

Creative Industries

Case Studies



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

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This booklet showcases some of the creative industries businesses that InvestHK has supported in recent years. These include architecture, art and culture, design, media and entertainment, multimedia, and social media companies. We hope you enjoy reading their case studies.

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

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

Latest information on Hong Kong's business environment:

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

Introduction to business contacts:

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

Arranging visit programmes:

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

Business support facilitation:

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

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

BUILDING THE FUTURE through Asia

Design consultancy CallisonRTKL was formed in 2015, under the global engineering consultancy Arcadis. With 1,700 professionals working across 24 offices worldwide, CallisonRTKL specialises in architecture, interior design and urban design through four major practice groups – commercial, retail stores, healthcare and workplace.



Hong Kong is a good tie between Asia, Southeast Asia and Mainland China. It is easy to travel anywhere on the planet from here. The energy, flow of capital and talent are all here. The level of quality is extremely high. It's right in the middle of everything. That's why we like it. ”

Darryl J. Custer
Senior Vice President, Regional Practice Group Leader,
South Asia, Commercial
CallisonRTKL

Darryl J. Custer, Senior Vice President, Regional Practice Group Leader, South Asia, Commercial, sees Hong Kong as a market unto itself but also a bridge between Mainland China and Southeast Asia. “We have a long history in Asia and have been very successful in Mainland China, but we are seeing renewed activity throughout Southern China and Southeast Asia,” he said.

“Hong Kong is an ideal location for us. If you look at our network across the world, we tend to focus on what we called ‘gateway cities’ – those cities that are connected, or bring connectivity, to other regions,” Custer continued. “To us, Hong Kong is a good tie between Asia, Southeast Asia and Mainland China. It is easy to travel to anywhere on the planet from here. The energy, flow of

capital and talent are all here. The level of quality is extremely high. It's right in the middle of everything. That's why we like it.”

In Hong Kong, the firm has developed a strong team with expertise in commercial architecture, urban design as well as retail interior design for regional and local markets. “For CallisonRTKL, it is more about enhancing value than a pure stylistic approach. We help our clients find value in their assets and bring properties into the next generation,” Custer remarked. “We are looking at some large commercial mixed-used projects locally, while we also see a lot of potential here for the retail sector.” The team has recently worked with the travel retail operator CDFG-Lagardere to design a Duty Free

Store at the Hong Kong International Airport.

According to Custer, there are a lot of talented architects and designers in Hong Kong. Thanks to the city's deep and diverse talent pool, CallisonRTKL's team is a mix of local and international professionals. “Hong Kong is a very international city, which is appealing to us as a design firm. The city has a great blend of cultures so that we are able to bring different ideas to our projects,” he remarked. Over the next few years, the firm is looking to expand the office to 45 employees. It is also CallisonRTKL's goal to do more projects in Hong Kong and broaden the team's capabilities.

callisonrtkl.com ■

Original date of publication: October 2017

JET READY TO TAKE OFF

Toronto-based architecture firm expands footprint in the region by using Hong Kong projects as testimony.

Launched in 2010, Toronto-based JET is a boutique architecture firm specialising in urban planning, architectural and interior design. The team started to form in 2009 by Founding Principal Jeff W. N. Leung after he had secured the Remington Centre project in Markham, one of the largest mall developments in North America. He then invited fellow University of Toronto classmates Tynnon Chow and Edward Kim to join the team.

In a short period of time, their work has received numerous acknowledgments and international awards, such as being a finalist in the Minsheng and China Development Bank HQ International Competition in Shenzhen, Honorable Mention in the Taiwan Kaohsiung Port Terminal International Competition, ACCE's Best Pacific Business and Hong Kong Canada Business Leader Award.

With project footprints extending from Canada to Asia, JET recently set up an office in Hong Kong to serve projects in the region. "Hong Kong is well-known as a first class city. By winning competitions here, our clients would associate our brand with a high calibre of design expertise," he said, adding that a presence here also contributes to their marketing campaign in other markets as their clients already know about the high standards of Hong Kong.

One of the most significant recent projects by JET is the M+ Pavilion in West Kowloon Cultural District (WKCD), the emerging art hub in Hong Kong. A collaborative team of JET with two local firms VPANG and Lisa Cheung was chosen from a field of 100 entries to design the pavilion in a worldwide design competition for the future exhibition space.

The team is also working on a proposal to revitalise an old factory in Tsuen Wan, which opens door for JET to other factory conversion projects in Beijing. A hillside villa at the peak designed by the team has also impressed a client from Miami who invited Leung to fly over and design his waterfront house.

"Our projects in Hong Kong are a real life business card for JET," Leung enthused, "a lot of people have seen our work and are interested to work with us."

Leung thinks that Hong Kong gathers a lot of like-minded successful business people who help bridge the team to other markets. "The business environment here is really vibrant. We have built up a large network through Hong Kong," Leung remarked. Looking ahead, JET will engage in more projects around the world to establish itself as an international architect firm.



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Our projects in Hong Kong are a real life business card for JET.”

Jeff Leung
Founding Principal
JET

Leung met the InvestHK team in an event in Toronto a few years ago, and he finds the service provided by the team invaluable. "InvestHK has supported JET since its beginning, and provided us with industry-specific information, publicity and networking opportunities. Such support is very important to us."

jetdesign.ca ■

Original date of publication: October 2017

Bringing **SUSTAINABLE ARCHITECTURAL TECHNOLOGIES** to Hong Kong Hub

British architecture firm KplusK Associates has the core belief that architecture must also engage with issues of sustainability, energy efficiency and environmental responsibility.

Founded by UK-born twin brothers Johnny and Paul Kember, KplusK Associates is a multi-disciplinary architecture, design and master planning consultancy. Established in Hong Kong more than 21 years ago, KplusK is working on a diversity of Architectural projects which spans 10 countries in the Asia Pacific region, from luxury villa developments, hotels, retail and commercial environments, art installations and even churches.

Johnny Kember, Managing Director, explained, "Our work is typified by our artisanal, detail-oriented approach to architecture, and out of the box thinking, to create sensual and ergonomic environments that are sustainable."

He stressed that KplusK is always conscious to be ecologically responsible for works they create, from the selection of materials from sustainable sources, to the use of cutting edge energy generation systems such as large scale tidal action hydro generation plants into masterplans.

With its new studio in Wong Chuk Hang, KplusK is now a team of 30 including masterplanners, architects and interior design professionals, and is expected to expand to 40 in the near future. "Our workforce is very multicultural, we have local staff and many of them have studied aboard," Paul Kember, Director, remarked, "that creates a very dynamic work environment."



Hong Kong has always been a wonderful city for us as a business and also for our family. It's an ideal place to expand commercial networking and discuss business openly. ”

**Johnny Kember
Managing Director
KplusK Associates**

The firm has won the "Seeking Zero" competition in 2007 for designing a low-cost, Zero-energy housing in Bird Island of Malaysia. Recently, the team is also working on an affordable social housing in Akureyri of Iceland. "As our experience grows, we look forward to applying the technologies and skills learnt in these projects to Hong Kong," Johnny Kember remarked.

They also have an eye on the "Starter Homes" scheme which was recently announced by the HKSAR government. "We hope to bring the technology of building affordable and sustainable housing to Hong Kong, and to create a dramatically cheaper way of building houses. We really want to share that skill to the benefit of Hong Kong," he said.



Teaching architecture in universities in Hong Kong, Paul Kember said that they often come across very talented young creative minds. "It is wonderful to see educational facilities nurturing the next generation of great designers," he added.

The Kembers have been living in Hong Kong for many years, and are now happy to call this place "home". "Hong Kong has always been a wonderful city for us as a business and also for our family. It's an ideal place to expand commercial networking and discuss business openly. Coming to Hong Kong and to be greeted by the openness is something I have never experienced elsewhere," Johnny Kember concluded.

kplusk.net ■

Original date of publication: October 2017

Building **BEYOND BOUNDARIES**

Dutch Architecture firm OMA has strategically re-aligned its Hong Kong office to achieve its business goals in Asia.

Co-founded by internationally acclaimed architect Rem Koolhaas in 1975, Office for Metropolitan Architecture (OMA) is well-known in the global architecture scene for its projects, such as the Seattle Central Library in the US, Casa da Música in Portugal, Beijing CCTV headquarters and the Shenzhen Stock Exchange in China, to name a few. With the headquarters in Rotterdam, OMA has recently strategically aligned its regional headquarters in Hong Kong to a team of 35, managing projects in Asia including Mainland China, Hong Kong, Taiwan, Korea, Indonesia, Vietnam, Thailand and Singapore.

Chris van Duijn, partner at OMA, revealed that the transformation allows the Hong Kong team to have a more focused and balanced portfolio. "With our current team size, we have more freedom to select projects that we want to do and enhance our portfolio. What's more important for us is the quality rather than the quantity," he said.

Over the last few years, van Duijn has led a variety of projects in Asia, ranging from pavilion design, flagship mixed use projects to large scale masterplanning, many of which were initiated from the Hong Kong office. "Having a regional headquarters in Hong Kong has gained us a certain reputation in the region over the years. Many clients in Asia came directly to us because of the projects we have been working," he said.

According to van Duijn, OMA's communicative approach to clients is their key to success. "We are not

like a master architect that provides one sketch and says 'this is the best design for you.' We always take time to talk to our clients and make sure we understand their requirement inside-out," he explained, "we tend to be very open throughout the process."

Residing in Rotterdam, he travels between Hong Kong and Rotterdam every two weeks to maintain the project quality, making sure that works by the Hong Kong team share the same vision across OMA international offices.

Van Duijn thinks that opportunity brought by the Belt and Road initiative has started emerging in the architecture world. "Although at this stage many of the projects from the Belt and Road initiative are focusing on the infrastructure, we do see some Chinese investors looking for partners for projects in the Middle East or other regions. We believe there will be more opportunities for architecture projects," he remarked.

Van Duijn is impressed by the diversity and energy offered by the city. "Hong Kong is an energetic, fast, diverse and ambitious city with people who dare to decide. This would benefit architecture firms as the decision-making process is much faster and efficient," he noted. "It is also conveniently located near many other Asian countries, and is an excellent place for living and working."

oma.eu ■

Original date of publication: January 2014

Updated: October 2017



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Chris van Duijn
 Partner
 OMA

UK CONSERVATION ARCHITECT to Revitalise Central Police Station

PURCELL, a UK architecture firm has a family of many experts: architects, interior designers, heritage leaders and specialist consultants.

From its roots in the UK, and since 2010 well-established in the Asia Pacific region, Purcell undertake projects across eight core sectors, principal among these being high-end residential and hospitality, educational and cultural. Their strategy is to place their teams locally or regionally so that they are well versed in the distinctive character of a place. This is especially important at a time when regional architecture is at risk of being lost due to globalisation.

Much of their work is focused on the revitalisation of existing buildings, which is gaining momentum more widely as heritage is more appreciated and sustainability and economics are driving development decisions. Finding new uses for existing buildings, or adapting them to keep pace with modern expectations, are key parts of Purcell's expertise. Its project portfolio includes some of the best-known buildings globally, ranging from a number of World Heritage sites to national treasures such as the National Gallery, National Maritime Museum, British Museum, Westminster Abbey, all in London, to the former Central Police Station and The Helena May Club, both in Hong Kong.

The Hong Kong Jockey Club invited the firm in 2008 to prepare a Conservation

Management Plan for the former Central Police Station (CPS). The plan involved in-depth research to propose how the historical buildings, based on existing features and characteristics, could be transformed into a centre of heritage, arts and leisure facilities.

"During our initial visit to Hong Kong, we were struck with the ease of doing business, the buoyancy of the economy, the growing interest in conservation and the available means with which to fund it – all in addition to Hong Kong's proximity to important markets in the South East Asia region," Brian Anderson, Managing Partner said. Therefore, instead of setting up a single-project office, the firm decided to establish a permanent office in Hong Kong.

Over the past 10 years, the firm has expanded in the Asia Pacific region, opening offices in New Delhi, Melbourne and Sydney. Hong Kong continues to serve clients in Mainland China, Singapore and Myanmar. Moving forward in the Asia Pacific region and in Hong Kong, PURCELL have expanded into offering interior design as they seek to diversify and explore new markets.

At PURCELL, architectural conservation matters to the cultural and economic development of a city. They also think that the concept of "smart" cities is



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**Brian Anderson
Managing Partner
PURCELL**

partly related to how “liveable” the cities are, and that they are measured on how easily people can travel, work and relax, and the sense of identity that people feel. By managing change sensitively, cities can evolve in a way that meets people's needs, and prosper.

purcellap.com ■

*Original date of publication: January 2011
Updated: April 2017*

ART for Everyone

French entrepreneur brings leading gallery brands to Hong Kong with an aim to make art collecting more accessible.

Art de Vivre Collection is a contemporary art platform under the Art de Vivre group founded in France by Arthur de Villepin, son of former Prime Minister of France, Dominique de Villepin. With a vision to propagate art in everyday life and making it more accessible for all, the company presents a number of leading art brands in Asia, and offers original artworks across all media with an affordable price.

De Villepin believes that art is for everyone. As an art collector himself, he sees Art de Vivre Collection as a platform to democratise art collecting, and at the same time to cultivate and promote French culture. “Our aim is to provide a place not only for established collectors, but also first time buyers to explore and discover new artists in a unique and friendly environment,” said de Villepin.

In 2013, Art de Vivre began its journey in Hong Kong by bringing YellowKorner, a France-based limited-edition fine art photography gallery network, to the city. The encouraging market response to the concept of accessible art has inspired de Villepin to bring another leading art brand here – Carré d’Artistes.

Sitting on Hollywood Road, a renowned art district in Hong Kong, Carré d’Artistes showcases a wide range of styles from classical paintings to 3D Pop Art collages. According to de Villepin, the company will add more Asian artists as well as Hong Kong artists to enrich its diversity.

