

# BISTROCHAT PROPELS HONG KONG'S F&B TECH WAVE

Hong Kong's dynamic food and beverage (F&B) landscape draws innovative tech firm Bistrouchat to establish and scale its operations here.

Founded in 2018 and headquartered in Hong Kong, Bistrouchat is a smart restaurant management platform developed by French entrepreneurs. It consolidates bookings from multiple channels, including WhatsApp, Instagram, OpenRice, and more, into a unified AI-powered system. The platform streamlines operations for restaurants and hospitality businesses, boosting efficiency and revenue through advanced tools like customer relationship management (CRM) and point of sale (POS) integration, data analytics, and multilingual support. Currently serving over 1,000 restaurants across Asia, Bistrouchat strengthens its foothold in the region's F&B tech space.

## Hong Kong: Prime Business Destination

According to Hacene Taibi, Co-founder and CEO of Bistrouchat, Hong Kong offers an unrivalled environment for doing business. "It's very easy to do business in Hong Kong. It has a magnificent F&B scene. That's why we started a business here," he said.

"With its strategic location and global connectivity, the city serves as a springboard for our regional growth. We expanded into Singapore, followed by Cambodia and Thailand, and most recently the Philippines and Vietnam. We have also entered the Guangdong-Hong Kong-Macao Greater Bay Area market, including Macao, with plans to expand into Shenzhen and beyond," Taibi added.



Hong Kong serves as Bistrouchat's headquarters, overseeing operations across its regional markets. The local office drives R&D innovation alongside sales expansion.

## Powering the Dining Scene

Hong Kong's F&B sector, long celebrated as a gourmet paradise, offers everything from Michelin-starred fine dining to bustling street food stalls. Within this vibrant and evolving landscape, Bistrouchat is helping restaurants thrive by transforming how they manage reservations and engage customers.

"Since the pandemic, demand for seamless, contactless bookings has surged. Bistrouchat simplifies this with an intuitive table management platform featuring drag-and-drop interfaces and smart auto-allocation," said Taibi. "Beyond operations, our AI-powered chatbots and integrated loyalty programmes support restaurants in retaining guests and driving repeat business."

"With Hong Kong's economy gaining momentum and tourism on the rise, new opportunities have emerged for us. Many restaurateurs are re-evaluating how they operate, giving Bistrouchat the chance to demonstrate how our platform enhances efficiency and helps deliver exceptional guest experiences."

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**HACENE TAIBI**  
Co-founder and CEO  
Bistrouchat

Taibi appreciates the strong government support that has fuelled Bistrouchat's growth. "Beyond Cyberport's incubation programme and fundraising, InvestHK played a pivotal role by connecting us with key service providers and tailored networking opportunities. These efforts helped us integrate seamlessly into Hong Kong's ecosystem, scale operations efficiently, and strengthen our regional presence," he concluded.

## Bistrouchat

- Founded in 2018 and headquartered in Hong Kong, Bistrouchat is a smart restaurant management platform serving over 1,000 restaurants across Asia
- It operates across key markets including Hong Kong, Macao, Singapore, Cambodia, Thailand, Vietnam and the Philippines

[bistrouchat.com](https://www.bistrouchat.com)