



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

ANNUAL REPORT 2020
二零二零年年報

HONG KONG

Where Opportunities Connect

香港 — 聯機遇 創可能





PROFILE AND MISSION

簡介和使命

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

Our staff stationed in 32 offices in key markets worldwide reach out to potential investors and work to strengthen and promote Hong Kong's status as Asia's premier investment destination. All of our services are free, customised and confidential and based on our core values of passion, integrity and professionalism. We strive to provide the best customer service combined with business friendliness and responsiveness.

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

本署總部與駐全球主要市場32個辦事處的員工，接觸有潛質的投資者，致力加強香港作為亞洲首要投資目的地的地位。本署提供免費、量身定做且保密的服務，並建基於熱誠、誠信及專業多個核心價值上，務求提供最優質的客戶服務，且承諾商業友好的態度和迅速回應客戶的需要。

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客戶評語

In 2020, InvestHK achieved the following results:
在2020年，本署取得以下的成績：

2020 RESULT HIGHLIGHTS 成績摘要

317



Completed projects
完成項目



>8,000

New jobs created
新增職位



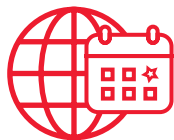
99%

clients of our client rated our service as
"Very Useful" or "Useful"
客戶對投資推廣署的服務給予「極有幫助」的評價

In 2020, InvestHK organised and supported a wide array of events:

在2020年，投資推廣署籌辦及支持了多項活動：

162



Events organised,
sponsored or
supported by
InvestHK

由投資推廣署籌辦、
贊助或支持活動

2020 EVENT SUMMARY 活動摘要



>263,000

Participants
位觀眾及參與人士

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

全球最自由及
最具競爭力經濟體之一

■ **WORLD'S FREEST ECONOMY**

全球最自由經濟體

Fraser Institute, Economic Freedom of the World :
2020 Annual Report

菲沙研究所《世界經濟自由度：2020年年度報告》

■ **WORLD'S NO. 3 EASE OF DOING BUSINESS**

世界第三名營商最便利地方

World Bank: Doing Business Report 2020
世界銀行《2020年營商環境報告》

■ **WORLD'S 5TH MOST COMPETITIVE ECONOMY**

最具競爭力的經濟體全球排名第五

International Institute for Management Development
(IMD) : World Competitiveness Ranking 2020
洛桑國際管理發展學院 (IMD)《2020年世界競爭力報告》

SECRETARY FOR COMMERCE AND ECONOMIC DEVELOPMENT'S MESSAGE

商務及經濟發展局局長的話

The COVID-19 pandemic has transformed the way of doing business and brought about changes, challenges as well as opportunities that are unprecedented. During the year, Invest Hong Kong has committed in mission and action to walking together with companies and entrepreneurs from around the world which have shown interest in setting up and expanding their businesses in Hong Kong. As a whole, we have completed 317 projects helping them to establish their foothold here, creating about 8 000 jobs within these companies' first year of operation or expansion.

Hong Kong is and remains one of the world's most competitive economies, as evidenced by a number of recent independent surveys. The city was ranked by Canada's Fraser Institute the freest economy in the world in its Economic Freedom of the World: 2020 Annual Report. The World Economic Forum's Global Competitiveness Report ranked Hong Kong third in 2019, up from seventh in 2018. The World Bank's Doing Business 2020 Report ranked Hong Kong third globally among 190 economies. Hong Kong was also

recognised by the International Institute for Management Development as the fifth most competitive economy in the World Competitiveness Yearbook 2020.

Despite unprecedented challenges brought to all economies in the world last year, Hong Kong has tackled all these hurdles by our resilience and perseverance. We are encouraged to see that over 9 000 overseas and Mainland companies maintain a presence in Hong Kong in 2020, representing an increase of ten percent over the past three years.

We are also excited to see the very encouraging growth of the number of startups in Hong Kong. Between 2017 and 2020, the number has surged by over 50 per cent. Hong Kong is now home to over 3 300 startups, as well as over 600 FinTech companies.

These statistics show that despite the global economic downturn and the local incidents, many overseas and Mainland companies hold on to the pillars that support their establishments in Hong Kong,

thanks particularly to our rule of law, open and efficient market, free flow of capital, information and people, simple tax regime and low tax rate, as well as our high quality talent pool, all of which remain invaluable attributes to their choice of coming and staying Hong Kong.



EDWARD YAU TANG-WAH, GBS, JP

邱騰華, GBS, JP

Secretary for Commerce and Economic Development
商務及經濟發展局局長

Businesses invest to capitalise on opportunities, and we are proud that opportunities in Hong Kong are abundant and lucrative. The development of the Guangdong-Hong Kong-Macao Greater Bay Area is the new engine for growth and creates ample new business opportunities for companies from around the world and more so to those which can gain good and quick access from Hong Kong. Hong Kong's position as the springboard and gateway for the Belt and Road Initiative opens up even larger and wider market for all which have established their foothold here. Leveraging our international financial centre as well as

trading hub, Hong Kong stands in the forefront to take full advantage of our nation's two initiatives in Belt and Road, as well as Greater Bay Area.

In parallel, enhancing Hong Kong's economic and trade ties with other economies in the wider world remains our priorities. The city has signed eight free trade agreements with 20 economies as of 2020, while CEPA – our free trade pact with the Mainland – continues to consolidate Hong Kong's strength as a springboard for international companies to access the Mainland market and vice versa.

