooses to stay in Hong Kong



“As Hong Kong is a free port, we can easily import our products into the city and manage our business across the region. The mature logistics infrastructure and connectivity from Hong Kong is very convenient and helpful to businesses.”

The relocation of Metro Group Buying Hong Kong (MGB HK) to Kowloon Bay is proof of the company's ongoing enthusiasm for Hong Kong

MGB HK is a wholly-owned subsidiary of the Metro Group, which is headquartered in Germany. It is the group's exclusive sourcing agency (for non-food products) and is responsible for the international sourcing of direct imports for distributors. These include Metro Cash & Carry (self-service wholesaler) and Real (supermarket).

As the regional sourcing centre for the Asia-Pacific region, the Hong Kong-based company manages all business processes such as quality control, quality assurance, logistics, brand management, packaging solutions, exports and finance. All supply chains are fully integrated to maximise capacity. Metro Group sales partners account for 70% of MGB's business. The remainder is with third-party customers.

After 40 years in the city, MGB recently conducted a review to decide whether Hong Kong is still the ideal base for the company. The review concluded that no other location is a match for Hong Kong in terms of efficiency and productivity. “The dynamics of the business and retail environment have changed over the years, but Hong Kong is still the ideal base for us. The city is an excellent hub for business activities and many of our business partners are based here”, says Michael Ciesielski, Chief Executive Officer of MGB HK.

Approximately 50% of the product range is consumer goods (e.g. household goods, office items, electrical appliances, toys and furniture) and 50% is textiles (home textiles, clothes and shoes). The company's core strategy involves direct sourcing and expanding its supplier base. “In today's environment, speed is paramount. The company tries to take on as many responsibilities as possible within the supply chain to maintain its competitive edge”, says Ciesielski.

Unbeatable products, unbeatable prices

According to Ciesielski, the company secures better prices by purchasing directly at the source. It also conducts strict tests to ensure quality and develops premium products that meet customers' needs. In addition, MGB HK has introduced social responsibility guidelines and 100% of its suppliers undergo strict BSCI (Business Social Compliance Initiative) audits.

In 2015, approximately 60% of revenue was generated in China, followed by Bangladesh, India, Vietnam, Turkey, Indonesia and other countries. MGB has other branches in Bangladesh, India, Vietnam, Turkey and Mainland China.

The METRO GROUP is one of the largest international trading companies. In the 2014/15 financial year it made a revenue of approximately €59 billion. The company has a presence in 29 countries in over 2000 locations and employs more than 220,000 staff.

Ciesielski has been living in the city for ten years and says that as well as being a mega-metropolis, Hong Kong is also close to nature, water and the mountains. “It is a liveable city in every respect.”

metro-mgb.com

Original date of publication: June 2016

Ningxia Zhongyin Cashmere

Ningxia Cashmere Taps Overseas Market from Hong Kong

Ningxia Zhongyin Cashmere's Hong Kong subsidiary will act as a bridgehead to oversee all overseas operations

Cashmere, also known as “soft gold” in the textile industry, is obtained from goats bred on high-altitude grasslands. Mainland China is the world's largest supplier of raw cashmere, and goat farms in Mongolia supply some of the finest cashmere for export to overseas markets.

Based in northwestern China, Ningxia Zhongyin Cashmere Co Ltd is one of the country's largest cashmere materials and knitwear manufacturers and exporters. The Shenzhen-listed company acquired Oriental Cashmere Corporation Ltd in 2008 in order to tap into Hong Kong's talent and expertise in cashmere exporting, especially to the European market. The company recently moved to a 6,100 square-foot office in Kwun Tong and added new staff to further support its global expansion plan.

“Hong Kong is a cosmopolitan city with plenty of experience in international trade. With Chinese and English as the official languages, Hong Kong people can communicate better with clients in terms of language ability. They are also very familiar with international trade best practices and regimes, have an international mindset and a good understanding of western culture,” Ma Feng, Deputy General Manager, Ningxia Zhongyin Cashmere Co Ltd, said.

“The free flow of information in the city also allows us to obtain global market information and insights quickly,” he added.

Hong Kong as a Trade Window

Zhongyin purchases cashmere from Mongolia and other best origins in China, and produces high-quality cashmere materials, yarns, knitwear and fabrics in the Eco Textile Industrial Park in Ningxia. Its other production sites are located



“Mainland companies should fully utilise Hong Kong's strengths in international marketing, sourcing and financing as well as its role as an RMB settlement centre to establish a firm foundation to drive overall development.”

in Jiangyin, the UK and Cambodia. Zhongyin also creates and manages its own cashmere fashion brands, including Todd & Duncan, Brown Allan and Philosophie, which are sold to department stores worldwide, and through many of its own flagship stores in Mainland China and two online stores.

“Cashmere production is a capital and labour intensive industry. To meet the company's global development plan for the cashmere, yarn, fabric and fashion markets, Hong Kong will act as a trade window for our European markets and oversee the UK, Cambodia and Japan subsidiaries. Setting up in Hong Kong helps accelerate our business growth. The city is also a perfect sourcing, financing and RMB settlement platform,” Ma said.

The company made an initial investment of HK\$20 million in the Hong Kong subsidiary, Oriental Cashmere Corporation Ltd, in 2008. Sales turnover reached HK\$540 million in 2013.

