



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

ANNUAL REPORT 2016
二零一六年年報

HONG KONG

A Dynamic Business Hub for All

多元發展 攜手向前



PROFILE AND MISSION

簡介和使命

Established in July 2000, Invest Hong Kong (InvestHK) is a department of the Hong Kong Special Administrative Region Government tasked with attracting foreign direct investment to Hong Kong and providing overseas and Mainland companies and entrepreneurs with information, advice and services they need to succeed in the city. We work with companies of all sizes, from startups and SMEs to multinationals, and we support them in every aspect from planning, setting up to promotion and expansion.

Our staff stationed in 30 offices in key markets worldwide reach out to potential investors and work to strengthen and promote Hong Kong's status as Asia's premier investment destination. All of our services are free, customised and confidential and based on our core values of passion, integrity and professionalism. We strive to provide the best customer service combined with business friendliness and responsiveness.

成立於2000年七月的投資推廣署，為香港特別行政區政府轄下的部門，負責吸引外國直接投資來香港，並為來自海外及內地的公司和企業家提供所需的資料、意見和服務，以助其業務在港取得成功。本署與各種規模的公司合作，從初創公司和中小企到跨國公司也有；在客戶業務發展的每一階段，包括規劃和開業以至推廣和擴張等，本署都樂於提供支援。

本署駐全球主要市場30個辦事處的員工，接觸有潛質的投資者，致力加強香港作為亞洲首要投資目的地的地位。本署提供免費、量身定做及保密的服務，並建基於熱誠、誠信及專業多個核心價值上，務求送上最優質的客戶服務，且承諾商業友好的態度和迅速回應客戶的需要。

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2016 RESULT HIGHLIGHTS

成績摘要

In 2016, InvestHK achieved the following results:
在 2016 年，本署取得以下的成績：

↑ **391** **Completed projects**
完成項目
^4.3% (growth 增長)

↑ **3,968** **New jobs created**
新增職位
^9% (growth 增長)

98%

of our clients rated our services
“Useful” or “Very Useful”

客戶對資推廣署的服務給予
「有幫助」或「極有幫助」的評價

Mainland China
remained largest
source of our
investment projects

中國內地繼續成為
投資項目的最大
來源地

Completed Projects
完成項目

82

^5.1% (growth 增長)

DOING BUSINESS IN THE WORLD'S FREEST AND MOST COMPETITIVE ECONOMY

經濟自由度和競爭力全球第一

Doing Business in the World's Freest and Most Competitive Economy 經濟自由度和競爭力全球第一

■ **World's Most Competitive Economy 全球最具競爭力的經濟體**

IMD, World Competitiveness Yearbook 2016
瑞士洛桑管理學院《2016 年世界競爭力年報》

■ **World's Freest Economy 全球最自由經濟體**

Fraser Institute, Economic Freedom of the World report, 2016
菲沙研究所《世界經濟自由度：2016 年年度報告》

■ **World's Freest Market for the 22nd Consecutive Year 連續 22 年成為全球最具競爭力的經濟體**

Heritage Foundation, 2016
傳統基金會 2016 年

■ **2nd in Global FDI Inflows 外來直接投資流入金額全球排名第二**

United Nations Conference on Trade and Development (UNCTAD), World Investment Report 2016
聯合國貿易和發展會議《2016 年世界投資報告》

Hong Kong's Advantages as a Business City

香港作為商業城市的優勢

- A business-friendly environment, low taxation and a trusted legal system
- Arbitral awards made in Hong Kong are enforceable in over 150 jurisdictions by virtue of the New York Convention, and in Macau and Mainland China through reciprocal arrangements
- Ease of doing business and proximity to major markets
- Strategically located in the heart of Asia, with over 100 airlines offering flights to some 190 locations and half the world's population within five hours' flight time away
- An efficient road and rail network connecting different parts of the city and the mainland
- Neighbouring the Pearl River Delta, China's largest and most productive manufacturing region with tens of thousands of factories owned or managed by Hong Kong and overseas companies
- Home to 71 of the world's 100 largest banks and numerous investment houses and insurance companies
- A rich pool of professional service firms
- Free press and free flow of information
- 優越的營商環境、低稅率和信譽良好的法律制度
- 香港的仲裁裁決可根據《紐約公約》在 150 多個司法管轄區執行，而在澳門及中國內地則透過互惠協議執行
- 便利營商的環境，並鄰近主要市場
- 位於亞洲中心地帶，有戰略性優勢，超過 100 家航空公司提供航班來往約 190 個目的地，全球一半人口居住在五小時飛行時間之內
- 便捷的公路和鐵路網絡，把市內各區及內地連接起來
- 毗鄰的珠江三角洲，為中國最大和最具生產力的製造業地區，遍佈成千上萬由香港和海外公司擁有或管理的工廠
- 全球 100 家最大的銀行中 71 家在香港有業務，在港的投資公司和保險公司亦十分多
- 為數眾多的專業服務公司
- 新聞及資訊流通自由

華洋(香港)船務有 HUAYANG (HONGKONG) SHIPPING



Li Yong Zheng 李永政

Managing Director
of Hua Yang
(Hong Kong)
Shipping Limited
華洋(香港)船務
有限公司董事
總經理

Eberhard Brodhage 包凱歌

Country CEO
Hong Kong of
Commerzbank
德國商業銀行
香港行政總裁



“ As a maritime hub in Asia, Hong Kong is very attractive to Mainland enterprises with its robust maritime policies and low tax regime. ”

香港是亞洲的海事樞紐，擁有穩健的海事政策和低稅率稅制，對中國內地企業具有非常大的吸引力。

“ I am very impressed with the can-do attitude, flexibility and thriving for opportunities mindset in this city. These are exactly the mindsets that make Hong Kong a cosmopolitan city full of energy. ”

香港人的拼搏精神、靈活變通和積極開拓機遇的精神令我印象深刻，也正是這份精神令香港成為一個充滿活力的大都會。

SECRETARY FOR COMMERCE AND ECONOMIC DEVELOPMENT'S MESSAGE

商務及經濟發展局局長的話



Gregory So 蘇錦樑

*Secretary for Commerce and
Economic Development
Hong Kong Special Administrative
Region Government*

商務及經濟發展局局長
香港特別行政區政府

For InvestHK, the government department tasked with attracting foreign direct investment to one of the most vibrant business cities in the world, no two years are the same and there is never a dull moment.

In 2016, the department completed 391 projects, and among them 316 were related to first-time investments in Hong Kong, while others were about cases of existing investors boosting their presence. They involved investors from 40 economies, representing more than HK\$16 billion in total investment amount and 3,968 jobs within the first year of operation/expansion. Almost 98 percent of them indicated to us that they found InvestHK's services either "useful" or "very useful".

Promising statistics aside, there was something about 2016 that made it rather special, particularly all the buzz and new opportunities created by the merging of entrepreneurial spirit and innovation.

In early 2016, InvestHK successfully held the first StartmeupHK Festival and attracted almost 5,000 attendees as well as world-renowned speakers and startup legends sharing their insights at discussion forums. Among the notables gracing the stage was legendary inventor and serial entrepreneur Elon Musk, who spoke at the headliner Venture Forum and had a silent room of more than 900 people enraptured by his vision of putting a man on Mars by 2025. The stellar event was built on the foundation of the StartmeupHK team that was set up in 2013 with the aim of building the startup community in Hong Kong and positioning our city as a key startup hub in the world.



Another initiative organised by the newly established FinTech team at InvestHK, Hong Kong FinTech Week, debuted in November and saw more than 2,500 participants. Among the attendees were delegates from international FinTech companies and startups, more than 100 global FinTech experts and, of course, accelerators, incubators and investors in search of new partnerships. InvestHK keeps a close eye on the business environment of Hong Kong and provides support wherever and whenever it can. According to InvestHK's latest survey on Hong Kong's startup ecosystem, there were 1,926 startups involving 5,618 workstations and 5,229 staff as of August 2016. The numbers of startups and workstations both clocked up a 24 percent year-on-year increase, and the number of staff employed showed a significant 41 percent rise over the same period. The upward trend speaks of Hong Kong's advantages as an investment destination, with a vibrant community of supportive incubators and accelerators, investors and capitalists, and a government that cares about business.

This exciting development does not only bode well for the tech sector but all industries seeking to improve efficiency and tapping new market potential through innovation, including the four pillars of Hong Kong's economy: trading and logistics, tourism, financial services, as well as professional services.

New opportunities can also be sought by leveraging existing strengths. Hong Kong has long been a haven for shipping business, with nine percent of the world's merchant fleet owned or managed by the

city's ship owners and a vibrant cluster of some 800 maritime companies. To reinforce our port's position as the hub of global maritime services, the Hong Kong Maritime and Port Board was set up in April. This high-level steering body will assist the Government in devising relevant strategies and initiatives; facilitate collaboration between stakeholders; create a maritime business-friendly environment; foster the long-term development of the industry; and support and promote Hong Kong's maritime community.

Our top-notch port facilities form a major part of the infrastructure puzzle that also includes the world-class Hong Kong International Airport and an ever-expanding rail and road network reaching different parts of the city and the Chinese mainland. As the Belt and Road initiative goes full-steam ahead, Hong Kong is not merely a gateway to Mainland China but the "super connector" between Mainland China, other parts of Asia and the rest of the world.

