

start meup.hk

HONG KONG:

**ASIA'S MOST DYNAMIC
STARTUP ECOSYSTEM**



startmeup.hk



StartmeupHK



InvestHK StartmeupHK

“Hong Kong offers comprehensive support for startups, opportunities to raise capital at different stages, markets nearby to grow and scale, and excellent universities from which to recruit and develop talent.”

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HONG KONG: ASIA'S TOP CHOICE AS A STARTUP DESTINATION



Hong Kong has seen 51% growth in the number of startups in the past four years.

Hong Kong is one of the world's leading destinations for startups to set up, launch, and scale to success.

With its dynamic ecosystem and strong support infrastructure, Hong Kong's appeal as a startup hub extends across a wide variety of industries, combining local know-how and a well-trained talent pool with global players.

Hong Kong has seen 51% growth in its startup community in the past four

years. Some 3,360 startups have made Hong Kong their home as of November 2020, with overseas founders representing 26%, a powerful attribute and testament to Hong Kong as a global innovation hub.

Hong Kong's advantages include a closely-knit startup community, funding availability and a cosmopolitan culture to shape a uniquely favourable environment for attracting the best global talent, startups, entrepreneurs and engaging in innovative ventures. Multiculturalism is a way of life and the source of attraction for international talent. It is an open secret that many are also drawn to Hong Kong because of its vibrant lifestyle and beautiful scenery, with three-quarters of land as parks or countryside.

In addition to the strong startup support infrastructure, Hong Kong's outstanding business advantages include an open and free market, a low, simple and stable tax regime, the only common law jurisdiction in China operating in both English and Chinese, robust intellectual property (IP) protection, and excellent accessibility.



The fact that there are 8 Hong Kong companies that have reached unicorn status validates the strength of the city as a cradle for high-growth and high-impact startups.

3,360 startups have made Hong Kong their home as of November 2020, with overseas founders making up a total of 26%.

Hong Kong offers ready access to the Mainland China market and its manufacturing capabilities, enhanced by the Guangdong-Hong Kong-Macau Greater Bay Area (GBA) initiative, as well as to neighbouring countries including members of the Association of Southeast Asian Nations (ASEAN) through free trade agreements. The digital Belt and Road will also open up many more avenues for growth.

Asia's most dynamic startup ecosystem enables startups and scale-ups of all kinds to take root, grow and flourish. We look forward to working with you in creating your pathway to success in Hong Kong.

ABOUT STARTMEUPHK AND INVESTHK



StartmeupHK is a division of InvestHK, the Hong Kong SAR Government Department helping overseas and Mainland companies to set up in the city. Launched in 2013, StartmeupHK's mission is to promote Hong Kong as a leading startup destination for entrepreneurship and innovation.

Our objectives are to:

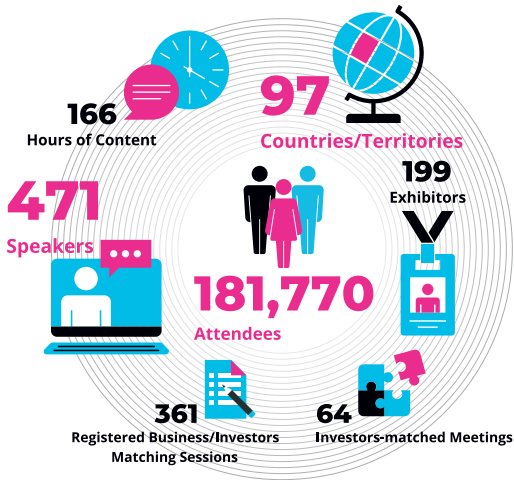
- Attract and support startup ecosystem stakeholders to set up a presence here, and provide a one-stop service platform to enable them to grow in Hong Kong and beyond
- Help build a vibrant startup ecosystem to foster a culture of entrepreneurship in the city
- Promote Hong Kong internationally as a tech hub

StartmeupHK's dedicated website (www.startmeup.hk) helps entrepreneurs stay informed of the most up-to-date news and happenings in Hong Kong's startup community. It offers a one-stop portal to events and resources to complement your startup journey.

Our team of professionals is dedicated to helping ecosystem stakeholders of any stage to set up in Hong Kong and grow in every phase, free of charge. Customised services include the following:

- Advising on startup opportunities in Hong Kong and beyond
- Introduction to startup ecosystem stakeholders
- Providing sector-specific information
- Support with visa applications
- Arranging meetings with service providers and government departments
- Networking opportunities
- Marketing and PR support services
- And much more...