“Mainland companies should fully utilise Hong Kong people's strengths in international sales and marketing, sourcing and financing to establish a firm foundation to drive overall development,” Ma concluded.

www.zhongyincashmere.com

Original date of publication: March 2015

Rue Madame

High-end French Fashion Retailer Going from Strength to Strength



“The success of your business depends on how hard you are prepared to work and there’s no easy ride. But in Hong Kong it is easy to find like-minded people to support your dream.”

Rue Madame, the retail brainchild of financier-turned-owner-entrepreneur Ariane Zagury, is so successful that within the last three years the brand has opened 10 retail shops in total, five in the International Finance Centre (IFC) and another five in Causeway Bay.

“As Asia’s retail paradise Hong Kong has all the top-end luxury brands and some of the mass-market labels, but there are very few retailers catering for the midmarket. This is a fast developing segment in France,” Zagury said.

She decided to set up Rue Madame, selling Parisian fashion to educated and sophisticated Hong Kong women guided more by taste than labels. Her exclusive range includes Majestic, Laurence Dolige, ba&sh, essentiel, Vanessa Bruno and many others.

Business Sustainability

As an ex-investment banker, Zagury has an eye for a business opportunity. She negotiated to be the exclusive agent in Asia for American Vintage, a luxury basics brand with a French twist that was established in 2005 and has a turnover of €50 million per annum.

Choosing the right location and setting the right price are keys to success for a retail business, Zagury said, and provided a few tips for entrepreneurs who would like to start their own business. “One must be realistic about planning and the business must be profitable at least in the medium term. As an entrepreneur, you should tailor make your work according to your personality, and in this respect, you must be very clear about who you are. The best marketing tool is always your product,” she said.

Some 15 years ago Zagury holidayed in Hong Kong and since then she has always wanted to move to the city. She considers it a blessing to live and work in Hong Kong. “There is nowhere else like Hong Kong in Asia. You can feel the energy of the city and it is the ideal place for non-Asians because it is so cosmopolitan and welcoming,” she said. This is why she would not have considered setting up her business anywhere else in Asia. “The success of your business depends on how hard you are prepared to work and there’s no easy ride. But in Hong Kong it is easy to find like-minded people to support your dream.”

Zagury appreciates the support that InvestHK has provided all along, especially the aftercare service. “InvestHK provides a very good local perspective for people who have just arrived in Hong Kong and would like to enter the market here,” she said.

ruemadame.com

Original date of publication: March 2014

Shiao Jewellery

Live with Passion

Lin Shiao Tung, a jewellery brand from Taiwan, hopes to use Hong Kong as a stepping stone to expand its presence in Asia and beyond – even to the American and European markets

Since its inception over 16 years ago, Lin Shiao Tung Jewellery has won numerous international awards. The company currently has six stores in Taiwan, and recently opened in Hong Kong as “Shiao”. Originated from the name of founder and designer Lin Shiao Tung, the word “Shiao” means “dawn” in Chinese, referring to the original intention of the brand. Further expansions of the company are underway in Suzhou and Shanghai. Lin Shiao Tung Jewellery chose the “store-within-a-store” business model and is currently located in a major books and lifestyle store that also recently expanded in Hong Kong. “Hong Kong is a city where tradition meets modernity. I see so much multi-cultural creativity here, featuring a mixture of western and eastern cultures, echoing the ideas for my jewellery design. There is a great mix of international jewellery brands here, and Hong Kong people are passionate about fashion and art, hence presenting an excellent opportunity for creative and innovative brands like ours,” Lin Shiao Tung said.

Jewellery for Everyday and Special Occasions

The company’s roots date back to an exhibition launched in 1999, when Lin Shiao Tung rented a 140-square metre exhibition space at a bookstore’s gallery in Taipei to display his jewellery design, which was conceived more than 10 years earlier. This exhibition was a launch pad for Lin to subsequently retail his products at several leading department stores in Taiwan.

The jewellery industry continually evolves with new techniques and materials. According to Lin, consumers’ tastes have also changed – for example, Chinese people nowadays prefer designs that can be worn everyday as well as on special occasions. As a result, Lin Shiao Tung decided to set up his own eponymous brand in 2000 to better adapt to the latest lifestyle preferences, so that customers possess not only the jewellery but also its meaning behind. “All of my jewellery has a story to tell,” Lin said.



“ Hong Kong people are passionate about fashion and art, hence presenting an excellent opportunity for creative and innovative brands like ours.”

Lin appreciated InvestHK’s support in providing practical advice, government regulations and updated information on Hong Kong. “This allowed us to fully focus on our core business and serve our new and existing clients who come to visit our new store,” Lin concluded.

lin-shiao-tung.com.tw

Original date of publication: March 2016

Versace

Where Fashion Goes Big

Italian luxury fashion house Versace opens its largest Asian store in Hong Kong

Grey marble, shiny brass and a backlit onyx façade create a luxurious and contemporary ambience for Versace's new flagship boutique on Queen's Road in Central. The two-storey boutique contains a total floor area of 684 square meters in the heart of Hong Kong. "The store is a testament to our confidence in Hong Kong, as the city remains one of the major fashion capitals of the world, with very sophisticated and fashion-forward consumers," said Giovanni Di Salvo, Managing Director Asia Pacific.