A well-known international financial centre and a leading offshore renminbi hub, Hong Kong also offers deep capital markets, an extensive network of banks, a free flow of capital, a favourable tax environment and a strong talent pool, making it an ideal location for multinationals to set up corporate treasury centres.

Companies conducting business across borders need to navigate the complicated waters of multiple currencies, regulatory environments and interest rate regimes. Setting up a corporate treasury centre, best described as an "in-house bank" of a

SECRETARY FOR COMMERCE AND ECONOMIC DEVELOPMENT'S MESSAGE

商務及經濟發展局局長的話

multinational corporation, is an efficient and effective way to tackle important areas such as obtaining capital, managing liquidity and risks, and processing transactions. This is especially true for Mainland Chinese enterprises looking to “go global”.

According to the Ministry of Commerce, there were close to 3,500 Mainland companies present in Hong Kong in 2015, an increase of more than 12 times compared to the 282 companies that were here 10 years ago. The number is expected to continue rising steadily.

The Hong Kong Government recently amended the tax law to allow, under specific conditions, the deduction of interest expenses in calculating profits tax for the intra-group financing business of corporations. For qualifying treasury centres, profit tax for specified treasury activities has also been reduced by half to 8.25 percent.

The tax law amendment, among other things, has illustrated our commitment to maintaining and ensuring a business-friendly environment that will continue to attract multinationals and entrepreneurs from around the world. It is no surprise that Hong Kong remains Asia's largest recipient of foreign direct investment. The city has been named the world's most competitive economy in the *World Competitiveness Yearbook 2016* released by IMD in Lausanne, Switzerland. It is also ranked the world's freest economy for the 22nd consecutive year by The Heritage Foundation, as well as by the Fraser Institute's 2016 *Index of Economic Freedom*, in partnership with *The Wall Street Journal*, and its *Economic Freedom of the World 2016 Annual Report*.

What all that means is we are looking ahead to another very busy year. But I have no doubt that the InvestHK team will, as it has for 16 years, step up to the plate and seize every opportunity to get mainland and overseas investors to come to Hong Kong and stay for the long run. Asia's world city is always open for business.


投資推廣署作為香港政府轄下的部門，肩負吸引外資來港的重任，作為全球最繁盛商業城市之一的推廣大使，每年都要面對不同的經濟情況和挑戰。

在 2016 年，投資推廣署完成了共 391 個項目，當中有 316 個涉及首次來港投資的活動，而其他則屬現有投資者的業務擴展計劃。投資者分別來自 40 個經濟體，總投資額高達 160 億港元，並在來港開業或擴充業務首年為香港創造共超過 3,968 個就業職位。當中接近九成八的投資者認為投資推廣署的服務「有用」或「非常有用」。

數字令人鼓舞之餘，2016 年的特別之處，是創業精神和創新浪潮融合一起所帶來的新機遇及新能量。

於 2016 年年初，投資推廣署成功舉辦首個「StartmeupHK 創業節」，吸引接近 5,000 名參加者，並邀得世界知名的演講嘉賓和傳奇創業家出席論壇，分享真知灼見。一眾份量十足的演講嘉賓包括傳奇發明家及創業家 Elon Musk。他在重點節目創業論壇上發表演說，出席的 900 名參加者無一不對他的 2025 年火星殖民構思著迷。創業節建基於 2013 年成立的 StartmeupHK 團隊，旨在建立香港初創社群，並將香港定位為全球一個主要的創業樞紐。

另外，投資推廣署新成立的金融科技團隊於 11 月首次舉辦「香港金融科技周」，吸引超過 2,500 人



參加。出席活動的參加者包括來自跨國金融科技公司和初創公司的代表，與及超過 100 位來自全球各地的金融科技專家，當然還有希望物色新合作夥伴的創業加速計劃、培育計劃和投資者。投資推廣署一直密切注意香港的營商環境，隨時隨地準備好為業界提供支持。投資推廣署針對香港創業生態所進行的最新調查顯示，截至 2016 年 8 月，香港的初創公司總數有 1,926 家，涉及的工作站數目達 5,618 個，共聘有 5,229 名員工。初創公司和工作站的數目較去年增加兩成四，員工人數增幅更比去年同期高出四成一。增長勢頭說明了香港作為投資目的地的優勢：培育計劃、加速計劃、投資者和資本家的支持，加上政府的關顧，促成了活躍的創業社群。

這個令人鼓舞的發展趨勢不但顯示科技行業前景樂觀，也對所有希望改善效率並透過創新開拓新市場潛力的產業有利，包括香港經濟的四大支柱產業：貿易及物流業、旅遊業、金融業以及專業服務。

借助現有優勢同樣能發掘新機遇。香港港口一直是航運業界的活躍地，雲集 800 多家海事服務公司，本地船東擁有及管理的商船隊佔全球數目的百分之九。為鞏固香港作為全球海運服務樞紐的地位，香港海運港口局於 4 月正式成立。這個高層次的督導組織將協助政府制定相關策略和政策，促進業界持份者互相協作，締造更便利海運業的營商環境，並支持及宣揚香港海運業群。

我們頂尖的港口設施是香港整體基建的重要一環，與世界級的香港國際機場和不斷擴展、伸延至全市各區以至中國內地的鐵路及公路網絡相輔相承。隨著「一帶一路」全面推行，香港擔當的角色不僅是通往中國內地的門廊，更是中國內地、亞洲各地以及世界其他地區之間的「超級聯繫人」。

作為世界知名的國際金融中心及主要的離岸人民幣中心，香港同時為企業提供具雄厚的資本市場、龐

大的銀行網絡、自由流通的資金、有利的稅收環境以及強大的人才庫，令香港成為跨國公司設立企業財資中心的理想選址。

從事跨境業務的公司需要面對不同貨幣、監管機制和利率體制等繁複問題。企業財資中心有如跨國企業的「內部銀行」，有助高效而快捷地處理多個重要範疇，包括籌集資金、管理流動資金及風險，以及處理交易等業務，對有意「走出去」的中國內地企業尤其重要。

根據國家商務部的統計，2015 年在港投資的內地企業接近 3,500 家，相比 10 年前的 282 家，增長超過 12 倍，數目預計將會持續穩步增長。

最近，香港特區政府修訂稅務條例，在符合指定條件的情況下，企業經營集團內部融資業務的相關利息支出在計算利得稅時可獲扣除，合資格的企業財資中心業務，可獲寬減利得稅一半，即實質稅率為 8.25%。

稅務條例的修訂，加上其他措施，證明我們對維持並保障香港有利營商環境的承諾，及持續吸引全球各地跨國企業和創業家來港投資的決心。香港能保持亞洲最大外來直接投資接收地的地位，背後不無道理。根據瑞士洛桑管理學院發表的《2016 年世界競爭力年報》，香港獲選為全球最具競爭力的經濟體。另外，香港連續 22 年獲傳統基金會評為全球最自由的經濟體，而加拿大菲沙研究所與華爾街日報共同發布的《2016 經濟自由度指數》報告，以及其《世界經濟自由度：2016 年度報告》，對香港亦有同樣評分。

這一切代表著我們將迎接繁忙的新一年，但我深信投資推廣署團隊將承接過往 16 年的拼搏精神，密鑼緊鼓，把握每個機遇，吸引內地和海外投資者進駐香港，紮根香港。對於任何營商機遇，這個亞洲國際都會一概無任歡迎。

ATTRACTING FDI TO HONG KONG

接通全球，吸引外資

What is Foreign Direct Investment ? 何謂外國直接投資？

According to the United Nations Conference on Trade and Development (UNCTAD), foreign direct investment (FDI) is an investment made to acquire lasting interest in enterprises operating outside of the economy of the investor.

根據聯合國貿易和發展會議的定義，外國直接投資 (FDI) 是指投資者對其所屬經濟體以外的企業，為謀求長期利益而作出的投資。

Why is it important ? 外國直接投資為何重要？

For modern, diversified economies like Hong Kong, FDI is important because:

1. it brings in new capital, technology and management cultures;
2. it creates employment and helps to broaden the base of the local economy;
3. and it enhances the city's status as an international hub.

When international companies come to Hong Kong to invest, it also brings in technological advances and know-how that in turn drive productivity gains, improve competitiveness and further contribute to economic growth and living standards.

外國直接投資對於香港這現代化和多元化的經濟體來說非常重要，原因是：

1. 外國直接投資為本地經濟注入新資金、新技術和全新的管理文化；
2. 外國直接投資能創造就業機會及有助擴闊本地經濟基礎；
3. 這種投資也有助香港保持國際商業樞紐的地位。

國際企業來港投資所帶來的創新技術和知識可促進生產力，改善競爭力，以及為經濟發展及提升生活水平作出貢獻。

What we offer: 我們提供的服務：

We have nine specialist teams based in Hong Kong covering the city's priority sectors:

1. Business and Professional Services (BPS)
2. Consumer Products (CP)
3. Creative Industries (CI)
4. Financial Services (FS)
5. Financial Technology (FinTech)

我們駐港的九個專責推廣團隊涵蓋本港重點行業：

1. 商業及專業服務、
2. 消費產品、
3. 創意產業
4. 財經及金融服務
5. 金融科技

- 
6. Information and Communications Technology (ICT)
 7. Innovation and Technology (I&T)
 8. Tourism and Hospitality (T&H)
 9. Transport and Industrial (T&I)

Our FinTech team was established in 2016 to capture opportunities brought by this emerging financial services sector of the 21st century. It illustrates our commitment to confirming and strengthening Hong Kong as Asia's leading business and financial centre.

