

Transformative Innovations for Sustainable Cooling Solutions

Chongqing-based Azure Era Energy Saving Technology (Azure Era) views Hong Kong as a launch pad for its sustainable solutions to the globe's cooling needs.



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Dr Chongjia Lin
Co-founder and Technology Lead
Azure Era

The bustling city landscape of Hong Kong presents a unique opportunity for green technology companies, as there are numerous high-rise buildings that require cooling. In 2024, Azure Era established its regional headquarters in the city to address this need. With its focus on the research, development and industrial application of radiation cooling optical coating technology, the company provides solutions to boost energy efficiency while reducing reliance on traditional cooling methods.

Unlocking Potential in Hong Kong's Market

Dr Chongjia Lin, Co-founder and Technology Lead with Azure Era noted that Hong Kong's numerous tall buildings “presents an advantageous opportunity for us to pitch and wholesale our solutions for widespread application. The city's early development and emphasis on building maintenance further support this. Our products are poised to become key players in the future, enhancing efficiency with minimal to no structural changes required.” Further, he cited that research and development (R&D) initiatives and investments including Hong Kong Science and Technology Parks, Hong Kong Trade Development Council and SME Export Marketing Fund have all benefited his/her enterprise.

“We established our regional headquarters in Hong Kong thanks to its strategic location, robust infrastructure and business-friendly environment,” said Lin. “The city offers access to a diverse market, a skilled workforce, and strong connectivity to Asia

and beyond. Recent initiatives like the Technology Talent Admission Scheme and the Quality Migrant Admission Scheme further enhance our ability to recruit talent.”

“Hong Kong's international environment and high standards serve as a valuable testing ground for our initiatives, and can equip us with the experience needed to enter the Guangdong-Hong Kong-Macao Greater Bay Area market effectively. In the long term, we plan to expand into overseas markets while leveraging our presence in Hong Kong. By building partnerships in regions like the Middle East and Southeast Asia where sustainability initiatives are gaining momentum, we see our products being valued in their consistently hot climates with abundant sunlight,” Lin added.

Strong R&D Support

As a science-driven company, Azure Era benefits from Hong Kong's rigorous ISO standards to ensure that high-quality products will meet global benchmarks, encouraging trust and marketability. “There are opportunities to collaborate with local universities, leveraging funding programmes for startups and engaging in green technology and smart city solutions,” said Rick Li, Managing Director of Azure Era Hong Kong & Oversea Business, Azure Era. “The city offers strong support for R&D funding along with a high level of academic research. This environment enables us to establish an R&D centre in Hong Kong, further enhancing our innovation capabilities. Plus, its status as a global financial hub provides unique advantages for technology

commercialisation and international partnerships.”

On a personal level, Li applauds Hong Kong's boundless energy. “This city never sleeps,” he acknowledged. “The dynamic lifestyle combined with excellent amenities and rich culinary scene creates an unparalleled living experience. People here are known for their strong professionalism and work ethic. This culture fosters high productivity and innovation, creating competitive success.”

Azure Era Energy Saving Technology

- Established in Chongqing in 2022, the company specialises in radiative cooling and optical coatings through coating and film products that enhance energy efficiency across sectors including automotive, petrochemical and building infrastructure
- Its regional headquarters in Hong Kong employs five staff members engaged in R&D, sales and marketing, and is forecasted to expand to 20 people in three years

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