De Villepin thinks that the city offers great qualities for his art business. “Hong Kong is a dynamic and energetic place. People here are very open-minded and welcoming,” he said, “the city has provided me with a vibrant retail landscape with a hunger for new ideas and concepts. These qualities have allowed our brands to flourish in the market.”

He added that the city’s well-established financial and legal infrastructure also makes setting up a business easy and accessible.

Art de Vivre Collection currently has over 20 staff members and de Villepin plans to expand the team as their business grows. “There is an incredible pool of promising artists here,” commented de Villepin, “and I look forward to the possibility of collaborating with local talented artists.”

He also finds the assistance provided by InvestHK is valuable to the company. “The networking events are very useful, and I appreciate their advice and support on administration, recruitment and legal matters,” he concluded.

artdevivre-collection.asia ■

*Original date of publication:
October 2018*

“

Hong Kong has provided me with a vibrant retail landscape with a hunger for new ideas and concepts. These qualities have allowed our brands to flourish in the market. ”

Arthur de Villepin
Founder and CEO
Art de Vivre Group



A Vision on the **ART FUTURE**

Founded in 1977 in Paris, de Sarthe Gallery opened their Hong Kong space in 2010 and represents and exhibits a diverse spectrum of international artists, from important French Impressionists to Asian and Western modern and post-war masters as well as a generation of emerging artists.

Having profound experience in art business with Asia customers, Pascal de Sarthe, Founder of de Sarthe Gallery, established a solid network before moving to Hong Kong in 2010. He first started his gallery in Central and decided to move to a 10,000-square-foot gallery space in the Wong Chuk Hang area in early 2017 in order to facilitate the continued growth of the Asian client base. De Sarthe has hired New Yorker Willem Molesworth as the director of his new space.

There is a noticeable increase of art galleries moving to Wong Chuk Hang, especially with the MTR South Island Line coming into operation in December 2016, slowly transforming the area into an art community.

“I have always anticipated an art district in Hong Kong as the city has become the art hub of Asia and people here have become increasingly interested in the art world. This is thanks to the popularity of international art shows and important art auctions that have taken place in the city,” de Sarthe said.

According to de Sarthe, there are art galleries that see themselves as a platform for selling art pieces but de Sarthe Gallery has a different thought. They keep the core value of what an art gallery is all about, which

is bringing important exhibitions to town and promoting contemporary art. “Art galleries play an important role in educating the public about art,” de Sarthe added.

Since de Sarthe has the knowledge and resources, he is more than willing to share his love of art with more people. With the new gallery opening with increased space and flexibility, de Sarthe is planning to work with artists from around the world to bring their works to Hong Kong.

Apart from organising its own exhibitions, de Sarthe Gallery has also participated in Art Hong Kong, Art Basel Hong Kong and other art fairs in the region over the past few years. Other than Hong Kong, de Sarthe also has a gallery in Beijing run by his son Vincent de Sarthe which mainly features emerging Chinese artists. The gallery hopes to be part of the emerging art being created today in China.

“Hong Kong is a small place, everyone is connected and willing to help each other. I seldom find other places with people who are so friendly,” de Sarthe concluded.

desarthe.com ■

Original date of publication: January 2017



I have always anticipated an art district in Hong Kong as the city has become the art hub of Asia and people here have become increasingly interested in the art world. ”

Pascal de Sarthe
Founder
de Sarthe Gallery

Curating an ART JOURNEY

Founded in 1975 in Taipei and re-established in Shanghai in 2010, Longmen Art Projects has opened their second gallery in Wong Chuk Hang, a new art district on the south side of the Hong Kong Island, with a vision to feature more international artists.



Longmen Art Projects has been showcasing Chinese modern and contemporary art since it opened its Shanghai art gallery back in 2010. The gallery had been pondering to open another gallery to feature more international artists. After considering Los Angeles, Hong Kong and Taipei, the gallery decided to go for Hong Kong because of the perfect timing and the opportunities they see in the city.

Hong Kong as an Art Hub

Since the inaugural launch of Art Basel Hong Kong in 2013, art has been slowly broadening from a niche to a more general market in Hong Kong. These days families are going to Art Basel and the city is filled with a variety of events, workshops and public art installations that complement the annual show. “It benefits the entire art industry in Hong Kong. More people are talking about it and more people can experience and enjoy art. Combined with the growth of the art market and record breaking auction records, art has created more attention in the city,” said Jeffrey Lee, Director.

Through having its own booth in Art Basel, Longmen Art Projects has enhanced the exposure of the gallery

and the artists they represent. The positive impact they received from the fair has encouraged them to consider opening a gallery in the city.

According to Lee, Hong Kong allows them to gain easy access to the international market in the aspect of convenience in attending international art fairs, plus shipping of artworks in and out of the city with no customs or import tax. “Furthermore, the efficient banking system, professionalism in art handling and logistics, and the ease of communicating in English gave us more confidence in setting up a gallery in Hong Kong.”

Location of the gallery is equally important. Noticing the trend of prominent art galleries moving to Wong Chuk Hang, Lee finds this new art community full of potential. The calibre of the galleries in Wong Chuk Hang also reinforces the idea of opening the second Longmen Art Projects here. The Shanghai gallery features modern and contemporary Chinese artists while the Hong Kong gallery focuses more on artwork from different parts of Asia and beyond. Last but not least, Lee hopes to bring more Hong Kong emerging artists to their gallery as he always feels that it is important to embrace local arts.



The efficient banking system, professionalism in art handling and logistics, and the ease of communicating in English gave us more confidence in setting up a gallery in Hong Kong. ”

Jeffrey Lee
Director
Longmen Art Projects

InvestHK has assisted Longmen Art Projects’ opening in the city, providing support in bank account opening, visa application and networking opportunities.

Lee grew up in New York and finds that there are lots of similarities between the two cities. Both are truly international cities where one can meet a diversified and interesting people.

longmenartprojects.com ■

Original date of publication: November 2017



“
Hong Kong gives you that opportunity to be ambitious and grow your business from here.”

Jonathan Macey
Chairman & Founder
Macey and Sons

A WORK OF ART

Specialised in private sales, Macey and Sons set up their headquarters in Hong Kong five years ago. Jonathan Macey, Founder and Chairman, was attracted by the vibe and energy of the city in the first place and people here are very hard working. Doing business is easy with a sophisticated logistics industry and a low tax regime.

Macey and Sons has been proactive in acquiring artworks directly from both emerging and mid-career artists. They opened their first art gallery in Wanchai to service their clients in the primary and secondary art market. They moved to Central three years ago and by the end of 2016, they opened a second gallery – Lot88, an art gallery and event space that spans 2,500 sq. feet. Not only is the gallery filled with extraordinary artworks, it is also an event space that can hold different kinds of art and social events, such as art seminars, wine tasting and dinners etc. In addition, there is a private kitchen equipped in the space and guests can hire the space with private chef and butler provided. Macey explained that his goal is not just setting up a bigger art gallery but to build an art community with like-minded people.

According to Macey, Hong Kong has become an art hub with 42 auction houses and 94 galleries. “Hong Kong government has been promoting the art scene for Hong Kong and the city has been gearing itself right. There are more and more people getting involved in this industry. I believe in the next 5 to 10 years, the city could be the number one art hub in the world that takes over London, New York and Paris.”

At the moment, over 90 percent of their customers are locals aged around 25 to 40 as compared to five years ago, where majority of the customers were expatriates in their 50’s. This young clientele is interested in traditional painting, water colour and fine Chinese painting. Macey is pleased to see this shift in demography as this is where the future of the art market lies. “They will pass on their knowledge to their children and the children of their children,” he enthused. To cater for this changing market, Macey and Sons has hired more staff to manage the private sales and art gallery business. 70 percent of the team is local while Macey himself focuses on auctions and valuations.

InvestHK has been providing market information to Macey and Sons and invited their representatives to networking events so they can expand their circle of network.

Macey has just confirmed to rent another floor in the same building as an auction floor, taking up altogether three floors. “Hong Kong gives you that opportunity to be ambitious and grow your business from here,” he concluded.

maceysandsons.com ■

Original date of publication: May 2017

SET THE PACE in Contemporary Art

Pace Gallery shows long-term commitment to Hong Kong's thriving art scene.

Established in the US in 1960, Pace Gallery is a leading contemporary art gallery representing many of the world's most talented contemporary and 20th century artists. The gallery has been operating in Hong Kong since 2014 with an exhibition space in the Entertainment Building but recently they have opened an additional larger gallery in the new H Queen's Building, with an inaugural exhibition of Yoshitomo Nara.

"Hong Kong provides easy access to Asian clients. We meet a lot of young collectors here, such as those of the K11 art mall alongside institutions such as M+ whom we have supplied some artworks to," Leng Lin, Regional Partner, Pace Asia, said. "I like Hong Kong very much for its professional way of doing business. It is a melting pot of Asian and Western cultures."

Leng set up Pace Beijing in 2008, Pace's first space in Asia. With the new gallery in H Queen's and another additional gallery in Seoul, which opened in 2017, Pace now operates the most exhibition spaces across Asia of any global gallery.

"After ten years in Beijing, we feel our belonging to Asia, especially in Hong Kong and Seoul are getting increasingly important for the global art market. With Hong Kong being a window to the world that allows us to broaden our scope both regionally in Asia and across the globe," he added.

"Hong Kong is also an incredibly dynamic market and cultural center for the arts at this point in time. Led by the opening of the H Queen's building, Tai Kwun for Heritage and Arts and the growth of Art Basel HK, the global art world are all watching the speed of development and want to get involved."

With their unique programme of both Western and Asian artists, Pace Hong Kong aims to connect with galleries from all over the world, both to represent Asian artists globally and share a robust programme of Western art within Asia. "It is interesting to see how our network



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Leng Lin
Regional Partner
Pace Asia

continues to grow organically here. We are not a gallery just selling artworks, but a global Hong Kong gallery which identifies and represents exemplary artists both locally and across Asia." Lin said.

Pace Gallery Hong Kong will also work with the global gallery's new body FUTURE/PACE, a pioneering organisation to assist the commission of major artworks in the public realm to re-examine the role of public art, architecture and urban planning into a 'gallery without walls'. "FUTURE/PACE is a particularly exciting avenue for us to bring to Asia to facilitate the vision of our artists and bring further public exposure to their work in aesthetically diverse cities and locations across Asia," said Leng.

"InvestHK's support is great. We are proud to play a part in Hong Kong's booming art community and contribute to its development," Lin concluded.

pacegallery.com ■

Original date of publication: October 2018



The Picture that TELLS A LEGEND

A legend has arrived in Hong Kong to set up a second home, and the name is Studio Harcourt.

Created in 1934 through collaboration between Cosette Harcourt, two Lacroix brothers and Nina Ricci's son, Robert, the brand is world-famous for its distinctive glamorous black-and-white portraits inspired by the golden era of cinema. A long list of 20th and 21st centuries' movie stars and celebrities, including ones from Hong Kong, have been immortalised in the Paris studio.

After almost one year in the making, Studio Harcourt Hong Kong is open to offer the legendary experience, the first and only outside of France. "The team from Studio Harcourt in Paris believes that Hong Kong people are very sensitive to art and photography, and love the sense of a unique experience," Gaël de Dorlodot, Managing Director, said.

"And, of course, Hong Kong is ideally located; it is very convenient for people to come from all over Asia. The next step will naturally be China, and being in Hong Kong, we can start to tell the story to Mainland Chinese travelling to the

city. It was quite obvious to us that we had to be here."

The idea of bringing Harcourt to Hong Kong was sparked by a pop-up studio set up at the IFC and Four Seasons Hong Kong in 2012, which generated very positive response. De Dorlodot said that the "once-in-a-lifetime portrait" experience complements all the luxury brands already present in the city.

All of Studio Harcourt's signature experiences are offered in Hong Kong. The Prestige Portrait, for example, is a two-hour session including professional make-up and a personal presentation. It can be enjoyed by an individual, a couple or a small group. The Fashion and Legend Day is a full-day experience where the guest is the star, with an exquisite wardrobe prepared for the session and an artistic team dedicated to make every moment special.

Guests will receive selected prints with the "Harcourt Paris" signature embossed

and an edition number assigned.

These offerings are in addition to the three-quarter-length Instant Portrait, and the French photography studio is now offering a series of new experiences including sessions designed specially for wedding parties and high-powered executives.

Studio Harcourt in Hong Kong strictly follows guidelines set forth by the Paris studio, from the ritual of receiving guests to the signature Tungsten lighting used in shoots. Two among the small full-time team of four are lighting assistants. "It's a high-technicity job because at Studio Harcourt, the light is as important as the photography," de Dorlodot said.

There are three freelance photographers, all trained in Paris, working with Studio Harcourt Hong Kong, in addition to two freelance make-up artists. De Dorlodot hopes to seek out more talent, especially locally, as the business expands, and grow the freelance pool to about a dozen. Once Hong Kong is on track, she is looking to open an operation in Macao.

The studio is partnering with luxury department stores and brands to offer preferred guests the Studio Harcourt experience as an exclusive gift, and it is also seeking to partner with high-profile events to build up the Studio Harcourt story in Hong Kong.

studio-harcourt.hk ■

*Original date of publication: November 2016
Updated: August 2017*



“
Hong Kong is ideally located; it is very convenient for people to come from all over Asia. It was quite obvious to us that we had to be here.”

Gaël de Dorlodot
Managing Director
Studio Harcourt Hong Kong

PAINT the Future

Whitestone Gallery has moved its head office from Tokyo to Hong Kong to tap into the city's talent and international market.

Since its inception in 1967, Whitestone Gallery has been introducing various types of artists regardless of their nationality and age, ranging from Japanese traditional art to Impressionism, École de Paris, Gutai, Yayoi Kusama, Yoshitomo Nara, Hi Red Center and other emerging young artists in both primary and secondary markets.

With InvestHK's support, the gallery moved its head office from Tokyo to Hong Kong in 2015 to benefit from the city's status as a platform to attract young talent and appeal to the international audience.