Our overseas network of staff and representatives based in 30 key business cities (see page 30) worldwide work seamlessly with InvestHK's staff in Hong Kong to help overseas and Mainland companies set up and expand in our city, regardless of their size or business development stage.

We want companies to succeed by leveraging the city's strengths as the global super-connector to access business opportunities in Mainland China and across the region. We partner with clients on a long-term basis and offer free, customised and confidential services in all stages:

Planning – we provide the latest information on the Hong Kong business environment including sector-specific advice and business opportunities, cost-of-business models, business incorporation procedures and latest regulations, and legislation and arrangement of visit programmes.

Set up – we facilitate the smooth setup of a client's business by making introductions to business service providers, being the liaison with relevant government departments, offering advice on finding the right business location and helping with settling into Hong Kong.

Launch – we generate publicity to support the launch or expansion of the client's Hong Kong business.

Expansion – we provide ongoing support to help the client's Hong Kong business grow through introducing them to industry networking opportunities and business matching services, as well as offering advice on research and development grants and other government schemes.

6. 資訊及通訊科技
7. 創新及科技
8. 旅遊及款待
9. 運輸及工業

在 2016 年我們成立了金融科技團隊，以把握 21 世紀創新金融服務業帶來的機遇。此舉說明了我們對鞏固香港作為亞洲國際商業都會及金融中心領先地位的承諾。

本署駐海外的員工和顧問網絡遍佈全球 30 個主要商業城市（見 30 頁），他們與香港總部的團隊合作無間，無論企業發展到甚麼規模或階段，都會努力協助它們在香港開業或擴充業務。

本署希望海外企業能利用香港作為接通全球的超級聯繫人優勢，抓住內地和亞洲地區市場的商機。我們務求與客戶建立長期夥伴關係，因應個別客戶的需要，提供免費、度身訂造和保密的服務，包括：

策劃 — 我們會為客戶提供有關投資香港市場的最新資訊，包括對投資特定行業的建議及商機、成本模式參考、開業程序、最新商業法例及安排實地考察。

籌組業務 — 為了令客戶順利開業，我們會協助物色合適的服務供應商、聯絡有關政府部門，以及提供辦公室選址及有關在港生活的建議。

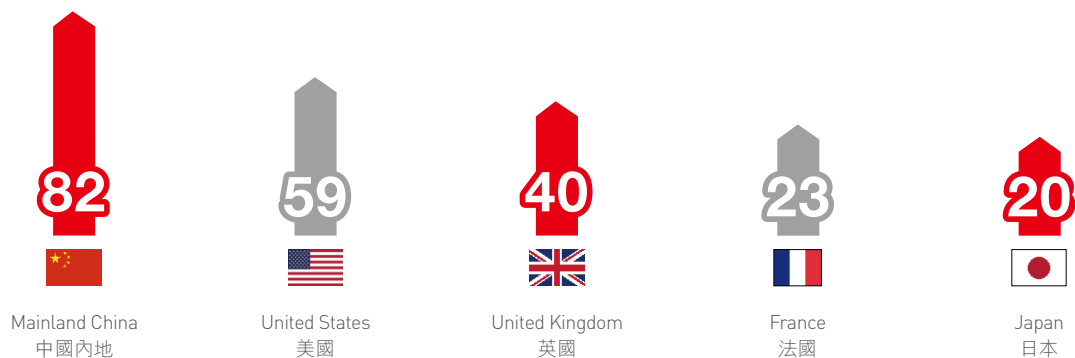
開業 — 我們會透過宣傳推廣服務，支持客戶成功開業或擴充業務。

拓展業務 — 我們會提供持續支援，透過給予客戶業界聯誼機會、商業配對服務，以及有關研發資助及其他政府資助計劃的意見，助他們在港拓展業務。

Top Five Source Countries of Completed Projects in 2016

2016 年完成項目的首五個主要來源地

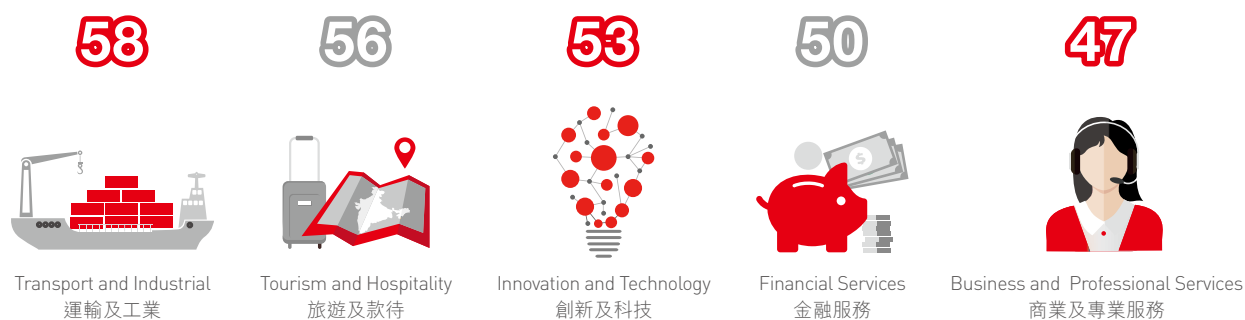
Number of Completed Projects 已完成項目之數目



Top Five Sectors of Completed Projects in 2016

2016 年完成項目的首五個行業

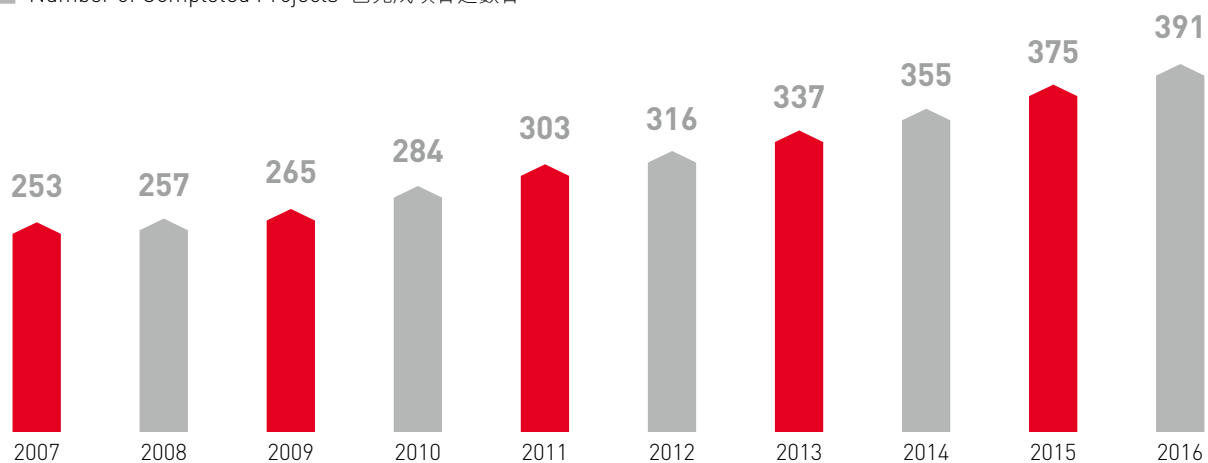
Number of Completed Projects 已完成項目之數目



No. of Projects Growth Over the Last 10 Years

過去10年完成項目的增長

Number of Completed Projects 已完成項目之數目



InvestHK constantly evaluates the effectiveness of what it does and strives to raise the bar every year. Here are some of our achievements in 2016:

投資推廣署時時刻刻都對自己的工作表現作檢討，務求成績一年比一年好。以下是一系列來自2016年的有關成績：

Enquiry handling and client meetings

處理查詢及客戶會議

- More than 3,200 enquiries received and handled via email, telephone, website and walk-in
- More than 11,000 client meetings were held to inform and facilitate their decision making
- 經電郵、電話、網站及即場接獲及處理了超過3,200個查詢
- 進行了超過11,000次客戶會議，協助企業作出明智決定

Social media

社交媒體

Social media is a vital tool of communication in today's world, and InvestHK aims to make the best use of these platforms to share its latest news with its target audience, and engage with the increasing number of followers on a regular basis through well-thought-out content.

社交媒體是現今世界不可或缺的溝通工具，而投資推廣署亦尋求充分利用這些平台把最新資訊帶給目標客群，同時以精心挑選的內容吸引日益增加的跟隨者與我們互動。

Investment promotion events

投資推廣活動

In 2016, InvestHK hosted 45 events and attracted a total attendance of more than 6,200 participants. We also sponsor and support events that align with InvestHK's mission. Please refer to page 28-29 for information on events we sponsored and supported in 2016.

