

# InvestHK

THE HEARTBEAT OF BUSINESS

JANUARY 2025



## Record-high Numbers of Companies and Startups

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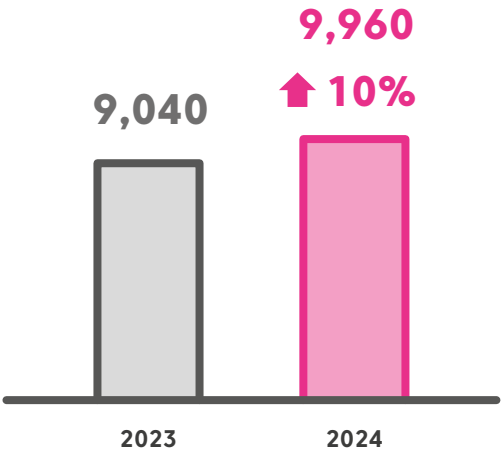
Case Studies: Explore the Growth Journeys of Our Clients from Various Industries

According to the results of the 2024 Annual Survey of Companies in Hong Kong with Parent Companies Located outside Hong Kong and the 2024 Startup Survey, the number of companies in Hong Kong with overseas or Mainland parent companies rose to 9,960 in 2024, while the number of startups in Hong Kong increased to 4,694, both reaching record highs.

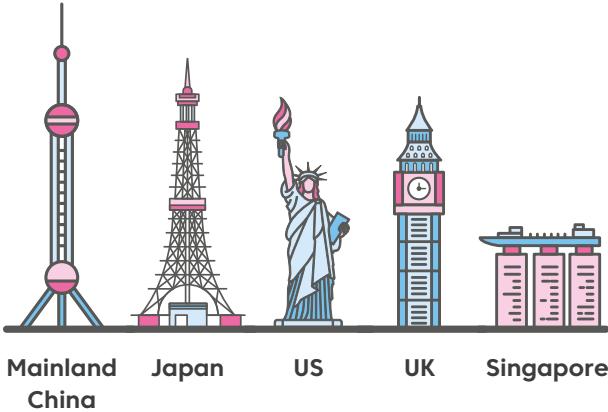
The Secretary for Commerce and Economic Development, Algernon Yau, said, "These encouraging results demonstrate that Hong Kong is becoming increasingly attractive to businesses and remains an ideal place for Mainland and overseas enterprises to set up or expand their operations. The results are also a strong testimony to companies' confidence in Hong Kong. With our unique advantages under 'one country, two systems', Hong Kong is the best two-way platform for overseas enterprises to tap into the Mainland market and for Mainland enterprises to go global, and therefore is their prime destination for investment."

Director-General of Investment Promotion, Alpha Lau, stated that the figures indicate Hong Kong's business environment has fully regained its strong growth momentum following the COVID-19 pandemic, while some companies with headquarters in Hong Kong believe that the city has clear advantages as a hub for capital, talent and technology.

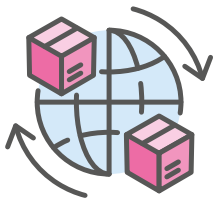
### Number of companies with parent companies outside Hong Kong



### Location of parent companies



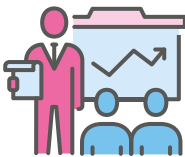
### Major lines of business in Hong Kong



Import/export trade, wholesale and retail



Financing and banking



Professional, business and education services



Transportation, storage and courier services

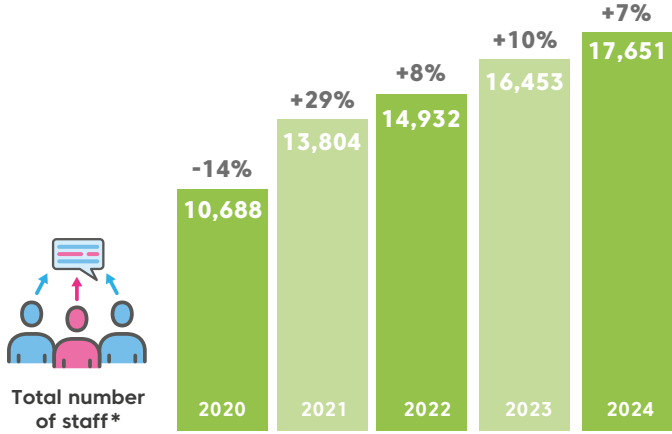
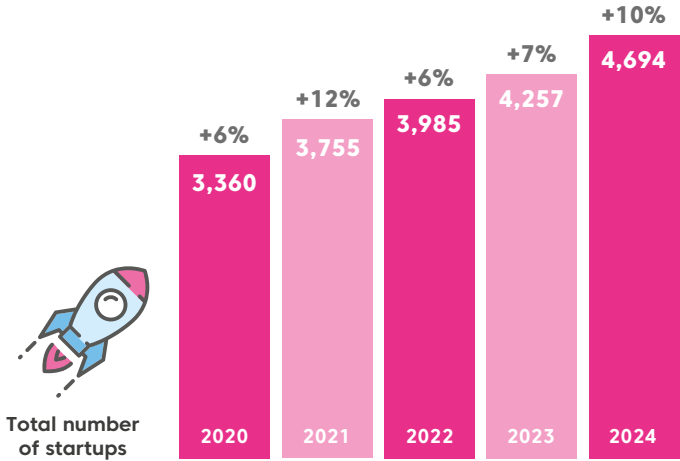
Source: 2024 Annual Survey of Companies in Hong Kong with Parent Companies Located outside Hong Kong

## Hong Kong Continues to Be a Leading Global Startup Hub

Hong Kong's startup landscape has exhibited remarkable resilience, continuing its upward trend into 2024. Despite ongoing external challenges, the findings from InvestHK's 2024 Startup Survey reveal that the total number of startups has surged to 4,694, employing 17,651 individuals – a record high that underscores the ecosystem's vitality.

