

HONG KONG FUELS NEWBORN TOWN'S GLOBAL SOCIAL ENTERTAINMENT VISION

Leveraging Hong Kong's unique strengths, Newborn Town accelerates its worldwide growth and shapes the future of social entertainment.

“Leveraging our Hong Kong headquarters as a strategic base, we have extended our reach across the Middle East, North Africa, Southeast Asia, and beyond, operating in over 150 countries and regions.”

SONG PENG LIANG
Senior Vice President
Newborn Town



Listed on the Hong Kong Stock Exchange (HKEX) in 2019, Newborn Town is a technology company aiming to build a content ecosystem where people can connect, have fun, and unleash their creativity. It has produced many popular apps covering social networking and entertainment.

The company reached a significant milestone by establishing its global headquarters at the Hong Kong Science and Technology Parks (HKSTP) in June 2025. This strategic move enables Newborn Town to capitalise on Hong Kong's vibrant business environment while advancing the launch of an AI research centre that drives innovation and enhances its AI-powered social entertainment platforms.

Expanding Global Reach via Hong Kong

Newborn Town is on a mission to create a global social pan-entertainment ecosystem that resonates with users worldwide. Song Peng Liang, Senior Vice President of Newborn Town, said, “Leveraging our Hong Kong headquarters as a strategic base, we have extended our reach across the Middle East, North Africa, Southeast Asia, and beyond, operating in over 150 countries and regions through more than 20 global operation centres.”

Hong Kong powers Newborn Town's “product replication + country replication” internationalisation strategy. Song emphasised, “The city's robust connectivity and mature capital markets enable us to efficiently replicate successful products and business models while adapting them to diverse cultural contexts, fostering user loyalty and vibrant communities.”

A Premier Hub for Social Entertainment Innovation

Hong Kong's social networking and entertainment landscape is rapidly evolving, driven by technological advancements and high digital adoption rates. Government support from entities such as InvestHK and HKSTP further fuels this growth.

Song views Hong Kong as an innovation powerhouse, attracting companies eager to leverage AI for personalised content and innovative monetisation models. “The city's status as an international financial centre, combined with its rich talent pool, enables us to access global partners and attract top technical experts, particularly for our AI research centre.”

Beyond its investor relations and administrative functions, the firm's Hong Kong team plays a crucial role in supporting the company's internationalisation and R&D efforts,

focusing on integrating AI technology into its social networking and gaming products.

By embracing a localised yet global strategy, Newborn Town is strengthening its leadership in the social entertainment sector. This approach highlights Hong Kong's role as a dynamic hub for tech enterprises seeking to expand and thrive in international markets.

Newborn Town

- Listed on the HKEX in 2019, the firm focuses on developing a portfolio of social and gaming apps worldwide
- Business presence in over 150 countries and regions
- The majority of users are predominantly from the Middle East and North Africa (MENA) and Southeast Asia

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