"Taking root in Hong Kong is our mission. We believe Hong Kong will be one of the most important places to find

“
Since the Hong Kong market is very open and is a vibrant trading platform, the most important museums, curators, critiques, buyers and auction houses all gather here.”

Koei Shiraishi
CEO
Whitestone Gallery

great young talent and promote us internationally, because the city allows us to anticipate market trends and needs," Koei Shiraishi, CEO, Whitestone Gallery, said.

The welcoming attitude of the Hong Kong SAR Government to international companies is another main reason behind its move, according to Shiraishi. "Simple and practical systems, along with the ardent support from InvestHK, were very useful for us when we first started our operation. I believe the setting also makes it possible for many art collectors to enjoy art and acquire their precious collections in Hong Kong," he said.

Art Trading Platform

The majority of Whitestone Gallery's target audience are lifework art collectors who acquire the artwork as their assets. Its mission is to provide them with the art pieces that have high appreciation value over time, and enhance their marketability.

"Since the Hong Kong market is very open and is a vibrant trading platform, the most important museums, curators, critiques, buyers and auction houses all gather here. This active environment is a big plus for us," Shiraishi said. He believes that the Hong Kong office is a step forward to make Whitestone develop into a more sophisticated and international gallery, thanks to the city's leading role in the global art market.

An expert in Gutai* art, Shiraishi is glad to see a large amount of Gutai works



in Hong Kong's auction sales recently. It plans to establish a firm foothold in Hong Kong by organising exhibitions and engaging with the wider art community here.

"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. While we have only been familiar with the Japanese art market, InvestHK showed us their in-depth knowledge and provided every possible help," Shiraishi concluded.

To accommodate its growth and expansion, Whitestone moves into H Queen's in March 2018, a newly opened purpose-built building for the arts. The new gallery occupies two floors with a focus on Japanese and international artists.

whitestone-gallery.com ■

**Gutai group, founded by Jiro Yoshihara, was one of Japan's most influential avant-garde art movements of the postwar era.*

*Original date of publication: March 2016
 Updated: January 2018*

B+H Architects

BRING CHIL TO ASIA

through Hong Kong

The Canadian design firm hopes to meet growing demand from the hospitality sector in the region with a dedicated team based in Hong Kong.

Award-winning full-service design firm from Canada, B+H Architects, opened its office in Hong Kong in 2013, and has recently introduced its hospitality interior design brand, CHIL Interior Design, to Hong Kong to take things to the next stage.

Originally founded in 1974, CHIL has a studio in Vancouver that has served many notable hotel clients. Catherine Siu, Executive Director, Asia of B+H Architects Hong Kong, hoped to mirror the success story in this part of the world, with Hong Kong continuing to be B+H's regional headquarters.

According to Siu, a lot of global hotel operators have regional offices, if not regional headquarters, here in Hong Kong. And within a three hours' flight path, the firm can cover the whole region. Hong Kong has a well-developed legal system and, most importantly, it attracts a lot of talent.

To facilitate the studio's growth in Hong Kong, CHIL has recently recruited Lian Miew Ching from Singapore as Design Director, Asia of the brand.

"CHIL has got the best of both worlds. It is essentially a boutique interior design company, but with the benefit of the

network of support and expertise from a large established organisation," Lian said.

"The Hong Kong design scene is just so vibrant and exciting. The energy and work ethic in Hong Kong are most remarkable. It is such a breath of fresh air."

B+H is also experienced in the design of retail and corporate spaces, alongside healthcare and architectural projects. The varied range of expertise enables



The Hong Kong design scene is just so vibrant and exciting. The energy and work ethic in Hong Kong are most remarkable. It is such a breath of fresh air.

Lian Miew Ching
Design Director, Asia
CHIL Interior Design

the company to tackle mixed-use developments consisting of hotels, offices and retail spaces at the same time.

B+H has studios in four North American cities, two in the Middle East, and six others in the rest of Asia. CHIL is supported by the Vancouver and Hong Kong offices, with projects divided roughly along geographical lines. But Lian stressed that the staff members on two sides work closely together.

"Having Asian experience helps us a lot with our Asian clients because we understand implicitly what their points of reference are, and it helps us work with our talented designers in Vancouver to bridge that cultural gap," she said.

The Hong Kong office of B+H is staffed with multilingual project managers capable of serving English-, Cantonese- and Putonghua-speaking clients. The company has also recently won a hospitality project in Seoul, Korea.

childesign.com ■

Original date of publication: April 2017



Global Brand and Design Company **SEEKS GROWTH IN ASIA** through Hong Kong

UK-headquartered FITCH acquired StartJG Hong Kong and made it the largest Asian office in its international creative network.

At the end of 2016, retail and brand consultancy FITCH, part of British multinational advertising and public relations company WPP, acquired a majority stake in StartJG in Hong Kong, formerly part of the Start Group. After rebranding, the Hong Kong operation became one of the 16 studios in the FITCH network and the biggest in Asia.

Jonathan Cummings, who opened StartJG in Hong Kong in 2009 and built it up into a successful company awarded by Marketing magazine as Brand Consultancy of the Year in 2014, is now Chairman, Hong Kong of FITCH. He said: “Our studio has brought to FITCH greater presence in Greater China and the knowledge to help the firm to grow in Mainland China. The second thing is our specialism in digital. We are not just adding another office but a genuinely expanded capability to the FITCH network, regionally and globally.”

FITCH has six other studios in Asia, in Singapore, Beijing, Shanghai, Delhi, Mumbai and Dubai. The Hong Kong office, which has a 48-strong staff, will be central to the expansion of FITCH in Asia.

“We want to at least double the size of the business within the next four years. My goal is to build on the success we have had so far, and continue using Hong Kong as the platform for further growth.”

He commented that the city is increasingly embracing innovation, which makes for a favourable

“

Hong Kong is a very dynamic place – people are always looking forward and moving forward. It is an open market, and that makes work fun, as well as good for business. ”

**Jonathan Cummings
Chairman, Hong Kong
FITCH**

environment for a business like FITCH to grow.

“Hong Kong is a very dynamic place – people are always looking forward and moving forward. There is an ever-growing and thriving startup community, and big organisations are building innovative labs and starting to inject the culture of innovation into their organisations. That is brilliant and gives us access to a lot of partners and collaborators.”

And he sees a lot of opportunities ahead as the retail sector is becoming competitive. “Brands are seeing the need to invest in differentiating themselves, to refine their proposition and their retail experience, and to really make themselves stand out. That’s where we come in,” he said.



InvestHK has a long working relationship with Cummings, and it was also present at the launch event of FITCH in Hong Kong.

“To have that support from the government made the team feel very valued and very special, and it showed our clients that they were working with a business valued by the government. That’s really important for a small business like ours,” he said.

“The best thing about working in Hong Kong is accessibility to people, whether it’s potential clients, partners or collaborators. It is an open market, and that makes work fun, as well as good for business,” he said.

fitch.com/studios/hong-kong ■

*Original date of publication: April 2017
Updated: July 2018*

Hong Kong: A Regional Hub for **WORLD-CLASS RETAIL DESIGN**

With over 25 years of international experience in the retail sector, Gruppo Pozzi offers its expertise in creating unique and innovative retail spaces to Hong Kong.



Founded in Milan in 1990, retail interior design company Gruppo Pozzi provides unique solutions for premium and luxury brands. In 2013, it launched its Asia headquarters in Hong Kong.

“The easy recruitment of highly skilled, well-educated local talents and the proximity to strategic markets such as Mainland China, Japan and the ASEAN countries have been key factors in the choice of Hong Kong as our regional

“ **The opening of our Hong Kong branch had a pivotal role in our international expansion process.** ”

Nicolò Fontana
Managing Director
Gruppo Pozzi

head office. Other reasons are the phenomenal support for business setup and expansion provided by the Hong Kong Government, as well as the presence of a high quality business infrastructure,” said Nicolò Fontana, Managing Director.

“The opening of our Hong Kong branch had a pivotal role in our international expansion process. The choice has paid off, as in a few years Gruppo Pozzi increased the number of its clients, penetrated new markets and doubled its staff size,” he added.

Its clients are retail brands from different sectors: from cosmetics to fashion, from jewellery to F&B.

The company provides a one-stop solution to its clients: creative design, brand guidelines development, engineering. Also, they offer tailor-made project management in the manufacturing & installation phases.

The Hong Kong office has a core team of designers and project managers. It also engages professionals on a project basis from time to time and has a solid network of reliable local partners. In view of the increasing number of projects in the region, from Thailand to South Korea, Gruppo Pozzi is considering to further expand its staff.

The information and advice provided by Invest Hong Kong have been instrumental in helping the company’s expansion strategy. “Invest Hong Kong has been extremely supportive during the setup phase and regularly keeps in contact with Gruppo Pozzi to find new ways to assist our business,” Fontana said.

gruppo-pozzi.com ■

Original date of publication: December 2017



“
We really strive to have a great mix of people, with different backgrounds, upbringing and culture. This diversity defines Hong Kong and contributes to our success in this industry.”

Marc Cansier
Founding Partner
Marc & Chantal

With a focus on brand-building and brand experience, Marc & Chantal is a creative agency based in Hong Kong that adopts a holistic approach to helping companies in their branding activities in the Asia Pacific region, from developing visual identities to branded experiences. It was founded in 1993 in Hong Kong when the three founders, Marc Brulhart, Marc Cansier and Chantal Rechaussat, met in the city. Over two decades later, the Hong Kong office still remains its base for leading the agency's regional and international projects.

In the past five years, seeing a strong market demand, Marc & Chantal has shifted its core service to strategic

From **DESIGN THINKING** to Market Leadership

Based in Hong Kong for over 20 years, creative agency Marc & Chantal helps companies to achieve business success with powerful brand strategies.

brand consulting. “We’ve been working for more than a decade to place thinking, research and analysis at the centre of our creative process, so it is very gratifying now to have clients approaching us with a very high level of understanding and expectation in regards to such strategic approach,” said Marc Cansier, Founding Partner of Marc & Chantal.

Cansier believes that the increasing demand for branding services is partly due to the emergence of a new generation of business leaders in Asia who value the importance of creative design in their core strategic planning. “Their (the clients’) willingness to risk doing something new and different is the definition of market leadership,” Cansier said, “it’s a big level of trust and responsibility they entitle us with. And that’s what makes our day exciting.”

Marc & Chantal has recently worked on international projects in London, Seoul and Mainland China, and is currently expanding its reach into the hospitality industry. The agency finds that clients in this field are particularly receptive to new ideas and are aware of the imperative to have a strong brand concept as part of their business strategy.

In Hong Kong, Marc & Chantal’s most ambitious commission to date has been to help turn Tai Kwun, the century-old former Central Police Station on Hollywood Road, into an art and cultural

landmark. Working hand in hand with the Hong Kong Jockey Club for over six years, the agency’s scope began with devising an experiential model for the experience that the site would offer, formulating an inspirational vision, a name and visual identity. That scope was later extended to include a site-wide wayfinding scheme and narrative environment, the development of all permanent heritage interpretation spaces, as well as a visitor centre and gift shop. Tai Kwun serves as a perfect example of what Marc & Chantal currently focuses on: sophisticated brand platforms which can effectively support highly hybridised forms of customer experiences.

“In the future, we will stay focused on building experiential brands that resonate in Asia and beyond,” Cansier said, “we aim to keep developing our strategic capabilities, gain deeper insight into the latest social and cultural trends.”

Cansier finds Hong Kong blessed with a plethora of talent for the industry. “We really strive to have a great mix of people, with different backgrounds, upbringing and culture. This diversity defines Hong Kong and contributes to our success in this industry,” he concluded.

marc-chantal.com ■

Original date of publication: March 2013
Updated: October 2018

Hong Kong Based Interior Design and Branding Studio Providing **PREMIUM CREATIVE SERVICES** across Asia

Consumer expectations are constantly evolving, and businesses need to keep pace with this change in order to stay ahead in the game. That's the value proposition of Studio X, a boutique interior design and brand experience agency set up by two British entrepreneurs in Hong Kong.

"We have entered a 'Post-Luxury' period, and many consumers have begun to reassess how they wish to spend their time and their money and this change in attitude has placed challenges on mall operators, retailers and restaurateurs to come up with fresh ideas in order to attract customers and maintain loyalty," Rufus Turnbull, Founder and Creative Director explained.

"There is a huge opportunity for Hong Kong, sitting on the doorstep to many of these rapidly changing markets, to become the de facto capital of design and innovation services for Asia Pacific."

The company was set up in May 2016 and has already managed over 100 projects with a roster of clients that includes several global brands from retailers like IKEA and L'Occitane, Shopping Mall Operators like K11, and are even developing a brand new Co-Working concept for major property developer KWG.

Studio X's focus is to help clients create groundbreaking retail stores, F&B solutions, leisure and entertainment environments, but there is more to its services than meets the eye. One of the company's projects was an invitation-only cinema in Beijing for Canadian firm IMAX, and, along with designing the building and the interior,

Studio X also developed a naming strategy and graphical identity. They even designed the staff uniforms and developed a digital ticketing platform to complement the project.

"Our approach is a holistic one, which means we don't just look at things in a decorative way. We look at the business, the consumer; and we are looking at how to bridge the gap between the two," said Sam Bradley, co-Founder and Project Director.

Turnbull is a trained Product Designer and an expert in brand experience design, while Bradley has had an illustrious career working in interior architecture in London and Asia. They describe Studio X as "innovation-focused", and its goal is to help clients improve business performance by challenging the status quo.

"The consumer market is changing more quickly than ever before, so that's where we step in. We focus heavily on understanding what consumers want and then we customise our creative approach on each project in order to disrupt and innovate."

Turnbull and Bradley have a staff of 12 equipped with skills in interior architecture, visualisation, graphic design and digital experience. They plan



There is a huge opportunity for Hong Kong, sitting on the doorstep to many of these rapidly changing markets, to become the de facto capital of design and innovation services for Asia Pacific. ”

**Rufus Turnbull
Founder and Creative Director
Studio X**

to grow the headcount to around 20 by the end of 2018.