STARTMEUPHK FESTIVAL



**START
ME UP HK
FESTIVAL
2020** startmeup.hk

The annual StartmeupHK Festival is curated by InvestHK, along with partner event organisers to support, showcase and connect Hong Kong's startup ecosystem to the world, and attract innovative companies to its shores. Its weeklong format covers industries and themes of interest to tech founders, featuring talks by renowned speakers, demos, workshops, job fairs, startup pitches, and investor and business matching among others.

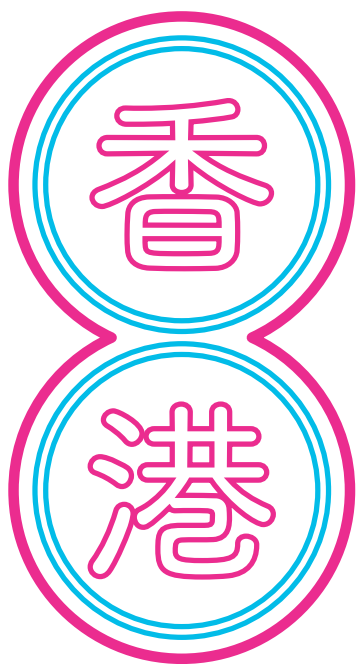
It is a powerful platform for startups, investors, industry leaders, academia and governments to exchange ideas, make connections and define the future. The festival is a must-attend gathering for the global startup community.



A nighttime photograph of the Hong Kong skyline, featuring the International Finance Centre (IFC) Tower as the central focus. The city lights are reflected in the water in the foreground, and long, colorful light trails from vehicles are visible. The text 'WHY HONG KONG?' is overlaid in the center.

WHY HONG KONG?

**As a leading startup destination,
our city has much to offer global startups**



Hong Kong, ranked as one of the world's freest economies, is an ideal place to do business. The city offers excellent infrastructure, universities and research institutes, pro-business policies, and a strategic location at the heart of Asia that make it the preferred destination for business, large and small. It is the best gateway to opportunities in Mainland China and the rest of Asia.

Hong Kong has made great strides in nurturing startups in diverse industries whose founders enjoy support from a network of incubators, accelerators, angel investors and venture capitalists. The thriving startup ecosystem is witnessed by an array of seminars, pitching competitions, and hackathons, including the likes of the Hong Kong Fintech Week and the StartmeupHK Festival that take place annually to celebrate innovation.

HONG KONG'S BUSINESS ADVANTAGES

Known for its legendary spirit of enterprise and its boundless energy, Hong Kong's enduring business advantages lay the foundation for its ideal environment for starting a business.

- Open and free market
- Simple and low tax
- World-class infrastructure
- Common law jurisdiction
- Leading IP protection



**“Asia’s most
dynamic startup
ecosystem
enables startups
and scale-ups of
all kinds to take
root, grow and
flourish.”**

R&D CAPABILITIES AND TALENT



HKSTP is the city's leading R&D base, providing one-stop infrastructure and support services to technology-based companies. Its state-of-the-art laboratories and shared facilities help reduce the capital investment of tech startups in product design and development. Two newly launched research clusters focused on healthcare technologies, artificial intelligence and robotics based in the Science Park (Health@InnoHK and AIR@InnoHK respectively) — will significantly enhance research collaboration between local, Mainland and world-renowned universities.

Cyberport is the other science park in Hong Kong and the flagship for the city's digital technologies industry. With over 1,500 startups and technology companies, focusing on fintech, smart living, esports, cybersecurity, blockchain and AI, Cyberport has the vision to transform Hong Kong into a smart city.

And there are more exciting development – for example, the construction of the cross-border Hong Kong–Shenzhen Innovation and Technology Park at the Lok Ma Chau Loop, a 87-hectare world-class

innovation hub, is well underway. The newly built Data Technology Hub in Tseung Kwan O Industrial Estate will boost Hong Kong's data economy and the Advanced Manufacturing Centre nearby (slated to open in 2022), will offer a scalable and serviced manufacturing space for industries to embark on technology innovation. Cyberport 5 will also attract more quality technology companies and startups to the city.

Talent is the lifeblood of a startup. As home to five universities on the Quacquarelli Symonds (QS) World University Ranking top 100 list, Hong Kong benefits from a strong local talent pool, equipped with the skills, knowledge and international outlook to drive business in Hong Kong and beyond.

To attract top talent from overseas, the Hong Kong Government offers immigration facilitation schemes in specific professions. The Quality Migrant Admission Scheme (QMAS) and the Technology Talent Admission Scheme (TechTAS) are set up to attract talented professionals to settle in Hong Kong.

