

InvestHK

THE HEARTBEAT OF BUSINESS

APRIL 2025

Hong Kong Soars to New Heights



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2025-26 Budget

Accelerating Development through Reform and Innovation

The Financial Secretary of the Hong Kong Special Administrative Region, Mr Paul Chan, released the 2025-26 Budget on 26 February 2025. He stated that the Hong Kong economy grew by 2.5 percent in the previous year and projected moderate growth of 2 to 3 percent in real terms for the current year.

The Financial Secretary also outlined a range of initiatives to enhance Hong Kong's competitive edge. These include promoting technology and innovation-driven industries, accelerating the development of the Northern Metropolis and reinforcing the city's strategic positioning as "Three Centres and One Hub" – the International Financial Centre, International Trade Centre, International Shipping Centre and Talent Hub.

To support these goals, InvestHK will step up its efforts to attract a broader range of companies, capital and talent to Hong Kong. We are committed to promoting the city as a leading Multinational Supply Chain Management Centre, supporting Mainland enterprises in their global expansion through initiatives such as credit insurance and one-stop professional consulting services. Additionally, InvestHK will prioritise fostering innovation and technology (I&T), with a particular focus on artificial intelligence (AI), while building a vibrant ecosystem for FinTech and family offices.

By harnessing Hong Kong's strong commitment to green development, we are well-positioned to unlock new business opportunities and promote sustainable practices across various industries. This initiative will not only attract investment, but also drive innovation in green technologies, further solidifying the city's status as a global economic powerhouse.

Key Initiatives Include:



Innovation and Technology

- HK\$1 billion to establish the Hong Kong Artificial Intelligence Research and Development Institute
- Host inaugural International Conference on Embodied AI Robot and International Young Scientist Forum on Artificial Intelligence
- Study streamlining vetting of licence applications for operating Low Earth Orbit satellites
- HKEX to launch dedicated "TECH" channel to help prepare for listing applications
- Low-altitude Economy Regulatory Sandbox: announcing results soon; consider dedicated legislation for various types of Advanced Air Mobility



Finance

- Improve vetting process and optimise thresholds for listing
- Enhance the "board lot" system and issuance mechanism for structured products and increase position limits for key index derivatives
- Formulate proposals on enhancing preferential tax regimes for funds and single family offices
- Host the Hong Kong Global Financial and Industry Summit and a flagship forum on fixed income and currencies



Shipping and Aviation

- Propose provision of half-rate tax concessions to eligible commodity traders
- Establish the Hong Kong Maritime and Port Development Board
- HK\$210 million to install the port community system for smart port development
- Promote Hong Kong's development into Asia's first aircraft dismantling, parts recycling, processing and trading centre



Cultural and Creative Industries & Tourism

- Organise the second edition of the Hong Kong Performing Arts Expo in 2026
- Allocate HK\$1.23 billion to Hong Kong Tourism Board to pursue "tourism is everywhere" concept and implement Development Blueprint for Hong Kong's Tourism Industry 2.0
- Host Fragrant Hills Tourism Summit in April 2025
- Strategically attract sports events that can bring significant economic benefits in Hong Kong



Education and Talent

- Launch a new round of Research Matching Grant Scheme, totalling HK\$1.5 billion
- Increase annual quota of Hong Kong PhD Fellowship Scheme to 400 places
- Enhance the New Capital Investment Entrant Scheme



Green Development

- HK\$300 million subsidy scheme to support installing electric vehicle (EV) fast chargers
- Provide tax exemptions for green methanol used for bunkering



Northern Metropolis

- HK\$3.7 billion to expedite Phase 1 facilities of Hong Kong Park of Hetao Co-operation Zone
- Start tendering work for large-scale land disposal
- Complete re-zoning procedures for data facility cluster at Sandy Ridge



Small and Medium Enterprises

- Inject HK\$1.5 billion into the BUD Fund and the Export Marketing and Trade and Industrial Organisation Support Fund, and streamline application arrangements
- SME Financing Guarantee Scheme: principal moratorium application period to last until November 2025

For details, please visit:



APR

6-9	Hong Kong Growth Dialogues: Building Asia's Future Super-Corridor Three roundtable events will bring together key business leaders and prospective investors from the Gulf Cooperation Council (GCC) region to explore opportunities in Hong Kong and build strategic connections. <i>Locations: Riyadh, Jeddah and Dubai</i> <i>Organiser: InvestHK</i> investhk.gov.hk/en/events/
9-10	FIBE Berlin The 2 nd edition of the FinTech Festival Berlin (FIBE) blends traditional banking with disruptive FinTech, showcasing the latest industry trends. Partnering with the Hong Kong Trade Development Council (HKTDC), InvestHK will have a booth and host a business seminar on FinTech opportunities in Hong Kong. <i>Location: CityCube Berlin, Germany</i> <i>Organiser: Messe Berlin</i> www.fibe-berlin.com
30 Apr 1 2 May	TiEcon 2025 This event unites top minds in technology, artificial intelligence (AI), and innovation under the AiVerse theme, exploring the vast potential of AI. Ideal for startup founders, senior executives, tech professionals, and investors, the event offers unmatched networking, insightful sessions and key industry trends. <i>Location: Santa Clara Convention Centre, United States</i> <i>Organiser: TiE Silicon Valley</i> tiecon.org