They also point to Hong Kong's burgeoning startup community as a great source of potential collaborators.

Turnbull and Bradley have been living in Hong Kong for five and six years respectively, and they both find the city to be an enjoyable place to work and live.

"Hong Kong is a really fun city to live in with a great climate, mountains, beaches and low tax, all of which make it easier to attract the best staff," Turnbull said.

Bradley agreed. "There's the proximity to Asia and the amount of travel you can do within two hours. Once you've been here a few years, it's quite difficult to think about leaving," he said.

thisisstudiox.com ■

Original date of publication: May 2017

Updated: August 2018



AFP operates regional hubs in six geographical zones, with Hong Kong being the regional headquarters for Asia Pacific, which covers a vast area extending from Mongolia, in the north down to Australia and from Afghanistan as far east as New Zealand.

“Hong Kong is an obvious choice for us as a regional headquarters. It has political and social stability, excellent geographical location, world-class technology infrastructure, international transportation hub, and foreign media enjoy freedom of press,” Philippe Massonnet, Asia-Pacific Regional Director, AFP, said.

The Hong Kong office houses around 70 staff covering administration, technology, sales and marketing, and editorial. All news content produced in the 26 bureaux in the region is sent to Hong Kong for editing and transmission to clients across the globe.

“Hong Kong may not be a huge market in itself, but it is a magnet which attracts

INNOVATIVE AND BORDERLESS Journalism

Agence France-Presse (AFP) is a global news agency that covers the world 24 hours a day in six languages and delivers the news in video, text, photos, multimedia and graphics to a wide range of customers, including newspapers and magazines, radio and TV channels, websites and portals, mobile operators, corporate clients and also public institutions.



Hong Kong is a magnet which attracts international brands to set up their foothold here. These companies are our potential clients as they need our expertise in storytelling and content building to promote their brands. ”

Philippe Massonnet
Asia-Pacific Regional Director
AFP

international brands to set up their foothold here. These companies are our potential clients as they need our expertise in storytelling and content development to promote their brands,” he added.

With the rise of social media, digitalisation and the ever-evolving media scene, Massonnet believes that businesses can survive only by innovating. Currently there are three focus areas in AFP’s business strategy – more extensive marketing of videos;

provision of corporate services to clients who need expertise in content creation; and the business of sports.

“Nowadays sports is not only about competition; it has become a social matter. The development of E-sports is phenomenal in Asia and we aspire to be the newswire of record for sports,” Massonnet said.

When it comes to social media, including Facebook and Twitter, AFP works with them in two ways – as a news source and also as a platform to promote AFP’s brand. With the concerns over fake news, the need for reliable news and content is all the more important.

In November 2016, AFP signed a partnership agreement with Hong Kong University School of Journalism that includes internships and joint editorial projects. “This partnership signifies the importance of developing journalistic talent and will increase the possibility of attracting talent from the region to Hong Kong as we promote quality, innovative and borderless journalism,” Massonnet concluded.

afp.com/en ■

Original date of publication: December 2017

Bloomberg Expands its **DIGITAL PRESENCE** in Hong Kong

As technology changes the face of the media industry, the media arm of the global business and financial information and news company anticipates strong audience growth through constant digital innovation.

Bloomberg opened its Hong Kong office in 1993, and it now spans two different office spaces in the Central district. It recently finished putting together a large digital team in Hong Kong to manage and produce its online news content, whether it's on Bloomberg.com, its new mobile consumer app or via the various social media channels it uses in Asia. They did this to deliver consistent, high-quality and engaging content for the region.

"Our digital-first approach has kept us on the front foot, and we've been able to cement our position as the leading international business news provider in the region," Parry Ravindranathan, President and Managing Director – International of Bloomberg Media Group, said.

A new global vertical called Bloomberg Technology recently went live, spanning digital, mobile, television, radio and print channels as well as events, showcasing the company's multi-platform strength. This is in addition to a newly launched mobile app, offering a new interface and upgraded multimedia experience.

"The Hong Kong bureau is now our largest one in Asia, and that points to the city's strength as a leading global business and finance centre," Ravindranathan added. "It is also a gateway into Mainland China, where the world is increasingly turning its attention to. From a hiring perspective,

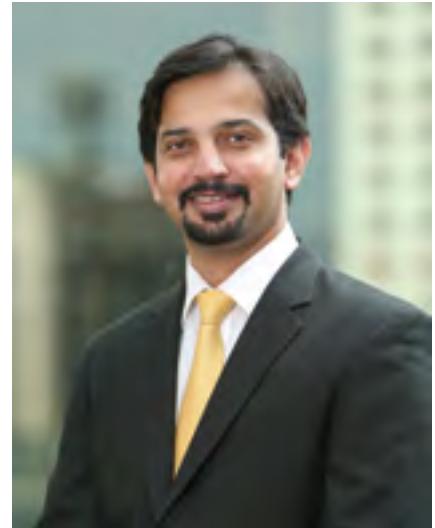
“
Hong Kong has a critical role to play in China's future, from the internationalisation of the RMB through to the Belt and Road initiative. The city has always found a way to stay relevant, and it's exciting to see this every day.”

Parry Ravindranathan
President and Managing Director
– International
Bloomberg Media Group

there's great talent here in Hong Kong, because the city's top universities and world-class journalism courses are supporting this ecosystem."

He highlighted that, like in many other sectors, technology has brought huge disruption to the media industry, but this also brings opportunities to those willing to embrace it. He sees Hong Kong as the place to capture this trend by experimenting and innovating.

"Hong Kong has one of the highest mobile penetration rates in the world, and it's not surprising that mobile is how a significant volume of our news content is consumed. The city's high



cellular speeds allow news providers like us to deliver rich digital content to our audience here and engage them in new and varied ways," he said.

In 2016, Bloomberg was tracking at an all-time high of some 39 million unique digital visitors each month. Its Asia-Pacific mobile readership saw roughly 37 percent year-on-year growth and its website has been recording a 10 percent year-on-year increase in visitors from the region.

Ravindranathan thinks that Hong Kong's role in the region will only become bigger.

"Hong Kong has a critical role to play in China's future, from the internationalisation of the RMB through to the Belt and Road initiative. The city has always found a way to stay relevant, and it's exciting to it see this every day," he said.

He added, "It's a great city to work and live. It's so easy to get around, to find great food and outdoor activities here. But most importantly for me, it's a very efficient hub for regional business travel."

bloomberg.com ■

Original date of publication: March 2017

Leading Global Sports and Entertainment Marketing Agency **EYES TREMENDOUS POTENTIAL** in Asia

Formed in 2011 as a collection of global, market leading sports and marketing agencies, CSM re-organised in 2017 to become “CSM Sports and Entertainment” with a clear focus on bringing even more extraordinary moments to benefit its clients.

The development and investment in sports and entertainment has rapidly expanded over the past decade with Asia being at the epicentre of this growth. According to CSM, Sports sponsorship is now a USD \$40 billion industry, with Asia representing over USD \$15 billion and growing at the fastest rate of any continent worldwide. Eyeing this tremendous opportunity CSM has redefined their company structure around three core servicing verticals – Brands, Rights and Live as part of the consolidation and rebrand. The Brands division works with consumer facing clients, leveraging sport for strong commercial benefits. The Rights division supports rights holders to commercialise interest in their specific series, tournaments or individual sporting talent. And the Live division is a team of experts bringing all aspects of a consumer’s experience around sport and entertainment to life – across aspects as diverse as branding and wayfinding, augmented reality, virtual reality, social media content production, events and hospitality.

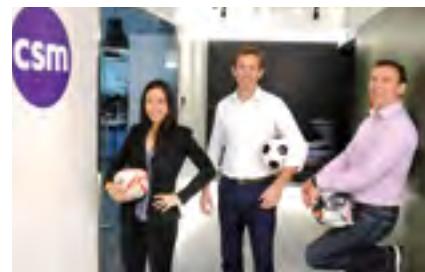
With three global quadrennial events - Summer Olympics, Winter Olympics and the Rugby World Cup - taking place over the next three years in Asia, there is an ever-increasing demand for CSM’s services to help both brands and

rights holders mature, grow and service clients and consumer’s needs. “Hong Kong remains the geographical and cultural heart of Asia, helping to drive our business growth. It creates an ideal location for CSM to base its regional operations. Building upon our presence and uniting all our offices across the region is instrumental to our future success” Simon Drake, Head of Account Management, Asia said.

Hong Kong as a Sports Hub

Drake also sees that more and more people in Hong Kong are embracing sport, whether that is participating or viewing. Away from traditional participation sports, in 2016, Hong Kong hosted its first electric motor race (Formula E) on the streets of Central and the series returns as a double-header this December. Additionally, the city will host a round of the Volvo Ocean Race in early 2018 at the Kai Tak Cruise Terminal, the former Kai Tak airport site.

CSM currently has a team of over 20 staff in their Hong Kong office with an experienced mix of locals, Chinese nationals and westerners. By providing a great mix of local knowledge and languages, along with insights and experience from outside the region, Drake finds Hong Kong is still the best



“**Hong Kong remains the geographical and cultural heart of Asia, helping to drive our business growth. It creates an ideal location for CSM to base its regional operations. Building upon our presence and uniting all our offices across the region is instrumental to our future success.**”

Simon Drake
Head of Account Management, Asia
CSM

city for embraces both eastern and western cultures and ideas.

“InvestHK is a vital part of business support and networking here in Hong Kong. Their Creative Industries team supports agencies like us in our quest to grow, bring in new business to Hong Kong and ensure the people of Hong Kong have the highest caliber sports experiences possible,” Drake concluded.

csm.com ■

Original date of publication: October 2017

FOX Networks Group Aims to **REDEFINE ADVERTISING IN ASIA**

FOX Networks Group Asia's advertising arm sees Hong Kong as a springboard to marketing excellence.



Being one of the world's leading media enterprises, FOX Networks Group Asia launched its first unified brand advertising studio FOX Content Labs in 2017, with central production studios in Hong Kong and Singapore, supporting local markets on content partnerships. The full-service creative production house offers brands bespoke and compelling marketing solutions across all markets in Asia.

Since its inception, FOX Content Labs has already completed some significant projects with well-known brands, including the world's top cosmetics manufacturers and hospitality giants.

Mike Rich, EVP of Sales and Content Partnerships for FOX Networks Group Asia, believes that they have selected an ideal place to launch creative advertising services. "Hong Kong is special because of its DNA of east meeting west," he said, "it was built on

“
Hong Kong is a great launch pad to reach so many booming markets around Asia Pacific, especially Mainland China.”

Mike Rich
EVP of Sales and Content Partnerships for FOX Networks Group Asia

a multicultural foundation, and that still thrives today. We see world-class ideas arise from such a stimulating business climate.”

The studio also sees Hong Kong as the ideal playground to be experimental and creative. “Hong Kong is a great launch pad to reach so many booming markets around Asia Pacific, especially Mainland China,” Rich said, “we believe that Hong Kong can support our satellite teams in all of FOX Networks Group's markets with ideas, best practices and great case studies.”

He added, “Hong Kong attracts unique and diverse talents from around the world because of its vibrant economic environment. Together with a strong pool of local talents, we are able to build a team with a never-ending supply of new ideas and inspiration.”

The studio currently has 30 employees in Asia Pacific and Middle East with a high

concentration in Hong Kong. The team executes the full scope of advertising and studio functions, from research to strategies, as well as production and distribution.

FOX Content Labs enables brands to increase their reach, deepen their engagement and deliver the most creative and compelling marketing strategies through the network's iconic brands across Entertainment, FOX Sports and National Geographic.

FOX Networks Group Asia's commitment to fostering locally relevant storytelling and talent development is reflected in the Asia arm of their global incubator programme – FOX Creative Labs. Intensive master classes and meetings with media professionals are provided to nurture participants' ability to deliver innovative and unique stories. The programme was successfully held in Los Angeles and Taiwan from May – July 2018 and will roll out to other markets in the near future.

“Through InvestHK events and publications, we are able to keep in touch with our fellow business community and of course, their consultation services about how to set up in Hong Kong, especially for businesses catering to the Mainland China market, providing companies with the confidence that they are approaching the right way,” Rich concluded.

Original date of publication: October 2018

STAY AHEAD OF THE CURVE in Digital Media

With Hong Kong as one of its core markets, Hubert Burda Media lays out new digital strategies, aiming to become Asia's leader in luxury publishing.

Established 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* which was launched in 2005 and bought by Hubert Burda Media in 2011, the company also runs two annual publications in Hong Kong, which are *Lifestyle* and the watch magazine *Tic Talk* in addition to two digital media platforms.

Burda is now restructuring the business into three distinct units which are digital, print and services, as a result of its significant investment to expand across the region and bolstering its workforce to offer innovative luxury content solution. Christopher Lindvall, Managing Director of Burda Digital Media, said, “we are one of the few publishing houses in Asia investing heavily into our products and new verticals. I am very confident that we will be the leader in luxury publishing in Asia and have the best digital offerings in the industry.”

According to Lindvall, Burda's digital business has grown significantly in Asia over the last three years, and the company thinks this is the right time to expand and take advantage of shifting

industry trends. New strategies will also be laid out in the region, such as having placing dedicated digital teams in each country that focus solely on websites and social media.

Going forward, Burda will still see Hong Kong as their priority market via which they further expand to other region. “Hong Kong is, of course, one of our core markets as it's one of the largest and most important cities in the world,” Lindvall remarked, “at the same time, we are focused on growth in markets such as Bangkok and Kuala Lumpur.”

Lindvall advised newcomers from the media field who would like to enter Hong Kong market to reach out to other people in the industry with more experienced for mentorship or guidance, as well as to attend more business events to expand network. It is also important to have a clear business plan before the launch, knowing that a business takes much longer than expected to grow. He concluded, “it's good to aim high and be aggressive, but don't be ignorant!”