於2016年，投資推廣署舉辦了45場投資推廣活動，共吸引超過6,200名參加者。我們亦樂於贊助和支持個別與投資推廣署使命一致的活動。有關本署2016年所贊助和支持活動的資料，請查閱第28至29頁。

Key statistics

主要統計數字



8,892 LinkedIn followers
跟隨者



175,055 Youtube views
觀看次數



7,297 Twitter followers (InvestHK)
跟隨者 (投資推廣署)



8,577 Facebook likes (StartmeupHK)
讚好 (StartmeupHK)



4,003 Twitter followers (StartmeupHK)
跟隨者 (StartmeupHK)



40,403 Flickr views
觀看次數

STARTMEUPHK FESTIVAL 2016

2016 STARTMEUPHK 創業節

THE FIRST STARTMEUPHK FESTIVAL -
BRINGING THE STARTUP WORLD TO HONG KONG

首屆 StartmeupHK 創業節 - 把全球創業精神帶到香港



• Elon Musk, CEO of Tesla Motors and SpaceX
特斯拉汽車及 SpaceX 行政總裁 Elon Musk

The highlight of the Venture Forum was the fireside chat with CEO of Tesla Motors and Space Exploration Technologies (SpaceX) Elon Musk. During the session, Musk commented, "Hong Kong will have, over time, the highest percentage of electric vehicles of any

city in the world and will serve as a model for high-density cities around the world to transform to a sustainable transport future."

The 2016 StartmeupHK Festival was organised by InvestHK on 25 to 29 January with the aim to promote the city as one of the fastest growing startup hubs in the world. The week-long festival was the first of such events in Hong Kong and had drawn world-renowned speakers and startup legends to share their insights, together with over 20 startup-related conferences, seminars, competitions and networking events in the city. It attracted nearly 5,000 attendees.

The signature event, StartmeupHK Venture Forum, was held on 26 January 2016 and attracted more than 900 entrepreneurs and investors from Hong Kong and overseas. On top of that, the live webcast also attracted viewers from over 30 places around the world to witness this remarkable occasion.

Other speakers at the event included Cindy Chow, Executive Director of Alibaba Hong Kong Entrepreneurs Fund, and founders such as Eric Gnock Fah from Klook, Paul Tomes from PassKit, Kevin Chan from Insight Robotics and Fritz Demopoulos from Queen's Road Capital. Also speaking were the Chairman and CEO of Synergia One Group of Companies, Fred Mouawad; the Founder and former CEO and Board Chairman of Super 8 Hotels, Mitchell Presnick; and more.

In his closing remarks, Secretary for Commerce and Economic Development, Gregory So, said, "The StartmeupHK Venture Forum this year is truly amazing. A very

special thank you to all the speakers for your inspiring sharing on your success stories and on the themes of innovation and entrepreneurship in Hong Kong and around the world.”

由投資推廣署主辦的 2016 StartmeupHK 創業節於 2016 年 1 月 25 至 29 日舉行，旨在向世界宣傳香港作為全球其中一個增長最快創業中心的地位。這個香港首次舉辦的創業節為期一週，邀請到世界知名的演講嘉賓和傳奇創業家分享他們的遠見，並在香港不同場地舉行超過 20 場與創業有關的會議、研討會、創業比賽和聯誼活動，吸引接近 5,000 人出席參與。

其中，重點活動 StartmeupHK 創業論壇於 2016 年 1 月 26 日舉行，成功吸引超過 900 位本地和海外企業家及投資者參與半天的論壇。此外，網上直播亦吸引了全球 30 多個地方的觀眾一同見證這項精彩的盛事。是次論壇最受注目的環節是由

Tesla Motors 兼 Space Exploration Technologies (SpaceX) 行政總裁 Elon Musk 主持的座談環節。在活動中，Musk 表示：「香港將會是世界上電動汽車比例最高的城市，並將成為其他高密度城市的模範，為它們示範如何在未來實現更可持續發展的交通工具。」

論壇其他講者包括阿里巴巴香港創業者基金總幹事周駱美琪，還有一眾企業創辦人，例如客路旅行的王志豪、Passkit 的 Paul Tomes、視野機器人有限公司的陳嘉浩及 Queen's Road Capital 的 Fritz Demopoulos、Synergia One 集團主席及行政總裁 Fred Mouawad 與及速 8 酒店酒店創辦人、前行政總裁及現任主席 Mitchell Presnick 等。

於閉幕活動中，商務及經濟發展局局長蘇錦樑表示：「今年的 StartmeupHK 創業論壇辦得有聲有色，我衷心感謝所有講者在論壇上分享他們富啟發性的成功故事，以及在香港及世界各地關於創新及創業方面的經驗之談。」



- Gregory So, Secretary for Commerce and Economic Development
商務及經濟發展局局長蘇錦樑

Survey Confirms Hong Kong as Leading Startup Hub 調查顯示香港繼續穩佔全球初創企業樞紐的領先位置



Results of the 2016 startup survey by Invest Hong Kong (InvestHK) showed that 1,926 entrepreneurs from around the world engaged in various tech sectors and operating at different co-work or incubation locations across the city, an increase of 24 percent compared with last year. The total number of staff employed by startups increased from 3,771 to 5,229, representing an encouraging 41 percent rise.

The survey was carried out in collaboration with 38 co-work spaces and incubation programme operators, who provided information on the profile of occupants in 48 such premises across the city. The objectives were to better understand the startup community and to promote Hong Kong as a leading hub for innovation and entrepreneurship.

The founders are engaged in businesses including information, computer and technology; e-commerce, supply chain management, and logistics technology; professional or consultancy services; design; FinTech and more. Among the FinTech founders, they are engaged in various subsectors including financial software and services; algo-trading and algorithm-based portfolio management; payment; wealth management; lending and crowd funding; cybersecurity and anti-fraud; currency, remittance and forex; crypto currency and blockchain; insurance and so on.

The number of co-work spaces has also increased from 40 to 48, or a rise of 20 percent. In terms of the founders' origins, about 65 percent are local Hong Kong people or returnees, with the remaining from around the globe, and the US, UK, Mainland China and France among the top four.

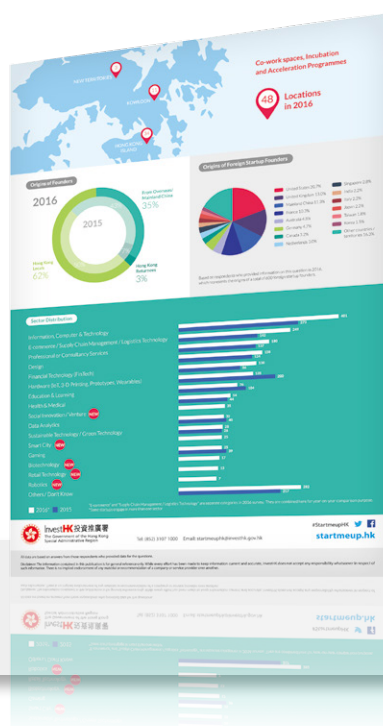
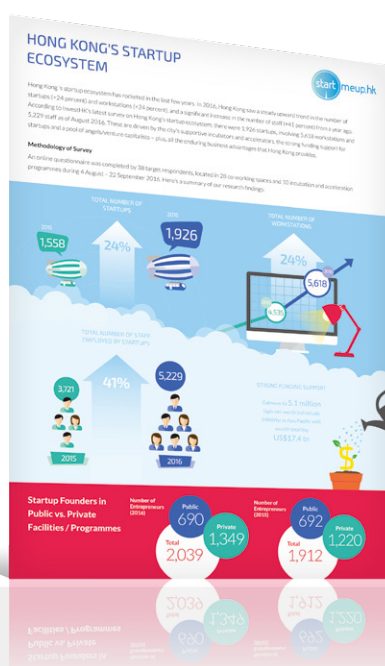
投資推廣署進行一項有關2016年初創企業的調查，結果顯示有1,926名來自全球各個科技行業的企業家透過香港各類共用工作空間或創業培育中心在港設業，數字較去年增加兩成四。由初創企業聘請的員工人數，更由2015年3,721名增加至2016年的5,229，大幅增加四成一。

這項調查由投資推廣署與38個共用工作空間和創業培育計劃營運商協作進行，並由營運商提供遍佈於香港48個場所的創業家資料，而這項調查的目的是為了深入了解初創社群，並推廣香港作為領先創新及創業樞紐的地位。

調查的創業家所從事的業務包括資訊科技、電腦及科技、電子商貿、供應鏈管理及物流技術、專業或顧問服務、設計及金融科技等。金融科技創業家從事的業務涵蓋各個從屬行業，包括金融軟件及服務、演算法交易及演算法組合管理、付款、財富管理、借貸及群眾募資、網絡安全及防詐騙、貨幣、滙款及外滙、加密貨幣及區塊鏈、以及保險等。



共用工作空間的數目由40個增加至48個，升幅達兩成。至於創業家來源地方面，約有六成五為本地人或回流港人，其餘還有來自世界各地的創業家，當中美國、英國、中國內地和法國是創業家的四大來源地。



HONG KONG FINTECH WEEK

香港金融科技周

InvestHK's Inaugural Hong Kong FinTech Week Showcased City's Infrastructure, Talent and Business-Friendly Culture

投資推廣署舉辦首屆香港金融科技周 展示香港基建、人才和營商優勢

InvestHK turned spotlight on the city as Asia's FinTech hub by launching the first Hong Kong FinTech Week on 7-11 November. The Week attracted more than 2,500 participants and an array of international financial technologies (FinTech) companies and startups looking to grow their business, as well as accelerators, incubators and investors searching for opportunities and innovation.