FUNDING

Access to funding is one of the most crucial factors for entrepreneurial success. The total capital invested including government venture capital, grants and incubation funding, and private venture capital reached HK\$19,158M (approx. US\$2,456M) in year 2019/2020.*

GOVERNMENT FUNDING SCHEMES AND SUPPORT

The Government's support to startups and I&T companies includes comprehensive programmes covering the various stages of the business life cycle from set up, hiring, business development, R&D, to fundraising as well as overseas expansion. Some good examples are:

- **Enterprise Support Scheme (ESS)** provides matching funds of up to US\$1.3 million (per project) for local technology companies to conduct in-house R&D.
- **Technology Startup Support Scheme for Universities (TSSSU)** provides funding to six universities in starting technology businesses and commercialising their R&D results.
- **Research Talent Hub (RTH)** provides financial support to incubatees in the Hong Kong Science and Technology Parks and Cyberport, as well as technology companies for the purpose of recruiting talents to conduct R&D work.
- **Innovation and Technology Venture Fund (ITVF)** is a dedicated fund to co-invest with designated private venture capital funds in local innovation and technology startups in Hong Kong.
- **Technology Voucher Programme (TVP)** supports local enterprises in using technological services and solutions to upgrade or transform their business processes.
- **Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund)** is a business development fund for Hong Kong enterprises to undertake projects and promote sales in Mainland China and the ASEAN countries.

* KPMG, Transforming Hong Kong Through Entrepreneurship (Third Edition)



PRIVATE FUNDING AND IPO

Venture capital investment in Hong Kong-based startups has grown significantly over the last few years.

While incubators and accelerators support early stage startups in prototyping and proof of concept development, venture capital and private equity firms create opportunities for startups to scale their businesses to the next stage.

Venture capital investment in Hong Kong-based startups has grown significantly over the last few years. Public and private VC funds, and increasingly family offices, continue to invest heavily while the Hong Kong Government has rolled out policies to attract VCs and family offices to domicile and operate in Hong Kong.

A new Limited Partnership Fund Regime will attract more private funds and family offices to Hong Kong and accelerate the development of asset management industry, further strengthening the Hong Kong startup ecosystem.

Equally important to funding, venture capitalists and private equity executives will provide much-needed mentorship, market insights and guidance, as well as networking resources, all of which are necessary to take startups to the next level.



**Hong Kong is
the world's
No. 1 for IPO
funds raised
for the 7th
time in the
past 11 years.**

And when your venture is ready to list, Hong Kong is the place to do so.

Hong Kong is the world's No. 1 for IPO funds raised for the 7th time in the past 11 years. Pre-revenue biotech companies and high-tech companies with weighted voting rights are now allowed to raise funds in Hong Kong. The listing regime also gives impetus to secondary listings of Mainland Chinese technology companies such as Alibaba, JD.com and NetEase. The city has seen eight companies achieved the unicorn status in 2020. With wider funding options available for innovative ventures, Hong Kong is a capital market hub for new economy companies.

