

Micro-Pak Set to Open a New Tech Innovation Centre in Hong Kong on Sustainable Product Packaging

Leveraging Hong Kong's unique business advantages, Micro-Pak continues to drive sustainable innovation in packaging to foster growth across the region.



Hong Kong's strategic position in the region and business-friendly environment have long been magnets for global companies to manage their multinational supply chain networks. Micro-Pak, founded in 1998 by American entrepreneur Martin Berman, is a pioneer in anti-mold and moisture control packaging solutions, providing end-to-end protection to merchandise from manufacturing through shipping

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Martin Berman
Founder
Micro-Pak

to the end consumer. Its solutions include eco-friendly alternatives to traditional desiccants and antimicrobial products. Later this year, Micro-Pak will further cement its commitment to innovation by opening a technical innovation centre in Hong Kong, focusing on advanced material development for its products.

Ideal Setting for Global Headquarters

Berman chose Hong Kong as the company's global headquarters thanks to its strategic advantages. “As a global trade hub, Hong Kong offers proximity to

key manufacturing countries, enabling efficient supply chain management. The city's business-friendly environment, characterised by low tax rates, free trade and a transparent legal system, fosters entrepreneurship and investment,” he said. “Additionally, the city's skilled and diverse workforce has been instrumental in supporting Micro-Pak's core teams in sales and marketing, operations, technical services, research and development (R&D), and logistics.”

Thriving Sustainable Market in the Region

The sustainable solutions landscape in Hong Kong is rapidly evolving, driven by government initiatives and growing emphasis on environmental, social and governance (ESG) strategies. Micro-Pak has seized these opportunities by developing groundbreaking products such as Micro-Pak Dri Clay® Kraft, the first certified plastic-free, natural, and biodegradable desiccant.

Berman shared, “This year, we will open a technical innovation centre in the city

and launch a pioneering mold analyzer, a revolutionary device that detects and identifies mold species within 10 minutes without the need for laboratory analysis. This innovation enhances supply chain efficiency and reduces the risk of mold-related damage to products.”

“Micro-Pak is also leveraging the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) initiatives to optimise supply chain management and explore collaboration opportunities with local businesses. The GBA's focus on sustainable development aligns perfectly with our mission, creating a fertile ground for growth and innovation,” he said.

InvestHK has played a pivotal role in supporting Micro-Pak's growth in Hong Kong. “From networking with potential customers and industry partners to identifying trade shows and marketing opportunities, InvestHK has helped us establish a strong presence in Hong Kong and beyond,” Berman concluded.

Micro-Pak

- Its eco-friendly solutions are used in over three billion products annually, spanning industries such as footwear, textiles, electronics and food
- The company's plastic recycling facility in Mainland China and its closed-loop programme to collect packaging waste from retail stores further demonstrate its commitment to reducing waste and promoting a circular economy

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