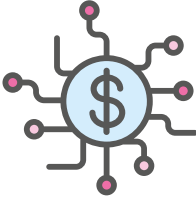
**4,694 startups, +40% vs 2020**

**17,651 employees, +65% vs 2020**

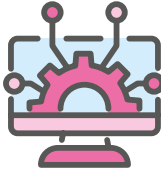


\* Employed by startups, including founders

### Top business sectors



FinTech



Information, computer and technology



eCommerce



Education and learning

For the full survey results, please visit:



2024 Annual Survey of Companies in Hong Kong with Parent Companies Located outside Hong Kong



2024 Startup Survey

To set up or expand your business in Hong Kong, please contact:

☎ (852) 3107 1000

✉ [enq@investhk.gov.hk](mailto:enq@investhk.gov.hk)

🌐 [investhk.gov.hk](http://investhk.gov.hk)

## JAN

8	<p><b>Think Business, Think Hong Kong — Jakarta</b></p> <p>This is a signature initiative to present Hong Kong as a robust business and innovation hub, helping global companies tap into new demands and realise business opportunities. It features a comprehensive symposium that brings together business leaders from Hong Kong and Indonesia to explore the latest trends and opportunities in Asia's evolving economy.</p> <p><i>Location: Shangri-La Jakarta, Indonesia</i></p> <p><i>Organiser: Hong Kong Trade Development Council</i></p> <p>■ <a href="http://thinkbusinessthinkhk.com/2025-jakarta/symposium/en/">thinkbusinessthinkhk.com/2025-jakarta/symposium/en/</a></p>
30	<p><b>China-Scotland Business Awards &amp; The Chinese Burns Supper 2025</b></p> <p>InvestHK is sponsoring the "China-Scotland Business Awards - Hong Kong Category" for the second consecutive year at the Chinese Burns Supper. This award highlights the long-standing Scottish-Hong Kong connections and Hong Kong's crucial role in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA)'s development as well as the Greater China region.</p> <p><i>Location: The Glasgow Hilton Hotel, United Kingdom</i></p> <p><i>Organiser: China-Britain Business Council</i></p> <p>■ <a href="http://www.cbbc.org/China-Scotland-Business-Awards-2025-and-Chinese-Burns-Supper">www.cbbc.org/China-Scotland-Business-Awards-2025-and-Chinese-Burns-Supper</a></p>

## FEB

12	<p><b>Hong Kong Business Seminar for Belarussian Companies</b></p> <p>The seminar promotes Hong Kong's business opportunities for Belarussian companies.</p> <p><i>Location: 11, Kommunisticheskaya St., Minsk, Belarus</i></p> <p><i>Organisers: Belarussian Chamber of Commerce and Industry, HKTDC Moscow office</i></p> <p>■ <a href="http://www.investhk.gov.hk/en/events/">www.investhk.gov.hk/en/events/</a></p>
13	<p><b>ASEAN Community Spring Reception 2025</b></p> <p>This is a networking reception to celebrate the ASEAN business community's contribution to Hong Kong's success and to honour the strong partnership between Hong Kong and ASEAN nations.</p> <p><i>Location: Hong Kong</i></p> <p><i>Organiser: InvestHK (By invitation only)</i></p>
14	<p><b>HKCEA Spring Reception 2025</b></p> <p>This is a networking reception to celebrate the Mainland business community's contribution to Hong Kong's success and to honour the strong partnership between Hong Kong and Mainland China.</p> <p><i>Location: Hong Kong</i></p> <p><i>Organisers: InvestHK, HKCEA (By invitation only)</i></p>
17	<p><b>China Conference Southeast Asia 2025</b></p> <p>This hybrid event convenes diplomats, business leaders, and government officials to explore how Mainland China and Southeast Asia are shaping the region's future. Participants uncover new opportunities for collaboration, driving growth and innovation in an uncertain global economy.</p> <p><i>Location: St. Regis Hotel, Kuala Lumpur, Malaysia</i></p> <p><i>Organiser: South China Morning Post</i></p> <p>■ <a href="http://chinaconference.asia/">chinaconference.asia/</a></p>

18-20	<p><b>Consensus Hong Kong</b></p> <p>Consensus, one of the industry's most influential events in digital assets and Web3, is making its highly anticipated debut in Hong Kong. For the first time, this flagship event will unite global leaders, innovators, and investors in a three-day experience focused on networking, deal-making, and shaping the future of digital assets.</p> <p><i>Location: Hong Kong Convention and Exhibition Centre</i></p> <p><i>Organiser: CoinDesk</i></p> <p>■ <a href="http://consensus-hongkong2025.coindesk.com">consensus-hongkong2025.coindesk.com</a></p>
26-27	<p><b>Sachs Life Science Forum</b></p> <p>The Life Sciences Week is set to be successful in supporting the life sciences community, with over 500 people from 30 countries registered and over 2,000 in-person and online meetings anticipated.</p> <p><i>Location: Hilton Zürich Airport, Switzerland</i></p> <p><i>Organiser: Sachs Associates</i></p> <p>■ <a href="http://www.sachsforum.com/18elfs-about.html">www.sachsforum.com/18elfs-about.html</a></p>