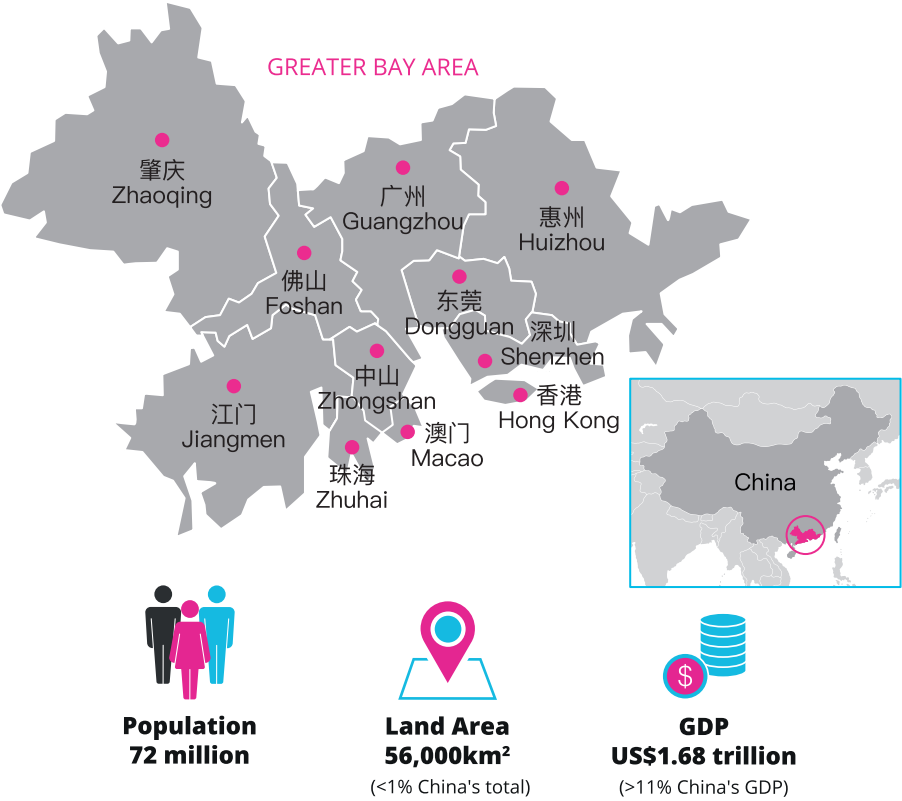


“The Greater Bay Area initiative will turn the region into a dynamic international economic hub as well as an innovation and technology powerhouse.”

GREATER BAY AREA

The GBA is an integrated economic zone in South China comprising the two Special Administrative Regions of Hong Kong and Macau, and nine cities in Guangdong Province. As a key national development strategy, the GBA initiative has a strong focus on I&T with a view of developing the metropolis area into a global innovation hub.

Given GBA's sizeable market of 72 million consumers and a base for rapid prototyping and high-end manufacturing, Hong Kong is the preferred testing market for startups that intend to tap into the Mainland China or Southeast Asia.

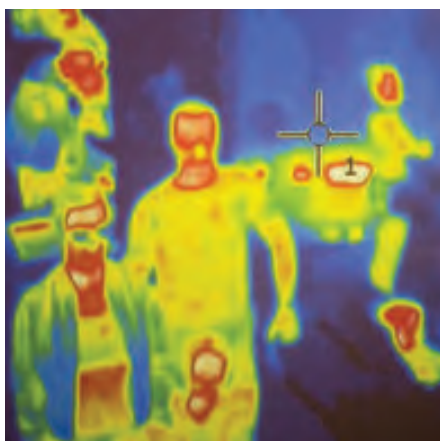


A bronze statue of Bruce Lee in a dynamic martial arts pose, standing in a pool of water. The background shows a city skyline with various skyscrapers under a cloudy sky. A group of people is walking on a path behind the statue.

STARTUP CASE STUDIES

Read some of our success stories and be inspired

MERIDIAN INNOVATION: FROM EARLY STAGE TO INCUBATION GRADUATE, BANKED ON HONG KONG FOR ITS SUCCESS



Meridian Innovation fit the description of an early stage startup with a big idea – to use thermal imaging to improve everyday living, from smart homes to medical equipment – but little in the way of funds or resources to get started. Today Meridian is a fabless startup with operations in Hong Kong, Singapore, USA and UK.

Co-founder Hasan Gadjali remembers looking beyond his California base and scouting for locations around the world including in the US, Canada and

Turkey which were in serious contention. Ultimately, he chose Hong Kong because it has good technology and IP protection; and “with close proximity to China, we were able to access both good manufacturing and laboratory facilities,” Gadjali said.

“To start, we needed a Class 100 cleanroom for semiconductor fabrication and to hire people to manage and maintain it,” Gadjali said.

“Building a cleanroom is very costly investment which would be too much of a burden for a small startup. Sensor Lab’s well-equipped and maintained cleanroom at HKSTP was available to us.”

Meridian became HKSTP Sensor Lab’s first partner and an incubatee of the HKSTP Incu-Tech Programme. Since then Meridian has learnt best practices from industry experts and streamlined its operation, ultimately being admitted into Hong Kong Government funding schemes including Enterprise Support Scheme and Research Talent Hub.



In Hong Kong Meridian found talent from around the world and now employs engineers from countries including Germany, Turkey, Netherlands, England and Bulgaria. "Hong Kong has all the international engineers to do process engineering, system data analytics applications, and the right people to do operations, sales and marketing."

"I'm very happy with our choice to start in Hong Kong. Without the support of all the organisations, I'm not sure a company like Meridian Innovation would ever be able to set up and focus on R&D."

Hasan Gadjali

SENSETIME: FROM UNIVERSITY CONCEPT TO THE WORLD'S FIRST AI UNICORN



The world's most valuable Artificial Intelligence (AI) company got its start as a university project in Hong Kong. SenseTime's academic background continues to form an ongoing mission to develop AI technologies that advance the world's economies, society, and humanity for better everyday life.

SenseTime is known as the world's most valuable AI unicorn. The company develops AI technologies including facial, image, text and object detection and recognition, medical image analysis, autonomous driving, and remote sensing. The deep

learning and computer vision technologies that SenseTime developed has powered industries spanning across education, healthcare, smart city, automotive, communications and entertainment, with over 1,100 customers and partners around the world.