InvestHK has helped alongside the company's expansion in the city by 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,



“
Hong Kong is, of course, one of our core markets as it's one of the largest and most important cities in the world.”

Christopher Lindvall
Managing Director
Burda Digital Media Hong Kong Limited

Burda is expected to hire more staff in Hong Kong as they continue to expand their activities and business scope in the region.

prestigeonline.com ■

Original date of publication: May 2017
Updated: August 2018

BRINGING ENTERTAINMENT to the World

Israeli media group Keshet International has recently founded its Asia headquarters in Hong Kong as the command centre for its regional expansion.

You may be a fan of critically acclaimed TV drama *Homeland*, but you may or may not know that the American political thriller television series was developed based on an Israeli production called *Prisoners of War* (*Hatufim*). The company that created the original version, Keshet Media Group, was founded in Tel Aviv in 1993 and has become a global media conglomerate in less than two and a half decades. And the company's footprints have reached Asia for several years with local adaptations of its productions, such as *Master Class* in China, *Spy* in Korea, *Rising Star* in Indonesia and *Boom!* in Thailand and Cambodia.

But it was not until 2014 that a decision was made to open an Asia headquarters, and Hong Kong was ultimately chosen as the location.

"Geographically, if you look at the map, if you look at the business we are building, Hong Kong is right in the centre," Gary Pudney, Head of Keshet International Asia, explained. Cities that he frequently travels to for business, such as Beijing, Shanghai, Singapore and Mumbai, are within three to five hours' flight time.

"It's a very efficient location, and it is very easy to set up a company. You have an accountant at every street corner, and the law is stable."

Within months after the Hong Kong office opened in October 2015, the team has closed several major deals such as *Prisoners of War* with Star TV in India,

“**Geographically, Hong Kong is right in the centre. It's a very efficient location, and it is very easy to set up a company.**”

Gary Pudney
Head of Asia
Keshet International

Trade Up with Mainland China's CCTV as well as *Master Class* in Vietnam and *Rising Star* in Cambodia.

"Our revenue in Asia is up 300 percent year on year," Pudney said.

Other than the main distribution and production arm Keshet International in Tel Aviv and Keshet International Asia in Hong Kong, the group also has Keshet Productions UK in London, Keshet Mx production company in Mexico City, and Keshet Studios in Los Angeles. The group has a catalogue of more than 90 tried and tested properties that appeal to audiences worldwide, spanning all genres. Pudney pointed out that

Asia is where the company sees the most growth potential.

"One-third of the world's population is here; our goal from this office is to plant a flag in every country," he said.

Keshet has been working with a number of partners in Mainland China. "There is an explosion of opportunities in the scripted space, and we have a number of dramas under development right now. They will start to break the surface from 2017 into 2018," he said.

Keshet International Asia has a team of four at the moment. Pudney expects to eventually grow the headcount to 10. Many of the key members of the team have 15 to 20 years of experience in the industry.

keshetinternational.com ■

Original date of publication: March 2017



Nikkei **EXPANDS ITS PRESENCE** in Hong Kong through Nikkei Markets

Nikkei Inc., Japan's leading media group for business news and publisher of one of the largest business newspapers both globally and in Japan, has expanded its editorial presence in Hong Kong through its joint-venture company Nikkei NewsRise Asia Pte Ltd.

Nikkei NewsRise Asia Pte Ltd publishes Nikkei Markets, a real-time news service from Hong Kong and a few selected southeast Asian financial markets. Nikkei Markets addresses the need for real-time news by equity-market financial professionals in Hong Kong and the region.

"The importance of Hong Kong as Asia's hub for local, regional and global financial professionals is a key reason why Nikkei continues to invest in its operations in Hong Kong, together from our success with the Nikkei Asian Review that we started publishing in November 2013," Yoichi Iwamoto, Managing Director, Nikkei China (Hong Kong) Ltd, said.

"It is our endeavor to report markets news and events from Hong Kong and the region with trust and credibility to our readers in real-time, and we will deliver these information with the addition of Nikkei Markets," he added.

"Our readers rely on us to provide them with news, market reactions and insights from an Asian perspective. At the same time, they demand stringent reporting and editorial standards that deliver unbiased news with a high degree of accuracy. That is a promise we make to our readers," he emphasised.

Global news agencies have left the region under-served

Nikkei Markets provides news coverage of key events and developments about listed companies in Hong Kong and

companies in the Nikkei's Asia300 list, a selection of Asia's important companies. With its breadth of news coverage beyond the widely-covered blue-chip stocks, Nikkei Markets provides news from mid-cap listings which are of interest to local and regional investors. In the near future, the service also intends to cover highly active small scrips, allowing investors to find additional investing opportunities. "There are some news agencies with global operations have reduced their local news coverage and operations, leaving a gap in demand for local and regional news which Nikkei Markets is adequately equipped to serve," said Sumeet Nihalani, Director, Nikkei NewsRise Asia Pte Ltd.

The Nikkei Markets operation in Hong Kong will be staffed with five to six local reporters and editors, and is expected to increase over the next couple of years as the company increases its breadth of news coverage.

The team of local reporters is supported by an Asia-wide editorial team that operates across different time zones to ensure timely and efficient publishing of news.

nikkeinewsrise.com ■



“
The importance of Hong Kong as Asia's hub for local, regional and global financial professionals is a key reason why Nikkei continues to invest in its operations in Hong Kong.”

Yoichi Iwamoto
Managing Director
Nikkei China (Hong Kong) Ltd

*Original date of publication: September 2015
Updated: October 2017*

Time for **QUALITY** **STORYTELLING**

The New York Times sees an increasing appetite in the Asia Pacific region for high quality content and set up its own T Brand Studio Hong Kong to meet this emerging marketing demand.

T Brand Studio, the brand marketing unit of The New York Times, was started in 2014 and has been working with global brands to create industry-leading content, strategy and distribution.

In Asia Pacific, The New York Times opened the T Brand Studio in Hong Kong earlier in 2017 and aims to work more closely with their advertisers in the region and to help them create the same high quality productions that T Brand Studio is known for all over the world.

According to Raquel Bubar, Director of the International T Brand Studio, more and more clients in the Asia Pacific region are looking for high quality branded content, so opening T Brand in Hong Kong is a natural move for them to work closely with clients here within the same time zone and with local expertise.

“Hong Kong is an exciting hub for advertisers and it offers excellent transportation links to the rest of Asia so we can work easily with our partners across the region,” Bubar added.

“Together with our existing regional headquarters of The New York Times office in Hong Kong, T Brand Studio can work alongside our talented team that is already in place.”

With a team of four comprised of a content strategist, producer, editor and designer, they have hired some of the



Hong Kong is an exciting hub for advertisers and it also offers excellent transportation links to the rest of Asia so we can work easily with our clients across the region. ”

Raquel Bubar
Director
T Brand Studio International

best talent in the region to tell brand stories in any format both on and off The New York Times. They work alongside T Brand teams in Paris, London and New York to develop winning campaigns that marry quality storytelling and multimedia.

“Our approach is to always think about the story first, then integrate multimedia such as VR films, chat bots and infographics when it is relevant to the story that we’re trying to tell. This leads to an effective formula for content that we know our audience will engage



with and share time after time,” Bubar explained.

During the opening stage of T Brand Studio in Hong Kong, InvestHK assisted the team on introducing potential partners and service suppliers.

“Hong Kong is such a vibrant city and a leader in advertising and technology. It’s an exciting place to do business and we look forward to building our team here,” Bubar enthused.

In three short years, T Brand Studio has already won numerous international awards, including Hottest in Native Advertising by AdWeek and Native Advertising Agency/Studio of the Year by Native advertising Institute. Also, their work in Virtual Reality has been recognised at Cannes and their recent campaign for UBS has received awards from OMMA, The Drum and The World Media Awards.

tbrandstudio.com ■

Original date of publication: September 2017



TV5 Monde Going from **STRENGTH TO STRENGTH**

The international TV station has undergone rapid expansion since its regional head office was set up in Hong Kong in 2007.

“
**Hong Kong has a big
role to play in our
future development.**”

Alexandre Muller
Managing Director for Asia-Pacific
TV5 Monde

Within the last ten years, the size of TV5 Monde’s reach in the region has expanded from 16 to 83 million subscribers, and the Hong Kong office has increased from one to 14 staff. In terms of office space, TV5 Monde has expanded from one to three units at Cyberport and it now has representative offices in Japan, Korea, Singapore, India, Bangladesh, Thailand and a Network Operating Centre in Hong Kong.

TV5 Monde set up an office in Hong Kong originally as a distribution and sales office. As the regional headquarters, the office is also responsible for all new media and technology development for Asia-Pacific and provides full technical backup to its headquarters in Paris. TV5 has expanded from one to three channels and has developed a dedicated OTT

service to cope with the new demand from its subscribers. It is available in 42 countries which together represent for 60 percent of the world’s population.

“Hong Kong is right in the middle of our key markets geographically speaking. Within four to five hours, I can be in any place in the region (except Australasia). I can travel to Beijing and Taipei within one day. If I were based in Singapore, I would have had to spend more time travelling and so it makes sense to be here,” Alexandre Muller, Managing Director for Asia-Pacific, TV5 Monde, said.

While the French community is the fastest-growing expatriate population in Hong Kong, TV5 Monde is particularly concerned with generating interest from local people for its channels, and hence its strategy is to develop programmes of interest for them. The content is also subtitled in English, Simplified and Traditional Chinese, Vietnamese, Japanese and Korean (depending on the channels and markets) to make it more accessible.

“Hong Kong has a big role to play in our future development and this is why we have invested so much in the technical infrastructure and equipment. While the Mainland is an important market,

other markets such as India, Taiwan, Singapore, Malaysia, Thailand and Vietnam are also important, and being in Hong Kong allows us to be in these markets at the same time,” Muller said.

Muller hires local people and is keen to create a multicultural working environment. Having a team composed of different nationalities also helps him understand better what works in which market. The office also has a dedicated team solely dedicated on internet-based development and interfacing with TV live.

Having lived in Hong Kong for ten years, Muller finds it a very well-organised and efficient city. He particularly enjoys the working environment at Cyberport, which is more spacious in a green environment and less than 30 minutes from the central business district. “As Cyberport is a public property and offers a more stable tenure, we feel more confident to invest in our technical equipment here. Cyberport is a great place to be, especially for people working in the creative industries,” he concluded.

asia.tv5monde.com ■

*Original date of publication: April 2014
Updated: December 2017*

Dow Jones Brings Content Marketing and Thought Leadership into a **NEW ERA**

With the evolving trends of the publishing industry, Dow Jones set up the Hong Kong WSJ. Custom Studios to provide clients the opportunities to reach a coveted audience of global decision makers with trustworthy content.

The regional headquarters of Dow Jones in Hong Kong has been operating for a very long time and publishing the Asia edition of The Wall Street Journal for over 40 years. In response to the changing nature of the publishing industry, particularly in relation to print decline and subsequently the evolved need of advertising clients, the group established WSJ. Custom Studios nine years ago as the content marketing arm and set up the Hong Kong team in 2014.

“Hong Kong is the regional headquarters for Dow Jones given the city is at the epicentre of regional finance, economics, politics, technology clients and conversations. WSJ. Custom Studios Asia was set up here to work alongside our newsroom and business activities and support all APAC markets from here,” Nicole Bales, Director, Asia Pacific, Client Solutions and Custom Content, said.

To leverage on the wide spectrum of business offerings of the Dow Jones group, WSJ. Custom Studios work closely with many other teams to provide an array of services for clients ranging from strategy and consultancy, to integrated content solutions that can span across print, digital, and custom events with curated speakers and programmes.

“**WSJ Custom Studios is committed to building diverse partnership solutions that deliver results for our valued client partners in the Asia region.**”

Nicole Bales
Director, Asia Pacific
Client Solutions and Custom Content

“WSJ. Custom Studios is committed to building diverse partnership solutions that deliver results for our valued client partners in the Asia region,” Bales added.

“Hong Kong is the centre of finance and business decisions in the region, particularly with the proximity and relationship with Mainland China,” Bales added, “The city provides an easy environment for setting up a business. It is a natural choice for us to be based here as an extension to the well-established Dow Jones entity.”



With a team of seven full time marketing and content specialists in the Asia region, they work on ideation, design, editorial, research, project management and delivery. Bales found that recruitment for talents is relatively easy as Dow Jones is an international news organisation and Hong Kong is the Asian hub for many multinational companies with a mobile talent pool.

Looking ahead, Bales sees content marketing and thought leadership as a growth area of their business and is already planning to expand in the coming year.

Other than a great place to work with excellent career opportunities, Bales thinks the city is also an exciting place to live. “The great food scene and the healthy lifestyle with diverse hiking and trails make the city a lively place to explore,” she concluded.

wsjcustomstudios.com ■

Original date of publication: July 2017

Leading **CREATIVITY AND INNOVATION** from Hong Kong

UK digital creative agency AnalogFolk strengthens the strategic role of its Hong Kong office for expansion in Asia.

AnalogFolk's Hong Kong team has grown rapidly since its establishment in 2015. Being the first office in Asia, the two Hong Kong-based founders planned their start-up over a series of meetings in a coffee shop before taking co-work space at Blueprint in Quarry Bay. Today, the London-based global digital creative agency has a team of 20 staff in Hong Kong, taking up half of a commercial building floor in bustling Causeway Bay. "We expect to double the number of staff over the next 12 months," said Christopher Ryan, Managing Director and Partner, Asia.

While the team has expanded significantly in the region, their role has also evolved. "Given our size in the early days, the AnalogFolk Hong Kong team started out in a supporting role for their team in London, but quickly grew to provide real strategic partnership to our other offices and clients."

AnalogFolk's network is strategic partner to a number of global consumer brands such as Pernod Ricard, Nike and Dyson, which explains why the agency needs a presence in Hong Kong. "Initially, we set up here to support our global client business. There are still many multinational companies who have their APAC operations based in Hong Kong. Our appointment as Pernod Ricard's digital agency of choice for Asia came only one year after our birth. This year we were appointed as Steelcase's digital creative agency for APAC." Ryan said.



