

Spice Up Business Expansion Through Hong Kong

With over 14,000 outlets across Mainland China, Juawei expands its business in the city to share spicy and mouth-watering delights with Hong Kong gourmands.



In August 2017, Chinese braised snack brand Juawei opened its first outlet in Hong Kong inside the Mongkok MTR station, one of the most bustling districts in the city. Juawei's signature Mala duck tongue and over 27 types of snacks have turned many new customers into regulars. Recently, the company has already expanded to 44 outlets in the city.

The brand has gained its popularity in Hong Kong as its number of outlets grows. Unique product range being freshly made and packed, efficient supply chain support, plus convenient store locations are the major reasons why customers select Juawei. In terms of product strategy, Juawei has also added more mild flavour options to cater for the less daring palette in the local market.

An international business hub with "east-meets-west" flavour

Ben Yu, Head of Business of Juawei Hong Kong, said that the company expanded to Hong Kong for a number of reasons.

"Hong Kong is not only an international financial centre blending Chinese and Western cultures, it's also a culinary capital and a shoppers' paradise. As Hong Kong and Mainland China share similar food culture, we are confident that our products would gain huge success in the Hong Kong market."

"The city's status as a free trade port with frequent trade and personnel exchanges, coupled with its low and simple tax regime, also facilitates our investment and risk management," he added.

The company currently employs around 150 staff in Hong Kong to provide day-to-day store operation, marketing and administration functions. Yu believes that Hong Kong as a world-class city is an excellent place to find or train up top-tier management talent. He hopes that the Government will continue to increase resources to train talent, enhance Hong Kong's international competitiveness and promote the sustainable development of Hong Kong's retail services sector.

Overseas expansion through Hong Kong

Looking ahead, Juawei plans to expand to 50 outlets in Hong Kong, and continues to expand to overseas markets, such as Macao, Singapore, Canada and Japan. Yu believes that the city plays an important role in its path to go global. "Hong Kong is our first choice to start our overseas expansion. Being in an international city where east meets west, it is a platform for foreigners to get to know our brand. Moreover, we can use our experience gained in Hong Kong to further develop in overseas markets," Yu notes.

Since its debut in Hong Kong, InvestHK has assisted Juawei during its expansion journey. Yu concluded, "InvestHK has provided a valuable information platform for our business development. They help us understand the changing local market and serve as a channel for us to provide feedback to the Government."

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Head of Business
Juawei Hong Kong

Juawei

- Founded in 2008 and headquartered in Changsha, Hunan, Juawei Food Co., Ltd. specialises in making a wide variety of braised snacks
- Opened its first Hong Kong outlet in 2017 and currently has 44 outlets

 juawei.cn/page/jwd/jwd.html