"The store is a testament to our confidence in Hong Kong as the city remains one of the major fashion capitals of the world, with very sophisticated and fashion-forward consumers."



The Italian fashion house currently operates 11 shops in Hong Kong, most of which are located at the city's busiest shopping hotspots, such as Tsim Sha Tsui and Causeway Bay. The opening of the flagship store on Queen's Road Central has further boosted the brand's profile in Asia. "This opening is part of our global plan to bolster Versace presence in primary shopping destinations of major international cities, and aims at offering an exclusive and tailored shopping experience to our Hong Kong clients," Di Salvo remarked.

An Ideal Location for Business Expansion

Hong Kong is a strategic market for Versace, due to its commercial potential, but also because of its sophisticated consumers, who continuously provide input and inspiration to elevate the company's offerings. In the last 12 months, Versace opened multiple stores in the region exclusively dedicated to the brand's Versace Home Collection, which offers a wide range of home and lifestyle products. "We see a growing interest and demand for our home collection in Asia," Di Salvo said. "This increasing demand comes from the desire of the clients to have the total experience of the brand, which becomes part of their daily life."

Versace's Asia Pacific headquarters is also based in Hong Kong. With some 75 employees, the regional headquarters is managing more than 200 direct and franchise stores in the region. The marketing and PR team also helps the brand to build a strong engagement with regional celebrities and influencers, further enhancing the brand's position.

Another strategic competitive resource in Hong Kong is its talent pool. "It is a place where one can find abundant multilingual professionals with international experience. The openness and flexibility of Hong Kong people is another element that facilitates doing business here," Di Salvo said, "Hong Kong is a very business-friendly city."

Di Salvo found the support of InvestHK very helpful, and especially appreciated their willingness to 'go the extra mile' to advise and support the company.

versace.com

Original date of publication: May 2017

V-ZUG

Bringing Swiss Innovation to Asian Home Living

Home appliance specialist V-ZUG from Switzerland hopes to use Hong Kong as the launch pad to Asia

Swiss home appliance specialist V-ZUG recently set up the first ZUGORAMA showroom for Hong Kong in Causeway Bay, allowing visitors get to see for themselves how Swiss technology can improve home living.

Alberto Bertoz, Managing Director Greater China, said Hong Kong is not only an important market in itself, but is also a trendsetter in the region and being here brings visibility to the brand. "Hong Kong has had, and we believe will continue to have, a 'lighthouse effect' in the region. No luxury brand with a success story in Asia is without a success story in Hong Kong."

Dozens of events have been held at the showroom, which consists of a living room and a dining area with an open kitchen, to demonstrate to developers and potential consumers the results the lines of high-tech kitchen equipment are able to produce. Adjacent to the showroom is an office where staff take care of sales and marketing, customer service and support, as well as management and finances of the company's Greater China operations.

"Now that our showroom is set up and ready, it will complement the service of kitchen dealers that possess the level of taste and experience to understand, discern and propose the brand and the products for their value," Bertoz said. Now with showrooms in both Hong Kong and Shanghai, V-ZUG is well positioned to focus on establishing itself in Greater China in the next two years, before expanding to other parts of Asia.

Bertoz emphasised that V-ZUG does not merely export products overseas, but it's more about addressing customers' needs with Swiss technology, whatever market it may be.

The company has also introduced to the city the V-ZUG Gourmet Academy, which helps customers make purchasing decisions through regular events and activities. The chef at Hong Kong's Gourmet Academy is discovering how to prepare Chinese recipes through the brand's tradition of attention to detail and Swiss perfection.



"Hong Kong has had, and we believe will continue to have, a 'lighthouse effect' in the region. No luxury brand with a success story in Asia is without a success story in Hong Kong."

"I personally cooked pork belly for my friends prepared with the V-ZUG Combi-Steam oven, which takes 72 hours at 62 degrees Celsius. After it was set up, the whole cooking process was automated. The dish was ready to serve after three days of slow-cooking. This cooking process seemed complicated, but it was actually very simple and it produced an outstanding result. Everybody was amazed," Bertoz said.

The oven, he furthered, is also able to achieve crispiness and the golden colour desired in many traditionally fried dishes in Chinese cuisine such as "spring rolls", through the precise distribution of humidity and heat, but without deep-frying. But taking note of the importance the local cuisine places on specific preparation techniques, V-ZUG has developed a line of gas hobs available only for the Asian market.

Other key products introduced to Hong Kong by V-ZUG include the Refresh Butler, which according to the company, is a revolution in fabric care that de-creases, sanitises and dries delicate garments through the world-exclusive photocatalysis process coupled with steam technology. It reduces the need for dry-cleaning, which involves chemicals harsh on fabrics.

Bertoz relocated to Hong Kong with his family last year and has been enjoying his new home. "It's very vibrant and dynamic, and there's a lot of business going on. But in just 20 minutes, you can be in the middle of nowhere with a lot of green. There's no other city like it," he said.

vzug.com

Original date of publication: March 2017

Watchbox

Redefining traditional timepieces with technology

US based WatchBox targets technologically savvy consumers through offering an online trading platform and augmented reality preview feature for pre-owned luxury watches.

Hong Kong has always been the Asia hub for luxury watches, with in-store retail sales of jewellery, watches, clocks and valuable gifts achieving HK\$ 75 billion in 2017. A wide range of international brands are featured in the watch and jewelry stores in key retail locations. Over the years, consumers have become well educated on the trends and financial value of timepieces.