MAY

5-6	Swiss BioTech Day 2025 This leading conference will gather over 2,500 global life sciences professionals to explore advancements in research and development (R&D), AI, manufacturing, data management, and financing. InvestHK will host the Hong Kong roundtable and panel discussion. <i>Location: Congress Centre Basel, Switzerland</i> <i>Organiser: Swiss BioTech Association</i> swissbiotechday.ch/
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8-10	SusHi Tech Tokyo 2025 SusHi Tech Tokyo is one of Asia's largest startup conferences where people from all over the world gather, discuss, and take action to realise sustainable cities through high technology. InvestHK is one of the official Ambassadors of the event. <i>Location: Tokyo Big Sight, Japan</i> <i>Organisers: SusHi Tech Tokyo 2025 Executive Committees, Tokyo Metropolitan Government</i> sushitech-startup.metro.tokyo.lg.jp/en/
9	"Exploring Hong Kong's Startup Ecosystem" Luncheon Seminar As an official Ambassador of the SusHi Tech Tokyo 2025, InvestHK will organise a luncheon seminar to introduce Hong Kong's startup ecosystem as a side event. <i>Location: Ariake Central Tower Hall and Conference (next to Tokyo Big Sight), Tokyo, Japan</i> <i>Organiser: InvestHK</i> <i>(By invitation only)</i>
21-23	GITEX EUROPE Europe's most global tech summit is coming to Berlin in 2025, expecting 60,000 visitors and providing a unique platform for global investors, startups, SMEs and corporates. InvestHK is an official community partner of GITEX Europe. <i>Location: Messe Berlin, Germany</i> <i>Organisers: KAOUN International, Messe Berlin</i> gitex-europe.com/
23	NZ Hi-Tech Awards 2025 This award celebrates New Zealand's top tech companies and individuals, spanning industries like information, communications and technology (ICT), BioTech, and software. <i>Location: TSB Arena, Wellington, New Zealand</i> <i>Organiser: SwayTech Ltd</i> www.hitech.org.nz/

JUN

TBC	Reception for New Establishments of International and Mainland Businesses in Hong Kong The reception is an annual event organised by InvestHK to welcome the international and Mainland companies newly established in Hong Kong. It provides networking and collaboration opportunities across industries and sectors. <i>Location: Hong Kong</i> <i>Organiser: InvestHK</i> <i>(By invitation only)</i>
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Wealth for Good in Hong Kong Summit Reinforces the City's Role as Global Family Office Hub

On 26 March, the third edition of the Wealth for Good in Hong Kong Summit (WGHK), co-organised by the Financial Services and the Treasury Bureau and InvestHK, gathered over 400 influential global family office principals, visionary leaders, and industry pioneers. Themed **"Hong Kong of the World, for the World"**, the Summit showcased the city's strengths as a bridge between East and West, offering a robust platform for collaboration and innovation.

The event was opened by the Financial Secretary of the HKSAR, **Mr Paul Chan**. The Secretary for Financial Services and the Treasury of the HKSAR, **Mr Christopher Hui**, also delivered remarks.



A fireside chat featured **Mr Joe Tsai**, Co-founder and Chairman of Alibaba Group. He said, "I first discovered Hong Kong in the 1980s, and it struck me as a truly international city with an unmatched entrepreneurial energy. Even through challenging times, Hong Kong's free-market DNA, vibrant financial markets, and supportive tax environment stand out – making it, in my view, one of the best places for businesses and family offices to thrive."



Whilst numerous international speakers took to the stage to explore topics from philanthropy to technology and the arts, one speaker of note was **Mr Horst Bente**, Founder of ADLEGACY and grandson of Adidas founder Adi Dassler.

"Hong Kong has always been a special place for our family. The expansion of the company in the '60s and '70s to Asia came through Hong Kong. My parents and I were here when I was a little boy, so we've spent a lot of time in this city. To me, Hong Kong has always been the gateway to Asia. Investors are here, money is here, and obviously the talent is here. Hong Kong has a dynamic energy, brand-new facilities, and a genuine enthusiasm for sports. We want to be part of that and help create something that doesn't exist here yet," Bente said.

A principal dinner was hosted on 25 March to set the stage for the WGHK. The evening was graced with the presence of notable speakers, **Dr Maye Musk**, a best-selling author and a public speaker, and the Vice-Chancellor of the University of Oxford, **Professor Irene Tracey**, at an inspiring fireside chat moderated by the Director-General of Investment Promotion at InvestHK, **Ms Alpha Lau**.



As a flagship event of the Wealth and Investment Mega Event Week during Hong Kong Super March, the event drew influential family offices and visionary leaders from diverse regions including Mainland China, Asia, Europe, the Americas, the Middle East, Africa, and Hong Kong. Concluding with a Gala Dinner overlooking Victoria Harbour, WGHK reinforced the city's position as a pre-eminent global hub for family offices – where East meets West, ambitions flourish, and impactful collaborations take shape.

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Unlock Opportunities with the CEPA Amendment Agreement II

Starting from 1 March 2025, the Second Agreement Concerning Amendment to the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) Agreement on Trade in Services (Amendment Agreement II), signed between the Ministry of Commerce and the HKSAR Government under the framework of CEPA, comes into force. It introduces various measures that promise significant benefits for Hong Kong, unlocking a wealth of new opportunities for the city's key industries.