## MAR

3-6	<p><b>MWC Barcelona</b></p> <p>The GSMA MWC series, formally known as Mobile World Congress, is one of the world's largest exhibitions for the mobile industry. It incorporates a thought-leadership conference featuring prominent executives representing global mobile operators, device manufacturers, technology providers, vendors, and content owners. InvestHK will have a minibooth within the larger Hong Kong booth.</p> <p><i>Location: Fira Gran Via, Av. Joan Carles I, 64 08908 L'Hospitalet de Llobregat, Barcelona, Spain</i></p> <p><i>Organiser: GSMA</i></p> <p>■ <a href="http://mwcbarcelona.com">mwcbarcelona.com</a></p>
13	<p><b>Ibero-American Community Networking Reception 2025</b></p> <p>This is a networking event to recognise the Ibero-American business community's impact on Hong Kong's prosperity and to celebrate the robust collaboration between Hong Kong and Ibero-American countries.</p> <p><i>Location: Hong Kong</i></p> <p><i>Organiser: InvestHK (By invitation only)</i></p>
28	<p><b>Market 3X: Asia Business Forum</b></p> <p>The forum under the theme "Export-Expansion-Exponential Growth," aims to unlock cross-border opportunities for business success. The event brings together industry leaders, market experts, and key decision-makers from Mainland China, Hong Kong, and Thailand through seminars, panel discussions, business matchmaking, and networking sessions.</p> <p><i>Location: UoB Plaza Bangkok, Thailand</i></p> <p><i>Organiser: TeC (Thailand eBusiness Centre)</i></p> <p>■ <a href="http://www.investhk.gov.hk/en/events/">www.investhk.gov.hk/en/events/</a></p>
TBC	<p><b>Wealth for Good in Hong Kong Summit</b></p> <p>Organised by the Financial Services and the Treasury Bureau (FSTB) in collaboration with InvestHK, the summit will host its third edition, bringing together family offices, asset owners, and family office service providers from around the world to make it an exclusive and highly anticipated global event for family offices.</p> <p><i>Location: Hong Kong</i></p> <p><i>Organisers: FSTB, InvestHK</i></p>



# A Fruitful Wrap-Up of 2024 & Celebrating InvestHK's 25<sup>th</sup> Anniversary in 2025

*Alpha Lau, Director-General of Investment Promotion*

## Full Speed Ahead

Time flies when you are part of something extraordinary, and my first year as Director-General of Investment Promotion at InvestHK has certainly felt that way.

It's been energising connecting with businesses, collaborating on business-friendly policies, and showcasing Hong Kong's unique strengths as a leading international business hub.

## Who Says Tough Times Should Slow Us Down?

Despite global headwinds, there's been a steady stream of foreign investments pouring into Hong Kong. In 2024, we completed 539 projects, achieving an all-time high with a year-on-year increase of 41 percent.

Sectors like FinTech and sustainability are taking centre stage in our buzzing innovation and technology (I&T) ecosystem and financial services. Meanwhile, family office initiatives are picking up steam and the New Capital Investment Entrant Scheme has hauled in applications that could potentially infuse over HK\$24 billion into our economy. Our startup ecosystem is now a thriving web of close to 4,700 companies that employ about 18,000 people.



## From Handshakes to Genuine Partnerships

InvestHK pulled together hundreds of events and conferences, highlighting Hong Kong's unique advantages and prospects, and luring more businesses to our shores. Our signature events, StartmeupHK Festival, FinTech Week and Wealth for Good in Hong Kong Summit, continue to turn the spotlight on Hong Kong's innovative and investment landscape.

Making friends is key to doing business – that's why expanding our local and global network is a top priority in attracting foreign direct investment.



We are actively working with companies directly, facilitating their establishment in Hong Kong and sharing their success stories through media outreach and case studies on our website and social media.

Through strategic visits and engaging conversations with

partners in Mainland China, ASEAN countries, Europe, and the Middle East, we've unlocked exciting new opportunities for collaboration.

Our growing circle of friends include (but are definitely not limited to) the Ministry of Investment of Saudi Arabia, the Bay Area Council in San Francisco, the Crypto Valley Association in Switzerland, and the Abu Dhabi Chamber of Commerce and Industry, with whom we've signed memoranda of understanding (MOUs). On the corporate level, we've also had such agreements signed with corporates running key projects in biomedical, chemical and financial sectors.



## Collective Effort to Drive Growth

Internally, it's all hands on deck as we team up with policy bureaux and departments, making headway in areas like construction bidding, investment migration schemes, and the low-altitude economy, to enhance business facilitation.

Beyond the numbers and connections, every business that chooses Hong Kong creates a ripple effect across our economy. New jobs for our talent pool, innovative startups enriching our ecosystem, and strengthened partnerships solidify our role as Asia's premier business hub. Each of these small wins adds depth and meaning to our work.



## What's Next?

As we celebrate our 25<sup>th</sup> anniversary in 2025, we're zeroed in on delivering outcomes, broadening our global connections, and driving economic momentum for Hong Kong.

It's been an exhilarating and fulfilling year, and what's next is always worth anticipating. We'll keep pushing the boundaries to ensure Hong Kong remains an irresistible magnet for global business.

# Hong Kong's CBD<sup>2</sup> Kowloon East

## A Diversified, Vibrant and Distinctive Business Hub by the Harbourfront

Kowloon East (KE) Core Business District (CBD) features an innovative blueprint that combines advanced infrastructure and facilities for business, sports, culture, tourism, leisure, and entertainment, complemented by a comprehensive transportation network. This development offers a favourable business environment, creating immense opportunities for companies of all sizes to thrive, expand their operations, and engage with a diverse clientele.