The Government is committed to maintaining economic freedom and enhancing business friendliness of Hong Kong. I am confident that Hong Kong will remain as popular as ever an investment destination among investors, and my team in Invest Hong Kong will do their utmost to support global investors to set up or expand their businesses in Hong Kong. Your success is the testimony of our efforts and endeavours. We therefore wish you all the success in Hong Kong.

"WE ARE PROUD THAT OPPORTUNITIES IN HONG KONG ARE ABUNDANT AND LUCRATIVE."

我們對香港能帶來豐碩的成果深感自豪。

新冠肺炎疫情改變了營商方式，亦帶來了前所未有的變化、挑戰和機遇。在過去一年，投資推廣署肩負著使命，積極地與世界各地有意在香港開設和拓展業務的公司和企業家攜手合作。總括而言，我們完成了317個項目，協助這些公司立足香港，在這些公司營運或擴展的首年內，共創造了約8,000多個職位。

最近多項獨立調查顯示，香港仍然是世界上最具競爭力的經濟體系之一。加拿大菲沙研究所在其《世界經濟自由度：2020年年度報告》中，將香港評為全球最自由經濟體。世界經濟論壇的《全球競爭力報告》將香港從2018年的第七位上升到2019年的第三位。由世界銀行發佈的《2020年營商環境報告》中，香港在190個經濟體中排名全球第三。洛桑國際管理發展學院（IMD）在其《2020年世界競爭力報告》中，亦將香港評為全球第五大最具競爭力的經濟體系。

雖然去年全球所有經濟體系都面臨前所未有的挑戰，但香港憑著堅韌不拔的毅力，克服了重重

障礙。令我們鼓舞的是，2020年有超過9,000家海外和內地公司正在香港營運，比過去三年增長了10%。

我們也很高興看到香港的創業公司數目有令人鼓舞的增長。在2017至2020年間，這數目增長了50%以上。香港目前有3,300多家初創企業和600多家金融科技公司。

這些統計顯示，儘管全球經濟不景氣和本地社會事件，不少海外和內地公司仍然重視香港為他們開展業務所提供重要支柱，特別是我們的法治、開放及有效率的市場、自由流動的資金、資訊和人才、簡單的稅制和低稅率，以及高質素的人才庫，這些都是他們選擇來港和留在香港的因素。

企業投資是為了把握機遇，而我們對香港能帶來豐碩的成果深感自豪。粵港澳大灣區的發展是經濟增長的新引擎，為世界各地的企業創造了大量商機，尤其是一些以香港作為通道的企業。香港是「一帶一路」倡議的跳板和門廊，為一些立足

香港的公司開拓了更大更廣闊的市場。憑藉其國際金融中心和貿易中心地位，香港亦充分利用了一帶一路和大灣區為我們帶來的優勢。

與此同時，我們的首要任務是要加強香港與世界其他經濟體系的經貿聯繫。截至2020年，香港已與20個經濟體簽署了8項自由貿易協定，而《內地與香港關於建立更緊密經貿關係的安排》（CEPA）將繼續鞏固香港作為國際企業進入內地市場的跳板的優勢，反之亦然。

政府致力維持香港的經濟自由及優化營商環境。我有信心香港會繼續受投資者歡迎。而投資推廣署團隊將會竭盡所能，支持全球投資者在香港開設或拓展業務。投資者的成功就是我們努力的成果。因此，我們祝願所有公司在香港一切順利。

DIRECTOR-GENERAL OF INVESTMENT PROMOTION'S MESSAGE

投資推廣署署長的話

Despite the challenges Hong Kong and the world faced, 2020 was a year of resilience for Invest Hong Kong. We supported 317 overseas and Mainland companies to set up or expand their business in our city. These projects created more than 8 000 jobs, and came from 34 economies around the world. Mainland China was the largest source, followed by the UK (38), the US (35), Japan (23) and Singapore (22).

In terms of business sectors, a large number of projects were in Innovation and Technology, Transport and Industrial, FinTech, Tourism and Hospitality, as well as Business and Professional Services. It has been remarkable to see how companies and entrepreneurs have reinvented themselves and used innovation to thrive in the pandemic and post-pandemic world.

Our annual survey also registered a steady number of 9 025 companies with parent companies outside Hong Kong. And over 1 500 have set up their regional headquarters here. At the same time, Hong Kong's startup scene continues to grow. Our 2020 Startup Survey showed the number of startups had soared by 51 percent to 3 360 compared with 2017. And our 2020 Hong Kong FinTech study revealed that we have over 600 FinTech companies in Hong Kong.

As the world is getting ready for a reset, at Invest Hong Kong we see lots of exciting

opportunities in Hong Kong, in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), and more broadly across Asia.

Family offices is an important growth segment in the wealth and asset management industry with considerable opportunity. To further develop Hong Kong as a global family office hub, InvestHK is setting up a dedicated team to step up promotion in this space and offer one-stop support services to family offices which are interested in establishing a presence here.

On GBA, a significant driver for FDI, we will continue to provide updates on policy initiatives and facilitation measures and work with our counterparts in other cities in the GBA to develop holistic and joint inward investment propositions with a view to enhancing synergy.

Talent is essential for every company we work with. To deepen the talent pool in Hong Kong, not only do we need to nurture local talent, we also need to proactively attract non-local talent to come to Hong Kong. To do so, InvestHK will work in partnership with our overseas Economic and Trade Offices and organisations promoting innovation and technology, financial and cultural development. We will actively promote around the world the facilitation measures and opportunities

available in Hong Kong for high-quality talent, with the focus on attracting those in demand in various areas.

