

Hong Kong: A Powerhouse for ICT Innovation

PreTech harnesses Hong Kong's tech-friendly environment to expand its global footprint.



Headquartered in Hong Kong, PreTech Group Holdings Ltd. (PreTech) is a fast-growing technology company with a focus on artificial intelligence (AI) and digital services. Its diverse portfolio of offerings, spanning areas such as video analytics, enterprise resource planning (ERP) solutions, and software development, allows it to leverage synergies and maintain a leading edge in technological innovation.

To capitalise on the flourishing information and communications technology (ICT) market in Hong Kong, PreTech plans to accelerate its operation in the city. This strategic move will strengthen the company's capabilities and position it as a key player in shaping the future of the tech industry across the Asia-Pacific region.

Hong Kong as Home Base to Global Expansion

According to Vito Ip, CEO of PreTech Group Holdings Ltd., the decision to establish the company's headquarters in Hong Kong in 2015 was driven by the city's unique advantages. Ip stated, "Hong Kong's distinct East-meets-West culture nurtures an open and collaborative

environment that is highly conducive for tech companies like ours to thrive."

He further emphasised the strategic importance of Hong Kong's position. "Hong Kong serves as a strategic gateway to Mainland China and the global market. As a company with a global team, PreTech leverages Hong Kong's unparalleled connectivity to seamlessly coordinate our operations and fuel our international expansion," Ip added.

Dynamic ICT Hub

Since establishing its headquarters in Hong Kong, PreTech has been able to leverage the city's vibrant ICT ecosystem to fuel its growth trajectory. At the heart of the company's success is its proprietary AI-based video analysis platform, VisuSense, which supports real-time data analysis to facilitate customer profile analysis in retail, community security, patrolling, and forewarning systems.

"With the full support of the government, Hong Kong bolsters a thriving ICT landscape," said Ip. "Its pro-business policies, international financial status, access to global talent and capital have all been instrumental in facilitating our expansion to the ASEAN region and

North America, even amid the pandemic."

Looking ahead, PreTech remains committed to doubling down its presence in the city. "We plan to expand our R&D team in Hong Kong to further develop our AI platform. We also expect to grow our overall headcount in the city by around 30 percent within the next two years," Ip shared.

Rooted in Hong Kong for the past 13 years, Ip appreciates the city's remarkable balance of professional and personal life. "As a world-class city, Hong Kong's multicultural vibrancy is fascinating," Ip remarked. "It's no other place like Hong Kong – the city seamlessly blends cutting-edge technology, global connectivity, and a high quality of life."

PreTech Group Holdings Ltd.

- Founded in Mainland China, the company established its headquarters in Hong Kong in 2015, with a branch in Shenzhen, and overseas development teams located in Dhaka, Hanoi, Colombo, Vancouver, and Melbourne
- PreTech supports a diverse range of clients to enhance their smart retail, smart parking, and smart community solutions

 pretech.com.hk

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**Vito Ip
CEO**

PreTech Group Holdings Ltd.