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

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

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

To engage Hong Kong's technologically savvy consumers who look for personalised experiences, WatchBox's newly launched mobile app provides a new augmented reality feature enabling consumers to "try-on" watches from WatchBox. All watches will "appear" on the user's wrist to scale in their approximate size and shape dimensions, allowing consumers to virtually see how their new watch will look on their wrists in real life. Consumers can then take photos of watches "on" their wrists through the app to share with friends or post on social media.

"The internet penetration rate in Hong Kong is about 75% while the mobile penetration rate is over 240%. Under such an advanced and wide-spread tech market, our dynamic omni channel strategy merging an e-commerce platform and white glove concierge service at our Collector's Lounge on Duddell Street, Central enables us to provide a premium yet efficient way for customers to navigate the pre-owned watch market through a trusted partner", Reis enthused.

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

thewatchbox.hk



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



The Bambo Nature range is designed and manufactured in Scandinavia by the **Abena Group**, a large international health care wholesaler and one of the diaper manufacturers in the world with the longest history. Abena, established in 1953, has its headquarters in Denmark in Northern Europe, employs more than 1,600 people worldwide and distributes its products to more than 80 countries, including Germany, England, US, Korea, Singapore, etc.

As a result of the commitment to the health and comfort of our users and the protection of the environment, Bambo Nature has been consistently recognised as one of the best products on the market. Abena is the first diaper manufacturer in the world to obtain the Nordic Swan eco label - one of the most stringent accreditations perceived by the industry. As the official diaper supplier to all the hospitals and kindergartens in Denmark, Abena has brought Bambo Nature to Hong Kong.

bambo.com.hk



Founded in Singapore, **Apex Retail** aims to bring premium international brands' beauty products to Asian markets through its unique concept store, ranging from high end makeup, hair tools and hair care to luxurious skincare. The company has expanded to Hong Kong recently as it found Hong Kong a place where they can get sufficient international exposure. Also due to the credibility protection the city could offer to foreign companies as well as the stable, mature and accessible legal system, there is a strong determination for Apex Retail to invest here.

Apex Retail's Hong Kong office will be hiring Beauty Advisors and Sales Director to support its operation and it's looking to expand when the company has secured a strong customer database and have an active profitability.

apexretail.com.sg



TALES combines modern, innovative design concepts with traditional Chinese culture. Artimize's products have received numerous international awards, for example, the Japanese Good Design Award. In 2015, it received a Taiwan Excellence Award for the second year in a row. The 'TALES' products embody modern, 21st-Century Chinese aesthetics, and include porcelain, crockery, stone ornaments, incense burners and teaware.

TALES hopes to use its east-west design concepts to provide a new perspective on east Asia's rich cultural heritage. Using Hong Kong, an international and multicultural city, as the base, the company plans to promote the originality of east Asian culture to the rest of the world, and to bridge the gap between modern tastes and different local cultures. **Artimize Worldwide (HK) Ltd** was established in Hong Kong in September 2015.

talescasa.com



The Belgian brand **BAUNAT**, became through very fast growth online reference for fine diamond jewellery and investment diamonds, by offering unbeatable prices and catering to the Smart Buyer segment. Due to its capacity to buy diamonds at the source, its efficient (digital) marketing, and its smart stock monitoring business conduct, the brand now exports more than 85% of its branded diamond jewellery to more than 50 countries. Based on the Bricks & Clicks approach, in every market where the brand feels a lot of traction, they open a local showroom to support the growth. Nearly 70 % of its sales are made via E-boutiques www.baunat.com & www.baunatdiamonds.com, available in 8 languages and 7 currencies, while approximately 30% of sales are made in their showrooms in Amsterdam, Antwerp, Geneva, Zurich, Dusseldorf, Mumbai, Nice and Paris. Recently, BAUNAT have launched a new showroom in Hong Kong, to embrace the expansion in Asia.

Baunat.com



The heritage dates back to 1825, when the Bormioli family established its first glassworks in Fidenza. The family soon branched out, exploring innovative new avenues of production and expanding to new regions. Today, **Bormioli Rocco group** employs over 2,700 people and produces more than five billion pieces of glass per year - each piece designed and produced in Italy, showcasing the past that has enchanted consumers around the world.

In August 2013, in response to the tremendous business potential of the Asia-Pacific market, Bormioli Rocco group established a sales office named Bormioli Rocco Asia Pacific Ltd in Hong Kong, the hub for Asia Pacific commercial activities. With an east-meets-west culture, Hong Kong is a place for good food and good wine, just like the Italian lifestyle. It creates a good platform for Bormioli's glassware, stemware and dinnerware. The Hong Kong office has a showroom to present its latest product lines and provides strategic sales and marketing support for its business partners in the region. The company has five employees and plans to recruit more sales and marketing professionals in the years to come.

bormiolirocco.com

BRACELET LOUNGE

Bracelet Lounge (Asia Pacific) Private Limited is an international company with Singaporean investors. Their Brand Piote sells highly affordable silver jewellery and is gaining popularity with gift givers. The company has chosen Hong Kong as their gateway to Asia Pacific as Hong Kong is well established as the trend setter in Asia. It currently has one store on the Kowloon side and will look towards opening additional stores, ultimately opening a total of four stores in Hong Kong, as well as developing e-commerce and franchise channels.

piotte.com



Established in 2016, **BYDEAU** is an online gift company set up by an American Creative Director in Hong Kong. The company opened a design studio in September, bringing customers fresh, in-season flower arrangements and gifts inspired with a modern flair.