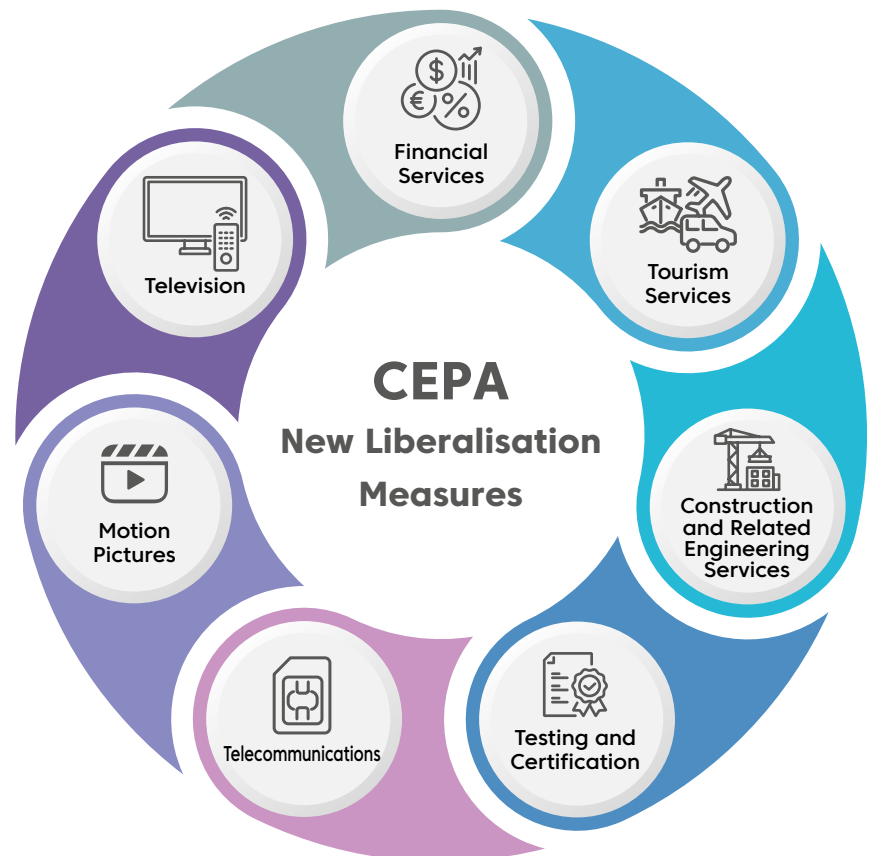
Expanding Horizons

The Amendment Agreement II further opens up the services market of the Mainland to Hong Kong, enabling Hong Kong businesses and professionals to **enter the Mainland market** with more preferential treatments. The Amendment Agreement II introduces new liberalisation measures across a number of service sectors where Hong Kong enjoys competitive advantages.

The liberalisation measures take various forms, including:

- **Removing or relaxing restrictions on equity shareholding and business scope** in the establishment of enterprises
- **Relaxing qualification requirements** for Hong Kong professionals providing services
- **Easing restrictions on Hong Kong's exports of services** to the Mainland market

Most of the liberalisation measures apply to the whole Mainland, while some of them are designated for pilot implementation in the nine Pearl River Delta municipalities in the Guangdong-Hong Kong-Macao Greater Bay Area.



Institutional Innovation and Collaboration Enhancement

The Amendment Agreement II also brings along institutional innovation and collaboration enhancements:

Removal of the period requirement on Hong Kong service suppliers to operate substantively in Hong Kong for three years in most service sectors, benefitting Hong Kong startups and attracting foreign investment

Addition of "allowing Hong Kong-invested enterprises to adopt Hong Kong law" and "allowing Hong Kong-invested enterprises to choose for arbitration to be seated in Hong Kong" as facilitation measures for Hong Kong investors

Addition of commitments in domestic regulation, thereby cutting red tapes and lowering trade costs when enterprises supply their services

The HKSAR Government will continue to assist the trade in making good use of the preferential measures of the Amendment Agreement II. This will facilitate Hong Kong in fully capitalising on the city's distinctive advantages of enjoying strong support of the motherland and maintaining close connection to the world under the "one country, two systems" principle, and to contribute to the national development of new quality productive forces and solid progress in promoting high-quality development.

For details, please visit
CEPA website:



Smooth Sailing from Hong Kong

For Royal Caribbean International, Hong Kong is a pivotal homeport for regional expansion. It is set to double its Hong Kong homeport sailings in 2025.



“Cruise travel has been growing fast worldwide, especially after the pandemic. We are confident that this will be a new trend in Hong Kong and the region nearby.”

Kevin Fung
Managing Director
Royal Caribbean Cruises
Hong Kong Limited

Founded in the United States in 1969, Royal Caribbean International is known for its luxury cruises that provide top-of-the-line accommodations, onboard experiences and exciting itineraries. The company expanded to Hong Kong in 2014 and has since become the longest-standing homeporting operator in the vibrant Asian metropolis, where it has continued to build its reputation as the world's leading cruise line.

In 2024, the brand's Quantum Ultra Class cruise ship, *Spectrum of the Seas*, operated five sailings from Hong Kong, with plans to extend the season to 10 sailings in 2025. Additionally, *Ovation of the Seas* had two sailings in April 2025.

Anchoring in Hong Kong

“We established the Hong Kong office in 2014 because we saw the potential of this city as a strategic homeport for regional business,” said Kevin Fung, Managing Director of Royal Caribbean Cruises Hong Kong Limited. Not only is Hong Kong a leading tourism destination that attracts travellers from all around the globe, the city also boasts a strong appetite for outbound tourism, with Fung describing Hong Kong citizens as “true adventurers and travel lovers”.

“The city's strategic geographic location in the heart of Asia also makes it a perfect homeport for cruises, as travellers can easily access different popular destinations

on cruise ships departing from Hong Kong,” Fung said. “In particular, the city acts as a key gateway to Mainland China for both inbound and outbound travellers, and initiatives such as the Guangdong-Hong Kong-Macao Greater Bay Area and the recently implemented visa-free policy for cruise tour groups have further enhanced its position as the cruise hub of Asia.”

Government Support Fuels Cruise Tourism

According to Fung, the Hong Kong government has been proactively investing in and improving the infrastructure and policies to facilitate the growth of the cruise industry. “Our brand has benefitted greatly throughout the years from the support of government entities such as InvestHK and the Hong Kong Tourism Board,” he added.



Looking ahead, Royal Caribbean International aims to continue building up the best possible fleet and creating more diverse itineraries to attract both first-time and returning cruise travellers.

“Cruise travel has been growing fast worldwide, especially after the pandemic. We are confident that this will be a new trend in Hong Kong and the region nearby,” Fung noted. “We are excited to ‘anchor’ in Hong Kong to deliver a truly world-class cruise experience.”