To meet the needs of our clients across the globe, we will work hard to showcase the wealth of opportunity available in and via Hong Kong leveraging digital platforms, enabling InvestHK to be a digital-first organisation.

And as always, our teams around the world are ready to support both existing and new investors to capture these opportunities.




STEPHEN PHILLIPS
傅仲森

Director-General of Investment Promotion
投資推廣署署長

Watch the video:





OUR TEAMS AROUND THE WORLD ARE READY TO SUPPORT BOTH EXISTING AND NEW INVESTORS TO CAPTURE THESE OPPORTUNITIES.

我們在世界各地的團隊會隨時作好準備，**協助現有和新的投資者緊握這些機會。**

2020年，香港和世界各地都面臨種種挑戰，但對投資推廣署來說，這是充滿堅韌力的一年。

我們協助了共317家海外和內地企業在香港設立或拓展業務。這些公司來自世界34個經濟體，共創造了8,000多個就業機會。中國內地是最大的來源地，其次是英國（38個）、美國（35個）、日本（23個）和新加坡（22個）。

在商業領域方面，大量項目集中在創新科技、運輸和工業、金融科技、旅遊及款待以及商業及專業服務領域。值得注意的是，很多公司和企業家利用創新意念在疫情期間蓬勃發展，並重整業務以適應新常態。

我們的年度調查顯示有9,025間公司在香港以外設有母公司，而1,500多家公司已在這裡設立了地區總部。與此同時，香港的初創企業生態系統繼續迅速增長。本署在2020年的創業調查顯示，與2017年相比，創業公司數量飆升了51%，達到3,360家。投資推廣署2020年香港金融科技研究顯示，香港現有超過600家金融科技公司。

在世界準備重啟之際，投資推廣署在香港、粵港澳大灣區（大灣區）以至整個亞洲都看到了不少機遇。家族辦公室是財富和資產管理行業


中一個重要的增長領域，有著相當大的發展潛力。為進一步發展香港成為全球家族辦公室樞紐，投資推廣署將成立專責團隊，加強推廣這方面的工作，並為有意在港設立業務的家族辦公室提供一站式服務。

大灣區無疑是外國直接投資的重要推動力。我們將繼續跟進相關政策和措施的最新發展，並與大灣區其他城市的對口單位共同制定整體和聯合的外國投資建議，以增強協同效應。

人才對每一家公司來說都至關重要。要深化香港的人才庫，不單止要培育本地人才，更要積極吸納海外人才來港發展。有見及此，投資推廣署會與海外經濟貿易辦事處和機構合作，推動創新科技、金融和文化發展。我們會積極在世界各地推廣香港，為高質素人才提供的便利措施和機會，並會重點吸納一些需求較大的專業人才。

為了迎合全球客戶的需要，我們會努力善用數碼平台，展示在香港及透過這裡提供的大量機會，使投資推廣署成為數碼先行的機構。

一如既往，我們在世界各地的團隊會隨時作好準備，協助現有和新的投資者緊握這些機會。



What is Foreign Direct Investment?

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

Why is it important?

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

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

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

What we offer:

We have eight specialist teams, a Startmeup team and an Aftercare team based in Hong Kong covering the city's priority sectors:

1. Business and Professional Services (BPS)
2. Consumer Products (CP)
3. Creative Industries (CI)
4. Financial Services (FS)
5. Financial Technology (FinTech)
6. Innovation and Technology (I&T)
7. Tourism and Hospitality (T&H)
8. Transport and Industrial (T&I)

Our overseas network of staff and representatives based in 32 key business cities ([see page 22](#)) worldwide work seamlessly with InvestHK's staff in Hong Kong to help overseas and Mainland companies set up and expand in our city, regardless of their size or business development stage.

HONG KONG WELCOMES FDI FROM AROUND THE WORLD

放眼世界 歡迎外資來港



"WE WANT COMPANIES TO SUCCEED BY LEVERAGING THE CITY'S STRENGTHS"

本署希望海外企業能利用香港作為理想商務樞紐的優勢

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

Planning – we offer guidance in strategic evaluation of business decisions, connect with relevant Consulates, Chambers of Commerce and business associations, as well as advice on living and working in Hong Kong, including bank accounts, housing, schooling and networking.

Set up – we facilitate the smooth setup of a client's business by making introductions to business service

providers, providing information on tax and business regulations, opening the door to relevant government departments, and offering advice on sector-specific industries and opportunities.

Launch – we provide information on professional and business services providers, and offer marketing and public relations services to support the launch or expansion of the client's Hong Kong business.

Aftercare / Expansion – we provide tools to help client's continuous expansion in Hong Kong and support in identifying growth opportunities to ensure a sustainable foundation for growth. We also continue to support across marketing and publicity.

何謂外國直接投資？

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

外國直接投資為何重要？

外國直接投資對於香港這現代化和多元化的經濟體來說非常重要，原因是：

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

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

我們提供的服務：

我們駐港的八個專責推廣團隊、初創企業小組以及後續服務小組涵蓋本港重點行業：

1. 商業及專業服務
2. 消費產品
3. 創意產業
4. 財經及金融服務
5. 金融科技
6. 創新及科技
7. 旅遊及款待
8. 運輸及工業

本署駐海外的員工和顧問網絡遍佈全球32個主要商業城市（見22頁），他們與香港總部的團隊合作無間，無論企業發展到甚麼規模或階段，都會努力協助它們在香港開業或擴充業務。



本署希望海外企業能利用香港作為理想商務樞紐的優勢，抓住內地和亞洲地區市場的商機。我們務求與客戶建立長期夥伴關係，因應個別客戶的需要，提供免費、量身訂造和保密的服務，包括：