BYDEAU's mission is to remove the stress, time and hassle associated with sending beautiful flowers and gifts. By creating a simple and delightful giftgiving experience through its mobile integrated online shop, BYDEAU makes sending a little something a big deal and fun again.

Its objective is to create the perfect gift-giving and receiving experience. In addition to selling direct to consumers, BYDEAU supplies a growing number of B-to-B clients' such as financial offices, restaurants, spas and other businesses with weekly flower arrangements and corporate holiday gifts.

BYDEAU's headquarters is located in Hong Kong, which will play an important role in the company's development strategy and global expansion.

bydeau.com



Calypso Trading Ltd is a Hong Kong-based company which trades manufactured goods from Asia to Europe. It mostly deals on the promotional market, with high expertise on electronic products.

Thanks to a wide and reliable sourcing database, Calypso has a complete range of products to fulfil client requirements and offers global services to ensure a smooth and simple follow-up on the client's side. Propelled by a strong desire for growth, Calypso plans to broaden its horizons with new markets in southeast Asia, the US and Latin America in the coming years. Its goal is to find only a few distributors per country and to work with them hand-in-hand to ensure a win-win business relationship.

www.calypso-trading.com



Eu.promotions is an international group established in Italy in 2006. Retailers work with us to enhance their customer shopping experience, accelerate sales and grow their most valuable customers over a specific period of time; we provide tactical marketing solutions that increase behavioural loyalty to retailers all over Europe.

The headquarters is in Milan, Italy coordinating 6 different legal entities in Europe with regional offices based in London, Amsterdam, Riga, Budapest, Saint Petersburg and Hong Kong. The HK office is the commercial and operative arm in the Far East, where we execute our main productions since 2009. Due to the expansion and reach of our clients' activities Eu.promotions has opened a regional office in HK in 2018 reporting to the marketing and product development central office in Milan. Building a long-lasting partnership with suppliers, sourcing new factories and support the product development team in Italy on technical issues and quality control are the main activities of the HK office.

www.eupromotions.com



Vousten Shoes is an international online shop selling handmade Italian shoes for men and women. Established in 1926 by the grandfather of the current CEO, the company is part of Vousten Man & Mode BV and a leading online high-end fashion specialist in the Netherlands. Currently, Vousten Shoes is an online market leader for Santoni Shoes, Stone Island, Jacob Cohen jeans, Armani and Philippe Model. In 2015, Vousten Shoes opened its satellite stock office, **Faust Hong Kong Ltd.**, in Hong Kong.

Vousten believes that offering of high-end fashion brands has to be matched by unparalleled service. With a loyal customer base in Europe, America and Asia, it has expanded its market operations beyond the Netherlands. By operating three regional offices located in Schijndel (Europe), Hong Kong (Asia) and Los Angeles (US), their products can be delivered to clients efficiently.

voustenfashion.com



Gino Monti San.Ve.Tic.Ltd.Sti. was founded in 1984 as one of the leading leather apparel manufacturers in Turkey. The Hong Kong office, **Gino Monti HK Ltd.**, was opened in June 2016 and acts as the regional office handling genuine leather for apparel, bags and shoes imported from European countries. It also plays a role in sales and marketing to establish and maintain close relationship with clients in China, Korea and Japan. Further expansion plan includes establishing showroom or representative offices in the Eastern and Southern China to keep the strong link with clients.

ginomonti.com.hk



Company focused in trading with High Quality **Goods from Spain** for Asia. Our business objective is to develop, promote and grow those high quality products of strategic brands which are created by talented companies from Spain. We want to be a platform to promote more the quality of the Goods manufactured/designed in Spain. We have provided strong visibility on the media for those brands under our management in several countries in Asia. We have diversified categories in multiple channels from directly in retail, also to be wholesale distributors for strategic brands. Latest project also cover e-commerce with platforms like Wechat.

nanos.hk



GIVI ITALIA S.R.L. (Italy) is a well-known party products company in Italy and Europe since 1989. **Givi Italia International Ltd.** was founded in 2015 as GIVI ITALIA S.R.L. with an objective to use Hong Kong as a base for International business, and manage sales and marketing for its brand Givi Italia. Currently the company mainly targets Asia Pacific and Mainland China markets.

GIVI ITALIA S.R.L. is a well-established company which has over 25 years' experience on beautiful, traditional yet modern designs on all party products, tablewares and decorations. The company has already built up a warehouse in Hong Kong and planning to build another one in Mainland China so as to support the increasing demand and take the advantage of "Free on Board" (FOB) shipment from the Mainland to all over the world.

giviitalia.com.hk



Founded in Beijing, Time100 focuses primarily on online sales and the design and craftsmanship of watches and accessories. It has offices in Hong Kong (**Hong Kong Time100 Co Ltd**), Beijing and the US. The company intends to become the pioneer in selling internet branded watches and to create a youthfully styled, modern watch brand.