Royal Caribbean International

- Royal Caribbean International, part of the New York Stock Exchange-listed Royal Caribbean Group, currently sails to more than 300 destinations across seven continents
- The brand has been voted the “Best Cruise Line Overall” for 22 consecutive years by *Travel Weekly's* readers

royalcaribbean.com/hkg/zh

A New Gem in Hong Kong's Cultural Tapestry

Through its diverse and extensive collections, GuWei Museum enriches Hong Kong's cultural landscape and serves as an inspiring hub for younger generations to explore and appreciate global heritage.



GuWei Museum testifies to Hong Kong's role as a dynamic East-meets-West centre for international cultural exchange. Founded by Sapiientia Foundation in 2024, the institution is committed to promoting Chinese and foreign art and heritage through its extensive collections and themed exhibitions. The museum integrates its exhibition with education and cultural exchanges, holding classes for students of all ages and leveraging modern technology to make historical and artistic exhibits more accessible, particularly for younger visitors.

Global Art Destination

Franco Cutrupia, Chairman of Sapiientia Foundation, emphasised Hong Kong's unique role in the international cultural landscape. He said, "Hong Kong is a city deeply rooted in Chinese tradition yet globally connected, offering an ideal backdrop for showcasing our collections, which reflect the cultural and historical ties between local and international civilizations. This positioning naturally attracts a diverse pool of visitors, enhancing our potential to thrive as a dynamic cultural hub."

GuWei Museum is the first private museum in Hong Kong's Southern District, an area rapidly evolving into a thriving contemporary arts hub, featuring a range of top-notch galleries and independent artists' studios.

Cutrupia stated, "Our museum is located in Wong Chuk Hang. It is a dynamic neighbourhood with a rich creative spirit, poised to become a vibrant centre for culture and the arts. We aim to actively contribute to this flourishing ecosystem by providing a platform for artists and the community to engage with diverse forms of artistic expression."

A Showcase of East-West Interactions

GuWei Museum celebrates the interconnectedness of global art and culture through its exhibits. One of its most striking features is the wall of porcelain tankards – European-style drinkware crafted from China, often adorned with Western motifs and decorations. Its recent exhibition *Chinese Dragon and Snake Connection*, curated in the Year of the Snake, also highlights centuries of cross-cultural creativity.



Leveraging Hong Kong's prime location, GuWei Museum aims to captivate a wider audience. "We are excited to have welcomed visitors from the Guangdong-Hong Kong-Macao Greater Bay Area and plan to forge stronger connections with cultural institutions across this dynamic region," Cutrupia enthused.

Through partnerships with top-tier museums, government entities and educational organisations, the museum has successfully fostered community engagement. "These efforts not only boost visitor numbers, but also cultivate a deeper appreciation for diverse cultures," he noted. Looking ahead, GuWei Museum aspires to host international cultural events, further reinforcing Hong Kong's role as a global cultural hub.

“ Hong Kong is a city deeply rooted in Chinese tradition yet globally connected, offering an ideal backdrop for showcasing our collections. ”

Franco Cutrupia
Chairman
Sapiientia Foundation

Watch the video:



GuWei Museum

- The museum is part of Sapiientia Foundation, founded by the Italian-Chinese couple Franco Cutrupia and Pauline Ngai. The name "GuWei" reflects their blended heritage and embodies the museum's East-meets-West vision
- The museum's exhibits include more than 1,000 historically and artistically significant items from the Neolithic age era to the late Qing Dynasty and the present time

 guweimuseum.com

Navigating the Global Maritime Landscape

Seacon leverages Hong Kong's strategic position as an international shipping hub to further enhance its competitiveness and global reputation.



“Hong Kong has world-class port facilities and highly efficient logistics and supply chain management systems, making it an ideal base for expanding our business.”

Chen Zekai
Executive Director and President
Seacon Shipping Group

“Hong Kong is a premier shipping hub with a dynamic market that attracts numerous global shipping enterprises, including ship management companies, vessel financing institutions, and insurance and legal firms, all of which provide comprehensive professional services to the industry. Additionally, Hong Kong has world-class port facilities and highly efficient

logistics and supply chain management systems, making it an ideal base for expanding our business.”

He noted, “Being listed in Hong Kong has enabled us to leverage the capital market, gaining access to more diversified and cost-effective financing options. This supports our fleet expansion and business development strategies.” In just two years, Seacon has owned 28 vessels and has 38 ships under construction, strengthening its overall shipping capacity.



Driving Smart Logistics Development

Chen believes that the GBA development presents a wealth of opportunities. “The

rapid growth of cross-border eCommerce is driving demand for highly efficient logistics services. With its global connectivity and professional offerings, Hong Kong is well-positioned to become a leading eCommerce logistics hub in Asia,” He explained. “The adoption of technologies such as blockchain and artificial intelligence will significantly enhance efficiency, and the city’s digital strengths provide a solid foundation for developing smart logistics.”

Looking ahead, Seacon will focus on driving digital transformation and developing high-value-added services to meet the evolving needs of its customers.

“InvestHK’s business matching services have played a crucial role in connecting us with key stakeholders, including suppliers, clients, and financial services firms. Their tailored support has helped foster our long-term expansion,” Chen concluded.

Hong Kong, a world-renowned shipping hub, provides Seacon Shipping Group (Seacon) with an ideal business environment, supported by its robust financial, legal, and logistics systems. The Group delivers comprehensive shipping services, with its core businesses encompassing shipping services, ship management services, and fleet operations. Operating globally, Seacon focuses on delivering efficient and safe shipping solutions to its clients while prioritising compliance and sustainability in its vessel operations.