SenseTime was co-founded in October 2014 by Tang Xiao'ou, a professor of the Department of Information Engineering at the Chinese University of Hong Kong, and some 50 Ph.D. computer science students, some of whom are now part of the company. They established the company at the Hong Kong Science and Technology Parks.

"SenseTime has always prized proprietary research, it's in our DNA," said Esther Wong, Managing Director of SenseTime. "We paid tremendous respect to intellectual properties, and in terms of turning our findings to real world applications."

In keeping with its academic background, the company is focused on research to understand and advance the state-of-the-art in AI research, with over half of the



company's team dedicated to research and development. That has helped to make the company a leading global AI algorithm provider and one of the most prolific contributors of related papers in the research community.

With its roots in Hong Kong, SenseTime is committed to nurturing other startups in the AI space by launching the HKAI Lab, in collaboration with Alibaba Group and the Hong Kong Science and Technology Parks Corporation. The HKAI Lab is a not-for-profit initiative that seeks to empower startups to commercialise their new inventions and inspire new ideas and knowledge sharing among academics, scientists and entrepreneurs in the field of AI.

"The HKAI Lab will serve as a platform to bridge academia and industry, apply AI technologies to traditional industries, and promote broader collaboration between Hong Kong and the Mainland. We aspire to create new opportunities for young people in Hong Kong."

Prof. Tang Xiao'ou

ZHENHUB: CREATING AN INNOVATIVE SUPPLY CHAIN MODEL AND FINDING SUCCESS IN THE GREATER BAY AREA AND BEYOND



Entrepreneur Vince Poon moved to Hong Kong from his native Australia to pursue a passion project and his first startup before founding ZhenHub in 2016. ZhenHub's automated e-tailers turnkey solution is a much sought-after template for e-commerce companies in the Greater Bay Area and globally.

With a revolutionary cloud-based inventory and order management system, ZhenHub has created a new model of logistics and fulfilment solution with operations in over 10 countries, including the US, Canada,

Italy, Germany, Japan, Korea and Australia.

With the advent of e-commerce, ZhenHub's founders knew how much work was traditionally involved with logistics, such as the endless spreadsheets, paperwork, emails and Skype calls that consumed precious time and energy. Their turnkey solution was to make selling as easy as buying with a single cloud-based dashboard, mapping out every step of the logistics journey an e-commerce vendor goes through, from searching for warehouses to gathering quotes to inbound products to tracking those products after they have been shipped.

Because Hong Kong is the largest air cargo hub in the world, and part of China's Greater Bay Area, ZhenHub built a joint base of operations in Hong Kong and Shenzhen enabling the collection of products from vendors and dispatching them to their respective destinations with high efficiency.

Taking advantage of the vibrant incubator and accelerator network in



Hong Kong, ZhenHub turned to incubators for mentorship at its early stage and became part of Betatron and Cyberport's incubation programmes which provided the critical support the company needed.

"Aside from the capital they invest in your business, it's the networks, the number and type of contacts that enable the company to hire the right people, sometimes even the interns from top universities," Poon noted. "For any business, the more help you can get, the more likely you're going to succeed. InvestHK and the incubators that we have joined have been proactive about sharing relevant opportunities with us."

With a joint base of operations in Hong Kong and Shenzhen, ZhenHub has built a successful logistics and supply chain model that now can be applied in other parts of the world.

"The startup ecosystem in Hong Kong has grown significantly in the last few years. There's a good sharing of knowledge, a good funding environment with very open and transparent regulations. Hong Kong is a great place to start."

Vince Poon



“

Hong Kong's startup ecosystem demonstrated remarkable resilience.

A total of 3,360 startups employed 10,688 employees across 1,688 workspaces, incubators and accelerators.

*InvestHK 2020 Startup Survey

**Startup ecosystem has
remarkable strength.
Startups employing
across 116 co-work
and accelerators.***

”

A high-angle, blurred photograph of a busy pedestrian crossing with yellow stripes. The image is used as a background for the title text.

INCUBATOR / ACCELERATOR

**Check out some of the public and private incubators
and accelerators that support startups**



CYBERPORT

Cyberport is an innovative digital community with around 1,600 startups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, which is wholly owned by the Hong Kong SAR Government. With a vision to be the hub for digital technology thereby creating a new economic driver for Hong Kong, Cyberport is committed to nurturing a vibrant tech ecosystem by cultivating talent, promoting entrepreneurship among youth, supporting startups on their growth journey, fostering industry development by promoting strategic collaboration with local and international partners, and integrating new and traditional economies by accelerating digital transformation in the public and private sector.

