

# Speaking the Language of Digital Innovation

**InsightPlus AI leverages Hong Kong's many advantages to further its mission of becoming the most prominent large language model (LLM) platform for underrepresented languages in the digital age.**

Hong Kong's information and communications technology (ICT) ecosystem is vibrant, fostering innovation and technological advancements. The city has witnessed rapid development in areas such as artificial intelligence (AI), internet of things (IoT) and digital technologies. Government initiatives and collaborations with industry players further contribute to Hong Kong's position as a leading hub for ICT innovation. For Canadian tech company InsightPlus AI, there is no better place to call home than Hong Kong.

Founded in 2013, InsightPlus AI aims to close the digital divide by building large language models for underrepresented non-English languages and creating different AI-powered applications across various domains. The company currently offers several unique solutions, including its generative InsightPlus GPT, which serves as the centre for AI innovation. A core business line of InsightPlus AI is Votee, which is the market research arm of InsightPlus AI. Votee leverages cutting-edge AI technologies and will deploy blockchain to address traditional challenges in product and market research.

## A Hub for Innovation

For companies that are trying to break new ground, Hong Kong offers a supportive and innovation-friendly environment that encourages experimentation and enables success. "Hong Kong is an amazing place to both work and live. With low taxes, high efficiency, great transportation infrastructure and its position as the nexus of both East Asia and Southeast Asia, Hong Kong has been an incredible location for us to establish our headquarters," Pak-Sun Ting, CEO of InsightPlus AI, said.

"The city has been led by strong leadership to drive a strong ICT community. In addition to wide-ranging government support, the city provides a lot of resources from private enterprises that bolster innovation," he added.

**“ With low taxes, high efficiency, great transportation infrastructure and its position as the nexus of both East Asia and Southeast Asia, Hong Kong has been an incredible location for us to establish our headquarters. ”**

**Pak-Sun Ting  
CEO  
InsightPlus AI**

In fact, InsightPlus AI has benefitted firsthand from the government's Enterprise Support Scheme (ESS). With the funding and employee subsidies provided through the ESS programme, InsightPlus AI has been able to carry out R&D work for an optical character recognition solution for traditional Chinese handwriting. The company has also benefited from Hong Kong's Technology Voucher Programme and the Cyberport Creative Micro Fund, as well as received support from InvestHK and other organisations.

## Well Connected, Well Supported

The city's unique position also means that it enjoys access to support from the surrounding region. "The Guangdong-Hong Kong-Macao Greater Bay Area has provided a wealth of opportunities and resources for InsightPlus AI to tap into. Aside from various funding schemes, the megalopolis offers a top-class tech talent pool, a diverse market, as well as partners and investors with an appetite for ICT innovation," Ting stated. "As part of the Guangdong-Hong Kong Technology Cooperation Funding Scheme, InsightPlus AI aims to develop more intelligent robotic technology with multiple applications."



With its many strengths, Hong Kong is the ideal testing ground and launch pad for companies looking to push the boundaries. "We chose Hong Kong as it offers multiple advantages over other cities," Ting said. "With Hong Kong's macro policies that promote new markets, InsightPlus AI is actively looking to markets beyond Hong Kong to fuel its growth."

## InsightPlus AI

- The company provides a multi-stack AI platform that focuses on building large language models (LLM) for underrepresented and under-resourced languages
- Headquartered in Hong Kong, the company has presence in Vietnam and Mainland China
- InsightPlus AI currently has approximately 10 staff in Hong Kong and has plans to grow its local team in the coming months

 [insightplus.ai](https://insightplus.ai)