規劃 – 為客戶提供資訊以協助策劃、評估及辨識機遇，協助聯繫相關領事館、商會和商業協會，以及提供有關在港生活的諮詢服務，如銀行開戶、住屋、升學和人際網路等。

籌組業務 – 協助客戶物色合適的服務供應商、提供稅收和商業法規的資訊、協助聯繫專業協會和政府部門，以及就特定行業和機遇提供諮詢，使客戶能順利開業。

開業 – 協助聯繫專業服務供應商，並提供公關宣傳及市場推廣，支持客戶成功開業或擴充業務。

後續服務 / 業務拓展 – 提供有關拓展業務的建議，並協助辨識拓展機遇，致力協助企業打造可持續擴展業務的基礎。更與客戶保持聯繫，持續提供宣傳和媒體支援。

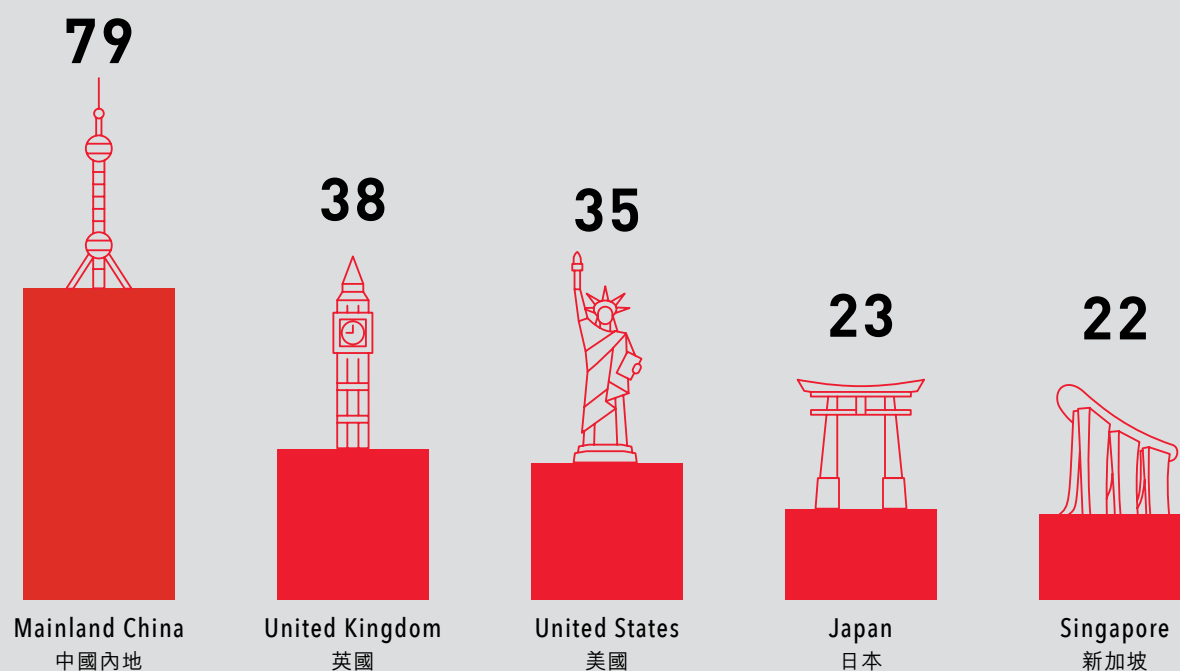


COMPLETED PROJECTS IN 2020

2020年完成項目

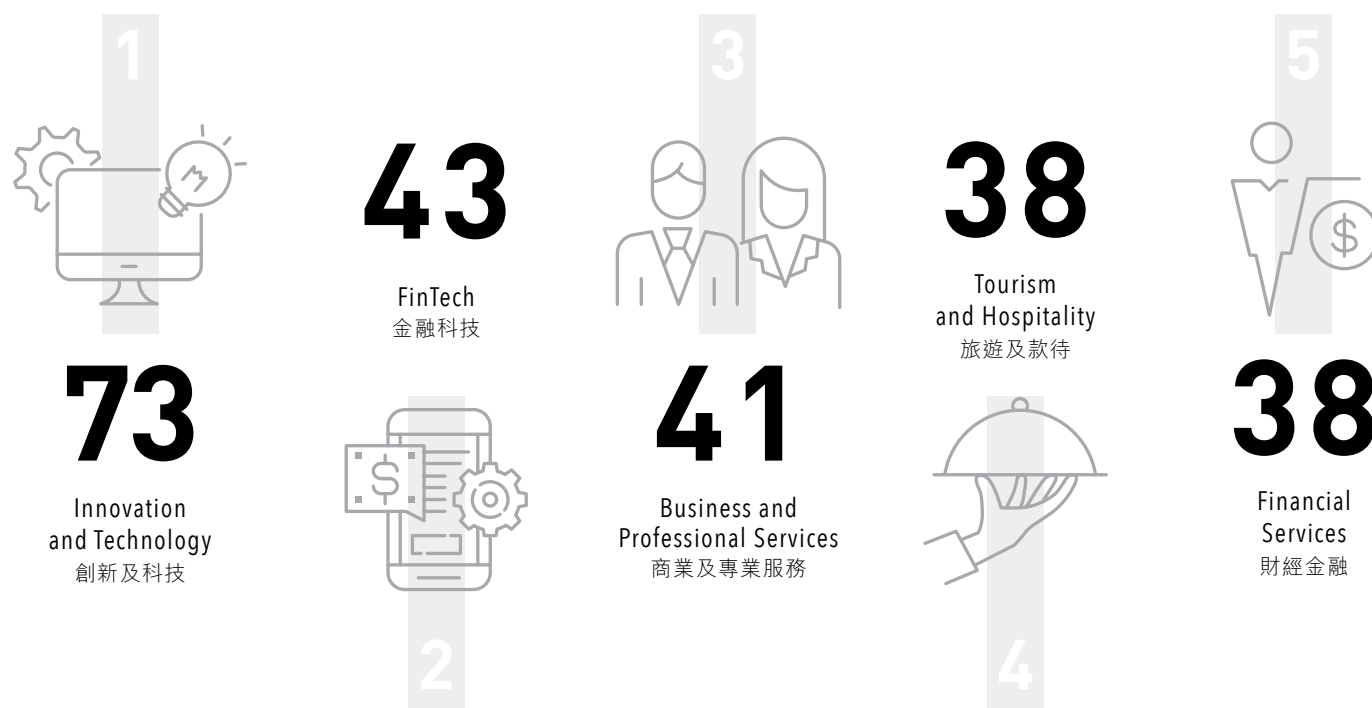
TOP 5 SOURCE COUNTRIES

首五個主要來源地



TOP 5 SECTORS

首五個行業





DEFINE WHAT'S NEXT AT STARTMEUPHK FESTIVAL 2020

STARTMEUPHK創業節 2020的接續

Hong Kong's annual StartmeupHK Festival, organised by InvestHK, was held on 6-10 July 2020 as a virtual event for the very first time. The Festival provided a unique platform for startups, investors, industry leaders, academia and Government to exchange ideas, make connections and define the future.

The week-long event featured 471 speakers from 97 countries and territories, attracting a total of 181,770 attendees and more than 199 exhibitors.

Speaking at the Startup Impact Summit, Chief Executive Carrie Lam highlighted the government's pro-innovation procurement policies and support for Hong Kong's local startup base, while pointing out the far-reaching promise of the Greater Bay Area, notably the Hong Kong-Shenzhen Innovation and Technology Park in concert with the Shenzhen Government. The Festival's core events included:

Connected City Conference

Alfred Sit, Secretary for Innovation and Technology, led a discussion at the KPMG organised event on what it takes to build a smart city with reference to Hong Kong. The government plans are outlined in the Smart City Blueprint which puts forth over 70 initiatives under six smart areas to maintain Hong Kong's position as a leading city for innovation and technology.

Startup Impact Summit

Looking at the impact of the pandemic on fundraising for startups. Jason Calacanis, Angel Investor and Podcaster, Launch, said events like the StartmeupHK Festival are so important for startups. "One meeting can change the course of an entrepreneur's life," he said, adding that it's all about finding the right company, with the right founders, in the right market at the right price.