Through entrepreneurship programmes such as the **Cyberport Creative Micro Fund** and the **Cyberport Incubation Programme**, startups are provided up to HK\$100,000 and HK\$500,000 respectively in funding as well as

mentorship to develop their solutions and establish operations. When combined with Cyberport's other subsidy schemes, a startup could receive up to HK\$1,100,000 in financial assistance from Cyberport throughout its journey. For more mature stage scale-ups, the **Cyberport Macro Fund** brings in co-investments with other private and public investors to invest in Cyberport community companies. Startups also receive bespoke business, investment, and technology matching through Cyberport's extensive networks to fuel their development.

www.cyberport.hk

"As the digital technology flagship of Hong Kong, Cyberport provides support for every step of the entrepreneurship journey to be your springboard to success."

Alice So
Head of Entrepreneurship
Cyberport





HONG KONG SCIENCE AND TECHNOLOGY PARKS CORPORATION

HKSTP is the largest R&D base dedicated to driving innovation and technology in Hong Kong. Comprising the Science Park, InnoCentre and the Industrial Estates, HKSTP focuses on building a vibrant ecosystem to connect startups with stakeholders, nurture talent, facilitate collaboration, and catalyse innovation and technology to deliver social and economic benefits to Hong Kong and the region. It provides various support services to help startups at different stages to commercialise their ideas. Currently, its incubation programmes focus on three key areas to provide support in technological application (Incu-App), deep tech (Incu-Tech) and biomedical technology (Incu-Bio). To date, HKSTP has witnessed the success of 700 incubation graduates and a number of them have already filed an IPO.

www.hkstp.org

"HKSTP is the ideal breeding ground for global innovators, entrepreneurs, as well as research and development talent. As a key enabler of the city's I&T ecosystem, our incubation and acceleration programmes strive to help startups scale up and make their mark on the global stage with their innovations influencing people in Hong Kong and beyond."

Kiki Wang
Director of Incubation and
Acceleration Programmes
HKSTP



PRIVATE ENTITIES



ACCENTURE FINTECH INNOVATION LAB



With a growing demand for digital financial services and digital transformation of the banking sector, fintech companies are striving to address the demand. In recognition of this trend, Accenture's FinTech Innovation Lab provides a 10-week programme that helps fintech startups refine and test their products with support from leading financial service firms. Accenture has created a network of FinTech Innovation Labs globally including New York and London.

The programme allows the participants to work with potential customers and develop relationships

with senior industry executives, catapulting startups' visibility to potential stakeholders. Out of the 49 alumni of the Accenture startup programme in Hong Kong, 70% came from overseas, with their alumni receiving US\$525M in funding. Accenture lauds itself as an accelerator that does not take an equity stake from partner startups.

www.fintechinnovationlab.com/asia-pacific



BRINC

brinc

As an experienced venture accelerator with more than 150+ startups investments across a range of industries such as Internet of Things (IoT), Industry 4.0, clean energy, foodtech, medtech and robotics, Brinc operates 15 accelerator programmes across eleven verticals in six countries, with a number of them based in Hong Kong and Guangzhou.

Brinc's 3-month intensive accelerator programmes are designed to help startups to succeed by providing them with the necessary support, curriculum and mentorship. It also invests into pre-seed to Series A startups that show exceptional potential through its partner funds and its own funds: BrincArtesian &

Arkley Brinc VC. Brinc also creates tailor-made corporate innovation programmes for companies such as Puma, Schneider Electric and Manulife.

Manav Gupta, founder & CEO at Brinc firmly believes in the future of the Greater Bay Area (GBA) as an innovation hub, with Hong Kong continuing to serve as a hub for physical product-based innovators and a springboard for overseas startups wanting to enter the Mainland China market.

www.brinc.io



CORPORATE INNOVATION



**From open innovation platforms,
internal R&D labs, to dedicated investment funds,
corporate innovation is growing in Hong Kong**



EUREKA NOVA



Eureka Nova, an open innovation platform powered by the New World Group, works together with startups to design innovative technologies that solve real business problems.

They launched Impact Kommons, an accelerator programme which focuses on tech startups with sustainability impact value focused on the United Nations Sustainable Development Goals and interested in entering Hong Kong and Mainland China.

With Impact Kommons' first cohort focused on sustainability and social impact, Eureka Nova was successful in testing and scaling up disruptive businesses. Their second cohort

attracted applications from 30 countries, with half of the applicants coming from Hong Kong. During the 2-month business integration programme, the startups work closely with New World Group business units on predefined business cases.

