

HK Foreign Direct Investment



Mainland Enterprises “Go Global” through Hong Kong

InvestHK hosted a Mainland Spring Reception in Hong Kong on 21 March to show appreciation to Mainland companies that have set up their business in Hong Kong. Over 300 senior representatives attended the event. At his opening remarks, Chief Executive C Y Leung stated that Hong Kong can make full use of the dual advantages of ‘one country’ and ‘two systems’ to become the ‘super-connector’ between Mainland China and overseas: “On one hand, Hong Kong can attract capital and technology from overseas while on the other hand, we can work hand-in-hand with Mainland Enterprises to ‘go global’”.

He also stated that the government will implement appropriate policies to promote the development of Hong Kong industries; while strengthening overseas promotion through InvestHK and the Hong Kong Economic and Trade Offices network, thus encouraging Mainland enterprises to make use of the advantages of Hong Kong to develop their businesses.

Belt and Road Initiative

In his 2017 Policy Address, Chief Executive CY Leung stated the government will expand the Belt and Road Office to take forward its work under the Belt and Road Initiative on

a long-term basis. In May the Central Government will host the Belt and Road Forum for International Co-operation in Beijing, the highest-level forum since the introduction of the Belt and Road Initiative, to highlight its achievements. The Hong Kong SAR Government will take part in the forum. Also, the government is prepared to organise talks or short-term training on the operation of the HKSAR Government for visiting officials from Belt and Road countries to enhance co-operation.

InvestHK has been actively promoting Hong Kong’s role as the super-connector in relation to the Belt and Road initiative.

investhk.gov.hk

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It jointly hosted a seminar with the Hong Kong Monetary Authority (HKMA) and the Hong Kong Chinese Enterprises Association (HKCEA) on 11 April to promote Hong Kong as an ideal platform for Chinese enterprises in Hong Kong with global expansion plans amid the national policy.

The seminar, entitled “Belt and Road Opportunities: How Chinese Enterprises can Leverage on Hong Kong’s Advantages to Go Global”, covered the challenges that Chinese enterprises face when doing overseas mergers and acquisitions (M&A) under the Belt and Road initiative, and how they can make use of Hong Kong’s advantages as an international financial and commercial centre to overcome these challenges and expand business overseas.

The seminar has enabled Chinese enterprises to deepen their understanding on overseas M&A through experience sharing and case study analysis, thus helping them to develop the corresponding business healthily and further leverage on the advantages offered by Hong Kong’s financial platform.

The event attracted around 100 executives from leading Chinese companies and financial institutions in Hong Kong. Associate Director-General of Investment Promotion at InvestHK Francis Ho said, “Over the years, InvestHK has been assisting Chinese companies ‘going global’ via Hong Kong. With the Belt and Road initiative going at full speed, this

‘super-connector’ role of Hong Kong is bound to expand further, as the national policy gives rise to a broad range of new business opportunities here in Hong Kong.”

Hong Kong/Shenzhen Innovation and Technology Park

Earlier this year, the HKSAR Government and the Shenzhen Municipal Government signed a memorandum of understanding on the development of a Hong Kong/Shenzhen Innovation and Technology Park in the Lok Ma Chau Loop in Hong Kong, with a site area spanning 87-hectare and the project is expected to take around seven years to come online. The park will be managed by a subsidiary of the Hong Kong Science and Technology Parks Corporation and will plan to attract both local and outside startups. It is expected to ride on Hong Kong being an international business hub that has an independent judiciary and rule of law, a low and simple tax system, free flow of capital and information, complement with Shenzhen’s strong hardware manufacturing capabilities, access to great funding and government support, and channels to reach the Mainland market to create a win-win synergy.



2017

MAY

Hong Kong to London

Hack Horizon

5-8

Hack Horizon is a unique TravelTech hackathon taking place at 30,000 ft. on a public flight from Hong Kong to London. It will bring together 32 of the best entrepreneurs, engineers and designers to build new products and services and innovate the end-to-end customer experience in international travel.

Organiser: Hack Horizon

► hackhorizon.com

Hong Kong

Finland 100 Expo

10

Celebrating Finland's 100th anniversary of independence, Finland 100 Expo is an opportunity to get to know Finnish businesses and culture. Open to the public free of charge, the Expo welcomes 33 exhibitors from Finland to showcase Finland's business opportunity as well as aspects of Finnish culture through panel discussions and programmes.

Location: SME Centre, Hong Kong Convention and Exhibition Centre

Organiser: Finnish Chamber of Commerce in Hong Kong

► finncham.com.hk/event/finland-100-expo

Berlin

Go Asia – Get started in Hong Kong

18

The event is part of the Asia Pacific Weeks Berlin with presentation on Hong Kong's startup ecosystem, support from InvestHK and case study of German data analytics company Seerene.

Location: Haus Ungarn, Berlin

Organiser: InvestHK, Openers

► apwberlin.de

Chongqing, China

The 20th China Chongqing International Investment and Global Sourcing Fair

18-21

This is a significant trade and investment promotion event leading inland opening-up and connecting 'One Belt One Road' and the Yangtze River Economic Belt.