StartmeupHK Festival
2020 highlights:





Connected Retail Experiences

Organised by Bailey Communications, Bernie Brookes, Chairman of Funtastic Australia, shared the hints and tips for the ever-evolving retailer. He said the importance of education had been forgotten, adding: "No longer can retailers sell products to an uninformed consumer. People want to be educated on products but with that comes a lot of online activism."

Ecosystem Summit

Corporate innovation panelist Teddy Liu, General Manager, Group Audit and Management Services of New World Development, stressed at the event organised by The Mills Fabrica that the need to challenge mindsets. "We must learn to fail smart and fail fast. If you can't grow, you go."

Lifestyle Tech Conference

Jumpstart Media, the event organiser, invited speakers to explore the future of artificial intelligence (AI) that would allow us to realise and relearn what our own humanity is.

HKFIA Forum

The Forum covered a range of topics including gender inequality in the workplace. A lively panel discussion covered the advantages of having women in positions of power. Amy Lo, Co-head of Wealth Management Asia Pacific at UBS, centred the conversation around Hong Kong. She noted that "we are lucky to be in Hong Kong... there are a significant number of female CEOs here."





由投資推廣署於香港舉辦一年一度的StartmeupHK創業節，在2020年7月6日至10日首次以全線上會議的形式舉行。此次的創業節為初創企業，投資者，行業領袖，學術界和政府提供了一個獨特的平台，讓他們交流想法、建立聯繫，以及打造我們的未來藍圖。為期一周的活動吸引了來自97個國家和地區的471位講者及199間參展商出席，與會者總數達181,770人。

香港特別行政區行政長官林鄭月娥於Startup Impact Summit致辭，當中提及政府積極採取推動創新的採購政策，並全力支持本地初創企業。林鄭月娥亦強調粵港澳大灣區擁有重大的發展前景，特別是與深圳市政府合建的港深創新及科技園。創業節的主要活動包括：

Connected City Conference

創新及科技局局長薛永恒在主持畢馬威會計師事務所主辦的智慧城市論壇時，以香港為例，引述《智慧城市藍圖》中政府提出的六大主要範疇及七十多項舉措，以保持香港在創科方面的領先城市地位。

Startup Impact Summit

議會討論有關新冠肺炎對初創企業籌資的影響。天使投資者及Launch播客Jason Calacanis指StartmeupHK創業節這類活動對初創企業非常重要，他表示：「一個會議就能改寫一位企業家的命運。」他認為最重要的是在合適的市場以合適的價格，找到合適的公司和創辦人。



Connected Retail Experiences

Funtastic Australia 主席 Bernie Brookes在由Bailey Communications主辦的活動分享了公司發展迅速的秘訣和營商心得。他認為不少人忘記了教育的重要性，他表示：「消費者希望深入了解產品，零售商已經不能在消費者未充份掌握資訊的情況下銷售產品了。消費者越來越精明，這也相應帶來各種網上消費者運動。」