There are still many multinational companies who have their APAC operations based in Hong Kong; we have also seen a fast-growing startup culture here in the last couple of years. That gives us great faith in Hong Kong's future. ”

**Christopher Ryan
Managing Director and
Partner, Asia
AnalogFolk**

We have also seen a fast-growing start-up culture here in the last couple of years, which gives us great faith in Hong Kong's future," he said. "One of our clients – Biorna Quantics – is one of them. They are trail blazers, and an inspiration to work with."

"Our agency model allows us to be consistent in our strategic and creative strength in every region. The Hong Kong office for Asia is no exception. There are some global projects in which we play the role of creative lead from this office," added Harry Llufrío, Executive Creative Director and Partner, Asia.



According to Ryan, what makes AnalogFolk unique is the entrepreneurial business model: directors of each office have invested in the business they run, and are given the freedom to create a business almost from the ground up – in line with our global mission, but also in line with the region's special needs. This model reinforces our start-up mindset and attitude. It also makes being in business more fun," he said.

AnalogFolk sees a great potential for creative industries in the Asia market. Many global clients realise that they need to invest more in Asia as home markets mature. There is still a huge amount of untouched potential, generating a big demand for agencies that can provide innovative digital solutions.

To support the expansion plan in Asia, Ryan believes that it is vital for AnalogFolk to have people from Hong Kong and Mainland China in the team, and he is confident in the talent pool here. There are a lot of graduates here who have been educated in international schools and universities; their understanding of local culture is balanced with a strong international perspective. "They have also caught the startup bug and proven to be tenacious in their enthusiasm for learning. We want that startup mentality in our outfit," he enthused.

analogfolk.com ■

Original date of publication: September 2017

AI-Based Technology Company Seizes POTENTIAL GROWTH IN HONG KONG AND BEYOND

Aiming to empower businesses and professionals with a suite of AI-based SaaS solutions, AnyMind Group's goal is to help companies make better decisions and increase efficiency.

In just two years, AnyMind Group has evolved from a two-man startup in Singapore to an organisation with 11 offices and one product development centre across 10 markets in the Asia Pacific region. The Group has three business divisions in Hong Kong – AdAsia Holdings, CastingAsia and TalentMind. The first two divisions provide influencer marketing, programmatic and digital advertising solutions for advertisers and publishers. Through the usage of Artificial Intelligent (AI) technology, the varied solutions enable companies to optimise, track and analyse advertising performance, site monetisation and influencer marketing activities. Besides marketing solutions, TalentMind leverages on artificial intelligence to enable recruiters and human resource professionals to streamline recruitment process and workflow. AnyMind Group serves a diverse portfolio of clients in Hong Kong, including F&B, finance, consumer brands and others.

“Hong Kong is one of the most popular cities in Asia for international business and one of the world's top IPO markets with a compelling listing and fundraising venue in Asia,” Kosuke Sogo, CEO and Co-founder explained why they decided to setup an office in Hong Kong.

“Our Hong Kong office well complements AnyMind Group's presence in Taipei, Shanghai and Tokyo. Many of our clients have regional headquarters in Hong

Kong, therefore having a team on the ground helps us better support them. Since our Hong Kong office opened in May last year, we have been performing very well and hitting our revenue targets,” he added.

Gateway to Mainland China

While Mainland China presents enormous opportunities to foreign investors, AnyMind Group is aware of its uniqueness and complication, and the Hong Kong team can help the group to better understand how business operates in this huge market. “For example, Mainland China's social media market is vastly different from the West. Our team in Hong Kong is able to devise strategies that fit respective markets as the team is familiar with both East and West cultures and practices. In addition, our Hong Kong team works closely with our Shanghai team to bring regional insights to Chinese enterprises looking to expand into other Asian markets,” Otohiko Kozutsumi, COO and Co-founder, added.

Besides local sales and marketing activities, the Hong Kong office also handles some of the regional functions units in East Asia, including finance, communications and human resources. The team in Hong Kong is still expanding and the group has plans to open four new offices in the Philippines, UAE, India and Russia.

Invest Hong Kong has been offering support to AnyMind Group, helping them to understand the latest market development, government initiatives and expand their network in the city.

anymindgroup.com ■

Original date of publication: July 2018



“
Our team in Hong Kong is able to devise strategies that fit respective markets as the team is familiar with both East and West cultures and practices.”

Otohiko Kozutsumi
COO and Co-founder
AnyMind Group

UNLOCKING VALUE through Data

Hong Kong is a perfect fit for Ekimetrics to drive further expansion in Asia and widen its sectoral footprint.

Ekimetrics is a global management consultancy, pioneer and frontrunner in data science since 2006. Ekimetrics optimizes business strategy through innovative statistical methods and cutting-edge technology. The company helps international groups unlock data value and leverage insights to reinvent growth, profitability or create new competitive advantages. It also develops solutions to address all the business stakes in all industries, such as marketing mix, customer journey optimisation, sales efficiency, risk management, and data governance, to name a few.

As one of the largest data science consultancies in Europe, Ekimetrics now has projects in over 40 countries for more than 350 clients. The team of 150 consultants creates customised approaches that can answer the most complex business questions, in varied sectors such as automotive, luxury, cosmetics, telecommunications, insurance, retail, etc.

Headquartered in Paris, Ekimetrics has offices in London, New York, Hong Kong, and Dubai. "We decided to open our regional office in Hong Kong as the city is the best location to run our operations in the region in terms of proximity with our clients and dynamism of the market," Olivier Kuziner, Managing Director APAC of Ekimetrics, said.

Since 2014, Ekimetrics employed in Hong Kong more than 10 consultants combining a rare specificity: all consultants have a double profile with an expertise in both data science and business strategy. The consultants conduct every stage of analysis whilst being the primary contact of clients. This is a definite asset to guarantee a holistic view on projects, and the accuracy and relevancy of results at each step.

Kuziner has set out an ambitious growth plan for the company which consists in tripling its revenues by 2020. The drivers of its development will lie primarily in a geographical expansion in Asia especially in Mainland China, and in a wider sectoral footprint, with new sectors such as consumer goods, utilities, transport.

"Compared to other markets, Hong Kong offers a best-of-breed environment for business with a very sophisticated level of infrastructures, a high level of education, a very dynamic market and little bureaucracy," he said.

Kuziner believes there are three main dimensions organisations have to tackle to create a successful Big Data transformation: a well defined vision; a governance that will support this transformation; and act agile "think big, test small".

He finds Hong Kong a vibrant place to work with plenty of opportunities for



“**Hong Kong offers a best-of-breed environment for business with a very sophisticated level of infrastructures, a high level of education, a very dynamic market and little bureaucracy.**”

Olivier Kuziner
Managing Director APAC
Ekimetrics

business. "It also offers a wide range of activities including dining, sports, outdoor and shopping. It's also a central hub to travel to Northern Asia," he said.

"InvestHK was actually recommended to me by entrepreneurs who have successfully set up their business in Hong Kong. The department has provided a lot of valuable advice and recommendations to support our expansion," Kuziner enthused.

ekimetrics.com ■

Original date of publication: November 2017

Mainland Tech Giant Using Hong Kong to GO GLOBAL

Further to its listing on Hong Kong Stock Exchange, Mainland Chinese mobile internet company and smart-hardware maker Meitu plans to use the city as its international headquarters for global expansion.

“
Hong Kong’s status as a world class city has attracted talent from all over the world which contributes to a deep and diverse talent pool. Its robust legal system and flexible financial infrastructure are also favourable for us to expand our global reach.”

Gary Ngan
 CFA, Chief Financial Officer
 Meitu, Inc.



Being one of the largest technology companies in Mainland China, Meitu’s mission is simple - to beautify everyone in the world. With its photo editing app Meitu and BeautyPlus as well as smartphones optimised for selfies, users can retouch and edit their photos and videos, and share their beautified life to the world.

Established in 2008, the company currently has 480 million monthly active users around the globe, over 90 million of which come from overseas, including Japan, South Korea and the US.

Headquartered in Xiamen, the company was listed in Hong Kong stock market in December 2016, marking the largest technology initial public offering in the last decade.

“Hong Kong is perhaps the only place in the world that allows investors from both Mainland China and overseas to buy our stock directly,” Gary Ngan, CFA, Chief Financial Officer, said, “we hope to rake in the benefits of Shanghai/Shenzhen-Hong Kong Stock Connect to attract more capital, so that every user in the world can be our shareholder.”

According to Ngan, Meitu is now ready for next venture to go global and plans to set up its international headquarters in Hong

Kong. “We have expanded far beyond the Chinese community based region, and we see the potential of Meitu to become a real global company,” he remarked.

“We choose to establish our global headquarters here for a few reasons: Hong Kong’s status as a world-class city has attracted talent from all over the world which contributes to a deep and diverse talent pool,” Ngan continued, “its robust legal system and flexible financial infrastructure are also favourable for us to expand our global reach.”

“The graduates from the universities in Hong Kong have become more and more qualified and influential,” he added, “There is so much potential for the city to become a tech hub.”

Meitu currently has around 10 employees in Hong Kong with functions such as advertising sales, marketing and corporate finance. As when the international headquarters is in place, more roles dedicated to global marketing strategy will be added to the team.

Moving forward, the company has its eyes on capturing more users globally and expanding the Meitu community through its various platforms. The company is also exploring its eCommerce capability with automation and artificial intelligence.

corp.meitu.com ■

Original date of publication: October 2017



Mirum is one of the world's largest digital agencies and part of the J. Walter Thompson Company and WPP Network. WPP Network acquired Hong Kong-based DesignerCity in 2013 and, two years later, merged it with other agencies to form Mirum, which boasts a network of 46 offices in 20 countries.

The group provides clients around the world with services that come under the umbrellas of "Business Transformation", "Experience Design" and "Commerce Activation", and projects range from product launches and publicity campaigns to creating in-store experiences and digital platform designs.

Win Mak, who founded DesignerCity, is now the CEO of Mirum Hong Kong. He said: "Being connected to the other offices in the network allows us to work together on a more regional and global base. We are able to help other offices to bring clients to Mainland China, and the other way around, we are able to ship our technology out to other parts of the world through Mirum offices."

DesignerCity started out in 1995 as a fashion website and an e-commerce channel in London, UK run by three partners, and by 1999, it had a 40-strong

Digital Agency Sees Hong Kong as **PLATFORM FOR IDEAS**

Mirum Hong Kong hopes to connect Mainland China and the rest of the world through technology and innovation.

“
In Hong Kong, you always feel this relentless push to move ahead. If you don't grow, if you don't innovate, if you don't try new ideas, you will put yourself in the past. This is a very high-energy city.”

Win Mak
CEO
Mirum Hong Kong

staff and a contract designing and maintaining the e-commerce platform of a major national supermarket chain.

Mak made a decision to move back to his native city of Hong Kong in 2000 to continue developing the company, and by 2011, it had established itself as a pioneering digital agency at the forefront of technology and innovation.

The success, Mak said, may not have been possible had he not made the decision to come back. "In Hong Kong, you always feel this relentless push to

move ahead, especially in this sector. If you don't grow, if you don't innovate, if you don't try new ideas, you will put yourself in the past. This is a very high-energy city," he said.

Hong Kong, he added, is also an ideal platform to test new ideas. "Hong Kong companies are brave and they are keen to be the first to try new things. Hong Kong is what I call a prototype market. If seven million people here have used the technology, that's a good proof point and we can bring it out to other parts of the world with a business case," Mak said.

Mirum Hong Kong has an experience centre in Central, where clients can get their hands on some of the technology the agency offers, including an LCD table where, through a device resembling a hockey puck, one can change the colour and fabric of a garment and inspect it as a 3D image.

Mirum Hong Kong has a staff of about 130, some of which are fresh graduates who have joined the company after finishing the agency's annual summer internship programme.

Mak sees a bright future for the city. "Hong Kong is a melting pot, and it gives us a very open platform. As long as it keeps this openness to the world, we will be alright," he concluded.

mirumagency.com/hong-kong ■

Original date of publication: June 2017

The **PERFECT LAUNCH PAD** for Creative and Technology Business

Deep talent pool, dynamic market, mature IT and legal infrastructure make Hong Kong the global headquarters for VR company Shadow Factory.

“

We have fantastic people here as there is such a sophisticated creative industry in Hong Kong. Our team is majority Hong Kong born and raised, multi-cultural and well-trained professionals. The diversity from Hong Kong is what gives us the global edge.”

Devin Ehrig
Co-founder
Shadow Factory

Shadow Factory is a full-stack creative media production studio specialising in providing story-driven immersive experience solution for commercial customers, including virtual, augmented, and mixed reality production. Since its inception in 2016, the company has experienced rapid growth and is now a medium-sized agency comprising creative and technology professionals in Hong Kong. Centrally located in Asia, the company serves a portfolio of international clients based in Hong Kong, Macao, North America and Japan ranging from entertainment and retail to industrial industries.

“Hong Kong is an ideal location where one can comfortably reach entertainment and industrial markets regionally in Asia as well as global brands and corporates, all from the same place. With such market dynamic, together with other perks such as high-speed internet and mature legal and IP infrastructure, Hong Kong offers a unique opportunity for us,” said Devin Ehrig, Co-founder.

Coming from film and animation background in the US and seeing VR as one of the most powerful medium of audience engagement, the founders realised that Hong Kong is the perfect launch pad for their VR business, and decided to make the city their global headquarters.

“Hong Kong is where we started,” he added, “we have fantastic people here as there is such a sophisticated creative industry in Hong Kong. Our team is majority Hong Kong born and raised, multi-cultural and well-trained professionals. The diversity from Hong Kong is what gives us the global edge.”

Thanks to Hong Kong’s deep talent pool, Shadow Factory has formed a winning business model and a unique, high-performing team structure with creative, technology and business development specialists.