Location: Chongqing International Expo Center

Organisers: Ministry of Commerce, Executive Office of Three Gorges Project Construction Committee of the State Council, China Council for the Promotion of International Trade, Chongqing Municipal People's Government

► www.ccisf.com/en/index.aspx

Taiyuan, Shanxi, China

"Belt and Road, Together We Grow" Seminar

23

The seminar aims to introduce to Shanxi enterprises business advantages of Hong Kong and how Mainland enterprises could make use of the Hong Kong's platform to "go global" under the Belt and Road initiative.

Location: Taiyuan, Shanxi Province

Organiser: InvestHK

Tallinn, Estonia

Seminar cum reception in Tallinn, Estonia

23

InvestHK's consultant will speak at the seminar about Hong Kong's unique role and advantages under the Belt and Road initiative.

Location: Conference Hall, The Estonia Chamber of Commerce and Industry, Tallinn

Organisers: HKETO in London, InvestHK, The Estonia Chamber of Commerce and Industry

Vilnius, Lithuania

Reception in Vilnius, Lithuania

24

The event is organised together with the Lithuania Business Confederation to celebrate the 20th anniversary of HKSAR establishment.

Location: Hotel in Vilnius (TBC)

Organisers: HKETO in London, InvestHK, The Lithuania Business Confederation

Riga, Latvia

Reception in Riga, Latvia

25

The event is organised together with the Investment and Development Agency of Latvia to celebrate the 20th anniversary of HKSAR establishment

Location: Hotel in Riga (TBC)

Organisers: HKETO in London, InvestHK, The Investment and Development Agency of Latvia

Jun

Hong Kong

Finance Disrupted: Asia

2

The event will bring together thinkers, regulators, leaders from regional and international financial institutions, and fintech entrepreneurs. They will examine how disruptive, tech-driven firms are changing the shape of financial services in Asia and debate the roles old and new enterprises will play in a transformed financial ecosystem.

Location: JW Marriott Hotel Hong Kong

Organiser: The Economist Events

► financedisruptedasia.economist.com

Xi'an, Shaanxi, China

2017 Silk Road International Exposition and the 21st Investment and Trade Forum for Cooperation between East and West China

3-7

This event is a new platform for interactive cooperation between Mainland's eastern, middle and western regions and economic cooperation between the Belt and Road countries.

Location: Xi'an Qujiang International Conference and Exhibition Center, Xi'an Greenland Pico International Convention and Exhibition Center

Organisers: National Development and Reform Commission, Ministry of Foreign Affairs, Ministry of Commerce, All-China Federation of Returned Overseas Chinese, All-China Federation of Industry and Commerce, China Council for the Promotion of International Trade, State Administration for Industry and Commerce, Shaanxi Provincial People's Government

► en.onlinew.com.cn

2017

Jun

Madrid, Spain

Moneyconf

MoneyConf focuses on FinTech and the revolution in money, payments and finance. By Invitation only.

Location: La N@ve, Calle Cifuentes, 5, 28021 Madrid

Organiser: CiLabs

► moneyconf.com

Hong Kong

6-7 EmTech Hong Kong

The two-day event of intelligent conversations will bring MIT Technology Review's content to life. The 2nd edition of EmTech Hong Kong will look into how advancements in the areas of New Materials; Big Data and AI; Robotics, Automation, and Industry 4.0; VR and AR; Healthy Ageing; FinTech; Cybersecurity and Future Cities are redefining our lives in new and inspiring ways.

Location: Hong Kong Convention and Exhibition Centre

Organiser: MIT Technology Review & Koelnmesse Pte Ltd

► emtechhk.com

Hong Kong

Global Youth Entrepreneurs Forum 2017

Global Youth Entrepreneurs Forum is an annual programme to gather global young people, investors, corporates and stakeholders to discuss on social innovation, develop peer networks and explore opportunities, thus helping the development of a dynamic economy.

Location: The Grand Hall of The University of Hong Kong, Qianhai Shenzhen-Hong Kong Youth Innovation and Entrepreneur Hub (E Hub)

Organisers: The Hong Kong Federation of Youth Groups, The University of Hong Kong

► globalforum.hkfyg.org.hk

Xining, Qinghai, China

The 18th Qinghai China Investment and Trade Fair for Green Development

A regional investment and trade platform for promoting green development.

Location: Qinghai International Convention and Exhibition Center

Organisers: Ministry of Industry and Information Technology, State Administration for Industry and Commerce, All China Federation of Supply and Marketing Cooperatives, All-China Federation of Industry and Commerce, All-China Federation of Returned Overseas Chinese, The Hong Kong Federation of Trade Unions, 31 Provincial/Municipal/Autonomous Regional People's Government, The Xinjiang Production and Construction Corps

► www1.investhk.gov.hk/event-detail/the-18th-qinghai-china-investment-and-trade-fair-for-green-development-xining-qinghai/

San Francisco & Los Angeles, USA

A Musical Journey – in Celebration of the 20th Anniversary of the Establishment of the HKSAR

23
&
25

The concert entitled 'A Musical Journey' will be performed by Hong Kong Oratorio Society (HKOS) and Voices of the Valley in San Francisco and Los Angeles. The event is to showcase Hong Kong's cultural achievement and to foster the cultural exchange of Hong Kong and USA.

