

Hong Kong: A Key Accelerator for a Software Solutions Company's Internationalisation

Mainland software solutions company ShareCRM harnesses Hong Kong's strategic advantage for international expansion.

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Luo Yili
General Manager
Facishare Co Ltd.



The vibrant innovation and technology (I&T) landscape of Hong Kong has attracted Facishare Co Ltd. (ShareCRM) to establish its presence in the city. Founded in 2012, ShareCRM is a prominent player in Customer Relationship Management (CRM) solutions in Mainland China. Unlike traditional CRM systems, ShareCRM provides a comprehensive customer lifecycle management platform that integrates marketing, sales, and service functionalities, empowering clients to leverage digital tools for precise customer management and business growth.

ShareCRM established its Hong Kong office in 2023, which serves as its international headquarters. With a new round of funding secured from renowned venture capitalists, ShareCRM is poised to accelerate its operations in Hong Kong and expand into international markets. This includes the establishment of a research and development centre in the city and the introduction of a global support function, enhancing its ability to serve clients worldwide.

Hong Kong: A Strategic Hub

ShareCRM's decision to set up an office in Hong Kong stems from the city's unique position as a global business hub.

Luo Yili, General Manager of Facishare Co Ltd., said, “As Mainland enterprises increasingly explore international opportunities, Hong Kong distinguishes itself with its multicultural and business-friendly environment. It empowers us to navigate diverse markets effectively and offers resources for companies without international experience to adapt and thrive on a global scale.”

“We aim to establish a strong presence in Hong Kong, with plans for further expansion into the broader Asia-Pacific region, leveraging the experience gained in the city,” Luo said, adding that ShareCRM's Hong Kong office currently serves multiple functions, including product development for global market, sales, channel management and customer service.

Promising I&T Market

Luo views Hong Kong's vibrant I&T landscape as a key accelerator for growth. “With a rich mix of large corporations and SMEs in the tech sector, the city provides a robust network. The government's commitment to fostering innovation, evidenced by initiatives like the Hong Kong Science and Technology Parks and Cyberport, further enhances ShareCRM's

opportunities for collaboration and expansion,” he explained. Currently, the company is actively exploring collaboration with leading tech firms to strengthen its market position.

Luo appreciates InvestHK's invaluable support for their setup and operations in Hong Kong. “InvestHK connects us with a wealth of resources and opportunities, inviting us to various events that increase our visibility. This not only enables us to enhance our brand presence, but also make an impact in the market,” he concluded.

ShareCRM

- The company has established 16 branches across the Mainland, along with offices in California and Hong Kong
- It provides digital growth services for more than 5,000 large and medium-sized enterprises

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