

Digital Business Cards Spearhead the New Normal

Drawn to Hong Kong's vibrant I&T ecosystem, WHOSiFY established its headquarters in the city to accelerate its digital business card operations.



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Lisa Marie Tse
Co-founder
WHOSiFY

Hong Kong's thriving innovation and technology (I&T) ecosystem, coupled with a strong drive for digital transformation among its populace, and a dedicated focus on environmental, social and governance (ESG) initiatives, have positioned it as an attractive destination for companies seeking to establish their headquarters. WHOSiFY, a dynamic tech startup originating from the United Kingdom, is among the enterprises attracted to Hong Kong's vibrant I&T ecosystem.

WHOSiFY provides a revolutionary digital business card platform that offers users a convenient, fast and intuitive way to make connections and engage in business contacts. By simply tapping the WHOSiFY digital business card on the recipient's smartphone, users can instantly share their profile directly with the recipient. This enables the exchange of contact information to become seamless, efficient and environmentally friendly.

Empowering I&T Startups

By choosing Hong Kong as its headquarters, WHOSiFY can leverage the city's robust I&T landscape and tap into its supportive business environment. Lisa Marie Tse, Co-founder of WHOSiFY, stated, "Hong Kong

boasts world-class telecommunications and IT infrastructure, including widespread access to high-speed internet and mobile connectivity. This robust tech ecosystem provides a solid foundation for developing and scaling digital solutions, ensuring reliable and seamless user experiences for WHOSiFY's customers."

Tse said, "In addition, as a global financial hub, Hong Kong attracts a diverse pool of talent, investors and business partners from around the world. This multicultural environment fosters creativity, innovation and cross-cultural collaboration, all of which are essential for WHOSiFY to develop cutting-edge digital products."

She added that the city offers a supportive ecosystem for startups, with a range of resources and support networks available. These include government-backed initiatives, incubators, accelerators, and funding schemes designed to help startups navigate regulatory frameworks, access capital, and connect with potential partners or clients.

Promoting Eco-friendliness

Hong Kong's steadfast commitment to ESG aligns with WHOSiFY's core values, opening up opportunities for growth and enabling

the company to make a positive impact. On Earth Day 2024, WHOSiFY took a significant step by launching its carbon-neutral digital business cards, actively promoting a sustainable lifestyle.

Tse said, "We are currently undergoing environmental verification processes and are on track to become the pioneer in carbon-neutral digital business cards. We are also committed to advancing the adoption of paperless digitisation in the corporate world. To align with this, we have plans to introduce a dual-chip 3-in-1 card that combines the functionalities of an employee ID card, access card, and digital business card. This innovative solution will greatly enhance work efficiency for our clients."

According to Tse, the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) plays a pivotal role in WHOSiFY's growth and development strategies. "With access to advanced production facilities and robust R&D support in the GBA, WHOSiFY is well-positioned to accelerate its growth and product development. Additionally, the region offers a diverse and highly skilled talent pool, enabling WHOSiFY to attract top talent and strengthen its workforce to support ongoing innovation and product enhancement," Tse concluded.

WHOSiFY

- The company opened its headquarters office in Hong Kong in July 2024
- Its team currently consists of eight people responsible for programming, marketing, operations, and production. The company plans to expand the team to support its business growth

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