Locations: Hersbt Centre, San Francisco; The Mark Taper Forum, Los Angeles

Organiser: HKETO, San Francisco

Rotterdam, the Netherlands

'How Rotterdam and Hong Kong can make "One Belt, One Road" work for you!' 175 years of Trade and Friendship

30

A business seminar on how to seize the opportunities offered by 'One Belt, One Road', followed by a dinner celebrating the 20th Anniversary of HKSAR establishment.

Location: Van Nelle factory, Rotterdam

Organiser: Netherlands Hong Kong Business Association, InvestHK

Co-organisers: HKETO, HKTDC, City of Rotterdam, Port of Rotterdam

► nhkba.nl

Jul

Hong Kong

RISE HONG KONG 2017

11-13

RISE is produced by the team behind Web Summit. In six short years, Web Summit has become Europe's largest tech conference which last year attracted 53,000 attendees from 136 countries around the world. In July, people from the world's biggest companies and most exciting startups will come to Hong Kong to share their stories and experiences at RISE joined by major global media, hundreds of investors and thousands of attendees for three days of networking.

Location: Hong Kong Convention and Exhibition Centre

Organiser: Web Summit

► riseconf.com

Shared Workspace

Flexible Workspace is the New Norm

In recent years, co-work spaces have become a posh term in major world cities such as New York and London. In Hong Kong, shared workspace has sprouted and a variety of co-work space offerings have developed to cater for a growing demand of entrepreneurs, freelancers and innovative nomads

WeWork

Founded in New York in 2010 with over 1,400 staff globally, WeWork now offers two co-work space offices in Hong Kong, namely Causeway Bay and Wanchai. The two locations are chosen because of its proximity to transportation and headquarters of major corporations. The mission of WeWork is to give members the space, community and services they need to create their life's work, while helping them collaborate with like-minded people who can help their business grow and succeed. WeWork's workspaces offer private offices for teams of one to more than 100. There are also options of a dedicated desk or a hot desk that offer greater flexibility.

wework.com



The Work Project

Also located in the prime area on the Hong Kong Island, Causeway Bay, The Work Project has created a hotel experience as some of the owners are former hoteliers. Occupying four floors, The Work Project offers private serviced offices, meeting rooms and hot desks, for up to 350 workers. Members are offered flexible membership terms where they can start any day and end any day, expand or downsize anytime. Even the music played and the scent are designed to improve concentration and sense of wellbeing. Members of The Work Project can enjoy services and discounts from restaurants, wellness facilities and an upscale hair salon in the same building.

theworkproject.com



6 SECTOR FOCUS

Shared Workspace

The Hive

Offering four locations in Hong Kong, Central, Wanchai, Kennedy Town and Sai Kung, The Hive has created a creative community that attracts photographers, journalists and young companies to meet the like-minded. They offer flexible membership without long-term contract and members can subscribe an open plan workspace with hotdesks, dedicated workstations or private offices. Each location has a terrace or sundeck for informal meetings or events. Also, community events are regularly organised to encourage new connections and spread the creative vibes across the space.

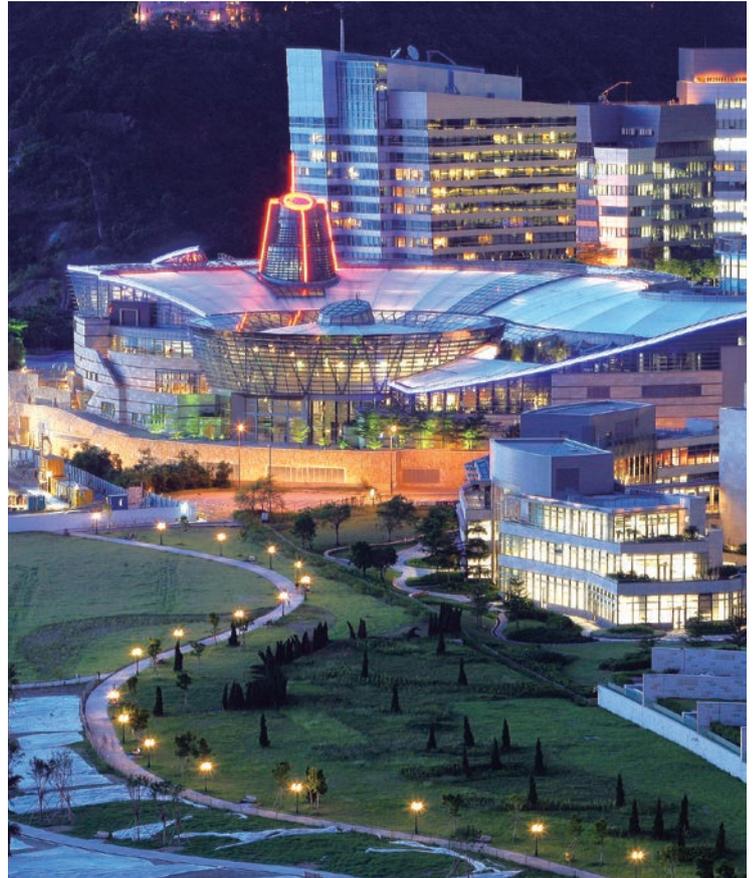
thehive.com.hk

Cyberport Smart-Space

Being one of the largest innovation and technology co-work spaces in Hong Kong, Cyberport Smart-Space offers flexible work spaces for local start-ups and overseas companies who are looking to deploy their businesses in the region. Cyberport also organises various on-premise events such as talks, happy hour, pitching, product trials, to encourage conversations and foster business collaboration. Its aim is to create a community where like-minded innovators can inspire and share ideas with one another.

cyberport.hk

There are also other co-work spaces in various districts around Hong Kong, including Blueprint, Cocoon, Garage Society, Paperclip, TusParkHK, Wynd, etc. For more resources for startups and co-work spaces, please check out our website startmeup.hk or contact us now to discuss how to grow your startup business from Hong Kong.