To expand its global business footprint, the Group established its operations centre in Hong Kong in 2022 and was listed on the Main Board of the Hong Kong Stock Exchange in 2023. In recent years, Seacon has expanded its business in the city to seize opportunities arising from the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) development, particularly the surge in demand for cross-border logistics.

Premier Maritime Hub

Chen Zekai, Executive Director and President of Seacon Shipping Group, stated,

Seacon Shipping Group

- Founded in Qingdao, China in 2012
- It operates offices and service centres in multiple locations worldwide, including Hong Kong, Singapore, Japan, Dubai, Greece, Germany and the United States

 seacon.com

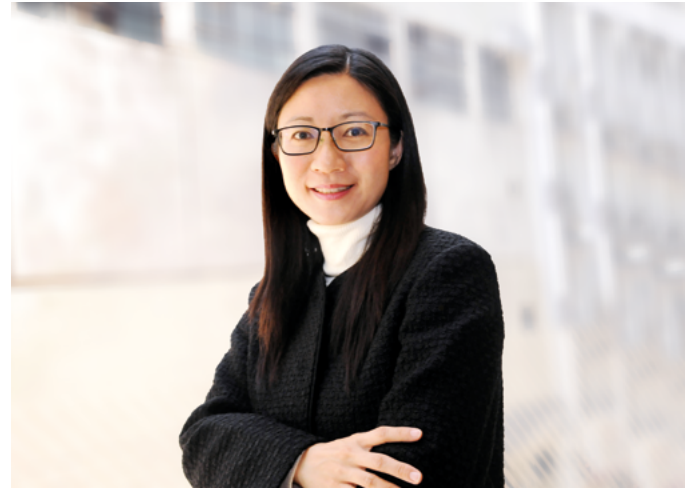
A Strategic Base for a Third-Party Litigation Funder's Growth in Asia

As a premier arbitration hub, Hong Kong offers an ideal environment and a wealth of opportunities to support Deminor Litigation Funding (Deminor)'s expansion in Asia.

“ Hong Kong is renowned for its robust arbitration framework, highly efficient arbitration services, and dynamic financial ecosystem. These attributes make it an attractive hub for litigation funders seeking a secure and reliable environment to manage their investments. ”

Irene Lee

**General Counsel (Greater China and Southeast Asia)
Deminor**



Hong Kong has long been recognised as a global hub for arbitration and dispute resolution, with third-party funding for arbitration and insolvency cases being permissible under its legal framework. This favourable environment attracted Deminor, a renowned international third-party litigation funder, to establish its regional headquarters in Hong Kong in 2018. The firm's recent expansion in the city is part of its broader strategy to strengthen its presence in Asia.

As a third-party funder, Deminor pays for costs directly related to a dispute resolution process, including legal fees, arbitration fees and enforcement costs, thus enabling claimants to seek dispute resolution without hefty financial burden. In return, it takes a share of any recovered damages as its investment return, while the funded party incurs no fees. If the funded party loses the case, Deminor does not recover any of the money it invested into the case from the funded party. Its Hong Kong office has an impressive reputation for delivering results. About 80 percent of its clients achieves positive outcomes in their cases.

Strategic Location and Top-tier Arbitration Services

According to Irene Lee, General Counsel (Greater China and Southeast Asia) of Deminor, Hong Kong serves as a strategic base for the firm's global expansion. "Hong Kong is renowned for its robust arbitration framework, highly efficient arbitration services, and dynamic financial ecosystem. These attributes make it an attractive hub

for litigation funders seeking a secure and reliable environment to manage their investments. We are expanding into other jurisdictions like Singapore, Japan and Korea from our base in Hong Kong," Lee stated. "Our professional services as funder also play a role in reinforcing the city's status as a leading arbitration hub. The financial support we provide to parties allows them to pursue their claims in Hong Kong."

Lee added that the city has a pool of professional legal and dispute resolution practitioners, further enhancing its appeal for litigation funders to tap into the burgeoning market in Mainland China and the broader Asia-Pacific region. "The Mainland market is our key focus in the region, with over 50 percent of our clients coming from there," she noted.

Expanding Horizons in the GBA

The policies of both the Central government and the Hong Kong government are increasingly supportive of Mainland Chinese companies seeking to expand globally. This creates significant potential for litigation funding, as these companies may face the complexities of international disputes.

"We are well-positioned to capitalise on the growing demand for arbitration support services, particularly as businesses navigate the challenges of cross-border operations. The reciprocal enforcement arrangement between Hong Kong, Mainland China and Macao facilitates the recognition and enforcement of arbitration awards across

these jurisdictions," she stated. "Looking ahead, we will strengthen our marketing efforts in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) to seize emerging opportunities and foster deeper collaborations with local businesses."

Lee appreciates InvestHK's support in connecting them with key players in the business community and facilitating valuable partnerships. "Through its tailored services, we can further enhance our position in the third-party funding landscape," Lee concluded.

Deminor Litigation Funding

- Founded in 1990 and headquartered in Belgium
- Its key services include third-party funding, risk assessment, and advisory services on investment recovery
- Deminor has activities in 23 jurisdictions and offices in nine cities in Continental Europe, the United Kingdom, the United States and Asia

 deminor.com

Micro-Pak Set to Open a New Tech Innovation Centre in Hong Kong on Sustainable Product Packaging

Leveraging Hong Kong's unique business advantages, Micro-Pak continues to drive sustainable innovation in packaging to foster growth across the region.



Hong Kong's strategic position in the region and business-friendly environment have long been magnets for global companies to manage their multinational supply chain networks. Micro-Pak, founded in 1998 by American entrepreneur Martin Berman, is a pioneer in anti-mold and moisture control packaging solutions, providing end-to-end protection to merchandise from manufacturing through shipping

“As a global trade hub, Hong Kong offers proximity to key manufacturing countries, enabling efficient supply chain management.”