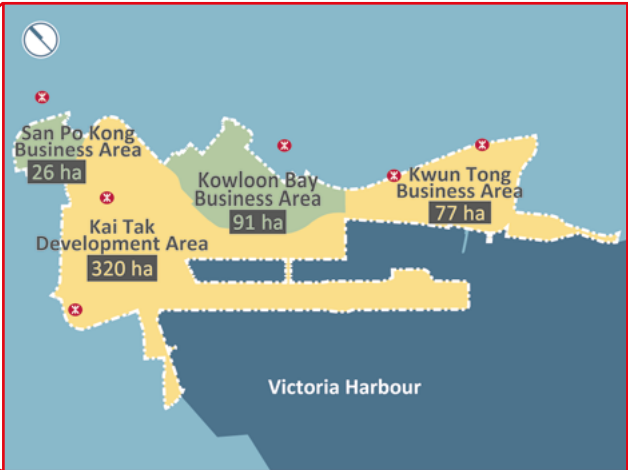
### 1. Strategic Location with Seamless City-wide Connection

KE CBD comprises Kowloon Bay Business Area, Kwun Tong Business Area, San Po Kong Business Area and Kai Tak Development Area, with a total area of about 514 hectares. Strategically positioned along the stunning Victoria Harbourfront, it benefits from MTR lines and major roadways, including the Kwun Tong Line, the Tuen Ma Line, the upcoming Central Kowloon Line and the upcoming Trunk Road T2, which will enhance east-west connectivity. The infrastructure network significantly enhances KE's access to the traditional CBD in Central and other major transportation hubs, establishing it as a premier second CBD of Hong Kong that complements the traditional business district. With its strategic location, KE is poised to become the preferred destination for Mainland and overseas companies seeking their Asia headquarters.

### 2. A Diversified Hub Offering a Wealth of Business Opportunities

#### *A New Magnet for Multinational Enterprises and Financial Institutions*

Over the past 12 years, the total commercial gross floor area (GFA) in KE has more than doubled to approximately 3.7 million m<sup>2</sup>. With major planned developments, the commercial GFA is expected to exceed 4 million m<sup>2</sup>, comparable to traditional CBD in Central. With more younger Grade A office buildings in KE, premium office spaces have successfully attracted a growing number of leading multinational enterprises and financial institutions to the area. A survey on business establishments in KE 2023 shows that the portion of business establishments engaged in "Banking, Financial Services and Insurance" and "Real Estate and Professional and Business Services" in the district have increased noticeably, which is about 3.8 times of that as surveyed in 2011.



### Home to Startups and SMEs: Fostering New Talent and Creating Business Opportunities

In addition, through the revitalisation of industrial buildings, KE offers a range of affordable, high-quality workspaces for startup and small and medium-sized enterprises (SMEs) from different sectors like FinTech, innovation and technology and creative industries. It also serves as Hong Kong's pilot area for smart city technologies, fostering collaboration with universities and research institutes to explore and develop innovative solutions. Being located in a mix of new and traditional urban fabric, KE is an ideal testing ground for smart city initiatives that enhance quality of life and contribute to the development of Hong Kong.



### 3. A One-stop Cultural, Sports, Tourism and Entertainment Hub

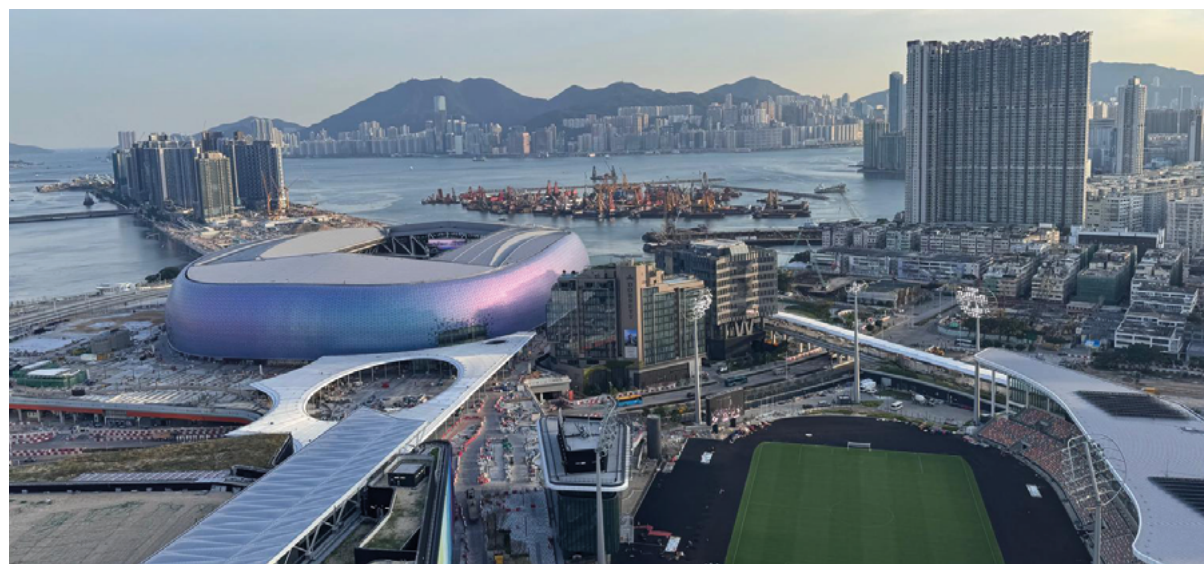
World-class infrastructure in KE creates a vibrant ecosystem and enhances the city's competitiveness. The newly established Kai Tak Sports Park (KTSP), spanning 28 hectares, is the largest sports facility in Hong Kong. Featuring a 5000-seat Youth Sports Ground, a 10,000-seat Indoor Sports Centre and a 50,000-seat Main Stadium, together with other ancillary commercial and

entertainment facilities, KTSP provides a one-stop destination for sports, leisure, entertainment and shopping. The East Kowloon Cultural Centre (EKCC), as an incubator for the development of arts and cultural industries, will bring new cultural experience to the community. With state-of-the-art facilities, KE is strategically positioned to host international sports and entertainment mega events. This capability will not only enhance the local economy, but also stimulate growth across various industries, including sports, tourism, entertainment, hospitality, retail, and catering.

