

# Navigating Hong Kong's Student Accommodation Landscape

Centurion-Lionrock is bridging the student housing gap in Hong Kong by developing innovative, community-centric living spaces.

According to the 2025 QS World University Rankings, five universities in Hong Kong have been ranked among the world's top 100 institutions of higher education. The city is a magnet for students from around the globe who are seeking internationally recognised academic advancement. Centurion-Lionrock, a joint venture between Centurion Corporation Ltd. and Lionrock Property Ltd., eyes this promising student accommodation market and has established a presence in the city in 2024. By leveraging Centurion's extensive global experience in operating purpose-built student accommodation, along with Lionrock's local expertise in finance and architecture, the joint venture aims to enhance the living experience for university students in Hong Kong.

The company will operate its student accommodation in Hong Kong under Centurion's Dwell Student Living brand, which is well-established and recognised globally for its safe and secure, comfortable and caring student accommodations in the United Kingdom, United States and Australia. These accommodations cater to local and international students, including those from Mainland China.

## Leveraging the "Study in Hong Kong" Brand

To establish the city as an international post-secondary education hub, the Hong Kong government announced that, starting from the 2024/25 academic year, the admission quota for non-local students at government-funded post-secondary institutions will be doubled to 40 percent.

According to the company, the expansion into Hong Kong is driven by the growing demand for quality student



accommodations, particularly due to an influx of Mainland students. Adjacent to Mainland China, Hong Kong is the perfect gateway for Mainland students seeking offshore education. In addition, the city's world-class universities and vibrant cosmopolitan lifestyle enhance its appeal as a prime destination for both international and Mainland students.

Colleen Chan, Co-founder & Chief Business Development Officer of Lionrock, believes that the government's recent initiative to promote the "Study in Hong Kong" brand aligns well with Centurion-Lionrock's strategic roadmap. She stated, "We foresee that this will further increase demand for student housing, driving our business forward. It enables Centurion-Lionrock to expand its services and enhance its offerings while fuelling Hong Kong's rise as Asia's education hub."

## Transforming Living Spaces

Centurion-Lionrock specialises in transforming underutilised residential properties in prime locations into quality

living spaces. One of its flagship projects, recently launched in Prince Edward, demonstrates this commitment. Addie Chan, Co-founder & CEO of Lionrock, explained, "This historic building, with a legacy of nearly 90 years, has been carefully renovated to accommodate about 60 students. We spent five months on planning, conversion, and renovation. Our goal is to foster a sense of community among residents and highlight Hong Kong's rich history through the building's distinct architectural features."

The company's second student accommodation is located in Ho Man Tin with approximately 80 beds. Newly-opened after refurbishment, dwell Ho Man Tin has already welcomed its first residents, reflecting the strong demand of the student accommodation market. "We will continue to seek suitable buildings for conversion into student housing while also exploring purpose-built student accommodations (PBSA) designed to meet the needs of students," Addie Chan stated.

InvestHK has played a crucial role in supporting Centurion-Lionrock's operations in Hong Kong. "InvestHK has connected us with local universities and business partners, enabling us to promote our brand within the student community and effectively navigate the local landscape," Colleen Chan concluded.



Watch the video:

## Centurion-Lionrock

- Headquartered in Singapore, Centurion is listed on the Main Board of the Singapore Exchange
- In addition to student accommodation, Centurion-Lionrock has launched a 550-bed employee residence in Sheung Shui in November 2024

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**Colleen Chan**  
Co-founder and Chief Business Development Officer  
Lionrock