Ecosystem Summit

在企業創新討論中，香港新世界發展有限公司集團內部審計及管理服務總經理廖國泰先生強調擁有敢於挑戰的心態很重要。廖先生表示：「我們必須學會迅速經歷挫敗，並從中學習。如果不能在錯誤中成長，就會被市場淘汰。」

Lifestyle Tech Conference

活動主辦單位Jumpstart Media邀請講者探討人工智能（AI）的未來，這將使我們重新認識及了解我們自己的人性。

香港飛亞獎2020論壇

此論壇涵蓋了一系列主題，包括職場上的性別不平等。其中一場小組討論談及由女性領導的好處。瑞銀財富管理亞太區聯席主管盧彩雲以香港為例，指：「我們很幸運能生活在香港……不少女性在這裡能擔任行政總裁之要職。」



HONG KONG FINTECH WEEK - HUMANISING FINTECH

香港金融科技周2020— 人性化金融科技

The annual Hong Kong FinTech Week took place on 2-6 November, 2020. Co-organised by InvestHK, Hong Kong Monetary Authority (HKMA), Securities and Futures Commission (SFC) and Insurance Authority (IA), and supported by the Financial Services and the Treasury Bureau, this year's fully virtual event drew over 1.2 million viewers, had more than 100 hours of content, saw over 18,000 total business contacts made, and had more than 500 exhibitors, over 350 speakers, 230 journalists and 29 delegations from over 130 economies.

Themed "Humanising FinTech", the Week focused on the golden opportunity to reignite growth, build trust and financially empower society and businesses in the post-COVID-19 world. Hot topics including the development of central bank digital currencies (CBDCs), virtual asset regulation, virtual banking and addressing algorithmic bias in artificial intelligence (AI) to enable more inclusive FinTech applications were discussed. Kicking off the week on 2 November, the Financial Secretary Paul Chan called on the financial services and FinTech sector to pursue technology and solutions that address the needs of society, particularly in the post-COVID-19 world.

The Secretary for Financial Services and the Treasury, Christopher Hui, announced two new initiatives - a subsidy scheme to support FinTech companies to partner with financial institutions to conduct proof-of-concept projects, and the other on the licensing regime for Virtual Asset Service Providers. The two new initiatives provide financial incentives and bring Hong Kong's regulatory regime up to date, making the city a leading FinTech hub in the region.



The HKMA also highlighted the digitalisation of trade finance, its research on CBDCs and a regulation technology (regtech) white paper that lays out a two-year roadmap to promote regtech adoption in Hong Kong. The role of CBDCs in driving financial inclusion was also a popular topic. The Governor of the People's Bank of China, Yi Gang, explained that financial inclusion is important, and expressed the hope for collaboration with the Bank of

International Settlements, as well as other central banks, to further its development. During the Week, the Global Fast Track Programme offered the opportunity for worldwide FinTechs to connect with Hong Kong corporates and investors. Over 500 applications from 45 economies participated with over 100 dedicated one-on-one business matching meetings were held, plus over 1,000 visitors to the Fast Track Village Booths.

For further highlights of the Hong Kong Fintech Week, please visit





由投資推廣署、香港金融管理局（金管局）、證券及期貨事務監察委員會（證監會）和保險業監管局（保監局）合辦，並獲得財經事務及庫務局支持的年度香港金融科技周於2020年11月2日至6日舉行。今年的全線上會議吸引來自超過130個經濟體逾120萬觀眾，包含超過100小時的精彩內容，建立超過18,000商業聯繫，更匯聚超過500家參展商和350多位講者，以及230名記者及29個貿易代表團。

是次香港金融科技周的主題是「人性化金融科技」，聚焦於後疫情時期透過人性化的金融科技重燃經濟增長、互建信任，及為社會和商業提供金融推動力。為期一周的活動討論了各項熱門議題，其中包括中央銀行（央行）數碼貨幣的發展、虛擬資產監管、虛擬銀行，及透過解決人工智能中的算法偏差以提高金融科技應用包容性。

財政司司長陳茂波於十一月二日發表開幕致辭時呼籲，金融服務及金融科技業應透過科技解決社會尤其在後疫情時期的需求。

財經事務及庫務局局長許正宇宣佈兩項新政策措施，包括一項資助計劃支持金融機構夥拍金融科技企業進行概念驗證項目，以及關於虛擬資產服務提供者的發牌制度。這兩項新的政策

措施提供了財政誘因及完善香港的監管制度，令香港成為區內領先的金融科技中心。

另外，金管局強調貿易融資數碼化的重要性，並公布有關央行數碼貨幣的一項研究項目及合規科技白皮書，制定了為期兩年的計劃以提高合規科技在香港的普及率。央行數碼貨幣在推動普惠金融方面的作用亦成為熱門議題。中國人民銀行行長易綱解釋普惠金融十分重要，並希望與國際清算銀行以及其他國家的央行合作，以進一步推動其發展。

在香港金融科技周中，全球Fast Track計劃為全球金融科技提供了與香港公司和投資者聯繫的機會。來自45個經濟體的500多個金融科技企業，參加了100場專門的一對一業務配對活動，此外還有1,000多名觀眾參觀Fast Track Village。



如欲了解更多香港金融科技週的精彩內容，請瀏覽：



BUSINESS LAUNCH AND EXPANSION SUPPORT

全力支援業務開拓

InvestHK stands ready to welcome Mainland and overseas investors to set up businesses in Hong Kong and help them achieve success in one of the most business-friendly cities in the world. Our staff members are experienced marketers and specialists in their respective sectors, and they assist clients at all stages of their business, from initial planning to the launch of the business to further expansion. We provide clients with information on relevant laws and regulations, referrals to government departments and business professional services, marketing and publicity support as well as networking opportunities. All the services we render are customised, confidential and free of charge. Here are some examples of clients we worked with in 2020:

投資推廣署隨時歡迎內地及海外投資者在香港建立業務，協助他們在全球其中一個最適合營商的城市取得成功。我們的團隊是對各行業有深厚認識的市務人員和專家，他們為客戶在各個業務發展階段提供支援，包括初步規劃、業務開展以至進一步擴張。我們為客戶提供有關法律與規管條例的資訊、相關政府部門及專業服務轉介、宣傳工作以及商務聯誼活動。所有服務都是量身訂造，保密和免費。在2020年我們協助過的客戶包括：



With its latest outlets opening in Central and Peak Galleria, Japanese retail chain DON DON DONKI now operates a total of six stores in the city.

日本零售連鎖店DON DON DONKI在中環和山頂廣場開設新店，目前在香港共有六家分店。



A Singaporean company providing independent directorship services, Solas Fiduciary Services expanded its regional office in Hong Kong, leveraging the city's growing fund market to further expand its business in north Asia.

提供獨立董事服務的新加坡公司Solas Fiduciary Services擴大了其在香港的地區辦事處，有助公司利用持續增長的香港基金市場拓展北亞業務。



UK design studio Bompas and Parr opened its first international studio in Hong Kong to capitalise on the city's dynamic cultural and creative industries to expand its business in Asia.

英國設計公司Bompas and Parr在香港首設國際工作室，藉香港蓬勃的文化及創意產業拓展亞洲業務。

Singapore-based social enterprise Project Dignity has seen good traction of its hawker-style Dignity Kitchen.

由新加坡社企 Project Dignity 開設的廚尊美食廣場業務表現理想



US data and digital media consultancy MightyHive expands smoothly into the Greater China region via Hong Kong.

美國數據和數碼媒體顧問公司MightyHive通過香港順利地擴展到大中華地區。



Canadian advertising technology company Adcore Inc set up its regional headquarters in Hong Kong as part of its strategic expansion in the Greater China region.

加拿大廣告科技公司Adcore Inc.在香港開設地區總部，藉香港拓展大中華地區業務。



Singapore-based cross-border payments company TranSwap upgraded its regional office in Hong Kong to a regional headquarters for East Asia, leveraging the city's vibrant fintech ecosystem to explore more business in the region.

新加坡跨境支付公司TranSwap把香港地區辦事處升格為地區總部，藉香港蓬勃金融科技生態環境，發展東亞地區業務。



Based in New Zealand, education consultancy Skills International opened its Hong Kong office to boost presence in Asia.

來自新西蘭的教育顧問公司Skills International開設香港辦事處，藉此拓展亞洲區內業務。



Mainland China's smart logistics AI Robotics company Geek+ expanded its Hong Kong operation, using the city's strategic location and international status to facilitate its global expansion.

中國內地的智慧物流AI機器人公司極智嘉(GEEK+)擴充香港營運規模，利用香港優越地理位置和國際地位，拓展公司全球業務。



A joint venture private hospital between Singapore-based Parkway Pantai Limited and Hong Kong's NWS Holdings Limited, Gleneagles Hospital Hong Kong expands its Central outpatient clinic to meet growing demand.

新加坡的百匯班台與香港新創建集團有限公司合作投資的私人醫院——港怡醫院擴大了其中環門診診所，以滿足日益增長的需求。



Taiwanese bookstore chain Eslite opens a new outlet in Tsuen Wan, the company's fifth outlet in the city, as part of its expansion strategy.

台灣誠品書店在荃灣開設了一家新店，這是該公司在香港的第五家店，作為其擴張策略的一部分。



Australia-based eco-friendly coffins manufacturer, LifeArt, opened its regional office and factory in Hong Kong with an aim to promote the new concept of eco-friendly coffin in the region.

澳洲環保棺材製造商琳藝環保科技在香港開設地區辦事處，並自設廠房，旨在推廣環保棺材新概念。

INVESTHK'S WORLDWIDE NETWORK

服務網絡，連繫全球

ASIA PACIFIC

亞太區

- ▼ Hong Kong 香港
- ▼ Bangkok 曼谷
- ▼ Beijing 北京¹
- ▼ Chengdu 成都
- ▼ Guangzhou 廣州
- ▼ Jakarta 雅加達
- ▼ Mumbai 孟買
- ▼ Osaka 大阪
- ▼ Seoul 首爾
- ▼ Shanghai 上海
- ▼ Singapore 新加坡
- ▼ Sydney 悉尼
- ▼ Taipei 台北²
- ▼ Tokyo 東京
- ▼ Wuhan 武漢

EUROPE AND MIDDLE EAST

歐洲及中東

- ▼ Berlin 柏林
- ▼ Brussels 布魯塞爾
- ▼ Dubai 杜拜
- ▼ Gothenburg 哥德堡
- ▼ Istanbul 伊斯坦布爾
- ▼ Jerusalem 耶路撒冷
- ▼ London 倫敦
- ▼ Milan 米蘭
- ▼ Moscow 莫斯科
- ▼ Oslo 奧斯陸
- ▼ Paris 巴黎

AMERICAS

美洲

- ▼ Lima 利馬
- ▼ Mexico City 墨西哥城
- ▼ New York 紐約
- ▼ Rio de Janeiro 里約熱內盧
- ▼ Santiago 聖地牙哥
- ▼ San Francisco 三藩市
- ▼ Toronto 多倫多

Head Office
總部

Investment Promotion Units in
Hong Kong Economic and Trade Offices
香港經濟貿易辦事處轄下的投資推廣小組

Consultants
投資推廣署駐當地顧問

Note 註:

1. Beijing Office
駐北京辦事處
2. Hong Kong Economic, Trade and Cultural Office (Taiwan)
香港經濟貿易文化辦事處 (台灣)

CLIENTS' TESTIMONIALS

客戶評語

"Hong Kong is the right place for us to put our regional headquarters, supporting the whole Asia Pacific operations."