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Overview of Co-work Spaces in Hong Kong



Locations in 2016



*Source: InvestHK's Hong Kong's startup ecosystem survey 2016



“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.”

Giovanni Di Salvo
Managing Director Asia Pacific
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 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

- Founded in 1978 in Milan
- Opened Asia's largest flagship store in Hong Kong in March 2017
- Set up its Asia Pacific headquarters in Hong Kong with some 75 employees managing over 200 direct and franchise stores in the region

www.versace.com

An Innovative Approach to Bakery, Patisseries and Chocolate

Puratos, a long established Belgian bakery, patisserie and chocolate ingredients company founded in 1919, expands its Hong Kong operations to foster business development in the region

Puratos recently opened its Asia Development Centre in Kwun Tong with an investment of nearly USD500 million which offers a platform for innovation across the bakery, patisserie and chocolate sectors. The new center serves three main functions for the company: R&D center that conducts research and development on new technology/products, application in the bakery workshop, secondly the regional headquarters managing the Asia Pacific region from marketing to finance, human resources to operations and thirdly the headquarters of the Puratos Hong Kong.

“The company is experiencing a double-digit growth in Asia. The Hong Kong bakery scene is very dynamic with a lot of food lovers and more than 56 million visitors a year. We selected Hong Kong as our regional base because Hong Kong is an Asian business and innovation hub as well as a strategic market that leads bakery, patisserie and chocolates trends in the region,” Peter Deriemaeker, Markets Director Asia, Pacific, Middle East, Africa said.

Puratos’ clients in Hong Kong vary from small to big bakeries, coffee shops, hotels to industrial and food services companies. With a presence in 15 countries and more than 30 years of experience in the region, Deriemaeker commented that their operations in Mainland China, Japan and southeast Asia are substantial, with further room to grow in other places. The company will continue to invest and to create new capacity, production lines and customer innovation centers.

Deriemaeker expressed that Hong Kong is an easy place to do business, “The city is easily accessible and without much visa

restriction. With its sophisticated transportation system, it provides a perfect logistics platform and an excellent airport network which are beneficial to our business.”

The Puratos Asia development center is staffed by an international team with mostly Asian members. They continue to work with local universities to look for food science talent. In this regard, Deriemaeker found it easy to find good people in Hong Kong thanks to its well-established education system.

Deriemaeker moved to Hong Kong three years ago and enjoyed the very vibrant city life. “It is an ideal place for people with an active working life,” he concluded.

Puratos

- Founded in Belgium in 1919, Puratos is an international group that offers innovative bakery, patisserie and chocolate ingredients solutions
- Invested USD500 million to develop the Asia Development Centre in Hong Kong which also serves as the regional headquarters

puratos.com



“ We selected Hong Kong as our regional base because this is an Asian business and innovation hub as well as a strategic market that leads bakery, patisserie and chocolates trends in the region.”

**Peter Deriemaeker, Markets Director Asia, Pacific, Middle East, Africa
Puratos**

The Best of Both Worlds

Hubert Burda Media sees Hong Kong as the best location to parallel digital and print publication for luxury media

“It’s well known that Hong Kong people are stylish, sophisticated and attuned to everything that’s new and desirable. It’s also a cosmopolitan and international city that attracts talent from around the world.”

**Sebrina Mak, Publisher and Managing Director
Hubert Burda Media Hong Kong Limited**



Set up in 2011, Hubert Burda Media Hong Kong is the home of *Prestige Hong Kong*, a celebrity, high society and luxury lifestyle monthly magazine. It is a subsidiary company of Burda International, a Germany-based media giant which owns close to 540 titles around the world. In addition to *Prestige*, Hubert Burda Media also runs two annual publications in Hong Kong, which are *Lifestyle* and the watch magazine *Tic Talk*.

In January 2017, the company announced a key strategic development - to acquire Asia’s leading luxury digital platform LifestyleAsia.com, which then becomes the second digital platform owned by the company in Hong Kong together with PrestigeOnline.com.

Publisher and Managing Director Sebrina Mak claimed that the acquisition of LifestyleAsia.com is designed to cement the company’s position as the leading digital and print luxury content platform in East and Southeast Asia. “We are seeing an enlarged role for digital vis-à-vis print media here in Hong Kong,” she commented, adding that the company remains committed to print media which is well-suited to the luxury market.