More than 100 FinTech experts shared their experience and insights at events held at PMQ and across the city, all supported by the Hong Kong Government.

Hong Kong is quickly positioning itself as one of the key FinTech hubs globally, with the presence of more than 70 banks in the city, a deep talent pool of over 200,000 professionals with profound knowledge of financial services, as well as its world-class infrastructure on information and communications.

With support from the Securities and Futures Commission (SFC) and the Hong Kong Monetary Authority (HKMA), along with Accenture, Cyberport, Finnovasia, the Hong Kong Applied Science and Technology Research Institute (ASTRI), the Hong Kong Science and Technology Parks Corporation (HKSTP), NexChange and the Finovate Group, Hong Kong has showcased its vibrant ecosystem with a mix of local and international firms as well as support from the private and public sectors.



- An official launch event was held on September 21 to announce the first Hong Kong FinTech Week
首屆金融科技周於9月21日舉行啟動禮

The week began on November 7 with SFC Regtech and FinTech Contact Day to enhance the understanding of emerging regulatory and financial technologies and how they intersect with securities regulation.

Another event was organised by Finnovasia with a China focus, drawing some of the world's hottest FinTech companies, such as China's biggest peer-to-peer lending and wealth management platform Lufax, online insurer Zhong An, JD Finance, WeBank and Hong Kong-based bitcoin exchange BTCC.

The highlight of day the week was FinovateAsia 2016, organised by the Finovate Group and in Hong Kong for the first time. The event included a competition among 36 carefully selected innovative startups in which each was given just seven minutes to demonstrate their products in front of the audience. The momentum carried through to the HKMA FinTech Day officiated by Norman Chan, Chief Executive of HKMA.

These innovations spanned the spectrum of FinTech from biometrics and big data to the latest in investment management, lending, customer onboarding, and payments.

InvestHK has set up a dedicated FinTech team to attract top innovative FinTech enterprises, start-up entrepreneurs, investors, accelerators, incubators, innovation labs and R&D institutions from all over the world to Hong Kong and assist them to establish their presence here.

投資推廣署於11月7日至11日舉辦首屆香港金融科技周活動，突顯香港作為亞洲金融科技樞紐的優勢。一週的活動吸引逾二千五百位人士參加，當中包括尋找業務發展機會的國際金融科技公司和初創企業的代表，以及放眼於機遇和創新亮點的加速器、孵化器和投資者。

由香港政府統籌的金融科技周於元創方和城中不同地方舉行多項多元化的活動，聚集逾百位金融科技專家分享行業經驗和獨到見解。

香港迅速冒起成為全球主要金融科技樞紐之一。香港有超過70家銀行涉足於此，有超過20萬名對金融服務具有豐富知識的專業人才，加上擁有世界級的資訊及通訊科技基建，可謂具備一切條件成為全球金融科技樞紐。

是次活動獲得證券及期貨事務監察委員會(證監會)及香港金融管理局(金管局)，以及埃森哲、數碼港、Finnovasia、香港應用科技研究院(應科院)、香港科技園、NexChange和The Finovate Group



• FinovateAsia



• A light moment at Hong Kong FinTech Community Conference 2016

2016 香港金融科技社群會議的輕鬆一刻

的鼎力支持。活動不但獲得來自商界及公共界別的支持，同時聚集了本地和海外企業，盡顯香港充滿活力的金融科技生態系統。

香港金融科技周由證監會於十一月七日舉行的監管與金融科技日揭開序幕，探討最新的監管和金融技術，以及其如何影響證券監管等議題。

香港金融科技周另一個亮點是由Finnovasia舉辦探討中國的主題活動，吸引了國際頂尖的金融科技公司，包括中國最大P2P借貸及財富管理平台陸金所、網上保險公司眾安、京東金融、微眾銀行和位於香港的比特幣交易所BTCC。

香港金融科技周的主題活動是由Finovate集團舉辦的FinovateAsia 2016，三十六家經仔細挑選的創新初創企業參與大會競賽，每家公司需於七分鐘內向現場觀眾演示產品。活動的熾熱氣氛延續至金管局總裁陳德霖揭開序幕的金管局金融科技日。

這些產品全面覆蓋金融科技相關的各項技術，包括生物統計數據、大數據以至投資管理、借貸、客戶體驗及支付等方面的最新技術。

投資推廣署已特別設立金融科技團隊，吸引來自全球各地頂尖的創新金融科技企業、創業家、投資者、加速計劃、培育計劃、創新實驗室及研發機構進駐香港，並協助他們在香港站穩陣腳。



@HongKongFinTech;
hashtag 主題標籤
#HKFintechWeek

www.hongkong-fintech.hk

OPPORTUNITIES UNDER THE BELT AND ROAD INITIATIVE

『一帶一路』帶來的機遇

"As the most open city of our country, Hong Kong can make full use of the dual advantages of 'one country' and 'two systems' to seize the historic opportunity of the Belt and Road to promote social and economic development of Hong Kong and enhance our competitiveness. The Belt and Road strategy covers five areas, namely enhancing policy co-operation, strengthening infrastructural facilities connectivity, facilitating unimpeded trade and investment, deepening financial integration and building people-to-people bonds. The work of various government bureaux and departments will be involved," Chief Executive CY Leung commented in mid-2016 as he laid out further details of the steering committee for the Belt and Road initiative.

Speaking at the Belt and Road Summit in Hong Kong, Zhang Dejiang, Chairman of the Standing Committee of the National People's Congress, had this to say about Hong Kong's services sector, "In accounting, law, consultancy, tourism, infrastructure development, engineering design and other fields, Hong Kong may offer a variety of services to countries along the Belt and Road routes." The Central Government, he added, will support Hong Kong in playing an active role in building a platform of comprehensive services.

As the Belt and Road gains traction, the renminbi will become more widely accepted and used. This will create more opportunities for Hong Kong, the world's largest offshore renminbi centre which has a mature renminbi payment and settlement system. The city has specific advantages and will play a significant role in facilitating capital flows and promoting renminbi internationalisation, and the development of the Belt and Road investment and financing platform.

Hong Kong is also set to become an ideal location for Mainland Chinese enterprises looking to "go global" in pursuit of Belt and Road opportunities to set up corporate treasury centres (CTC). Like an in-house bank within a multinational corporation, the CTC is increasingly seen as an effective and efficient way to handle matters such as obtaining capital, managing liquidity and risks, and processing transactions when faced with multiple currencies, regulatory environments and interest rate regimes in international trade.

To encourage a greater level of corporate treasury activities, the Government has amended the Inland Revenue Ordinance to allow, under specified conditions, the deduction of interest expenses in calculating profits tax for the intra-group financing business of corporations, and reduce profits tax for specified treasury activities by half to 8.25 percent for qualifying CTC.

InvestHK has collaborated with the Hong Kong Monetary Authority to publish the "Corporate Treasury Centres in Hong Kong - Case Studies" booklet in 2016, illustrating the journeys nine corporations in different industries went through to set up their corporate treasury centres.

Beyond financial and professional services, Hong Kong has much to offer in trade and commerce, especially in the Southeast Asia region with which Hong Kong has close economic and cultural ties. Negotiations for the Hong Kong-ASEAN Free Trade Agreement (FTA) are entering their final stage. When signed, the agreement is expected to expand the flow of goods, services and investment between Hong Kong and the 10 nations of ASEAN. It will further strengthen economic ties, stimulate growth and expand business prospects – for territories and cities in the region.

行政長官梁振英在2016年年中宣布「一帶一路」督導委員會的進一步詳情時說：「作為國家對外最開放的城市，香港可以充分發揮『一國』和『兩制』的雙重優勢，務求把握好『一帶一路』這個歷史性機遇，促進香港的社會和經濟發展，並提升競爭力。『一帶一路』策略涵蓋政策溝通、設施聯通、貿易暢通、資金融通和民心相通五個方面，涉及特區政府多個部門的工作。」

全國人大常委會委員長張德江在香港「一帶一路高峰論壇」上提及香港的服務業：「在會計、法律、諮詢、旅遊、基建發展、工程設計等領域上，香港都可以為「一帶一路」沿線國家提供多種服務。」他補充，中央政府將支持香港擔當多元化服務平台的建設角色。

在「一帶一路」牽引下，人民幣的認受性和流通性將有所提高。而香港作為全球最大的人民幣離岸中心，具有成熟的人民幣支付和結算系統，將因此而獲得更多機遇。香港擁有獨特優勢，在促進資金流動、推動人民幣國際化，以及發展「一帶一路」投資和融資平台上，將擔當重要角色。