Martin Berman
Founder
Micro-Pak

to the end consumer. Its solutions include eco-friendly alternatives to traditional desiccants and antimicrobial products. Later this year, Micro-Pak will further cement its commitment to innovation by opening a technical innovation centre in Hong Kong, focusing on advanced material development for its products.

Ideal Setting for Global Headquarters

Berman chose Hong Kong as the company's global headquarters thanks to its strategic advantages. “As a global trade hub, Hong Kong offers proximity to

key manufacturing countries, enabling efficient supply chain management. The city's business-friendly environment, characterised by low tax rates, free trade and a transparent legal system, fosters entrepreneurship and investment,” he said. “Additionally, the city's skilled and diverse workforce has been instrumental in supporting Micro-Pak's core teams in sales and marketing, operations, technical services, research and development (R&D), and logistics.”

Thriving Sustainable Market in the Region

The sustainable solutions landscape in Hong Kong is rapidly evolving, driven by government initiatives and growing emphasis on environmental, social and governance (ESG) strategies. Micro-Pak has seized these opportunities by developing groundbreaking products such as Micro-Pak Dri Clay® Kraft, the first certified plastic-free, natural, and biodegradable desiccant.

Berman shared, “This year, we will open a technical innovation centre in the city

and launch a pioneering mold analyzer, a revolutionary device that detects and identifies mold species within 10 minutes without the need for laboratory analysis. This innovation enhances supply chain efficiency and reduces the risk of mold-related damage to products.”

“Micro-Pak is also leveraging the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) initiatives to optimise supply chain management and explore collaboration opportunities with local businesses. The GBA's focus on sustainable development aligns perfectly with our mission, creating a fertile ground for growth and innovation,” he said.

InvestHK has played a pivotal role in supporting Micro-Pak's growth in Hong Kong. “From networking with potential customers and industry partners to identifying trade shows and marketing opportunities, InvestHK has helped us establish a strong presence in Hong Kong and beyond,” Berman concluded.

Micro-Pak

- Its eco-friendly solutions are used in over three billion products annually, spanning industries such as footwear, textiles, electronics and food
- The company's plastic recycling facility in Mainland China and its closed-loop programme to collect packaging waste from retail stores further demonstrate its commitment to reducing waste and promoting a circular economy

 micropakltd.com

A Pioneer in Search AI

With its Greater China regional headquarters in Hong Kong, Elastic continues to drive Search AI innovation and support digital transformation in the region.

By harnessing Hong Kong's vibrant tech ecosystem, global Search AI company Elastic has established a strong presence in Asia. Founded in the Netherlands in 2012 and listed on the New York Stock Exchange, the company empowers businesses, including Fortune 500 enterprises, to optimise their operations and build transformative applications by bringing together the precision of search and the intelligence of AI. Its core offerings encompass a search analytics platform, search-powered observability tools, and security products – all designed to provide real-time insights and scalable solutions that enhance efficiency and facilitate informed decision-making in today's rapidly evolving business landscape.

Unlocking Immersive Opportunities in Greater China

Hong Kong's strategic location and dynamic economy make it an ideal base for Elastic's regional operations. Lloyds Cheung, Regional Vice President for Greater China of Elastic, said, "Hong Kong provides unparalleled access to the Greater China region, where AI is a top priority for businesses and the government. Additionally, the widespread use of generative AI by decision-makers highlights the region's strong potential for adoption and innovation."

Since establishing its regional headquarters in Hong Kong, Elastic has experienced steady growth. A recent

development is the availability of the Elastic Search AI Platform to customers in Greater China through major cloud service providers. "We are poised to empower organisations in the region with our search, observability and security solutions that streamline data access. This will enhance efficiencies in smart city planning, public infrastructure monitoring and automated threat detection," he added.

Thriving Ecosystem for Innovation and Technology

Hong Kong's commitment to AI innovation is a key driver of Elastic's growth. "The city has taken a visionary stance in collaborating with technology companies to accelerate AI adoption. The government's initiatives to foster collaboration among businesses, academia and research institutions create a fertile ground for technological advancement," Cheung remarked.

"InvestHK has provided us with essential market insights and customised services throughout our growth journey. Their events have connected us with leaders across various sectors, enhancing our profile and establishing our thought leadership."

The Guangdong-Hong Kong-Macao Greater Bay Area (GBA) development presents significant opportunities for Elastic. This initiative has enabled the company to enhance its visibility and engagement with organisations seeking to transform data usage and implement

Search AI solutions. "By aligning with the GBA's vision for a globally competitive, technology-driven ecosystem, we will continue to strengthen our foothold in the region and position ourselves as a key enabler of its digital and economic growth," Cheung concluded.



“ Hong Kong provides unparalleled access to the Greater China region, where AI is a top priority for businesses and the government. ”

Lloyds Cheung
Regional Vice President, Greater China
Elastic

Elastic

- The Elastic Search AI Platform, used by more than 50 percent of the Fortune 500 enterprises, brings together the precision of search and AI to provide impactful results
- Its customers range from various industries, including banking, financial services and insurance, retail, manufacturing, telecommunications and the public sector

 elastic.co

Building on Hong Kong's Strengths to Shape the Financial Future

Hong Kong's mature financial market and abundant resources empower EX.IO to lead the way.

“Hong Kong's long-standing reputation as an international financial hub lays an unrivalled foundation for the innovative growth of virtual assets.”

Wu Chen
CEO
EX.IO



Hong Kong's vibrant virtual asset ecosystem lays a robust foundation for EX.IO to shape the future of finance. Licensed by the Securities and Futures Commission (SFC) and backed by leading Mainland financial institutions, EX.IO provides professional, secure, and compliant trading solutions tailored to institutional and sophisticated investors. As a FinTech trailblazer, EX.IO harnesses Hong Kong's unique strengths to bridge traditional finance with emerging asset classes, advancing global financial innovation and sustainability.

