

Charting New Waters in the Greater Bay Area

UK-based water leisure specialist uses the city as the springboard for its progressive growth plan in Mainland China and Asia Pacific.



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Derek Barton
Managing Director
Barr + Wray (HK) Ltd



Barr+Wray (B+W) is UK's leading provider of commercial pool and spa facilities. Founded in 1959 in Glasgow as a pump and filter supplier, the company developed into a filtration supplier for pools and water facilities in the mid-60s, and gradually evolved into a global spa engineering and construction solution provider today with projects spanning across Europe, Middle East and Asia.

When the company opened its Hong Kong office in 2011, they saw a huge opportunity in the region, especially in Mainland China and Macao where the hotel market was thriving. According to Derek Barton, Managing Director, Hong Kong is the best location for them to reach out to the Asia market. "Since we came here, we have already completed more than 60 projects in all sizes across the region," said Barton, "all these projects wouldn't come to fruition if we hadn't opened an office here in Hong Kong."

B+W recently completed a project for MGM Cotai in Macao, where it designed and built the spa facilities of the five-star hotel with VIP feature pools and an array of thermal experience including saunas,

steam rooms and spa treatment rooms. Barton said the project is an excellent addition to their expansive portfolio in Asia, and can best demonstrate the strength and comprehensive specialties of B+W.

Under the vast development of Guangdong-Hong Kong-Macao Greater Bay Area, there are even more new opportunities for B+W. "We expect there will be a lot of upcoming five-star hotel projects in the area, which provide enormous opportunities for us," Barton remarked, "although there will also be lots of local competition for sure, we have to stay focused and set ourselves apart from others in our industry."

B+W's next step is to enhance the company's exposure in the industry by various marketing strategies, such as worldwide advertising and participating in global industry conferences. While the Hong Kong office looks after projects in Asia including Mainland China, the team is also looking to open new markets, especially in Australia and New Zealand where tourism and hospitality industry is booming.

Barton was connected to InvestHK via Scottish Development International when they were planning to open an office in Asia. The department assisted the setup of B+W in Hong Kong by providing local market insights and networking opportunities. Barton recalled, "Not only did InvestHK help with our business setup, on a personal level, they also assisted my family to settle in Hong Kong. For companies planning to come to this city, I highly recommend them to contact InvestHK for assistance."

Barr + Wray (HK) Ltd

- Headquartered in Glasgow with offices in Hong Kong and Dubai
- The Hong Kong office has a full team of administrative staff, project managers, craftsmen and site managers looking after clients in the Asia Pacific region

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