「香港是最適合我們成立區域總部、為整個亞太區業務提供支援的地方。」

DANNY LEE

李為民

Vice President Operations APAC 亞太區營運副總裁
Five Guys

"We see plenty of overseas companies coming into the GBA, selecting Hong Kong as a base and looking to partner with companies that already have local presence and market knowledge."

「我們看到許多海外公司進入大灣區，選址香港為根據地，又計劃與已進駐本地及具備市場知識的公司合作。」

YVETTE YANNE

General Manager, APAC 亞太總經理
Appnovation

"I came to Hong Kong in 2004 and stayed because I recognised that this is a place where if you have a dream and work hard, you can make anything happen. This attitude is the norm here."

「我在2004年來到香港，是因為我意識到，在香港，如果你擁有夢想並且願意努力，那任何事都可以成真。這一直是這個城市的精神。」

DAVID SCHAUS

Director 總裁
Legal Beagle

"The city's reliable legal and intellectual property infrastructure gives us further confidence to be based here."

「香港擁有可靠的法律及知識產權基礎設施，這給予了我們更大信心來這裡設立據點。」

KELVIN LEI

雷春然

CEO and Co-founder 首席執行官兼聯合創始人
AQUMON

"Hong Kong is a beacon for Japanese manufacturers, and we regard the city to be a considerable facilitator of new investments or ventures from Japan."

「日本生產商能以香港市場為指標，我們認為這裡是推動日本投資或合資新項目的理想城市。」

MITSUYOSHI TAKEUCHI

竹內三善

President & Director 總裁兼董事

Pan Pacific Retail Management (Hong Kong) Co., Ltd.

泛亞零售管理（香港）有限公司

"Hong Kong has positive influence on the global level. Research investments are made here, and once these are proven effective, they can increase patient benefit elsewhere around the world."

「香港對全球有著正面影響。這裡針對醫藥研發的投資暢旺；而證實有效的藥物推出後，世界各地的患者都能受惠。」

DANIEL THURLEY

周丹

General Manager, Hong Kong and Macau 港澳總經理

Roche

羅氏大藥廠香港有限公司

"InvestHK is a trustworthy source for delivering high level global insights, thought-provoking interviews from opinion leaders, and an entrée to a pool of strategic relationships. Hong Kong offers excellent career and business opportunities, as well as diverse social and leisure options. It is a brilliant place to live and work."

「投資推廣署匯聚來自全球各地一流人士的獨到見解，還有意見領袖與我們對話，引發我們思考更多新意念。他們幫助我們建立無數重要夥伴關係，非常值得信賴。香港提供極佳的就業及商業機會，還有多姿多采的社交閒選擇，是安居樂業的理想地方。」

ANN COOLEY

CEO 總裁

Pacific Hawk (HK) Limited

元豐

"From arriving from the US to operating in the city, InvestHK is always the first organisation we reach out to with any question or challenge. We are very appreciative of its quick response and tremendously useful information to get us through the day."

「由美國來到香港，以至在香港營運的這段時間裡，投資推廣署一直是我們在遇到任何問題或挑戰時，會第一時間接觸的機構。我們非常感激其迅速的反應，以及所提供的有用資訊，好讓我們的問題都能迎刃而解。」

STANLEY LI

李元正

CEO 行政總裁

Securli Limited

"There has been a lot of support and advice from InvestHK, including government regulations, the importations that we need to go through as well as some detailed market intelligence. Now we have opened the store, this partnership still continues."

「投資推廣署為我們提供了很多支援及建議，包括政府法規、必要的進口程序，以及一些詳盡的市場情報。即使店鋪經已開張，我們仍會維持合作關係。」

CARMEN CHIU

趙嘉曼

Regional Managing Director, Asia Pacific 亞太區董事總經理
Fortnum & Mason

"With a vast tech development in areas such as FinTech and Smart City, Hong Kong is becoming a leading center of innovation."

「隨着本港在金融科技及智慧城市等領域的科技發展，香港正成為領先的創新中心。」

JOE WAN

溫佩麟

CEO 行政總裁
Tricor Hong Kong
卓佳香港

"With a forward-thinking regulator that promotes innovation, Hong Kong is one of the most digitally progressive cities in the world. And it's exactly where Fenargo should and wants to be."

「香港的監管機構高瞻遠矚、積極推廣創新，令香港成為全球數碼化程度最高的城市之一，亦正是Fenargo發展業務的理想地點。」

STANLEY YU

余俊傑

Sales Director 銷售總監
Fenargo

"In Hong Kong, we can easily recruit skilled global talents from all parts of the world as well as locals — they are all top performers. "

「在香港，我們可以輕鬆地從世界各地以及本地招募全球的優秀人才。」

BYRON REDHEAD

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