### 4. Blue-Green Infrastructure for Resilience and Urban Multi-functionality

KE embraces green, low-carbon designs and resilient infrastructure to enhance sustainability. As of 2024, there are over 70 buildings with BEAM Plus Gold or above ratings, making it with the highest density of green buildings in Hong Kong. The extensive 120-hectare open space network, together with the 11-kilometre long waterfront promenade, provides ample recreational space for outdoor activities and community engagement, promoting a green and livable environment.

KE stands out as a premier investment destination in Asia, offering unparalleled business opportunities, modern infrastructure, and a dynamic environment that supports innovation and sustainable growth.



For details, please visit:



# Tea Time Extravaganza

An aspiration for exquisite lifestyle experience makes Hong Kong the perfect place for Singapore-based Tea WG's expansion plans.

**“The F&B market is dynamic and constantly evolving, with discerning consumers who appreciate quality, craftsmanship and artisanal approaches. This audience values premium experiences and is willing to invest in exceptional offerings.”**

**Maranda Barnes**

**Chief Commercial Officer of V3 Gourmet and  
Co-founder of Tea WG**

Hong Kong has a vibrant culinary culture, where tea is celebrated as a cherished, time-honoured tradition. This deep appreciation for tea blends with the city's innovative spirit, creating the perfect backdrop for the fine tea brand Tea WG when it launched in the city in 2011. Today, this Singapore-based company is thriving in Hong Kong, continually introducing creative offerings that cater to the city's growing appetite for exquisite food and beverage (F&B) experiences.

## Expanding Luxury Tea Landscape

Tea WG is known for curating the world's largest collection of tea, with more than 1,000 varieties sourced directly from 47 tea-producing regions globally. Its exclusive tea blends feature flowers, fruit and spices from around the world. The brand also provides an exclusive experience through its tea salons and boutiques, where tea enthusiasts can fully immerse themselves in the art of tea.

Maranda Barnes, Chief Commercial Officer of V3 Gourmet and Co-founder of Tea WG, felt it was natural to expand the brand to Hong Kong. “The city has a rich tea culture

dating back to the Tang Dynasty, when it was a flourishing centre of trade in tea, spices and other precious goods,” she said. “Tea is also an essential part of the Hong Kong experience. The F&B market is dynamic and constantly evolving, with discerning consumers who appreciate quality, craftsmanship and artisanal approaches. This audience values premium experiences and is willing to invest in exceptional offerings.”

To meet the city's demand for the latest tea trends, Tea WG regularly introduces limited-edition products featuring rare or seasonal harvests, as well as innovative concepts. For example, it has recently launched Takeaway Tea in Hong Kong, allowing “tea lovers to enjoy a perfect cup of hot or iced tea on the go, anytime and anywhere,” explained Barnes. “A world first, our Tea Teddies, introduced in Hong Kong, are exquisite tea-infused fruit gums crafted with rare white tea. They can be enjoyed on their own or transformed into a delightful beverage.”

## Robust Omnichannel Approach

In addition, Tea WG actively adopts new technology for quality control, production and personalised customer experiences. “We will be extending our omnichannel approach to Hong Kong, seamlessly connecting our luxurious brick-and-mortar stores with a robust eCommerce platform,” Barnes noted. “This will enable us to cater to the evolving needs of a broader market. With Hong Kong as a vital part of the Guangdong-Hong Kong-Macao Greater Bay Area,



Tea WG is ideally positioned to connect with its large customer base. We are excited to leverage the city's unique gateway status to meet the demand for premium tea experiences.”

Barnes views InvestHK as an invaluable partner in Tea WG's growth journey. “They have provided strategic guidance tailored to the Hong Kong market, helping us navigate the local business landscape,” she said. “With their extensive resources, InvestHK has helped us access valuable market insights and enhanced our visibility in Hong Kong, accelerating our expansion in the region.”

## Tea WG

- Established in Singapore in 2008, Tea WG is a purveyor of fine tea, available through unique retail boutiques, sophisticated tea salons and an international distribution network
- After opening its first Hong Kong boutique in 2011, Tea WG has expanded to a total of 11 retail shops

 [teawg.com](http://teawg.com)





# 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

[dwellstudent.com.hk](https://dwellstudent.com.hk)

**“ We foresee that the “Study in Hong Kong” brand will further increase demand for student housing, driving our business forward. ”**

**Colleen Chan**

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

# Health-tech Innovator Leverages Hong Kong's Strengths for Global Impact

**Base Therapeutics aims to use its Hong Kong office to access overseas markets, attract global talent and foster closer ties with international partners.**

Hong Kong's vibrant innovation and technology (I&T) environment provides a fertile ground for Base Therapeutics to thrive. Founded in 2021, Base Therapeutics is a health-tech enterprise focused on gene editing and cell therapy. Since its establishment, the company's products and therapies have shown great potential in treating cancers, autoimmune diseases and chronic metabolic diseases.

To enhance its research, product development, and business capabilities, as well as to facilitate its global expansion plans, the Shanghai-based company established an office and research and development (R&D) centre in Hong Kong in July 2024.

## Thriving I&T Ecosystem Propels Growth

"As an international financial hub, Hong Kong boasts a robust legal system, an international business environment and rich talent resources, all of which provide a favourable development setting for health-tech enterprises," said Dr Forrest Xu, CEO of Base Therapeutics. Xu added that Base Therapeutics' expansion to Hong Kong represents a significant step in the company's global strategy.

With its office located in the government-funded Hong Kong Science and Technology

Park, Base Therapeutics benefits from a robust research environment and extensive business network. "We have also received a wide range of support from the government, including tax incentives, R&D funding, and talent introduction policies, which have been crucial in attracting I&T companies like Base Therapeutics to this city," Xu said. "InvestHK offers invaluable support for our setup and expansion in Hong Kong. Their services ensure a smoother transition and enable us to thrive in this dynamic ecosystem."