To Hubert Burda Media, Hong Kong is one of the best locations for running a media company with such mix of digital and print strategy in the luxury media arena, thanks to the rich and deep talent pool that the city offers. Mak explained, “The quality of the talent pool in the local media, whether it’s writers, photographers, or magazine and web designers means we can find the kind of people who meet our requirements.” In fact, according to Mak, if the company were not based in Hong Kong, it would have been quite hard for them to produce luxury-lifestyle content of such high-quality and scope.

“It’s well known that Hong Kong people are stylish, sophisticated and attuned to everything that’s new and desirable. It’s also a cosmopolitan and international city that attracts talent from around the world,” she added.

InvestHK has helped alongside Hubert Burda Media’s expansion in the city, providing publicity support, resources matching and networking event opportunity. With a team of 35 in its Hong Kong office comprising sales, administrative and editorial functions, Hubert Burda Media is expected to hire more staff as they continue to expand their activities and business scope in the region.

Hubert Burda Media Hong Kong Limited

- Set up in Hong Kong in 2011
- Acquired LifestyleAsia.com in January 2017
- Comprises around 35 people in the Hong Kong office with sales, administrative and editorial functions

prestigeonline.com



Expanding Business in Hong Kong by Word of Mouth

China's premium restaurant Jardin de Jade opens its second restaurant in Hong Kong

“Hong Kong has a good business foundation since it has a very long-established and well-developed infrastructure; it also has a good linkage with Mainland China and facilitates business that crosses both places.”

**Lau Yu Chun, Chairman
King Mang Jardin de Jade (HK) Ltd**

Famous for its authentic Shanghaiese cuisine with a touch of innovation, Jardin de Jade is a household restaurant brand in Shanghai. Owned by King Mang Group which also has multiple restaurant brands in Mainland China, Jardin de Jade set its foot in Hong Kong in 2010 when a flagship restaurant was launched in Sun Hung Kai Centre in Wanchai, which serves mainly business customers. In shortly two years since its launch, the restaurant had already won a Michelin star as well as the Hong Kong Tourism Board's Best of the Best Culinary Awards.

After the tremendous success of the flagship restaurant, the company saw the business opportunities and opened its second restaurant in Hong Kong in December 2016 in Cityplaza, one of the busiest shopping centers in Hong Kong. The new restaurant spans across 7,000 square feet providing 200 seats, offering an even bigger capacity than the one in Wanchai.

Lau Yu Chun, Chairman of the King Mang Group, said that while the Wanchai flagship restaurant serves mainly business customers, the Cityplaza branch targets family and leisure customers. At a regular weekend, the restaurant receives by average some 1,000 customers per day, which is considered to be a high table turnover rate for a luxury Chinese restaurant.

Lau believes that a successful restaurant brand is not driven by the number of branches it owns, but by word-of-mouth. “Building a restaurant brand is a word-of-mouth business. We hesitate to do advertising because we believe that a good brand should rely on word-of-mouth, and it takes time to build a reputable brand,” Lau said.

Lau has an interesting personal and professional background. Originated from Hong Kong, he worked in a few Chinese restaurants in the 1970's before moving to Luxembourg, a place where he lived for over 20 years and was nurtured to become a food and beverage entrepreneur. In 1999, Lau went to Shanghai to open the first Jardin de Jade. After establishing the brand in Mainland China and now with around 20 outlets in the region, Lau came back to his birthplace to expand his business footprint.

Hong Kong is special to Lau not only because of his emotional attachment to the city, but also the opportunities that he encountered. “In Hong Kong, I have established many long-term business partners who have a lot of trust in our brand. Also, Hong Kong has a good business foundation since it has a very long-established and well-developed infrastructure; it also has a good linkage with Mainland China which facilitates business that crosses both places.”

Lau prefers to let the expansion plan driven by opportunity. “If there's a right opportunity and if I meet good working partners, I am more than happy to expand by opening more restaurants. For now, my priority is to focus on maintaining the food and service quality. If the brand is good, the opportunity will come,” he concluded.



Jardin de Jade

- First restaurant opened in Shanghai in 1999. 24 branches in Shanghai, Hangzhou, Beijing, Suzhou, and Macau
- Opened Hong Kong's flagship restaurant in Wanchai in 2010, and second restaurant in Cityplaza in 2016
- Currently employs over 120 staff in Hong Kong

jade388.com

Growing With Optimism

US digital consultant Cognizant expands Hong Kong office as part of its Greater China growth strategy

“Hong Kong’s booming information and communication technology sector is among the world’s most advanced. That, combined with Hong Kong’s specialist business and technology talent, makes the city a great location for us.”

Venkatesh Sriraman, Market Head for Greater China Cognizant

Originally set up in 1994 as a captive technology arm of business services company Dun and Bradstreet, Cognizant today has over 250,000 employees across the Americas, Europe and Asia Pacific. Within 10 years of its establishment, the New Jersey-based company had made it to the NASDAQ-100 list. In 2011, it became a Fortune 500 company and is currently ranked 230 on the list. Looking to grow its footprint in the Greater China region, Cognizant recently expanded its Hong Kong operations with the opening of a new office in Central.

“The expansion in Hong Kong underscores our confidence and commitment to the city,” said Venkatesh Sriraman, Market Head for Greater China at Cognizant. “Hong Kong’s booming information and communication technology sector is among the world’s most advanced. That, combined with Hong Kong’s specialist business and technology talent, makes the city a great location for us.”

