

Hong Kong's Supply Chain Strengths Propel GETT Asia Forward

Leveraging Hong Kong's advantages as a multinational supply chain management centre, GETT Asia is poised to take its business to the next level.

“Our regional headquarters in Hong Kong enables us to efficiently engage with clients across Asia.”

Adam Wong
Managing Director
GETT ASIA



Hong Kong's robust supply chain infrastructure attracted GETT Asia to establish its regional headquarters in the city in 2014. Since then, GETT Asia has experienced steady growth across Asia and is now well-positioned to capitalise on the vast opportunities in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA).

GETT Asia, a subsidiary of GETT Group Germany, specialises in sourcing, supply chain management, project management, and technical communication for the region. GETT Group Germany is known for its expertise in manufacturing professional operating technology, such as industrial keyboards and custom human-machine interface (HMI) solutions. This integrated approach empowers GETT Asia to effectively meet client expectations.

Enhancing Regional Reach via Hong Kong

According to Adam Wong, Managing Director of GETT ASIA, the Hong Kong office serves as a critical hub for GETT's regional operations, supporting its global expansion strategies.

“Hong Kong's proximity to manufacturing hubs in the GBA fosters collaboration and enables cost-effective production,” Wong said. “We see a growing demand for strategic sourcing solutions, where we can help clients navigate the complexities of their supply chains and mitigate risks associated with supplier reliability.”

Optimising Supply Chain Efficiency

GETT Asia also operates manufacturing facilities through its subsidiary, GETT

Asia Assembly, in Shenzhen. This setup enables the company deliver high-quality, customised hardware solutions and original equipment manufacturer (OEM) services for a diverse range of products.

“With our presence in Hong Kong and the Mainland, we are well-positioned to leverage the GBA

development and tap into a larger market with improved connectivity and resources. The Belt and Road Initiative can further enhance our access to new markets across Asia and beyond, facilitating supply chain efficiencies and fostering partnerships across various industries,” Wong remarked.

Wong highlighted InvestHK's support in navigating the business landscape of Hong Kong. “InvestHK's invaluable resources, expert guidance, and strategic introductions to partners and clients have been pivotal in driving GETT Asia's expansion in the city and beyond,” he concluded.

GETT Asia

- GETT Group was founded in Germany in 1996
- Established in Hong Kong in 2014, GETT Asia offers a range of tailored professional operating hardware solutions for the industrial, public and medical sectors

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