## Realising Global Vision via Hong Kong

In addition to its business-friendly environment, Hong Kong's strategic position in relation to both Mainland China and the rest of the world provides a key advantage for companies with a global vision.

"Base Therapeutics' overseas expansion plans will be driven through its Hong Kong office," Xu said. "In particular, the city's positioning in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) and the Belt and Road Initiative plays a pivotal role in the company's plans to expand its market opportunities and promote the internationalisation of innovative therapies."

**BASE**  
THERAPEUTICS  
Editing Disease Out



Having recently commenced its operations in Hong Kong, Base Therapeutics is actively recruiting R&D staff, doctors and other personnel. "We believe that Hong Kong has a rich talent pool of talents capable of providing the scientific research, management, and operational expertise needed by the company," said Xu, adding that the company will leverage Hong Kong's international education background and multicultural environment to find high-quality candidates with an international mindset.

"By harnessing Hong Kong's advantages, Base Therapeutics will drive forward its efforts in innovating and applying gene editing technology, advancing the gene and cell therapy industry, and developing groundbreaking therapies for diseases that currently lack effective treatments," Xu concluded.

## Base Therapeutics

- The company's key solutions include the AccuBase® Base Editing System, a technology that is free-to-operate (FTO) worldwide
- In November 2024, the world's first base-edited NK cell product received clinical trial approvals from both the US and Chinese regulatory authorities
- In September 2024, the company announced the completion of its A2 round of funding to support its R&D efforts

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

**“As an international financial hub, Hong Kong boasts a robust legal system, an international business environment and rich talent resources, all of which provide a favourable development setting for health-tech enterprises.”**

**Dr Forrest Xu**  
CEO  
Base Therapeutics

# Helping Hands in Parenting: Caring for Children and Pets

Combi, a popular retailer in baby products, capitalises on Hong Kong's advantages as it expands beyond products for children.

“Hong Kong boasts a well-developed infrastructure including efficient transportation networks and modern facilities – crucial for business operations and supply chain management.”

**Prisca Lam**  
Deputy General Manager  
Combi Hong Kong



Hong Kong has a world-class reputation for being an international retail hub. It is no wonder that Combi selected Hong Kong as the Japanese brand's regional headquarters. Renowned for its innovative designs and high-quality materials, Combi manufactures safe, convenient and comfortable baby products, including strollers, car seats and baby carriers.

Recently, the company has set its sights on diversifying its portfolio by venturing into the pet care and intellectual property sectors. As part of this expansion, Combi has created pet strollers and developed intellectual property characters for the cartoon “Hey Malo!”. This strategic move aims to tap into the growing demand in these markets while leveraging Hong Kong's unique position as a premier shopping destination.

## Efficient Supply Chain Management in the City

Hong Kong offers unique reasons to support the growth of regional headquarters for retailers such as Combi. “Asia-Pacific merchants can benefit from Hong Kong's strategic, financial and technological advantages,” said Prisca Lam, Deputy General Manager of Combi Hong Kong.

“The city is a gateway to Asia, providing excellent access to major markets including China, Southeast Asia and beyond. This strategic position facilitates logistics and distribution. It also boasts a well-developed infrastructure including efficient transportation networks and modern facilities – crucial for business operations and supply chain management.”

Lam remarked that high-end brands and luxury goods are drawn to the city by its upscale retail environment and high customer purchasing power. “It has a diverse and affluent population that is often receptive to innovative parenting solutions, aligning with our product offerings. And as a cultural and financial hub, Hong Kong attracts a mix of local and expatriate families that provide insights, which can enhance our product development and marketing strategies,” she said.

## Dynamic Talent Pool

Hand in hand with the city's advantages is its dynamic workforce, supported by substantial government efforts to drive economic growth. “The Top Talent Pass Scheme is one of the government's key initiatives aimed at attracting skilled

professionals,” Lam noted. “By enhancing its talent policies and hosting events like the Innovating Hong Kong – Global Talent Carnival, Hong Kong attracts talent from around the world.”

Lam is equally as enthusiastic towards Hong Kong's quality of life as she is towards its business advantages. “It is a cultural melting pot with a wide variety of Eastern and Western influences. Its vibrant social scene and profusion of professional networking events make it an attractive destination to live and work,” she concluded.

## Combi

- Founded in 1957, the company is headquartered in Tokyo
- It set up its Hong Kong office in 1991 and it began serving as the brand's regional headquarters in 2014

[combi.com.hk](http://combi.com.hk)

# Global Native Advertising Firm Sets Sights on Hong Kong

Hong Kong's vibrant digital advertising ecosystem makes it an ideal hub for Taboola's further expansion into the Greater China market.



“ Hong Kong not only enhances our operational capabilities, but also complements our Greater China team, facilitating seamless collaboration and a cohesive approach to market engagement. ”

**Mary Tse**  
**Head of Hong Kong Region**  
**Taboola**

Taboola opened its office in Hong Kong to better serve its clients and capitalise on emerging opportunities in the region. Hong Kong's dynamic digital business environment is second to none in the region.

Founded in Israel in 2007, Taboola is a global leader in content discovery and native advertising, enhancing how brands connect with audiences online. With its cutting-edge AI technology and extensive global network, the company delivers precisely tailored information to over 600 million daily active users. Its sophisticated AI system supports content recommendations, native advertising, cross-border eCommerce, and end-to-end marketing funnel solutions. By increasing engagement and driving traffic for publishers and advertisers, Taboola helps enterprises navigate the ever-evolving landscape of the digital world.

