

Captivating Hong Kong's Edutainment Market

Kiztopia is redefining the landscape of play-based learning in Hong Kong by leveraging the city's thriving business environment and robust intellectual property (IP) protection regime.



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Ricky Ng
Director
Kiztopia Hong Kong

Founded in Singapore in 2019, Kiztopia is a prominent edutainment brand dedicated to providing a unique “play to learn, learn through play” experience for children and families. Over the past five years, Kiztopia has experienced rapid global growth. It opened its first overseas outlet in Hong Kong in 2022, and within two years, the company opened two more outlets in major shopping malls and introduced sub-brands including Jumptopia and Splashtopia in the city. Recognising Hong Kong’s immense potential in the edutainment market, Kiztopia plans to further expand its physical store presence to captivate local consumers.

Comprehensive IP Protection System

To strengthen its brand image, Kiztopia created a cast of eight original IP characters and integrated them into its activities, which are designed with specific learning objectives tailored to develop children’s social, emotional, and motor skills.

“We decided to expand to Hong Kong because the city is one of the major international hubs in Asia and has a sophisticated IP protection system,” Ricky Ng, Director of Kiztopia Hong Kong, said. “This dynamic business landscape enables us to effectively capitalise on our IP assets, as well as enhance our brand value and reach within the community.”

“Besides, the consumer base in Hong Kong is strong. Parents’ spending power is among the highest in Asian cities,” Ng stated. “This makes Hong Kong an especially attractive target market for our unique edutainment offerings.” He added that Hong Kong is one of Kiztopia’s key bases for their global expansion. “The Hong Kong market has a significant impact on nearby markets, and our success in this city would facilitate our expansion into neighbouring regional markets.”

Promising Edutainment Market in Asia

Ng remarked that the family entertainment business in the region holds immense promise. “The growing middle-class families in Asia are increasingly willing to invest in their children’s education and enriching experiences. This presents a tremendous business opportunity for industry players,” he noted.

Looking ahead, Kiztopia plans to strategically expand its footprint, aiming to open one to two outlets annually in Hong Kong. Additionally, the company intends to diversify into various related fields, such as hotel staycations, children’s running events, and themed festivals.

Ng appreciates InvestHK’s support throughout the brand’s growth journey. “InvestHK connected us with a network of

business contacts, including a professional licensing consultant. They also referred us to major landlords in Hong Kong. These have been pivotal in propelling our expansion across the city,” Ng concluded.

Kiztopia

- The brand currently operates eight outlets in Singapore, three in Hong Kong, and two in Thailand. It plans to open its first outlets in Malaysia and Indonesia in 2024
- Its outlets feature a diverse range of experience areas, including towering two-storey slides, huge ball pits, role play rooms, trampolines, and more

 [kiztopia.com](https://www.kiztopia.com)

Watch the video:

