



## JET Ready to Take Off

**Toronto-based architecture firm expands footprint in the region by using Hong Kong projects as testimony.**



**Our projects in Hong Kong are a real life business card for JET. ”**

**Jeff Leung**  
**Principal**  
**JET**

Launched in 2010, Toronto-based JET is a boutique architecture firm specialising in urban planning, architectural and interior design. The team started to form in 2009, Founding Principal Jeff W. N. Leung after he had secured the Remington Centre project in Markham, one of the largest mall developments in North America. He then invited fellow University of Toronto classmates Tynnon Chow and Edward Kim to join the team.

In a short period of time, their work has received numerous acknowledgments and international awards, such as being a finalist in the Minsheng and China Development Bank HQ International Competition in Shenzhen, Honorable Mention in the Taiwan Kaohsiung Port Terminal International Competition, ACCE's Best Pacific Business and Hong Kong Canada Business Leader Award.

With project footprints extending from Canada to Asia, JET recently set up an office in Hong Kong to serve projects in the region. "Hong Kong is well-known as a first class city. By winning competitions here, our clients would associate our brand with a high calibre of design expertise," he said, adding that a presence here also contributes to their marketing campaign in other markets as their clients already know about the high standards of Hong Kong.

One of the most significant recent projects by JET is the M+ Pavilion in West Kowloon Cultural District (WKCD), the emerging art hub in Hong Kong. A collaborative team of JET with two local firms VPANG and Lisa Cheung was chosen from a field of 100 entries to design the pavilion in a worldwide design competition for the future exhibition space.

The team is also working on a proposal to revitalise an old factory in Tsuen Wan, which opens door for JET to other factory conversion projects in Beijing. A hillside villa at the peak designed by the team has also impressed a client from Miami who invited Leung to fly over and design his waterfront house.

"Our projects in Hong Kong are a real life business card for JET," Leung enthused, "a lot of people have seen our work and are interested to work with us."

Leung thinks that Hong Kong gathers a lot of like-minded successful business people who help bridge the team to other markets. "The business environment here is really

vibrant. We have built up a large network through Hong Kong." Leung remarked. Looking ahead, JET will engage in more projects around the world to establish itself as an international architect firm.

Leung met the InvestHK team in an event in Toronto a few years ago, and he finds the service provided by the team invaluable. "InvestHK has supported JET since its beginning, and provided us with industry-specific information, publicity and networking opportunities. Such support is very important to us."

### JET

- Established in 2010 in Toronto, Canada
- CSet up Hong Kong office in 2016
- JET has ongoing projects in various places such as Canada, United States, Malaysia, Bangladesh, Hong Kong and Mainland China

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