Eureka Nova also partners with Mizuho Bank in Hong Kong to manage a fintech accelerator, Mizuho Crowd Brain, providing startups access to Mizuho and New World Group networks.

www.eurekanova.com



THE MILLS FABRICA



The Mills Fabrica, an initiative under Nan Fung Group, fosters innovation and sustainability in textile & apparels, food and agtech through an incubation programme, state-of-the-art facilities and a wide network of international industry and ecosystem partners for technology and lifestyle startups to kickstart their businesses from their premises in Hong Kong and London.

Facilities include co-working and event spaces, “Fabrica Labs” where innovators can develop prototypes, and “Techstyle X” stores where startups can showcase their products and retail concepts.

The Mills Fabrica also runs an investment fund and builds an international community of innovators and like-minded stakeholders, curating events, reports and corporate initiatives to drive collaborations for a more sustainable future.

Unspun, an incubatee of The Mills Fabrica, successfully leveraged their resources to develop game-changing partnerships and create a 3D weaving machine producing customised clothes. Unspun’s products are available at K11’s flagship Art Mall.

www.themillsfabrica.com



MIZUHO CROWD BRAIN



The attractiveness of the Greater Bay Area has reeled many Japanese firms when assessing overseas business expansion opportunities. Despite its relatively small market size, Hong Kong is unique for being an ideal testing ground for proof of concept for Mainland China and the international market. To many of the Mizuho Bank clients, Hong Kong has a young but dynamic startup ecosystem that can inspire innovation.

Mizuho Crowd Brain, an accelerator programme powered by Eureka Nova, was launched by the Hong Kong Branch of Mizuho Bank along with several supporting organisations that pride themselves in bringing a wealth of experience and corporate

relationships to the local startup community. One of its marquee programmes is their Demo Day, an event whereby startups can interact with large Japanese corporates as well as venture capitals to enhance their business. Since October 2019, Mizuho have arranged over 100 successful business matchups in the space of fintech, blockchain, culture and artificial intelligence. Among the three cohorts, four company founders have been named “Forbes 30 under 30 Asia” list for 2020.

<https://www.mizuhogroup.com/asia-pacific/hong-kong/hongkongstartups>



**What VCs have to say about the funding landscape
and opportunities for startups**

The background is an abstract composition. It features a large, dark blue, textured circular shape on the right side. To the left, there are several concentric circles and a spiral pattern. The colors transition from dark blue to a lighter blue, then to a warm orange and yellow, and finally to a dark brown at the bottom. The overall effect is one of depth and movement, with the spiral drawing the eye towards the center.

**“In Hong Kong,
startups benefit
from a vibrant
private funding
landscape,
enabling
budding startups
to scale their
businesses to
the next level.”**

ALIBABA ENTREPRENEURS FUND



"Hong Kong is an ideal place for entrepreneurs to launch and test their products. Hong Kong has a very diversified community who are very keen to try new things. With that, startups are able to quickly test, validate and market ideas and products. By adopting users' feedback and bringing products to market fast, startups can build a dynamic business model and easily penetrate to other markets."



Cindy Chow

Executive Director

BETATRON



"Betatron is a fast growing early-stage venture capital firm focused on digital transformation. Hong Kong's strategic location provides direct access to Mainland China and the China Greater Bay Area, both from business development and fundraising perspective."



Matthias Knobloch

Managing Partner and CEO

BEYOND VENTURES



"Hong Kong is a melting pot of Chinese and global talent with access to both China and the world market while Greater Bay Area has the best supply chain in the world. Since its inception as a Hong Kong based venture capital Fund, Beyond Ventures has been successful in bringing together local venture capitalists and entrepreneurs to co-invest in new ideas and startups."



Lap Man

Co-founder and Managing Partner

GOBI PARTNERS



"Hong Kong is a solid base of operations with advantages such as global talent and access to capital. Multiple unicorns have already emerged from Hong Kong in recent years. Going forward, the Greater Bay Area represents an exciting opportunity for expansion and growth, with Hong Kong helping to bridge China and the rest of the world."



Chibo Tang
Partner

MINDWORKS



"Hong Kong is strategically located in the Greater Bay Area with a world-class stock exchange, rendering it a sweet spot for companies looking to raise fund and/or go public. Hong Kong's financial pedigree and strategic location serve as an effective springboard for global startups entering China and Southeast Asian markets."



David Chang
Partner

TRANSCEND CAPITAL PARTNERS



"Transcend Capital Partners is a venture capital fund based in Hong Kong founded by experienced entrepreneurs, investors and corporate financial professionals. Transcend commits >50% of our AUM (Assets Under Management) on female led startups. Located in Hong Kong, it provides us the best opportunities to capitalise on the fast-growing Asian startup market which currently makes up 40% of the total unicorn startups' value worldwide."