Ehrig also believes that the fast-growing gaming industry in Hong Kong has created ample opportunities. “Industry



associations and relevant organisations are driving diversity in the sector and raising awareness about the prospects of these unexplored markets present including career opportunities for Hong Kong youth. It has never been a better time to involve in interactive content development in Hong Kong,” Ehrig remarked.

In less than two years since its inception, the company has grown from four staff to a team of 24, with functions such as creative design, technical production, as well as sales and marketing, and expects to increase up to 40 staff by end of this year. With their upcoming Series B round funding, Ehrig said that Shadow Factory will continue to maintain its productions in Hong Kong while forming a new team in Canada. As the team expands, they are also looking to reaching out to South East Asian market.

shadowfactory.io ■

Original date of publication: April 2018

Professional Video **MADE EASY**

Hong Kong is a strategic research and development (R&D) base for Vyond's growing video and animation business worldwide.

Ten years ago, Vyond's founder Alvin Hung was disappointed by the lack of good online software to help translate his ideas into engaging video content, until he saw an opportunity to found one himself.

"I was disappointed but at the same time excited, because many companies today prefer to engage employees and customers with animated videos rather than the same old boring content," said Hung, "they want more dynamic media to replace traditional presentations, advertisements, and instruction, and they want to do it without spending a fortune."

Vyond was therefore founded by Hung in 2007 to meet the growing demand for DIY business videos that drive business results. It is a web application that immeasurably simplifies the process of creating bespoke animated video. The solution enables everybody to express ideas in an effective and impactful way.

With over 8.5 million registered users, Vyond has helped Fortune 500 companies, SMBs, and individuals make more than 22 million videos and continues to redefine and lead the DIY animation industry.

The company has recently been chosen at the 2017 Hong Kong ICT Awards with a committee steered by government officials, industry, and academia to recognise the city's most innovative ventures. Vyond won the 2017 Award of the Year, Grand Prize for Best Business Solution, as well as the

Gold Prize for Best Business Solution (Products and Services). These awards is a great testimony of the company's achievement in innovation through bespoke design.

While the majority of the company's sales are in the US market, Vyond develops its software solutions in its R&D office located in Hong Kong with more than 50 staff members and supported by a small team in Taiwan. The company also has a team in the Silicon Valley with around 30 employees looking after global sales and marketing, customer success, and operations.

"Our R&D team in Hong Kong is world-class," said Hung, "Hong Kong's software engineering and creative professionals have definitely been underestimated. People often think that Hong Kong's talent in the creative industries is not as capable as its US counterparts, but I can prove that this is wrong. They definitely have the ability to excel and exceed their western counterparts."

Hung has several tips for startups in Hong Kong. "First, go global on day one. It's not that much more difficult than succeeding in the local market. Second, try to think of a good idea with unique and competitive advantages that not everyone else can solve. Lastly, consider going solo if you are an engineer and you are comfortable with business issues," Hung concluded.

vyond.com ■

*Original date of publication: November 2015
Updated: October 2018*



“
Hong Kong's software engineering and creative professionals are definitely underestimated.”

Alvin Hung
Founder
Vyond

Finding the **PERFECT MATCH**

As LinkedIn has established itself as the go-to platform for recruitment and job search, Hong Kong is increasingly becoming one of the company's most important markets.

The number of LinkedIn members in Hong Kong surpassed the one million mark last year and the company has some 65 employees in its Hysan Place office.

Eric Yee, Head of North Asia (Talent Solutions) of LinkedIn, highlights Hong Kong's strength as a talent pool. "You see a good mix of talent, between local talent and expatriates coming to the region," he said. "Hong Kong has a lot of multinational headquarters, and it's important for us to be here from a business angle, as we have access to companies making hiring decisions not just for Hong Kong but for different parts of the Asia Pacific region."

LinkedIn's 2016 Hong Kong Talent Trends Survey shows that although some 70 percent of the city's workers are not actively looking for jobs, 93 percent of them are open to new opportunities. "That's a hot talent pool that companies are not looking at, as they are only looking at the actively-looking candidates."

But to convince high-quality workers contented with their jobs to join another company is not easy, and it boils down to what Yee calls employer branding.

"How do you differentiate yourself when there's an intense war out there for talent? How do you engage those people, let them know how great it is to work for your company?" He said.

Yee furthered that the best recruiters for a company are the employees, and LinkedIn has created channels that allow workers to share opinions and become thought leaders in their professions. That helps companies build up their employer branding.

Another product created by LinkedIn for this purpose is Elevate, which feeds companies trending content relevant to their respective industries to share with their employees on LinkedIn, who can then select and share it with their wider network of friends and colleagues on LinkedIn, Facebook and Twitter.

Another characteristic of Hong Kong that plays to LinkedIn's strength, Yee explained, is the large presence of small and medium enterprises (SMEs). With LinkedIn, SMEs can establish an employer brand on the same playfield with bigger companies which had already established such identity. "Smaller companies couldn't afford to differentiate themselves, and now they can," Yee said.

Yee revealed that noticeable change to the user experience of LinkedIn is on the horizon. For years, LinkedIn has been developing the Economic Graph, a digital map of the global economy. By identifying the connections that link people, jobs, companies, professional knowledge and skills, LinkedIn hopes to find, in real-time, trends that lead to economic opportunities. Once complete, the Economic Graph will include a profile for all 3 billion members of the global workforce, digitally represent every economic opportunity offered, and will include a digital presence of the higher-education organisations that can help members gain new or enhanced skills to realise their most valuable opportunities in a fast-changing economy.

linkedin.com ■

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“**Hong Kong has a lot of multinational headquarters, and it's important for us to be here from a business angle.**”

Eric Yee
Head of North Asia
(Talent Solutions)
LinkedIn

ABYSS
C O D E

Founded in Stockholm, **Abyss Code** is a tech and design studio that builds, designs, and launches apps and digital services. The company's mission is to help startups and SMEs succeed, and to act as their guide, partner, tech builder, and adviser. It offers a digital platform that helps clients to streamline the development process and cuts down on cost and time to market their products. Together with its clients, Abyss Code formulates and builds the product, finds a company strategy and fitting business partners.

The recently opened Hong Kong office aims to bring Scandinavian technology and quality product design to the city. The founders have worked in Europe, New York, and Silicon Valley with renowned tech companies such as Spotify and Beats By Dr. Dre, and have a wide network in the industry.

Tech & Design Studio - abysscode.com

1969
CREATIVE & DIGITAL

Headquartered in France, **Agence 1969** ("1969") is an award-winning digital communications agency for its creativity and efficiency. Composed of 20 experienced employees in strategy, consulting, creation and production monitoring, 1969 has been present in Europe for seven years and in Hong Kong since March 2018 with an office aiming to develop the activities in Asia.

1969 has a clear ambition: keep the agility and flexibility of a human-scale structure, while insuring a quality of thinking, along with deliverables of what network agencies can do. The company serves a wide variety of industries including luxury, premium kitchen appliances, telecoms, hotels, food and beverages, etc.

In Asia, the scope of 1969 Hong Kong includes strategy, brand content creation and production. As 1969 did in Europe, its ambition in Hong Kong and APAC is to become one of the references for a new digital marketing approach - the "Digital Storymaking".

Advertising & Digital Communications - agence1969.com

AlphaConcepts is an online influencer marketing platform that provides an efficient way of connecting brands to influencers or Key Opinion Leaders (KOL). Through the platform, marketers may publish their campaign information and requirements, influencers then see the campaign via a mobile app. Influencers who best fit the brand will be selected to develop the campaign. Since the launch in April 2017, AlphaConcepts has acquired influencers in different niches ranging from micro-influencers, to mid-tiers, and major influencers.

The co-founders came from fashion, tech and finance background. With experience in Southeast Asian markets, the team was fascinated by the city's thriving startup ecosystem. Now headquartered in Hong Kong, the company serves local and international brands in fashion, beauty, consumer goods and services, hospitality and travel, technology, eCommerce, as well as brands run by SMEs. With the city's diversified mix of people, the company believes Hong Kong is a strategic gateway to expand into rest of APAC markets.

Influencer Marketing Platform - alphaconcepts.co





Boogie Woogie Photography was founded in 2016 by Vanessa Franklin and Xavier Mahe in Hong Kong to promote photography in Asia. It is named after the Broadway Boogie Woogie by artist Piet Mondrian.

The launch of Boogie Woogie Photography responds to the growing interest for artistic photographic prints in Asia. Collectors, galleries and museums are now increasingly promoting photographic works and the artists who produce them.

Boogie Woogie Photography aims to create a platform gathering galleries, collectors, companies and photographers who are looking to develop photography projects in Hong Kong and Asia.

Vanessa Franklin and Xavier Mahe provide services such as sourcing photographers, collectors or galleries specialised in photography, curating exhibitions or events as well as advising on Asian photography markets.

Boogie Woogie Photography accompanies notably Fine Art Asia to develop a new pavilion devoted to photography.

Art Photography - boogiewoogiephotography.com

Brand Journey has recently established in Hong Kong offering brand development and marketing services to organisations. Whether it's a consumer, corporate or employer brand, it takes constant focus to building a preferred and renowned brand for its clients.

Brand Journey partners with clients to design or enhance the end-to-end customer experience for the brand. In supporting the development, testing and implementation of great customer experiences, the company can deliver solutions and clarity regarding brand strategy, defining a brand's target customer profile, creating effective brand messaging and developing engaging brand training tools and programmes.

Having lived and worked in Singapore, Thailand, Mainland China, Hong Kong, the UK, Australia and the US, Brand Journey's team members bring many years of global branding experience, and have worked for a number of luxury and lifestyle hotel brands and retail property groups.

Brand Development and Marketing Services - brandjourneypartner.com

Cheryl China Wow was born out of creating contemporary ideals in womenswear and menswear fashion in Hong Kong. With its background from London, the company provides creative solutions for its Hong Kong clients including Le Saunda, Lane Crawford.com, Chow Sang Sang, Staccato and The Landmark. As a fashion stylist and the owner of the company, Cheryl Leung has provided styling service for global clients including L'Oreal Paris, Condé Nast China Vogue and Net-a-Porter. She also worked with City of Dreams Macau and The St. Regis on lifestyle content, as well as sportswear brands such as Adidas HK and Nike.

The company is currently exploring digital strategies in creating content for online social platforms, mobile apps, and eCommerce for startups and local brand in Hong Kong, as well as APAC, Mainland China and worldwide.

Creative, Fashion, Branding Content - cherylleung.com

CHERYL LEUNG



Founded by Tobias Tom, Holger Bartel and Anselm Hannemann in 2017, **Colloq** is a private company that aims to build a sustainable conference and event platform to connect organisers, speakers and attendees in an enjoyable and engaging way. Their goal is to make Colloq as the central resource of comprehensive and rich conference and event content.

Colloq's vision is to gather the vast amount of knowledge produced by events and their participants. Videos, slide decks and social media coverage are a major resource for professional development. Colloq wants to collect these event resources to foster education and help newcomers as well as industry experts stay up to date.

The company also puts an emphasised effort on user and data privacy as well as the platform's web performance. The platform is not using any tracking or analytics tools, yet will only be using third-party services where necessary, such as payments.

Conference and Event Platform - colloq.io

David Zwirner Gallery is a contemporary art gallery, currently representing over 50 artists and estates across galleries in New York, London and the newly opened Hong Kong space. It has been home to innovative, singular, and pioneering exhibitions across a variety of media and genres since 2013. Active in both primary and secondary markets, the gallery has helped foster the career of some of the most influential artists working today, and has maintained long-term representation of a wide-ranging, international group of artists.

The gallery has been participating in Hong Kong's art fairs for seven consecutive years, and witnessed the growth and potential of the art scene in Hong Kong and Asia. David Zwirner opened its first outpost in Asia at H Queen's in Central, Hong Kong in January 2018. The gallery presents exhibitions by renowned international artists to engage with a wide range of audience from local residents to international travellers, from general public to arts lovers.

Art Gallery - davidzwirner.com

Designjar is an online advertising solution for businesses in Asia. It is an end-to-end platform that leverages machine learning to automate ad creation, management, testing and optimisation. By leveraging machine learning, it is able to predict and deliver the best advertising designs to increase click-through rates and sales conversions for any business. The platform also predicts ahead of time whether an ad will perform well and if not, automatically removes these ads to mitigate lost in advertising budget. The company feels that Hong Kong is the best place to start their business with its free market structure, access to capital, proximity to regional markets and abundance of technical and design talent. Currently, the entire business from engineering to sales and marketing are based in Hong Kong. They will continue to use the city as their base of operations for the foreseeable future.

Online Advertising and Marketing - www.designjar.com

David Zwirner





DO IT – IDEAS INTO THINGS is a one-stop hub for today's design, development and sourcing needs. Operate by global minds, with an Italian twist, plus over 15 years of experience in relevant fields and a solid professional network spanning through Europe and Asia, the company is proud to deliver fast and world-class design, development and sourcing solutions for multiple categories all about lifestyle creations, from fashion and functional accessories to home décor projects, all the way to video and photo shooting production.

Its Italian design teams based in Milan and Hong Kong work very closely with Research & Development and Quality Control staff operating between Hong Kong and Mainland China, to ensure seamless follow up of each project.

Design and Development Services - doitiit.com

Elevate Digital is a digital marketing agency established in Hong Kong in 2017 by two Australian investors. Founders of the company were attracted to the city by its multicultural, vibrant nature and a rapidly growing business ecosystem. Elevate Digital is a mix of business owners, SEO, Digital & Content strategists, globally recognised for demonstrating techniques in the most competitive niches.

The team focuses on markets across Asia and brings first-hand experience of growing their own businesses online. The management team has a deep technical understanding of digital marketing, as such they have developed specific software tools that have been widely used across the industry.

By offering a range of web designs, SEO, PPC, content marketing and online reputation management services, Elevate Digital helps businesses formulate and execute the entire digital marketing strategy from start to finish, or complement their existing efforts with any kind and amount of input they need.