Time 100 currently holds a number of modern watch brands, including the award-winning Time100 (licenced globally), SURVAN (licenced in Switzerland) and Barbie (licenced in China). Time100 collections have been awarded numerous honours in the Hong Kong Watch and Clock Design Competition, organised by HKTDC. In March this year, the Time100 and the SURVAN collections were showcased at the Baselworld watch fair, gaining market recognition across Europe and North America.

time100.hk



IDKIDS Group is a leading company in the children's garment and toys market, with its key brands - Okaidi, Obaibi, Oxybul - Eveil et jeux, and Jacadi. The group, based in France, is in 70 countries with a network of 1,020 stores and generates an annual turnover of €741m. For 19 years, IDKIDS Group has been developing its mission of "working to make a better world for growing children" by putting children at the heart of its concerns and actions.

To support its expansion in the Asia-Pacific region, IDKIDS Group has recently launched a distribution centre in Hong Kong. The group currently has 45 shops in the Middle East and Asia, and plans to expand this number to reach 300 within the next three years, beginning with its brands Okaidi and Obaibi, and partnering with Geodis to support the project logistics.

www.idgroup.com



Set up in Hong Kong in February 2016, KYBOE!'s founders Dick and Kees were inspired by the global travel and adventures to create a fashion watch that has style and functions, and fits in with their eclectic and bohemian lifestyle. Managed by **Kedtrade Asia Ltd**, it designs watches for people who are confident with their own sense of style and live their lives boldly. KYBOE! is a lifestyle fashion watch brand and the company has created 343 different watches, available in 100 colour combinations - something for every occasion.

It has sold over 200,000 watches just in small niche markets in St. Tropez, Ibiza and the Netherlands. In 2015, Marc Bell and Joseph Roos became partners to realise the founders' dream of sharing KYBOE! with the U.S. market. In March 2015, KYBOE! officially launched in several major U.S. department store chains including Nordstrom, Saks and Lord & Taylor. Hong Kong is its headquarters for the Asian market

kyboe.com



Madmouse Toys is a new startup company founded by Latin Americans. It is fully engaged in toys development and distribution. It chose Hong Kong as its headquarters to be close to its factories and designers, and to assure the best quality for its products. Madmouse has its own office and showroom in Kwun Tong and expects to hire two additional staff in coming months.

madmousetoys.com



Since its establishment in 2011, **MamiBuy** has been the most popular one-stop maternity service-and-product recommendation platform in Taiwan - holding the record for the longest browsing time (33 minutes), and with the largest number of maternity-sharing communities. MamiBuy provides the latest information and knowledge on nursing and child-care, and features "MamiBuy's Expert" online Q&As. Other channels, like "Popular Features" and "Product Recommendations," deliver more than 300 brands and 30,000 products to mothers. Since its establishment four years ago, MamiBuy has become the most-shared maternity online platform.

In 2015, MamiBuy chose Hong Kong as its first step toward expanding internationally. In addition to opening a new Facebook page in March, MamiBuy officially launched its Hong Kong website, MamiBuy.com.hk, in July. The website features limited-time pre-purchase and mobile-browser pages to deliver personalised services to Hong Kong mothers.

MamiBuy.com.hk



Mammut Sports Group AG is one of the leading climbing, hiking and outdoor equipment brands. Its products set standards in terms of quality and innovation and create new trends. Mammut Sports Group AG has opened its new regional office in Hong Kong on 1 January 2017. The regional office coordinates Mammut activities in the three fully owned subsidiaries in Japan, Korea, China as well as the distribution markets in Hong Kong and Taiwan.

As Asia Pacific is the main growth and focus market for Mammut globally, its regional office is focusing on activities such as wholesale expansion, retail and eCommerce, serving as a management hub to accelerate and develop business activities in all countries across the APAC region.

mammut.ch

+ M A S S B R A N D E D

MASS BRANDED is a high-end streetwear brand for men who want to dress casually without dressing down. The company combines structured designs with a graphic sensibility to create pieces that enhance the male form to make its clients stand out.

Hong Kong is a great place for a small fashion startup like MASS BRANDED. As a producer of high-end streetwear, the city's fabric district provides access to a wide selection of top quality textiles from around the world. With its local sample-room, the company can have the pieces made and examine the output immediately which allows it to input, amend or make changes on the spot right away. More importantly, Hong Kong still offers small scale but high quality manufacturing options, even though much of the production have moved to Mainland China over the years. Plus, there is a talent pool of professionals that offers excellent craftsmanship.

massbranded.com



雷諾瓦拼圖文化坊

Founded in 1990, Renoir specialises in the production and sale of jigsaw puzzles. It owns more than 20 stores across Taiwan. In 2007, Renoir entered the Mainland Chinese market, opening around a dozen stores in major cities like Shanghai, Beijing, Hangzhou and Tianjin. In October 2015, Renoir opened its first Hong Kong store and established its Hong Kong subsidiary, **Montmartre Art Ltd.** Renoir stores sell jigsaw puzzles and picture frames, as well as various jigsaw puzzle accessories and customised jigsaw puzzles.