Winnie Leung
Partner

A large crowd of people, mostly of Asian descent, are gathered at what appears to be a startup event or conference. Many individuals are holding up circular red signs with white text that reads "HONG KONG STARTUP". The background is slightly blurred, showing the interior of a large hall with various booths and lighting equipment.

STARTUP COMMUNITY BUILDERS

**Network and connect with our
dynamic community**

STARTUP COMMUNITY BUILDERS

Hong Kong's vibrant startup ecosystem owes much of its success to its welcoming community. A network of supportive community builders has taken root in recent years, starting at a grassroots level and has been growing by leaps and bounds over the years. These community builders, whether from private or public sectors, are instrumental in providing a platform to connect startup founders, students, investors and corporates, in arranged meetings or convivial startup events. Here are just some of them.



香港工業總會轄下 A FHKI Council

HONG KONG STARTUP COUNCIL

Established in 2016, Hong Kong Startup Council is devoted to serving as a platform to ramp up the growth of startups by connecting them with seasoned industrialists, like-minded innovators, investors, R&D and the youth. STARS Programme is a signature mentorship and matchmaking-focused programme organised by the Council for early-stage and fast-growing startups.



HKU IDENDRON

iDendron HKU Innovation & Entrepreneurship Hub, nurtures entrepreneurial and innovative spirit on campus, incubates early-stage startups from the University of Hong Kong, establishes interdisciplinary cooperation and engages the community to support human endeavours and society developments.



TUSPARK HONG KONG

TusPark Hong Kong, which originates from Tsinghua University, is one of the most active communities in innovation technology, entrepreneurship and startup services in Hong Kong. Its parent company, Tus-Holdings Co Ltd, on the other hand, has built a global innovation ecosystem with over 300 locations in China and worldwide through the combination of incubation, investment and M&A. It also provides all-rounded support to startups including technology transfer services, fundraising, business matching services etc.



WHUB

WHub (whub.io) is the largest startup community platform and power connector headquartered in Hong Kong. It helps startups unleash their full potential by connecting them to the resources to scale, and allow all stakeholders to tap into the innovative power of the ecosystem. WHub has over 57,000 members, including 3,800 startups, and 500 partnerships globally that collectively allow creating a unique approach to drive synergy and success. Its sister company AngelHub (angelhub.io) is Hong Kong's first SFC licensed startup investment platform providing professional investors exclusive opportunities to invest in vetted growth-stage startups that are scaling in Asia.

ADDITIONAL RESOURCES

Government Support Bodies

CreateHK

www.createhk.gov.hk

Cyberport

www.cyberport.hk

Data.Gov.HK

www.data.gov.hk

FintechHK (InvestHK)

www.hongkong-fintech.hk

Fintech Supervisory Sandbox (Hong Kong Monetary Authority)

www.hkma.gov.hk/eng/key-functions/international-financial-centre/fintech/fintech-supervisory-sandbox-fss/

Four-in-One SME Centres

www.success.tid.gov.hk/success_enews/popup/Revamp/en.html

Hong Kong Design Centre

www.hkdesigncentre.org

Hong Kong GeoData Store

www.geodata.gov.hk

Hong Kong Productivity Council

www.hkpc.org

Hong Kong Science & Technology Parks Corporation (HKSTP)

www.hkstp.org

Hong Kong Smart City Blueprint

www.smartcity.gov.hk

Hong Kong Trade Development Council

home.hktdc.com

Insurance Authority Insurtech Sandbox

www.ia.org.hk/en/aboutus/insurtech_corner.html#1

InvestHK

www.investhk.gov.hk

Securities and Futures Commission (SFC) Regulatory Sandbox

www.sfc.hk/en/Welcome-to-the-Fintech-Contact-Point/SFC-Regulatory-Sandbox

Matching Innovation Solutions for Public Services

Electrical and Mechanical Services Department - E&M InnoPortal

<https://inno.emsd.gov.hk/en/home/index.html>

Smart Government Innovation Lab

www1.smartlab.gov.hk

Research Institutes

Automotive Parts and Accessory Systems (APAS)

www.apas.hk

Hong Kong Applied Science and Technology Research Institute Company Limited (ASTRI)

www.astri.org

Hong Kong Research Institute of Textiles and Apparel Limited (HKRITA)

www.hkrita.com

Logistics and Supply Chain MultiTech R&D Centre (LSCM)

www.lscm.hk

Nano and Advanced Materials Institute Limited (NAMI)

www.nami.org.hk

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STARTMEUP

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