Digital Marketing - elevatedigital.hk

Enable Foundation is a non-profit social design agency with the aim to develop capacity training programmes and projects on design thinking, doing and creativity with individuals, organisations from private and public sectors. It set up in Hong Kong after receiving a startup funding from HKSAR Government's Social Innovation and Entrepreneurship Development (SIE) Fund to support its first creative citizens training programme called Social Innovation Design Lab (SI.DLab).

SI.DLab is a 2-year programme, by inviting partners with shared values and beliefs and work together to address three social issues on ageing innovation in Hong Kong. Include "Fine Dying", which is how to co-design urban dying matters with citizens; "Dementia Going" generating ideas on how to bring dementia patients into community and "Productive Ageing" thinking how to age well with dignity in Hong Kong.

Social Design and Design Research - enable.org.hk

Born in Barcelona in 1977, founder Josep Cortina studied industrial design at Eina School in Barcelona and spent a few years working as an engineer where he adopted rigor knowledge. He then resumed more studies in Interior Design and graduated in 2004. After spending a few years in a design studio where he developed his talent in technical and creative field, he founded his own studio Estudi Josep Cortina in 2008.

Estudi Josep Cortina aims to develop and promote a simple and personal design style that has taken root in young entrepreneurs, individuals and clients of consecrated companies.

At Estudi Josep Cortina Hong Kong, the brand offers clients a unique and innovative approach to design. The company is looking for a static aesthetics to disassociate itself from mass trends and achieve immovable results over time that maintains its essence and originality over the years.

Design Consultancy - josepcortina.com





Expertime Open is a fast growing web agency that takes pride in blending technological expertise and innovation to create powerful digital experiences for clients coming from a broad range of industries.

Expertime Open specialises in developing three kinds of solutions: web solution (websites, intranet, extranet, automated workflow applications), eCommerce platforms and chatbots that can be used for events, assistant, internal or external purposes. These applications can be native or fully integrated to messaging platforms such as Messenger, WeChat, Skype etc.

For the past two years, Expertime Open has been supporting key clients with their projects within the APAC region. In that perspective, the company has seized the opportunity to open a regional hub based in Hong Kong to keep supporting its existing clients as well as developing relationships within the region for its expansion plans.

Digital Agency - expertime-open.com



GIDA Limited is a Hong Kong company with both French and Japanese origins. GIDA provides simple but sophisticated, beautiful but functional solutions to diverse type of spaces, such as retail, hospitality, restaurant and cafes, and private housing. GIDA believes luxury codes can help to create timeless and intuitive designs. It thrives to raise client's expectations to a high-end experience through tailored and striking concepts.

The company's lead designer has a strong background in luxury retail, having worked for Louis Vuitton French architecture department for five years, and another five years for Curiosity, a Japanese design studio. The choice of establishing the company in Hong Kong was led by various reasons. Besides the vibrant design scene and great opportunities here, the company also relies on a solid network of international and local suppliers.

Interior Design - gida.hk

Hauser & Wirth is a leading international gallery founded in Zurich in 1992 by Iwan and Manuela Wirth and Ursula Hauser. A family business with a global outlook, it has expanded over the past 26 years to include spaces in Zurich, London, Somerset, New York, Los Angeles, Hong Kong and Gstaad.

Hauser & Wirth represents over 70 artists and estates who have been instrumental in shaping its identity over the past quarter century, and who are the inspiration for Hauser & Wirth's diverse range of activities that engage with art, education, conservation and sustainability. In 2018, Hauser & Wirth opened its Hong Kong outpost, a first permanent gallery space in Asia in the newly-developed H Queen's complex. The exhibitions at Hauser & Wirth Hong Kong span the breadth of the gallery's programme from major 20th century modern masters to leading figures in contemporary art.

Art Gallery - www.hauserwirth.com.hk

HAUSER & WIRTH



International Concept Management (ICM) is a leading firm with broad capabilities and services ranging from design and engineering, construction management to operations and development, and specifically focused within the themed-attraction and aquarium industries. The company aims to create unique destinations that inspire, educate, and entertain. In view of the growth opportunities and ease of expansion into Hong Kong, ICM sets up the Asian headquarters and global sales headquarters in the city.

With each aquarium and themed environment, they progressively test and advance their designs and building capabilities, making new discoveries and innovative design solutions. Built with imagining minds, innovative technologies, and conservationist ideals, an ICM-created project is stunning and spectacular, yet environmentally conscious and ecologically sound.

International Aquarium / Marine Park Design and Construction - icm-corp.com

Les Gens is a one-stop creative boutique agency which consists of 40 people creating international brand platforms for luxury and premium brands. The agency was founded in 2008 by three passionate and creative experts who have since created disruptive and inspiring content.

In 2016, Les Gens expands its network by opening a new office in Hong Kong. Not only bridging Europe and Asia for international brands, the company also focuses on creating local advertising videos, innovative digital contents among augmented or virtual reality; creating social media stories and curating e-influencers. Hong Kong is the perfect strategic choice to both penetrate the Asian market and access to a leading network of decision makers.

Digital Marketing Agency - lesgens.asia

LT Render Limited was founded in Hong Kong with a team of experts who provides high quality visualisation service to architectural and interior design companies.

The key feature of the company is introducing new disruptive technologies such as virtual and augmented reality into all stages of the design process.

Having big potential in continuously growing development market, LT Render got accepted in Cyberport Incubation Programme. Among the various benefits offering by Cyberport to young companies in business development, LT Render is looking forward to finding and nurturing the local talents as 3D professionals. This will help the company to expand and bring the standards of the visualisation industry to a new level.

Computer Graphic Visualisation Service - ltrender.com

Dedicated to the development of International creative brands' image through art, **M Creative Culture** is an agency that specialises in management consultancy in the cultural and luxury markets in Asia Pacific. It has established its activities in the fields of branding, marketing, sponsoring, advertising and event management. It focuses on helping international companies to develop their brands and images in Asia Pacific through art, and supporting Asia Pacific companies to highlight their artistic activities worldwide. Its services include cultural implementation in Asia Pacific, assisting with brands' innovation, new branding and marketing communications services, and strategic and creative direction.

A unique agency in the region to place visual arts, especially photography, in the heart of its development, M Creative Culture benefits from its founder, Marine Mérindol's ten years' experience in brand building, business development, and marketing communications.

Creative Consulting and Management - mcreativeculture.com



LT Render





McNamara Art Projects is an independent art consultancy and curatorial body. The company newly established a 3,500 square feet project space in Wong Chuk Hang, a platform committed to showcasing contemporary, emerging as well as established Western and Asian artists in Hong Kong.

The art programme for the project space will take the form of collaborations with significant Western and Asian galleries who do not have a physical presence in Hong Kong, by bringing a diverse range of art that would not otherwise be shown in the city. The aim is to create deeper engagement between the people of Hong Kong and contemporary art. McNamara Art Projects also provides guidance in shaping public and private collections across Asia region, with a focus on Western modern and contemporary art.

Art Advisory - mcartprojects.com



Launched in Hong Kong in April 2018, **Mezzo Labs** is a marketing analytics consultancy which helps brands to unlock the value of their customer data.

Founded in London in 2006, Mezzo Labs is now the UK's largest independent web analytics agency. It has around 30 staff specialising in analytics strategy, implementation, analysis, optimisation, training and resourcing.

Mezzo Labs will bring its unique culture and proposition to Hong Kong and build their headquarters here to cover several APAC markets. The dynamic economy, open business environment, and strong demand for analytics make Hong Kong an obvious choice for Mezzo Lab's first office in Asia.

Mezzo Labs will build a team with talent from the UK and Hong Kong, whilst looking to partner with local universities to recruit graduates, train them and provide Hong Kong with the next generation of data scientists.

Data Analytics - mezzolabs.com



Press Start Hong Kong is a games consultancy with a mission to explore the world through games and to unlock the potential of games as a platform for learning, innovation and inspiration.

The company's two main offerings are "innovating through play" – innovation challenges and design thinking bootcamps in talent development and innovation management for corporate clients; and "learning through play" – curriculum and programme design, teacher training for schools and educational institutions.

Hong Kong offers a strategic home base from which Press Start is expanding its partner and client base across the region. From government departments in Singapore to schools in Mainland China, the journey to make learning fun again will be a challenging but fruitful one.

Games Consultancy - pressstart.com.hk



Singapore-based boutique communications agency **Rice Communications** has opened an office in Hong Kong as the company realises an increasing need of agency counseling and campaign execution in North Asia.

The company has recently appointed an Account Director, Phoebe Sou, to lead the new office. She has over ten years of experience in strategic communications, PR, corporate reputation and stakeholder engagement across Greater China and New Zealand. Sou is joined by Senior Account Manager, Joel Lah, who has relocated to Hong Kong after four years with Rice in Singapore.

The boutique firm was set up in 2009, operates a single P&L across the agency's offices in Singapore, Myanmar and Hong Kong with 36 employees in total, giving its clients flexibility on how regional campaigns are structured and managed. The Hong Kong office is working with clients across different sectors, such as the technology (Digital Realty and Internet Society), lifestyle, travel and hospitality.

Digital Communications and Marketing Communications - ricecomms.com



Sansiao Gallery is a Tokyo-based art gallery committed to pop art since its creation in 1984. After 33 years of dedication to showcasing modern and contemporary art by internationally-established artists and emerging talents, Sansiao Gallery is proud to present a selection of artworks with unique, rare and distinctive qualities, no matter how famous or lesser known the creators are.

The company is going to start a new voyage as Sansiao Gallery HK this summer, aiming to inherit the thematic exhibitions of Sansiao Gallery Tokyo by participating in international fairs and involving in the global art market.

Art Gallery - sansiao-gallery.com/en



Established in 1998, **Seoul Auction** is a leading auction house in South Korea presenting sales opportunities for various works of art in South Korea and Hong Kong. In February 2018, the company started its first private sales gallery, SA+, which opened in celebration of the 10th anniversary of its operations in Hong Kong.

As a modern and contemporary art gallery, SA+ functions as an international gateway for the auction house to continue to reach out to the global audience. The gallery also serves as a venue for art related lectures and discussions as well for corporate events. Located on the 11th floor of H Queen's Central, a new art hub at the heart of the city, SA+ plays a major role in showcasing and promoting Korean and International art.

Art Gallery - seoulauktion.com



Spacious is making the process of buying or renting property across the region easier by building the best user experience, providing market transparency and having the best quality listings on its information portal. CEO and Founder Asif Ghafoor, originally from the UK, established Spacious in August 2013. Being a member of the Hong Kong Science Park INCU-APP programme, Spacious was aided in its early stage success. Ghafoor chose Hong Kong as headquarters for the company because of the tech talent available in the city and the commercially-minded nature of the workforce. After two successful rounds of fundraising, the most recent being US\$3M raised in June 2015, Spacious has grown to over 20 full time employees globally, with half working in technical and developer roles. After developing a hugely successful and fast-growing website and mobile app, Spacious now has on the ground sales and marketing teams and offices in Taipei, Shanghai and Shenzhen.

Information Portal for Real Estate - spacious.hk

Stufish is a leading entertainment design, architecture, show creation and production company, with clients including U2, Madonna, Cirque du Soleil, Dalian Wanda, Wynn Resorts and many more.

Stufish Asia is a Hong Kong-based joint venture between Stufish and Activation Group, a regional leader in luxury brand events and communications, which has been created with a view to expand the capabilities of Stufish throughout the Asia Pacific region.

Stufish Asia will target property developers, entertainment producers, governments and institutions with a view to create original I.P for shows and attractions, manage and produce existing shows and attractions through its global network of producers, and undertake a range of creative and production services within the live entertainment industry.

Live Entertainment - stufish.com



Time Out Group, listed on London's AIM stock exchange, is a leading global media and entertainment business that inspires and enables people to make the most of a city. Operating in 108 cities in 39 countries, it has a global monthly audience reach of 242 million. With a world-class digital platform and top-quality curated content around food, drink, music, theatre, art, travel and entertainment, Time Out connects consumers, brands and local businesses to the city. Now Time Out Market, the world's first food and cultural market based wholly on editorial curation, is taking to the next stage, bringing the best of the city together under one roof. To strengthen its presence in Asia, Time Out Group took over direct management of Time Out Hong Kong from its previous licensing partner in 2017; to complement the popular website and the Time Out Hong Kong magazine was relaunched in September 2017.

Media and Entertainment - timeout.com/hong-kong



WanderSnap is Asia's Airbnb for photography where travellers can book local snappers to capture selfie-free holiday moments. Since having soft launched in early 2017 by a HK-based team, WanderSnap currently serves travellers across 40 destinations, four photography types, and countless moments.

Hong Kong is home to WanderSnap because of the attraction of western-minded development and business talents to scale for Mainland China and South East Asia relevancy; the ease of legal and taxation infrastructure; more than 60 percent of the world's population reside within five hours radius from Hong Kong; frequency and comfort amongst the locals with regional travel and photography on social media; great community of top-notch Instagram talents in Hong Kong; maturity of NGO ecosystem to find reliable and efficient partners to work with to scale out the company's impact programme and the support by universities for gifted and professional interns and access to capital.

Photography and Travel Platform - WanderSnap.co



XLMS is a Hong Kong based group of architects and builders operating within the fields of planning, architecture, interior design and project management. XLMS is currently involved in a number of projects in the Asia Pacific region.

XLMS's architecture emerges out of a careful analysis of how contemporary lifestyle constantly evolves and changes. Not least due to the influence from multicultural exchange, global economic flows and social media that all together combined to deliver architectural solutions that are insuring, enduring, cost effective and commercially sound.

Masterplanning is key to XLMS's 'Place-making' of urban environments or the making of connection between buildings and their environments. By embedding them in a social infrastructure, these buildings act as catalysts for vibrancy and regeneration.

XLMS projects range from large scale urban design of knowledge based communities to co-work, co-living, experiential retail and, increasingly, hybrid combinations of these typologies 'mixed-use'.

Design Consultancy Services For Planning, Architecture, Retail, Interior & Project Management - www.xlms.co

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