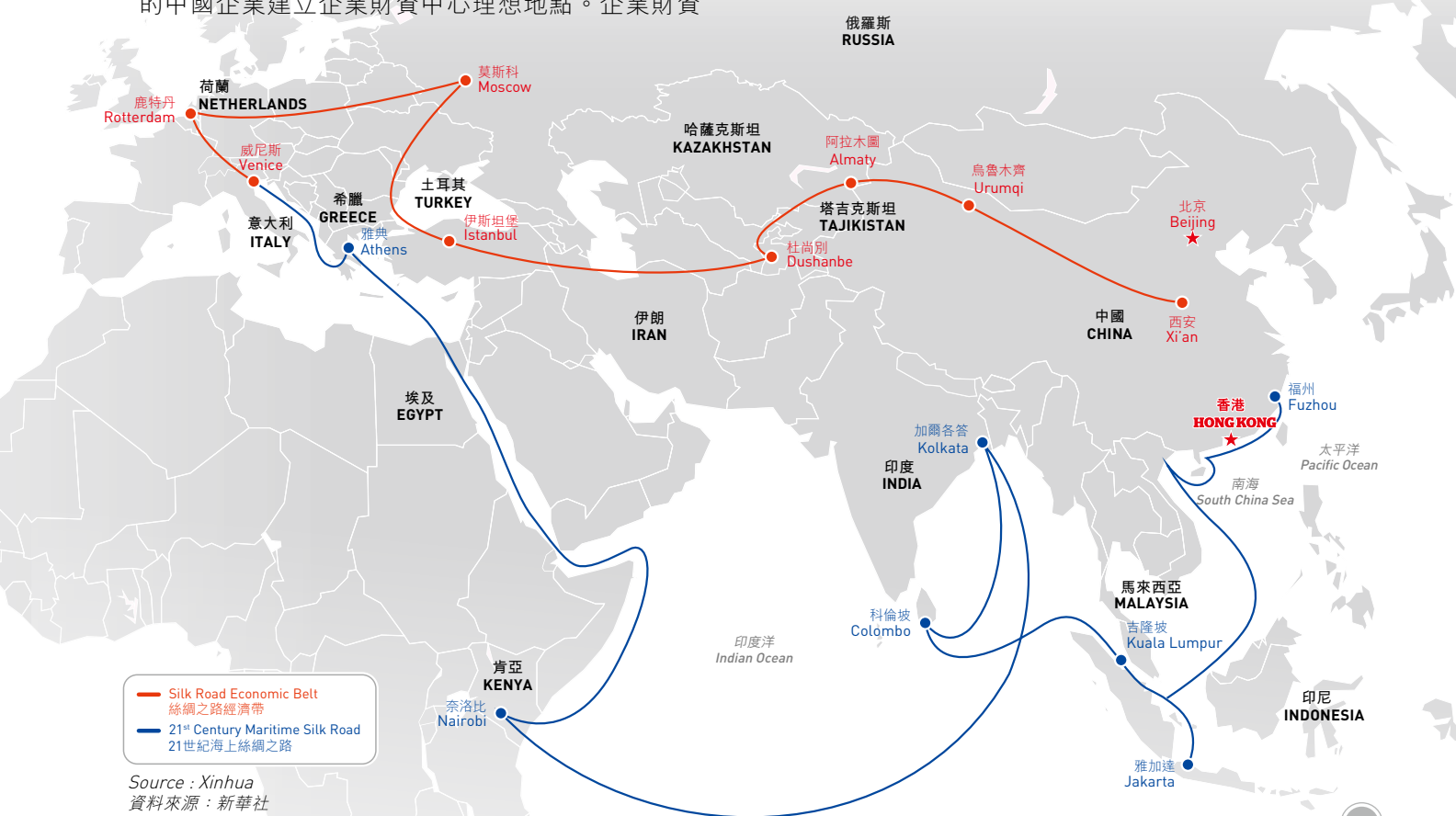
香港也將成為尋求「走出去」追求「一帶一路」機遇的中國企業建立企業財資中心理想地點。企業財資

中心有如一家跨國公司的內部銀行，在國際貿易牽涉不同貨幣、監管機制和利率體制的複雜環境中，漸被視為有效和高效進行籌集資本、管理流動資金及風險、以及處理交易等業務的方式。

為鼓勵更多的企業財資活動，政府已修訂《稅務條例》，訂明在符合指明條件的情況下，企業經營集團內部融資業務的相關利息支出在計算利得稅時可獲扣除，而就合資格企業財資中心的指明財資業務的相關利潤則可獲寬減利得稅一半至8.25%。

投資推廣署及香港金融管理局在2016年攜手製作了一本名為「香港企業財資中心－案例分享」的冊子，闡述九家屬於不同行業的公司構建企業財資中心的歷程。

除了金融和專業服務外，香港在貿易和商貿活動上也能提供多項服務，特別是在經濟和文化上都與香港關係密切的東南亞地區。香港與東盟的自由貿易協定談判已進入最後階段，如果達成預計將促使香港與10個東盟國家之間的貨物、服務和投資流量增加，從而進一步強化區內各地的經濟聯繫，刺激增長，擴闊商機。



HONG KONG AS AN INTERNATIONAL MARITIME CENTRE

香港鞏固國際航運中心地位

InvestHK works closely with the Hong Kong Maritime and Port Board which was officially established in April 2016. Chaired by the Secretary for Transport and Housing, it is a high-level steering body to assist the Government in formulating strategies and policies to drive the growth of high value-added and professional maritime services in Hong Kong, foster talent development, and promote Hong Kong as an international maritime hub.

Hong Kong Shipping Register ranks first in Asia

The Hong Kong Shipping Register currently ranks first in Asia and fourth in the world and its registration of ships has crossed the 100 million gross tonnage mark in 2015. Ship registration has been a core feature of maritime commerce for many centuries and is now an integral part of international maritime business.

As ship owners can choose which flag state to register their ships with, the registration is in itself a vote of confidence in the flag state. Upon its inception in 1990, the Hong Kong Shipping Register had a mere 765 ships with a total gross tonnage of six million. According to a United Nations report in October 2015, Hong Kong accounted for 8.6 percent of the world's total tonnage. Registries with good track record usually host younger fleets and keep a tight rein to ensure compliance with international regulations.

The success of our shipping register owes a large part to our excellent partners in the maritime services sector. Hong Kong has one of the world's largest shipping communities, with nine percent of the world's merchant fleet and a vibrant maritime cluster of some 800 companies providing a gamut of shipping services ranging from ship management, ship broking and chartering to maritime

law and arbitration. We are also the leading international ship finance centre in Asia, with eight out of the world's top 10 bookrunners having set up offices here.

The Hong Kong Port is one of the busiest container ports in the world. It provides frequent and comprehensive liner shipping services with about 340 container liner services per week connecting to around 470 destinations worldwide.

Mainland China's "Belt and Road" initiative involves about more than 60 countries in the world. Hong Kong Port has cargo movements to and from about 45 countries with sea ports along the Belt and Road corridor. Hong Kong will continue to play a pivotal role in the maritime silk road and the role of a "super-connector" in connecting Mainland China and the rest of the world.

InvestHK actively participates and supports promotional events held overseas and in the Mainland to attract more high value-added maritime services companies to cluster in Hong Kong. Posidonia held in Athens, Greece on 6-10 June 2016 was an example. It is one of the largest international shipping exhibitions in the world. InvestHK is also a partner of the Hong Kong Maritime Industry Week from 20-27 Nov 2016.



投資推廣署與成立於2016年4月的香港海運港口局緊密合作。該局由運輸及房屋局局長擔任主席，是協助政府制定策略和政策，發展高增值的專業航運服務、推動人力培訓，以及提升香港國際航運中心地位的總舵手。

香港船舶註冊位列亞洲第一

現時，香港船舶註冊位列亞洲第一及全球第四，香港船舶註冊的船舶噸位於2015已經突破一億總噸。多個世紀以來，船舶註冊數字一直是海上貿易的重要特徵，現在更是國際海運業務不可或缺的一部分。

由於船東可以選擇註冊船隻的船旗國，所以船舶註冊本身也代表對船旗國投下信心的一票。香港船舶註冊處成立於1990年，當時註冊船隻數目只有765艘船，船舶註冊的船舶噸位為600萬總噸。根據聯合國於2015年10月發表的報告，註冊香港船旗的船舶噸數達全球總噸數的8.6%。往績良好的船舶註冊處通常會吸引船齡較淺的船隊註冊，並會嚴格遵守國際條例。

香港船舶註冊的成功主要有賴海事服務界一眾優秀的合作夥伴。香港海運業務一向蓬勃，由香港船東

擁有或管理的商船，約佔全球百分之九。現時香港已有800多家公司提供多種不同的專業海事服務，包括船舶管理、船舶融資、以至海事法律及仲裁等事宜。香港也是亞洲領先的國際船舶融資中心，在全球十大賬簿管理人中，有八家於香港設有辦事處。

香港是全球最繁忙的貨櫃港口之一。香港的港口提供頻密而全面的班輪航運服務，每週提供340班貨櫃船，連接全球470多個目的地。

中國內地倡議的「一帶一路」政策涉及全球超過60個國家，而在香港港口的貨運活動往返的港口之中，有45個國家位於「一帶一路」這經濟走廊上。香港將繼續在海上絲綢之路上發揮關鍵作用，並擔當中國內地與世界之間的「超級聯繫人」角色，協助兩者接軌。

投資推廣署將積極參與和支持在海外和中國內地舉行的推廣活動，以吸引更多高增值海事服務公司雲集香港。於2016年6月6至10日在希臘雅典舉行的Posidonia便是其中一個例子，該展覽為全球航運界最大型的盛事之一。投資推廣署亦是於11月20至27日舉行的香港海運週的合作伙伴。

香港作為物流樞紐 Hong Kong as a logistics hub

Hong Kong has extensive connectivity with the Mainland China and the rest of the world via a well-developed multi-modal transport network and outstanding efficiency:

香港擁有中國內地及全球各地的廣泛連繫，這有賴完善及多元化的交通網絡以及超卓的

Air transport 空運

- 100 airlines operating some 1,100 flights per day
- Regular and direct services to 140 international destinations worldwide and 50 destinations in Mainland China
- Busiest airport for international cargo
- 由 100 家航空公司每日營運約 1,100 次航班
- 提供定期直航班次到全球 140 個目的地及中國內地 50 個目的地
- 全球最繁忙的國際貨運機場

Sea transport 海運

- About 340 container vessel sailings per week to around 470 destinations worldwide
- One of the busiest ports in the world
- 每週提供約 340 班貨櫃船，連接全球 470 多個目的地
- 全球最繁忙的港口之一

Land transport 陸運

- Four road-based crossings between Hong Kong and the Mainland China, with a capacity of about 120,000 vehicular crossings every day
- 四條陸路過境通道往返香港和中國內地，每日處理過境車輛約 120,000 架次

SNAPSHOTS OF OUR EVENTS

本署的部份活動照片



22 Mar Hong Kong 香港

Toasting ceremony at InvestHK's Mainland Spring Reception

投資推廣署舉辦的中資企業新春酒會祝酒儀式



18 May Indonesia 印尼

Signing of the Memorandum of Understanding on investment promotion co-operation with BKPM, an investment service agency of the Indonesian Government
隸屬印尼政府的印尼投資協調委員會簽署投資推廣合作諒解備忘錄



21 Jun Hong Kong 香港

Chief Executive's reception for new foreign and Mainland investors held at the Government House

行政長官在香港禮賓府與來自海外及內地的投資者合照

13 Jul Xi'an 西安

"Belt and Road, Together We Grow" seminar hosted in Xi'an, with the aim of encouraging Shaanxi entrepreneurs to "go global" by using Hong Kong as a platform

於西安市舉辦的「一帶一路·共創新思路」投資推廣研討會，鼓勵陝西企業以香港為平台「走出去」



主办单位：
香港特别行政区政府
中央人民政府驻香港
特别行政区联络办公室
协办单位：
香港特别行政区政府
陕西省人民政府
陕西省人民政府驻香港
特别行政区经济贸易办事处



5 Oct Kuala Lumpur 吉隆坡

InvestHK's seminar in Kuala Lumpur, encouraging local companies to leverage Hong Kong's business opportunities to enter the Mainland market via the city

投資推廣署於吉隆坡舉行的研討會，鼓勵當地企業利用香港的有利營商環境，以香港作為平台進入內地市場

12 Oct New York 紐約

FinTech breakfast meeting held in New York
在紐約舉行有關金融科技的早餐會



1 Nov Hong Kong 香港

The launch of the 2017 StartmeupHK Festival
「2017 年 StartmeupHK 創業節」揭開序幕

22-23 Nov Hong Kong 香港

The sixth Asian Logistics and Maritime Conference at the Hong Kong Convention and Exhibition Centre, with more than 2,000 industry leaders from around 20 countries and regions attending, and some 100 exhibitors showcasing logistics, shipping and maritime related solutions and services

第六屆「亞洲物流及航運會議」於香港會議展覽中心舉行，吸引來自約 20 個國家和地區超過 2,000 名業界領袖出席，以及約 100 個參展商展示物流、航運及與航運相關的解決方案和服務



BUSINESS LAUNCH AND EXPANSION SUPPORT

業務拓展，全力支援

InvestHK stands ready to welcome Mainland and overseas investors to set up businesses in Hong Kong and help them achieve success in one of the most business-friendly cities in the world. Our staff members are experienced marketers and specialists in their respective sectors, and they assist clients at all stages of their business, from initial planning to the launch of the business to further expansion. We provide clients with information on relevant laws and regulations, referrals to government departments and business professional services, marketing and publicity support as well as networking opportunities. All the services we render are customised, confidential and free of charge. Here are some examples of clients we worked with in 2016:

投資推廣署隨時歡迎內地及海外投資者在香港建立業務，協助他們在全球最適合營商的城市之一取得成功。我們的員工大部份都是對各自行業有深厚認識的市務人員和專家，他們為客戶在各個業務發展階段提供支援，包括初步規劃、業務開展以至進一步擴張。投資推廣署為客戶提供有關法律與規管條例的資訊、相關政府部門及專業服務轉介、宣傳工作以及專業聯宜活動。我們提供的所有服務都是量身訂造，保密和免費的。在 2016 年我們協助過的客戶包括：

- Indonesia-based Masterpiece Auction House held its first auction in Hong Kong featuring Southeast Asian and Chinese modern and contemporary art works on 26 March.
- 印尼鼎藝拍賣行於 3 月 26 日在香港舉行首場拍賣會，拍賣東南亞及中國現代與當代藝術作品。



- Australian travel bag brand Crumpler announced on 28 June the opening of three stores and a regional office in Hong Kong.
- 澳洲旅行袋品牌 Crumpler 於 6 月 28 日宣布，在香港開設三間門市及一間地區辦事處。



- Australia-based Lion Pty Limited announced on 19 July the opening of Little Creatures craft brewery at Kennedy Town.
- 澳洲 Lion Pty Limited 於 7 月 19 日宣布，在堅尼地城開設其 Little Creatures 手工啤酒廠。



- Singaporean contemporary jewellery brand Luvenus Jewellery announced on 26 July the opening of its first overseas outlet at the Hong Kong International Airport.
- 新加坡時尚珠寶首飾品牌露金鑫珠寶首飾於 7 月 26 日宣布，在香港國際機場開設首間海外門市。



- Japanese wedding photography company La-vie Photography announced on 15 September the opening of its flagship shop in Hong Kong.
- 日本婚紗攝影公司 La-vie Photography 於 9 月 15 日宣布，在香港開設旗艦店。



- The British Council officially opened its International Pre-School on 4 November with a ribbon-cutting ceremony.
- 英國文化協會於 11 月 4 日舉行剪彩儀式，慶祝國際幼稚園正式成立。



- Travel start-up Trip Guru announced on 2 December the opening of its global headquarters in Hong Kong.
- 旅遊初創企業 Trip Guru 於 12 月 2 日宣布，在香港設立全球總部。

2016 YEAR IN REVIEW

2016 年活動回顧

136 Sponsored Events 贊助活動



18-19/1	Asian Financial Forum 亞洲金融論壇	Hong Kong	香港
19/1	International Development for FinTech, Paris	France	法國
25-29/1	StartmeupHK Festival 2016	Hong Kong	香港
11/3	CNY Reception in Riga 里加新春酒會	France	法國
29/3-1/4	Hardware Pro in London 專業硬件會議	UK	英國
24-26/3	2016 Art Basel Hong Kong 巴塞爾藝術香港展	Hong Kong	香港
5-6/4	CityAge: San Francisco	Hong Kong	香港
6-9/5	2016 HOFEX 食品飲料及酒店餐飲設備商貿展	Hong Kong	香港
9-10/5	OCE Discovery Conference, Toronto	Canada	加拿大
19/5	The 2nd Annual FinTech Summit, Sydney	Australia	澳洲
24-25/5	Pioneers Festivals, Vienna	Austria	奧地利
31/5-2/6	RISE 2016 創業展	Hong Kong	香港
2-3/6	World FinTech Forum, Seoul	Korea	韓國
6-10/6	Posidonia 2016, Athens	Greece	希臘
11-12/8	ANDI Annual Assembly Event, Cartagena	Columbia	哥倫比亞
31/8-2/9	Natural & Organic Products Asia 2015 (NOPA) 2015 亞洲天然及有機產品博覽會	Hong Kong	香港
8-10/9	The 20th Xiamen International Fair for Investment & Trade in Xiamen, Fujian Province 中國國際投資貿易洽談會 2016	Mainland China	中國內地
20-21/9	2016 Marine Money Asia	Singapore	新加坡
22-23/9	APAC Innovation Summit 2016 Series – Smart Cities 亞太創新峰會 2016 系列—智能城市	Hong Kong	香港
27-29/9	Think Asia Think HK 2016, Dusseldorf and Munich	Germany	德國
11-21/10	Startup Launchpad 創業展覽	Hong Kong	香港
7-10/11	CASBAA Convention 2016 亞洲有線與衛星電視廣播協會會議 2016	Macau	澳門
3-5/11	The 15th German Economic Asia Pacific Conference 第十五屆德國經濟亞太會議	Hong Kong	香港
7-11/11	FinTech Week 2016 金融科技周	Hong Kong	香港
22-23/11	Asian Logistics and Maritime Conference (ALMC) 亞洲物流及航運會議	Hong Kong	香港
28/11-3/12	Business of Design Week 2015 設計營商周 2015	Hong Kong	香港
1-3/12	2016 World SME Expo 2016 國際中小企博覽	Hong Kong	香港