## Hong Kong: Empowering Regional Growth

According to Mary Tse, Head of Hong Kong Region at Taboola, the company's decision to establish a presence in the city is driven by its unique strengths. Tse said, “Located in the heart of Asia, Hong Kong serves as a strategic hub for both our Hong Kong and the Guangdong-Hong Kong-Macao Greater Bay Area, also as a gateway to Mainland China and other Asia-Pacific markets. Its geographical position allows us to easily connect with key stakeholders across the region. The city not only enhances our operational capabilities, but also

complements our Greater China team, facilitating seamless collaboration and a cohesive approach to market engagement.” She added that Hong Kong's status as a financial powerhouse, along with its business-friendly environment and skilled workforce, enhances Taboola's operational efficiency and global connectivity.

“In just one year, our Hong Kong office has established local partnerships with key advertising partners and premium publishers, and made significant strides following the establishment of a robust foundation for our advertising business. We will continue to enhance our publisher services and develop a more comprehensive suite of offerings, driving growth and engagement within the online community,” Tse said.

## Steering the Advertising and Online Content Landscape

Tse noted that businesses are currently seeking innovative marketing solutions and are increasingly focused on maximising their return on investment. As performance marketing takes centre stage, Taboola is well-positioned to capitalise on this trend.

“Taboola boasts robust research and development (R&D) capabilities. By leveraging advanced AI algorithms, we deliver highly relevant content recommendations that drive user engagement and conversions for advertisers. This significantly enhances advertiser outcomes and enriches the user experience. Our strong focus on performance

marketing aligns with current market needs,” Tse remarked.

To Tse, the support from InvestHK, including networking opportunities and marketing efforts, has contributed to the company's growth trajectory. In addition, Hong Kong has a rich talent pool that drives Taboola's business development and innovation. “The city's multicultural environment fosters collaboration and creativity. Our team, composed of individuals with local, Mainland, and Taiwan backgrounds, creates synergies that enhance our overall effectiveness and adaptability in the fast-paced digital world,” she concluded.

## Taboola

- Headquartered in New York, Taboola was listed on NASDAQ in 2021
- The company collaborates with over 15,000 advertisers and has forged long-term partnerships with more than 9,000 publishers worldwide
- With a workforce of over 1,800 employees, Taboola operates offices in 33 cities globally

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

# Hong Kong: A Key Accelerator for a Software Solutions Company's Internationalisation

Mainland software solutions company ShareCRM harnesses Hong Kong's strategic advantage for international expansion.

“ Hong Kong empowers us to navigate diverse markets effectively and offers resources for companies without international experience to adapt and thrive on a global scale. ”

**Luo Yili**  
General Manager  
Facishare Co Ltd.



The vibrant innovation and technology (I&T) landscape of Hong Kong has attracted Facishare Co Ltd. (ShareCRM) to establish its presence in the city. Founded in 2012, ShareCRM is a prominent player in Customer Relationship Management (CRM) solutions in Mainland China. Unlike traditional CRM systems, ShareCRM provides a comprehensive customer lifecycle management platform that integrates marketing, sales, and service functionalities, empowering clients to leverage digital tools for precise customer management and business growth.

ShareCRM established its Hong Kong office in 2023, which serves as its international headquarters. With a new round of funding secured from renowned venture capitalists, ShareCRM is poised to accelerate its operations in Hong Kong and expand into international markets. This includes the establishment of a research and development centre in the city and the introduction of a global support function, enhancing its ability to serve clients worldwide.

## Hong Kong: A Strategic Hub

ShareCRM's decision to set up an office in Hong Kong stems from the city's unique position as a global business hub.

Luo Yili, General Manager of Facishare Co Ltd., said, "As Mainland enterprises increasingly explore international opportunities, Hong Kong distinguishes itself with its multicultural and business-friendly environment. It empowers us to navigate diverse markets effectively and offers resources for companies without international experience to adapt and thrive on a global scale."

"We aim to establish a strong presence in Hong Kong, with plans for further expansion into the broader Asia-Pacific region, leveraging the experience gained in the city," Luo said, adding that ShareCRM's Hong Kong office currently serves multiple functions, including product development for global market, sales, channel management and customer service.

## Promising I&T Market

Luo views Hong Kong's vibrant I&T landscape as a key accelerator for growth. "With a rich mix of large corporations and SMEs in the tech sector, the city provides a robust network. The government's commitment to fostering innovation, evidenced by initiatives like the Hong Kong Science and Technology Parks and Cyberport, further enhances ShareCRM's

opportunities for collaboration and expansion," he explained. Currently, the company is actively exploring collaboration with leading tech firms to strengthen its market position.

Luo appreciates InvestHK's invaluable support for their setup and operations in Hong Kong. "InvestHK connects us with a wealth of resources and opportunities, inviting us to various events that increase our visibility. This not only enables us to enhance our brand presence, but also make an impact in the market," he concluded.

## ShareCRM

- The company has established 16 branches across the Mainland, along with offices in California and Hong Kong
- It provides digital growth services for more than 5,000 large and medium-sized enterprises

 [sharecrm.com](https://sharecrm.com)

# Global Private Markets Firm's Strategic Growth in Hong Kong

Hamilton Lane has recently expanded its Hong Kong operation to enhance its service offerings and cater to the growing demand for private market investments in the region.

“ Hong Kong boasts a free economy, a robust legal system, and a cost-efficient operational environment. These factors, combined with its proximity to the Mainland market, create an ideal landscape for investment firms. ”

**Shannon Chow**  
**Head of Greater China Client Solutions**  
**Hamilton Lane**



Attracted by Hong Kong's unique advantages for business operations and investment activities, Hamilton Lane has considered the city as a key market since opening its first Asian office here in 2009. Recently, the firm has further strengthened its presence in Asia by establishing its inaugural Hong Kong Limited Partnership Fund (HKLPF), leveraging the city's favourable tax regime and strategic position as a gateway to the Mainland market.

