

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.

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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