It all started in 2006 when Cognizant set up its Hong Kong office in a small room that could accommodate just about 2-3 people, serving the regional needs of a few US clients. After the company made the strategic decision to allocate more resources to meet the growing demand for its services in the high-growth Asia market, Cognizant’s Hong Kong office moved from a business centre to a 4,000 square feet office last December. The Hong Kong office now houses delivery, sales and corporate teams, as the company delivers a broad range of digital services to more than 30 global, regional and local companies spanning industries such as financial services, insurance, retail and consumer goods.

The expansion is an integral part of a bigger plan, as Sriraman explained, “Cognizant’s increased presence in the city positions the company well to tap into the huge business opportunities in the Greater China region. Services and solutions developed for the mature Hong Kong market can be refined and deployed to serve clients in mainland China.” According to Sriraman, who has been with the company for over 10 years, the Hong Kong office



is a regional hub that enables the company to deliver deep local insights. The time-zone and geographical advantages also allow the team to engage regional customers on a daily basis. He added, “Most of our clients from banks and other institutions are looking to expand in China, and we will grow together with them.”

Cognizant is also committed to nurturing local talent. It runs a graduate recruitment programme in Hong Kong to hire entry-level technical and management talent from local top-tier institutions. Comprehensive technical and soft skills training are provided to the selected candidates before their deployment to client engagements for project execution. He said, “The client feedback on our graduate trainees is amazing.”

Having lived across Asia in cities such as Singapore and Dubai, Sriraman finds Hong Kong a great place to live and work in. “Hong Kong is an energetic cosmopolitan city and has its own unique and dynamic flavour. It’s a richly multi-cultural city and incredibly lively, offering a colourful array of people, cuisines and worldviews,” he said.

Cognizant

- Founded in 1994 as an in-house technology unit of Dun and Bradstreet, Cognizant started serving external clients in 1996
- The Teaneck, New Jersey-headquartered company currently has over 100 development and delivery centres across five continents
- Hong Kong is the headquarters for the Greater China region

cognizant.com

Unlocking Innovation in Hong Kong

Spain-based electronic lock manufacturer SALTO Systems selects Hong Kong to launch its first 'XSperience Centre' in Asia

“Hong Kong is a business hub and a technology hub. It's a place that really focuses on innovation.”

David Rees, Senior Vice President, Asia Pacific
SALTO Systems Ltd



Nowadays everything seems to have a digital alternative and door locking is no exception. SALTO Systems is a major global player in the world's lock and security industry that stresses on using innovation to improve security management software.

The Spain-based door lock manufacturer offers products ranging from offline to online hard wired and battery operated electronic locking solutions. In the last five years, the company has been developing cloud-based locking which, according to Senior Vice President of Asia Pacific David Rees, is the future of access control system. In 2017, the company announced a rebrand of their signature 'Clay by SALTO' product line to 'SALTO KS - Key As A Service', which is a cloud-based locking solution that controls who, when, and where to access at the user's fingertips.

Despite the large demand for security systems in the hotel industry, hospitality is not the only market that SALTO focuses on. "We also target verticals such as commercial, education, healthcare, governments and transportation in Asia, these are the industries that have helped us grow strong over the years", Rees said. He added that the booming of co-work spaces and serviced offices in Asia has generated a great demand for SALTO's hi-tech products. "We are here in Hong Kong to grow our commercial business, as well as taking some share in the hospitality industries," he said.

Rees relocated from Singapore last year to open the Hong Kong office, which will be upgraded to a 1,000 square feet 'XSperience Centre' for clients and distributors to have a holistic experience of their products and the brand. With new software releases every year, the centre will also serve as a training venue for its staff to demonstrate the latest technologies and functionalities to clients and partners. This is SALTO's first 'XSperience Centre' opened in Asia. "We use this centre in Hong Kong as a test point.

If it works here, we may try out in other regional offices," Rees explained.

Currently, SALTO's Hong Kong office also looks after the North Asia market, including Taiwan and Korea. Rees commented that it is important for the company to be geographically close to all of these markets, and Hong Kong is situated at a strategically central location. He added, "Hong Kong is a business hub and a technology hub. It's a place that really focuses on innovation."

InvestHK has assisted SALTO to set up office in Hong Kong with support including work visa application, publicity, and networking opportunity, and Rees recounted the experience a positive one. "As a business professional who has set up a number of offices in major Asian cities before, this has been one of the easiest and best supported ones. With the assistance I got from InvestHK, a lot of time and effort were saved from going around and crawling information. Such kind of support is invaluable for a business," he concluded.

SALTO Systems Ltd

- A manufacturer of electronic access control solutions headquartered in Basque region of Spain
- Hong Kong office is the regional headquarters of North Asia region
- A product experience centre is expected to launch in Hong Kong in May 2017

saltosystems.com

Freight Forward Thinking

Silicon Valley-based forwarder Flexport set up regional headquarters in Hong Kong to fulfil its global expansion plan

Backed by some of the top investors in the world such as Google Ventures, First Round Capital and Bloomberg Beta, Flexport is a freight-forwarding and customs brokerage startup with a mission to put technology in a much more pivotal role in what is considered to be one of the oldest industries in the world.