A Hub for Virtual Asset Development

"Hong Kong's long-standing reputation as an international financial centre is underpinned by its deep strengths – a robust banking system, mature capital markets, and a regulatory framework that balances innovation with trust – laying an unrivalled foundation for the innovative growth of virtual assets," said Wu Chen, CEO of EX.IO.

"In recent years, the government and regulators have driven a forward-looking transformation, committed to forging a transparent and reliable virtual asset hub.

By embracing emerging asset classes with open arms, Hong Kong is steadily emerging as a vital centre for virtual asset development, providing fertile ground for FinTech firms like EX.IO to thrive," Wu added.

Abundant Resources Fuel Financial Innovation

Beyond its robust financial ecosystem, Hong Kong empowers businesses with a wealth of resources. EX.IO collaborates closely with InvestHK, benefiting from its expert support services and expansive business network to accelerate expansion across Hong Kong and the Asia-Pacific region.

Meanwhile, Hong Kong's convergence of world-class universities and top-tier FinTech talent serves as a powerful engine for innovation. EX.IO plans to double its Hong Kong team in 2025 and further expand staffing in 2026, harnessing Hong Kong's solid foundation and abundant resources to accelerate business growth and join forces with Hong Kong in driving the thriving development of its virtual asset hub.

"Hong Kong's unique advantages, coupled with InvestHK's unwavering support, position us at the forefront of financial innovation, seamlessly connected to global markets," said Wu. "Here, we're not just participants – we're key architects shaping the future of virtual assets. We're grateful to InvestHK for joining hands with us to propel FinTech into a new era."

EX.IO

- EX.IO obtained a VATP licence from the Securities and Futures Commission of Hong Kong in December 2024
- EX.IO platform currently offers fiat on-ramps and off-ramps as well as various virtual asset selections for investors

Driving Visionary Expansion via Hong Kong

Eyebright Medical sets its sights on global expansion from its Hong Kong base of operations.

Hong Kong's unique position as a global hub for innovation and talent has made it the ideal international headquarters for Mainland Chinese ophthalmic medical device manufacturer Eyebright Medical Technology (Beijing) Co., Ltd (Eyebright Medical). With strong government support and a dynamic innovation and technology (I&T) ecosystem, the company is poised to bring its innovative eye care solutions to the world stage through Hong Kong.

Eyebright Medical is a pioneer in intraocular lenses and specialises in the ophthalmic fields of cataract surgery, myopia management and consumer vision care. Its main products include intraocular lenses (to treat cataracts), orthokeratology lenses (to reshape the cornea for vision improvement) and soft contact lenses. Over the past 15 years since its establishment by Dr Xie Jiangbing, Eyebright Medical's products have expanded to cover the entire life cycle of eye health.

The company has been continuously launching innovative products, including its self-developed, China's first aspheric phakic intraocular lens, the Loong Crystal™ PR. The product received a Class III Medical Devices Certificate from the National Medical Products Administration in early January 2025, making the company one of the few globally with approved commercialisation of phakic intraocular lens products. It is expected to challenge the long-standing dominance of the implantable collamer lens (ICL) products in the Chinese and global markets.

Ideal Gateway for Global Expansion

Eyebright Medical's Hong Kong office was set up in 2023, serving as its international headquarters. Xie believes that the city is the perfect place to realise his vision of introducing Chinese-made intraocular lenses to the world. "As a global hub, Hong Kong is a gateway to international markets with established trade agreements

“ The Hong Kong government's initiatives such as the Innovation and Technology Fund supports R&D, complemented by policies designed to foster a thriving startup ecosystem, which is vital for driving economic and technological growth. ”

**Dr Xie Jiangbing
Chairman
Eyebright Medical**

and policies that facilitate cross-border transactions,” he said. “This access to global markets allows us to expand our reach and enhance growth opportunities. We are currently in discussions with several research and development (R&D) projects with renowned Hong Kong universities, and we expect to establish long-term partnerships with the institutions to create more synergy in the future.”

Government Support for I&T Advancement

“The Hong Kong government's initiatives, such as the Innovation and Technology Fund, support R&D,” noted Xie. “These efforts are complemented by policies designed to foster a thriving startup ecosystem, which is vital for driving economic and technological growth. Additionally, InvestHK's tailored support helps us navigate the local market and showcase our innovations globally.”

Xie sees Hong Kong's deep talent pool as a great resource for staffing Eyebright. “The city has a highly skilled workforce with a strong emphasis on education and



professional development, particularly in the fields of medicine, life sciences and healthcare management,” he stated. “The city's rich cultural diversity plays a crucial role in driving innovation in the healthcare sector.”

Eyebright Medical

- Established in Beijing in 2010, the company is listed on the Shanghai Stock Exchange
- The company has branches in Yantai, Suzhou, Hangzhou, Lianyungang, Chengdu, Fuzhou, Hong Kong, Switzerland and other locations
- Hong Kong office was set up in 2023, focusing on business development, talent acquisition, financing and R&D activities

 ebmedical.com/en

Five Guys' Recipe for APAC Success

American burger brand Five Guys is leveraging its success in Hong Kong as a springboard for expansion across the Asia-Pacific region.



“Setting up our regional headquarters in Hong Kong is the perfect choice to support our entire Asia-Pacific operations.”

Iain Ross-Mackenzie
Vice President of Operations – APAC
Five Guys

Hong Kong, a renowned international culinary hub, is celebrated for its diverse food cultures and offerings that cater to global tastes. Five Guys has made a name for itself with its fresh beef burgers, hand-cut fries, and customisable milkshakes. After debuting in Hong Kong in 2018, the city has served as the brand's regional headquarters. Since then, Five Guys has embarked on a successful journey in the city and has exciting growth plans on the horizon.