Founded in Philadelphia in 1991, Hamilton Lane is one of the largest private market investment firms globally. With a focus on delivering innovative investment solutions, the firm serves over 1,850 institutional and private wealth investors around the world. It boasts a strong global presence, with 21 offices spanning North America, Europe, Asia Pacific and the Middle East.

## Broadening Business Horizons in Hong Kong

According to Shannon Chow, Head of Greater China Client Solutions of Hamilton Lane, the firm has expanded its business in Hong Kong to enhance local support for clients and manage investment activities across Asia. “This move not only strengthens our regional presence and enables us to tailor our services more effectively, but also marks

a significant milestone as we recently celebrated our 15-year anniversary in Hong Kong,” she stated.

“Hong Kong boasts a free economy, a robust legal system, and a cost-efficient operational environment. These factors, combined with its proximity to the Mainland market, create an ideal landscape for investment firms,” Chow added. “Our Hong Kong office currently focuses on asset management and client solutions. Our investment teams specialise in private equity, private credit fund investments, secondaries and direct equity investments across Asia.”

## A Hub for Financial Services and Asset Management

Chow believes that the financial services and asset management sector in Hong Kong is robust and promising. “Hong Kong is a global hub for finance and investment. In particular, I see significant opportunities in wealth tech and digital assets. The growing interest in digital currencies and blockchain technology is transforming traditional investment landscapes, creating new avenues for asset management and wealth distribution. As more investors seek innovative solutions, we believe platforms that facilitate access to digital assets are likely to thrive.”

The Hong Kong government's active support also drives the development of the financial industry. “The city offers an attractive tax regime that benefits many companies, including ours,” Chow noted. “Additionally, InvestHK plays a crucial role in promoting family office businesses and diversified fund structures. It is instrumental in providing networking opportunities and connecting Hamilton Lane with key industry stakeholders and potential partners, further enhancing our growth in Hong Kong.”

## Hamilton Lane

- Listed on Nasdaq, Hamilton Lane specialises in building flexible investment programmes that provide clients access to the full spectrum of private markets strategies, sectors and geographies
- As of 30 September 2024, the firm has over US\$947 billion in assets under management and supervision

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

# Seamless Payment Solutions Empower SMEs to Go Global

The rapidly growing FinTech sector in Hong Kong has attracted Mainland China's leading cross-border trade payment platform to set up here.

“Hong Kong’s regulatory environment is favourable to FinTech development, and its clear regulations for financial services provide a level of certainty and stability.”

**Bill Deng**  
**Founder and CEO**  
**XTransfer**

In 2023, XTransfer established its Hong Kong office as a regional hub to further enhance its service offerings and bolster support for international trade. Founded in 2017, the company aims to revolutionise financial services for SMEs by providing innovative payment solutions specifically designed to address the unique challenges they face in accessing cross-border financial services. It developed a proprietary, AI-driven, SMEs-centred risk control infrastructure, providing a secure and reliable anti-money laundering payment platform that connects renowned international banks and financial institutions with SMEs. By forging solid relationships with established multinational banks and financial institutions, XTransfer successfully built a unified global multi-currency clearing network.

## Entrepôt for China

XTransfer’s expansion to Hong Kong was a natural extension of the company’s goals. “Our major SME clients are Chinese suppliers who sell globally, so there is a huge need for cross-border payment services in Hong Kong,” explained Bill Deng, Founder and CEO of XTransfer. “Establishing an office in Hong Kong as XTransfer’s regional hub provides us with a strategic advantage thanks to the city’s central location in Asia. This benefits not only Mainland SMEs, but also foreign SMEs looking to connect with China.”

“Hong Kong is a major international financial centre with a well-established infrastructure, allowing us to partner with major international bank branches in the

city to offer financial services to thousands of SMEs. The regulatory environment is favourable to FinTech development, and its clear regulations for financial services provide a level of certainty and stability,” he added.

“Hong Kong is a very important hub in our international plans as it serves as our home base in the Asia-Pacific region,” he said. “The global account services we provide are based on cooperation with the many international banks and financial institutions in the city. Hong Kong is a market we attach great importance to, and we will continue to invest in it. We see many collaboration opportunities here.”

With its mission to “Empower Global SMEs to Enjoy Financial Services”, XTransfer has become Greater China’s leading B2B cross-border trade payment platform, serving over 550,000 clients.

## Hong Kong: A Vibrant Talent Pool for Innovation

As a FinTech company, XTransfer relies on professionals with experience in compliance, banking, sales and marketing. Deng is confident that he can find the right people to meet his human resources needs. “Hong Kong has a large pool of financial talent, including accountants, lawyers, secretaries and financial workers,” he said. “This provides support for the development of financial services platforms, driving innovation, growth and success in the dynamic and competitive FinTech landscape.”



With InvestHK’s support, XTransfer has met numerous like-minded companies keen to explore collaborations. Working with InvestHK has reinforced Deng’s views of the city as “a vibrant and dynamic environment for business growth, and a welcoming place for Chinese businesspeople”.

## XTransfer

- Founded in 2017, Shanghai-headquartered XTransfer is a one-stop cross-border financial and risk control service company for SMEs with over 30 branches across Mainland China and offices in key foreign trade cities across the globe
- Its Hong Kong office employs about 50 staff members focused on cross-border payment, settlement, foreign exchange and wealth management

 [xtransfer.com](https://xtransfer.com)



中華人民共和國香港特別行政區政府

**InvestHK** 投資推廣署

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24/F, Fairmont House  
8 Cotton Tree Drive  
Central, Hong Kong



(852) 3107 1000



[enq@investhk.gov.hk](mailto:enq@investhk.gov.hk)