Renoir is the exclusive importer of premium jigsaw puzzles from various European countries, including the Netherlands, Spain and Germany. Renoir provides a diverse range of fun and innovative jigsaw puzzles, and in 2005 it launched its own jigsaw brand, which produces jigsaw puzzles inspired by the works of famous illustrators such as Jimmy Liao and famous fictional characters like Snoopy and Peter Rabbit. Renoir's puzzle designs have proved very popular with both Chinese and foreign customers.

renoirpuzzle.com.tw



MorriSofa

Morris Holdings Limited is one of the leading sofa manufacturers in Mainland China. The Group exports fabric and leather sofas of excellent quality to overseas markets such as the United States, United Kingdom, Australia, etc. as one of its major businesses. This year, the company launched its new retail brand MorriSofa, aiming to explore the furniture retail markets in Hong Kong and Mainland China. The first flagship store of MorriSofa in Asia Pacific is located at Wanchai, Hong Kong.

The contemporary stylish design of MorriSofa products is led by well-known Italian architect Giovanni Cagnato. The company has also developed multi-functional sofas with smart home features such as reclining seats, Bluetooth audio system and wireless smartphone chargers, etc.

MorriSofa will open its next China flagship store in Xuhui District, Shanghai to further expand its global sales network in the upholstered sofa and furniture markets.

morrisofa.com.hk



Nilorn Worldwide is an international company, established in 1977, focused on adding value to brands by using branding and design in the form of labels, packaging and accessories. Customers principally represent the fashion and ready-to wear industry. Nilorn Worldwide offers complete creative and tailored concepts in branding, design, product development and logistic solutions. **Nilorn East Asia Ltd** was established in 2000 in Hong Kong to service the customers throughout the Asia region due to its central location and duty free environment advantages. Based in Kwun Tong with over 100 staff, the company offers a full service of sales, product development, customer service, stock holding and distribution of product to customers. In 2012 the company brought production of variable date products, fabric care labels, barcode tickets and stickers back to Hong Kong. Nilorn Shanghai was established in 2011 to widen their offer within Mainland China.

nilorn.com



Peachstate Hobby Distribution Limited ("PHD") facilitates wholesale distribution of sports trading cards including NBA, MLB, NFL, and soccer. The company decided to come to Hong Kong to open a new branch due to the business-friendly nature of the city as well as the fast-paced opportunities it provides. This is the first location for PHD to expand its business in the region and set up a warehouse and office space in Kowloon Bay.

phdgames.com



Pinel et Pinel is a French luxury brand that produces contemporary trunks and high-end leather goods, aiming to give a sense of unusual, offbeat and uniqueness to customers. The brand reinterprets the codes of luxury goods with a casual impertinence, giving life to its trunks and accessories through an inspired mix of high-tech, design, colours and refined materials.

All of its products are made to order and handmade in the Parisian factory studio. Exceptional creations, a tradition for achieving the highest quality and finished that always push the boundaries. Every stitch is a little gem of expertise and ingenuity, from the design stage to the finished prototype, each model takes up to 1,300 hours to complete. The gesture and detail is without compromise but simply perfection.

Given the known of the Asian's interest in Pinel et Pinel's products, the company is encouraged to set up a boutique and showroom in Hong Kong.

pineletpinel.com



Piquadro is an Italian brand of tech-design accessories for business travelers. The three core values inspiring the brand - design, functionality and technological innovation - are expressed through superb Italian craftsmanship, leather of the finest quality and a meticulous attention to detail. In every collection, Piquadro proposes a wide range of bags, luggage and small leather accessories where the originality and elegance of the Italian style are combined with practicality and reliability, all at the service of work, travel and the intense pace of modern life. Piquadro exclusively uses the finest Italian leathers combined with technofabrics of the latest generation in both classic and unusual colors. The brand is distributed all over the world and among major locations such as Rome, Milan, Venice, Florence, London, New York, Barcelona, Moscow, Prague and Taipei, is proud to have recently launched the Hong Kong Times Square store with a colored and attractive new concept.

piquadro.com



Rumi Yoga Wear is an active-lifestyle brand based in Hong Kong. Its high-performance apparel and accessories are ethically engineered, and its designs are inspired by the life works of Rumi, a 13th-century poet, theologian and Sufi mystic who believed deeply in music, poetry and dance as pathways for individuals to connect with themselves and the world. Rumi Yoga Wear produces its yoga apparels with materials developed from recycled plastic bottles and upcycled coffee grinds. From the sustainable fibers to the luxurious feel, it infuses every piece with superior quality and comfort that feels unlike any other sports apparel.

Rumi Yoga Wear selected Hong Kong as its headquarters because the city serves as a hub for Rumi's suppliers and vendors for product development, and for its access to many sourcing resources. Originally from San Francisco, California, founder Melissa Chu saw a gap in the market for eco-friendly and innovative active apparel, as wellness and fitness practices are growing rapidly within the APAC region.

www.rumiyogawear.com



The Beam Co., Limited has been recently set up in Hong Kong, the Asia's world city. The company aims to create an international brand, Simple Pieces, for the new generation who aspires for "self-realisation" and believes in the power of authenticity. The products is displaying on real women with actual proportions so customers can easily find their truest fit. The products are using stretchy and easy care fabric, in order to fit customers' lifestyle and suit their fashion style. The company has its creative center and showroom in Hong Kong, while the sales region starts from Hong Kong and Mainland China, and will later on expand internationally. Its supply chain and operation centre are located in Shenzhen.

www.simplepieces.com



WWW.THEVAULT.HK
ANTIQUE | VINTAGE | RETRO

Originated from Thailand, **The Vault** is a lifestyle retail shop selling textiles, antiques and vintage items. A great variety of products can be found in The Vault, including items with over 200 years of history, and collections from more recent decades. The company also carries fabrics sourced from the Queen Sirikit Project warehouse, which features a collection of textiles handwoven by indigenous tribes in Northern Thailand.