In Flexport's terms, they are here to "redefine how companies manage their global supply chain".

"Our core service is freight forwarding, but the added-value that we offer is much more than that," said Henry Ko, Managing Director of Greater China, "we use technology to solve pain points in the complex logistics process, with an ultimate goal to upgrade the industry."

Flexport is a technology-driven forwarder which hopes to streamline end-to-end freight management, providing easy and highly visible management services and tools to shippers. At the core of its logistics solution is an integrated platform aiming to speed up workflow and facilitate resources management. From a shipper's point of view, it is a one-stop dashboard that shows real-time data from freight tracking to billing to analytics.

Last year, Flexport announced that it had raised US\$65 million in venture-capital funding for its global expansion plan, while its regional headquarters was set up in Hong Kong in the same year. Henry appreciated the support provided by InvestHK, especially in identifying office spaces, networking, work visa advice as well as media exposure.

"As our regional headquarters, the Hong Kong office not only serves local clients, it also covers Mainland China and South East Asia region," Ko said, "we need a team that stations in the right time zone so as to improve our service quality and timeliness."

Ko agreed that the talent pool in Hong Kong is crucial for Flexport's development in the region. "Hong Kong provides a rich talent pool where you can find an abundant supply of individuals with international background as well as a global vision. With the company's pioneering business model, we need to hire people who are extremely open-minded and hungry for knowledge, and Hong Kong is never short of such talent," he added.

In Ko's views, Hong Kong's location and professional advantages can facilitate the central government's Belt and Road initiative. "With more infrastructure and investment brought to Asia by the Belt and Road initiative, we foresee a rapid growth in trade demand and transactions in the region. Hong Kong can reach most of the key Asian cities within five hours. It is an important hub to connect these cities to the rest of the world," he remarked.

"The sophisticated professional services that Hong Kong offers such as finance, accounting and compliance also further strengthen its position in international trade," Ko concluded.

Flexport

- Founded in San Francisco, California in 2013, set up its regional headquarters in Hong Kong in April 2016
- New offices launched in Shanghai and Shenzhen, both headed by the Hong Kong office

flexport.com

"With the company's pioneering business model, we need to hire people who are extremely open-minded and hungry for knowledge, and Hong Kong is never short of such talent."

Henry Ko, Managing Director, Greater China Flexport



Strong Demand for Private Premium Healthcare in Hong Kong and the Region

Top-notch private hospital set up in the city to provide all-inclusive and fixed price medical packages and contribute to the training and development of healthcare professionals and advancement of clinical research

Located at Wong Chuk Hang on Hong Kong Island South, the Gleneagles Hong Kong Hospital ("GHK") opened in March 2017 and features 500 beds, cutting-edge medical technologies and a comprehensive range of clinical services spanning more than 35 specialties and subspecialties.

GHK is a partnership between Parkway Pantai, a wholly owned subsidiary of IHH Healthcare Berhad, and NWS Holdings with Li Ka Shing Faculty of Medicine of The University of Hong Kong ("HKU") as its clinical partner.

According to Dr Tan See Leng, Managing Director & Chief Executive Officer at IHH Healthcare, and Group Chief Executive Officer and Managing Director of Parkway Pantai Limited, Hong Kong has a growing and ageing population, increasing private insurance coverage and shifting disease profiles towards the more chronic and complex medical conditions. These have all contributed to pent-up demand for more treatment options outside the public sector.

"It was a natural extension of the group's strategy of expanding in Hong Kong with a strong and growing demand for premium private healthcare. We are proud to complement the robust public healthcare infrastructure with the opening of our flagship Gleneagles Hong Kong Hospital," Dr Tan said.

At the initial stage, the hospital offers 54 all-inclusive and fixed price medical packages and aims to progressively increase the number of packages to over 150 that can cater for more critical conditions such as cancer and heart diseases. It also



differentiates itself by delivering superior clinical outcomes and best-in-class care for patients, supported by a transparent and competitive fee structure that gives them peace of mind. As part of the uniquely successful 'Gleneagles Hospital' brand, the hospital is also able to offer an integrated suite of healthcare services, deep expertise in taking on complex cases, and sharing of best practice and medical knowledge.

From a longer-term perspective, the Greater China region is a priority key market for the hospital group. The opening of GHK is therefore a key milestone on this journey, which began more than 10 years ago. InvestHK provided information and invited the company to participate in the private hospital development in Hong Kong back in 2010 and has established a long term relationship since then. With Gleneagles Chengdu, Gleneagles Nanjing and Gleneagles Shanghai on the Mainland to progressively open over the next few years, IHH Healthcare is well-positioned to meet the rapidly growing demand in the region.

Gleneagles Hong Kong Hospital

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gleneagles.hk

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Dr Tan See Leng
Managing Director & Chief Executive Officer at IHH Healthcare Berhad Group
Chief Executive Officer & Managing Director of Parkway Pantai Limited
Gleneagles Hong Kong Hospital





“There is an amazing depth of talent in the legal and accountancy professions in Hong Kong. I find regulations here sensible and conducive to setting up a new business, and that has lowered the daily burden of managing an office.”