8 Mainland Events 內地活動



30/3		Chongqing	重慶
5/7		Baotou, Inner Mongolia	內蒙古自治區包頭
13/7	"Belt and Road, Together We Grow" Seminar 「一帶一路，共創新思路」投資推廣研討會	Xian, Shaanxi	陝西西安
31/8		Changzhou, Jiangsu	江蘇常州
8/9	"Belt and Road, Together We Grow" Forum 「一帶一路，共創新思路」投資香港座談會	Xiamen, Fujian	福建廈門
12/9	IP Seminar in Tianjin 「香港：優越的營商環境，新政策新機遇」天津市投資推廣研討會	Tianjin	天津
20/10	"Hong Kong – Regional Hub for Corporate Treasury Centres (CTC) and New Opportunities for Mainland Enterprises" Seminar at the 8th China Overseas Investment Fair 第八屆中國對外投資合作洽談會 「香港營商新優勢：企業財資中心，新政策新商機」投資推廣研討會	Beijing	北京
23/11	"Belt and Road, Together We Grow" Seminar 「一帶一路，共創新思路」武漢企業總裁交流會	Wuhan, Hubei	湖北武漢

17 Local Events 本地活動

Location 地點：
Hong Kong 香港



26/1	StartmeupHK Venture Forum	StartmeupHK 創業論壇
21/3	Go-Global Seminar for Mainland Enterprises	「一帶一路，共創新思路」研討會
22/3	Mainland Spring Cocktail Reception	中資企業丙申年新春酒會
10/5	"Belt and Road" Seminar with Jiangxi Province	2016 江西省加快融入「一帶一路」戰略引導企業「走出去」（香港）推介會
20/5	Delegation from Shandong Province	山東省工商聯赴港經貿代表團
25/5	Consumer Products Workshop	消費產品業工作坊
1/6	Spanish Community Networking Reception	西班牙社群聯誼酒會
21/6	Chief Executive's Reception for New Foreign and Mainland Companies in Hong Kong	行政長官酒會 — 歡迎在香港新成立的海外及內地公司
6/9	German Community Networking Reception	德國社群聯誼酒會
20/9	Tourism & Hospitality Networking Reception	旅遊及款待業聯誼酒會
21/9	Hong Kong FinTech Community Reception	香港金融科技社群聯誼酒會
26/10	Creative Industries Networking Reception	創意產業聯誼酒會
1/11	StartmeupHK Festival 2017 Launch Reception	StartmeupHK 創業節 2017 開幕酒會
24/11	Consumer Products Workshop	消費產品業工作坊
29/11	"Hong Kong – Regional Hub for Corporate Treasury Centres (CTC) and New Opportunities for Mainland Enterprises" Seminar	「香港營商新優勢：企業財資中心，新政策新商機」研討會
30/11	Japanese Community Networking Reception	日本社群聯誼酒會
7/12	Annual Reception	周年慶祝酒會

21 Overseas Events 海外活動

21 locations globally
全球 21 個地點



26/1	Conference on Promotion of Economic and Trade Cooperation among Guangdong, Hong Kong and France 粵港—法國經貿合作交流會	Paris, France	法國巴黎
19/2	Hong Kong Business Seminar: The coming CTC Policies and Incentives – MNCs' and Mainland Companies' decisions	Tokyo, Japan	日本東京
29/3	"How To Grow Your Business in Hong Kong & Beyond" Seminar	Jaipur, India	印度齋浦爾
2/5	"Hong Kong: Where Business Goes to Grow" Seminar	Dubai, UAE	阿聯酋杜拜
3/5	"Hong Kong: Where Business Goes to Grow" Seminar	Abu Dhabi, UAE	阿聯酋阿布達比
4/5	"How To Grow Your Business in Hong Kong & Beyond" Seminar	Mumbai, India	印度孟買
6/5	"How To Grow Your Business in Hong Kong & Beyond" Seminar	Delhi, India	印度德里
25/5	Business Luncheon on Opportunities from "Belt and Road"	Vilnius, Lithuania	立陶宛維爾紐斯
28/6	"Hong Kong: Where Business Goes to Grow" Seminar	Valencia, Spain	西班牙瓦倫西亞
14/7	"Hong Kong Maritime Sector – Moving Up the Value Chain & Growth Prospects" Seminar	Singapore	新加坡
7/8	Presentation on "Hong Kong: Where Business Goes to Grow"	Tel Aviv, Israel	以色列特拉維夫
9/8	"How To Grow Your Business in Hong Kong & Beyond" Seminar	Surat, India	印度蘇拉特
12/9	"Hong Kong: Platform for Brazilian Business in Asia" Seminar	Rio de Janeiro, Brazil	巴西里約熱內盧
15/9	"Hong Kong as a Gateway to Asia, Investment Advantages and Opportunities" Seminar	Buenos Aires, Argentina	阿根廷布宜諾斯艾利斯
16/9	"Hong Kong as a Gateway to China and other APEC members" Seminar	Lima, Peru	秘魯利馬
5/10	Luncheon cum Seminar on "Hong Kong: Where Business Goes to Grow"	Kuala Lumpur, Malaysia	馬來西亞吉隆坡
12/10	"Hong Kong: Where Business Goes to Grow" Breakfast Meeting	Muscat, Oman	阿曼馬斯喀特
13/10	"Hong Kong: Where Business Goes to Grow" Seminar	Manila, Philippines	菲律賓馬尼拉
25/10	"Hong Kong: the Keys to Success in the Retail Business" Seminar	Milan, Italy	意大利米蘭
28/10	"Consumer Business in Hong Kong" Seminar	Nagoya, Japan	日本名古屋
1/11	"Hong Kong: Where Business Goes to Grow" Breakfast Meeting	São Paulo, Brazil	巴西聖保羅

INVESTHK'S WORLDWIDE NETWORK

服務網絡，連繫全球





Consultants
投資推廣署駐當地顧問

Note 註：1 Beijing Office 駐北京辦事處

2 Hong Kong Economic, Trade and Cultural Office (Taiwan) 香港經濟貿易文化辦事處（台灣）

CLIENTS' TESTIMONIALS

客戶評語

Helena Phua 潘佩霏

Executive Vice President, Asia Pacific 亞太區執行總裁
International New York Times 國際紐約時報

“Knowing that we have that support and access to such great resources like InvestHK is important for our confidence and provides a welcome sense of security about operating our Asia business from Hong Kong now and into the future.”

「能夠有機會接觸投資推廣署的豐富資源，並得到該署的協助，令我們的信心大增，也令我們對於現在和未來在香港經營亞洲區業務更有安全感。」

Tim Sparrow

VP, Global Sales and Marketing 全球銷售及市場推廣副總裁
NTT DATA Hong Kong Limited

“InvestHK has been very supportive in helping NTT DATA build awareness and getting engaged with the growing number of FinTech events in the city. We have a symbiotic relationship with InvestHK.”

「投資推廣署幫助 NTT DATA 提高知名度，協助公司參與香港與日俱增的金融科技活動。我們與投資推廣署建立起互惠互利關係。」

Kyle Ellicott

Wearable IoT World Labs 總監及
Wearable IoT World 聯合創辦人
Chief Labs Officer and Co-Founder
Wearable IoT World and Wearable IoT World Labs

“It’s an absolutely wonderful feeling that we have such a trusted partner as InvestHK located in both cities who will not only take care of our needs, but also our startups today and in the future.”

「能夠在三藩市和香港兩地認識到投資推廣署這樣可靠的合作夥伴，實在令人鼓舞。投資推廣署不但顧及我們的需要，同時也為我們現在和未來的初創企業設想。」

Ken Law 羅健麟

Founder and CEO 創辦人兼行政總裁
MotherApp

“InvestHK provides a good support platform and information resources for startups to thrive in the city,”

「投資推廣署為初創公司提供了很好的支援平台、各種資訊和資源，讓他們茁壯成長。」

Adrin Loi 黎文深

Executive Chairman 執行主席

Ya Kun International Ptd Ltd 亞坤國際私人有限公司

“The InvestHK team has been very supportive and forthcoming with administrative and market information. What’s more, the publicity support from InvestHK has helped to generate an overwhelming response from the locals when we first opened in Tsim Sha Tsui and this was instrumental in driving business for the outlet.”

「投資推廣署的團隊非常支持我們，為我們提供了許多行政和市場資訊。更重要的是，當我們首次在尖沙咀開幕時，他們的公關支援為我們帶來了空前熱烈的反應，這一點對推動我們的業務非常有用。」

Madeline Ng 黃麗萍

Director, Talent Acquisition 人力資源管理總監

JCG/Achieve (HK) Ltd 卓勝楊集團（香港）有限公司

“InvestHK is very supportive. The Business and Professional Service team was instrumental in pointing out different sources of possible government support and business opportunities, allowing us to focus on our core business development.”

「投資推廣署非常支持我們。商業及專業服務團隊為我們提供了許多有關政府支援和商機的意見，讓我們專心發展業務。」

Koei Shiraishi 白石幸榮

CEO 行政總裁

Whitestone Gallery 白石畫廊

“I would like to take this opportunity to extend my gratitude to InvestHK. We could not have successfully settled down in Hong Kong without their support.”

「我希望藉此機會向投資推廣署致謝。沒有他們的支持，我們不可能成功進駐香港。」

Andreas Binder 柏以德

President and CEO 行政總裁

Mercedes-Benz Hong Kong Limited
奔馳香港有限公司

“I am very delighted with the support we are getting from InvestHK. We are really supported in many ways.”

「我對於投資推廣署提供的協助感到非常滿意。我們在許多方面都得到支援。」



InvestHK 投資推廣署

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