A Hub for Regional Growth

The brand began its Hong Kong journey with its flagship store in Wanchai, a vibrant commercial and residential hub, in 2018. Since then, the brand has expanded to nine locations, covering some of the city's most notable landmarks. Iain Ross-Mackenzie, Vice President of Operations – APAC of Five Guys, attributes much of this success to Hong Kong's favourable business environment. “The city is an ideal base for international brands like ours, thanks to its free trade policies, efficient import processes, and low tax regime,” he noted. “The government's support during the pandemic, including subsidies and streamlined licensing requirements, was instrumental in helping businesses navigate challenges and emerge stronger.”

Five Guys has leveraged the city's global connectivity to fuel its expansion across Asia. “Hong Kong's strategic location provides us access to key markets like Mainland China, Singapore, Australia, and Korea. Setting up our base here has been a game-changer for our franchise growth in the region,” Ross-Mackenzie explained.

“With Hong Kong's unrivalled accessibility, we can send our team to various locations across Asia for staff training, which is crucial for maintaining our standards,” he added. “We also host R&D sessions in Hong Kong twice a year, with participants flying in from all over the world.”

Premium Culinary Experience

Ross-Mackenzie revealed the brand's secret for success – prioritising customer experience. “It's not just about the burgers,” he said. “We are dedicated to delivering a full dining experience through authentic service and the freshest food offerings. We uphold the highest standards for quality control and customer service. Customers can personalise their toppings and sauces at no extra charge. Our goal is for everyone to leave our stores satisfied, and this is what sets us apart from the competition.”

As Five Guys continues to evolve, the brand is reinventing its menu to appeal to local tastes. “After six years in Hong Kong, we are

excited to introduce new flavours, such as Asian chili sauce and coffee-flavoured milkshakes,” Ross-Mackenzie added. “This is the first time we have launched these offerings anywhere, reflecting our commitment to meeting customer preferences and adapting to the market.”

Ross-Mackenzie appreciated InvestHK's strong support in Five Guys' business journey. “InvestHK has been an excellent partner, providing valuable insights into policy schemes and helping us identify potential locations. Their support has been instrumental to our success,” he concluded.

Five Guys

- Founded in Virginia in 1986, Five Guys currently operates over 1,930 restaurants worldwide, including both company-owned and franchise stores
- The brand currently employs 200 staff in Hong Kong and anticipates a 10 percent expansion in 2025

 fiveguys.com.hk

From Hong Kong to the World: WealthTech Platform for EAMs and Family Offices

Global FinTech wealth management platform iFAST finds endless opportunities for growth in the dynamic city of Hong Kong.



“Hong Kong, with its unique rhythm, diverse cultures and a rich array of professional talent, stands as a leading international financial centre.”

Glory Lau
General Manager of Platform Services,
iFAST Financial (HK) Ltd.

Since expanding to Hong Kong in 2007, Singapore Exchange-listed wealth management FinTech firm iFAST Corporation Ltd. (iFAST Corp) has been leveraging the city's many advantages to bring its suite of investment products and FinTech solutions to more business partners across the Asia-Pacific region.

Tapping into Hong Kong's strategic position and status as a global financial hub, iFAST Financial (HK) Ltd. has been able to expand its footprint across a wide range of international markets. The city's expertise in wealth management and FinTech innovation has also played an important role in empowering the company to provide the best-in-class services and experiences to its growing portfolio of esteemed clients.

Never-ending Growth Opportunities

Bolstered by its presence in Hong Kong, the company currently offers more than 24,500 investment products to over 740 business partners globally, including family offices, external asset managers, banks, financial advisory firms, securities firms and financial institution investors.

“Hong Kong, with its unique rhythm, diverse cultures and rich array of professional talent, stands as a leading international financial centre. Renowned for its robust financial and legal systems, it was an ideal choice for iFAST Corp's expansion in 2007,” said Glory Lau, General Manager of Platform Services at iFAST Financial (HK) Ltd.

For iFAST Financial HK, the Hong Kong government offers a wealth of opportunities for growth in new and exciting ways.

The company participated in InvestHK's Hong Kong FinTech Week, where it was able to explore potential collaborations with various partners. Earlier in 2024, the company also expanded its services beyond wealth management by obtaining approval from the Securities and Futures Commission of Hong Kong to act as the custodian of open-ended funds.

Furthermore, Hong Kong's position as a gateway to Mainland China presents a vast range of opportunities for firms like iFAST Financial HK. In particular, the company sees great potential in participating in the Guangdong-Hong Kong-Macao Greater Bay Area, especially with initiatives like the Cross-boundary Wealth Management Connect Scheme creating new business opportunities for the investment and finance industries.

The Talent to Succeed

The iFAST Hong Kong office currently has over 300 staff members and aims to recruit more diverse talent to support its expansion plans.

“Hong Kong's skilled workforce and international talent pool provide a competitive advantage for companies looking to establish a presence in the financial services sector,” said Lau, adding that the iFAST Hong Kong team is made up predominantly of local staff, demonstrating the depth of talent available in the city.

“We continue to have strong confidence in Hong Kong's local talent, whose expertise in finance, technology and compliance has significantly strengthened our company's capabilities and operations. This local talent, combined with a global outlook, positions us well for continued growth and success,” Lau concluded.

iFAST Corporation Ltd.

- iFAST Corporation is a digital banking and wealth management platform, incorporated in 2000 in Singapore and listed on the Main Board of the Singapore Exchange in December 2014. The Group is also present in Hong Kong, Malaysia, Mainland China, and United Kingdom, with assets under administration (AUA) of US\$17.72 billion as of 30 September 2024
- iFAST platforms cater to the specialised needs of more than 740 financial advisory companies, financial institutions, banks and internet companies with over 13,300 wealth advisers

 ifastcorp.com



中華人民共和國香港特別行政區政府

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The Government of the Hong Kong Special Administrative Region
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