**Michael Makridakis, Partner
Carey Olsen**

Offshore Law Firm Opens Hong Kong Office to Expand Asia Footprint

Carey Olsen has opened an offshore dispute resolution and insolvency practice in the city in 2016 to meet growing demand from the region

An increasing number of Asian companies are using offshore structures to conduct global investment activities, prompting leading offshore law firm Carey Olsen to open offices in Singapore in 2015 and Hong Kong at the end of 2016.

Hong Kong managing partner of Carey Olsen, Michael Makridakis, said: “We have been doing a lot of work which originates from Singapore and Hong Kong in our other offices for years. The levels of work have reached a point where we found that to best service our clients, it would be wise to have a presence in these jurisdictions.”

He added that having offices in Asia also helps the firm win new clients based in the region.

Carey Olsen provides services from the key offshore financial centres of the British Virgin Islands (BVI), the Cayman Islands, Guernsey and Jersey, and it also has offices in Cape Town, London and Singapore. It offers a comprehensive range of services for transactional, dispute resolution and private client work, with over 200 lawyers and 380 staff across the globe.

As an offshore law firm, Carey Olsen does not compete with onshore legal professionals, but it does collaborate with them. Hong Kong’s well-developed accountancy sector is also helpful to the firm’s work.

“There is an amazing depth of talent in the legal and accountancy professions in Hong Kong, and they are the two professions with which I do my day-in and day-out business,” Makridakis said. “I find regulations here sensible and conducive to setting up a new business, and that has lowered the daily burden of managing an office.”

According to Makridakis, by late-2017, the Hong Kong office will be staffed with four senior lawyers practising Cayman

Islands and BVI laws, with a focus on insolvency and dispute resolution. But as an integrated partnership, Carey Olsen serves clients on an inter-office basis, and its lawyers based in other parts of the world can fly in to offer expertise in other areas such as capital markets, mergers and acquisitions, and investment funds.

“I also do a lot of travel to see clients, and I find Hong Kong a very convenient place for it. The airport is probably the best international airport that I have travelled through,” he said.

Previously based in the Cayman Islands, Makridakis relocated to Hong Kong last year with his family. He has found international schools in Hong Kong to be of high standards, with excellent sporting programmes to keep his three boys active.

He also enjoys Hong Kong’s entertainment options. “I do a lot of client entertaining, and it doesn’t matter whether it’s a Monday or Thursday, there’s always something going on to take clients to.”

Carey Olsen

- Practises the laws of the British Virgin Islands (BVI), the Cayman Islands, Guernsey and Jersey
- Offers services for transactional, dispute resolution and private client work
- Opened Hong Kong office in 2016 to serve Asia-based clients better

careyolsen.com

InvestHK recently facilitated the following companies to establish or expand their business presence in Hong Kong. We welcome them to our city and wish them a prosperous future.

Company name	Sector	Company name	Sector
Argentina			
Aisa Ionic Co.Ltd	Water Treatment	Gudou Holdings Limited	Hospitality Operator and Developer
Preem International (HK) Ltd	Food Service - Concession Equipment & Supplies Import and Distribution	King Mang Jardin de Jade	Food & Beverage
Australia			
Raiz The Bar Chocolate Makers	Food Manufacturing	New Zealand	
Wilderness International Kindergarten	Early Childhood Education	LiuBaJiuJiu Limited (HK)	Beverages
Belgium			
Puratos	Bakery	Singapore	
Brazil			
Unique Pack	Sales, Trading	Blue Pool Limited	Financial Technology
Canada			
Affinity Sports & Education Ltd.	Sports & Education Services	CATCH JUICERY	Food & Beverage
Fairchild Kindergarten	Early Childhood Education	Gleneagles Hong Kong Hospital	Healthcare
France			
Clim8 Ltd	E-Textile	Spain	
Corsican Flavour	Food & Beverage	Salto Systems	Electronic Access Control System Manufacturing
Elearn2grow Limited	E-Learning and Corporate Training	Taiwan	
Sponge Beauty Limited	On-Demand Beauty Services	Magic Chicken Pie	Food & Beverage
Germany			
Hubert Burda Media Hong Kong Limited	Media	Zoek Hong Kong Limited	Mobile Application Platform
suPPPort ltd.	Consulting	Ukraine	
India			
Retired Not Out	Social Enterprise, HR Technology	DMS Solutions (Hong Kong) Limited	Software Development
Ireland			
OpenJaw Technologies	Travel Technology and Services	United Kingdom	
Italy			
Pizzeria Italian Brewery	Brewery Restaurant	Design Partners Creative HK Limited	Graphic Design and Advertising
Versace	High Fashion	Kappu (HK) Limited	Education Technology
Japan			
Keiyo (Hk) International Trade Corp Limited	Food & Beverage	Malvern College Pre-School Hong Kong	Early Childhood Education
Morgan Search Consulting Ltd	Recruitment Service	QBitKloud (Hong Kong) Limited	Information Technology
Reeracoen Hong Kong Co., Limited	Recruitment Service	Carey Olsen (Channel Islands)	Legal Service
Mainland China			
Inner Mongolia Mengiu Dairy (Group) Co., Ltd	Dairy Products	United States	
Fujian Jian Da Law Firm (Hong Kong)	Legal Services (Laws of People's Republic of China)	AlikeAudience (Hong Kong) Limited	Advertising Technology

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