TRIWA is a Swedish independent watch and accessory brand dedicated to transforming the perception of the status symbol into a symbol of style, through a combination of Swedish classic silhouettes and Swedish contemporary design. TRIWA has its design studio in central Stockholm, which houses a team of 22 people. TRIWA's design philosophy is that they only design what they want to wear, which is quality controlled by a simple question: Would we wear it ourselves?

Founded in 2007 by four friends, who are still running the business together, TRIWA currently sells through 1,200 retailers in 25 markets. TRIWA has set up its regional company, **TRIWA ASIA Ltd**, here in Hong Kong in order to better support its customers and increase the brand's presence in the region

TRIWA
STOCKHOLM

triwa.com



Founder of **Unique Pack** has successfully built a strong brand present in the Brazilian market since 1969. Unique Pack is specialised in manufacturing and distributing unique, high quality and low cost packages for jewellery related products. The company is expanding its operations and has chosen Hong Kong as their headquarters and hub for worldwide sales. The qualified local sales team and product specialists can give full support with courtesy, respect and efficiency to clients around the world.

Unique Pack's factory is based in Shenzhen, China. It has a production capacity of 800,000 packages per month and can attend massive orders promptly. Unique Pack's goal is to establish and promote long-term business relationships with global strategic partners in an ever-changing and dynamic global business environment, generating win-win profitability for all parties.

uniquepack.net

unspun

unspun seeks to reverse climate change by 1% through 3D fit algorithm, additive 3D weaving mechanisms and localised production. The first product unspun addresses is denim jeans. With the use of advanced algorithms, fitting denim jeans are produced based on customers' 3D body scans. Products are produced locally currently but in late 2018 will be automated through a 3D weaving machine invented by unspun, inc. The localisation of manufacturing would ultimately aid "re-industrialising" Hong Kong, as mentioned in The Chief Executive's 2017 Policy Address on developing a diversified economy. With technology developments located in San Francisco, USA, Hong Kong is unspun, inc's headquarters in Asia; with most of its business developments and investments carried out in Hong Kong. The company is supported by HAX, recognized by H&M Foundation and incubated by the Mills Fabrica.

unspuntech.com

thevault.hk



Vegware is a global leader in eco food disposables, creating completely compostable packaging for food to go. Founded in the UK, it has now launched in Hong Kong, bringing its experience in sustainable food packaging solutions to Hong Kong's carbonconscious brands.

Vegware manufactures certified compostable catering disposables made entirely from plastic-free, recycled or renewable materials and unlike most foodservice packaging, Vegware can be simply recycled together with food waste after use. Packaging made from plants, not plastic means less carbon. For example, the recycled sugarcane used to make Vegware's takeaway plates and boxes has 99 percent less embodied carbon dioxide than polystyrene. Vegware is taking green mainstream with its practical holistic solution and improving sustainability in foodservice. Run from its Scottish headquarters, Vegware is now a global brand with operations in the UK, US, South Africa, Australasia, UAE and now Hong Kong, with a Europe-wide network of distribution partners from Iceland to Portugal.

vegware.hk

Vestiaire Collective

Vestiaire Collective is a leading global marketplace for premium and luxury pre-owned fashion. The online platform is unique due to its carefully curated catalogue of 900,000 desirable items, expertly checked for 100 percent quality and authenticity.

Launched in Paris in 2009, Vestiaire Collective's website has over six million fashion savvy members across 48 countries worldwide, with offices in Paris, London, New York, Milan, Berlin and newly opened in Hong Kong. Around 30,000 new items are submitted by its community of sellers every week, which enables buyers to hunt amongst over 3,200 coveted and must-have fashion pieces a day, ensuring that Vestiaire Collective is the go-to site for an exciting unique shopping experience.

vestiairecollective.com



Wan Living was founded in 2016 by a team of three Swedish and Hong Kong based engineers and designers. Hong Kong was the ideal location for the company, with Chinese suppliers a few hours away, good infrastructure and shipping possibilities. Wan Living's product portfolio spans over apparel and e-device accessories. They are designed with focus on functionality, durable materials and slimmed down to purposeful products with a Scandinavian touch. The need for smart and affordable design products for our modern living is greater than ever and the lack of such products was the reason Wan Living was created. Its products are mainly sold through e-commerce sites in USA and Japan and will soon start to sell locally in Hong Kong. Its founder is an entrepreneur from Sweden who loves to create smart products for our daily living.

wanliving.com



In today's world of style, glasses have become a fashion accessory and are no longer worn just to improve vision – some people who have never worn glasses have started to use them as a style statement. 2nd Frame was established in Taipei in 2007 by a team of like-minded designers and sells a wide range of distinctive spectacle frames. Its stores feature a unique interior design, and it hopes to provide a stylish shopping environment where customers can find reasonably priced frames to suit their tastes. 2nd Frame's motto is "Be daring" – evident from its exquisitely designed products. In October 2015, the company established its Hong Kong subsidiary, **Zhe Zhe Vision Ltd**, which aims to launch 2nd Frame's products in the local market.

2ndframe.com

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