中華人民共和國香港特別行政區政府
InvestHK投資推廣署
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

Pioneering Digital Transformations

HongKe expands its international business through its Hong Kong office while capitalising on the city's I&T advantages.

> "Hong Kong's stringent IP protection, mature legal framework, and government-backed tech innovation initiatives provide unparalleled access to global markets and top-tier talent."
>
> **Lashare Chen**
> **CEO**
> **HongKe Technology Co., Ltd.**

Hong Kong's thriving innovation and technology (I&T) ecosystem has been a magnet for technology companies seeking to expand their reach. Since establishing its Hong Kong office in 2011, the Mainland firm HongKe Technology Co., Ltd. (HongKe) has leveraged the city's international talent pool and R&D advantages to expand its global footprint. Specialising in enterprise IT, industrial internet of things (IoT), autonomous driving test platforms, and industrial augmented reality (AR) solutions, HongKe has helped its clients stay ahead of the curve. Among its recent innovations are Hongrax, featuring advanced sensors and data analytics that enable intelligent production optimisation; and Keymotek test equipment and technical support, which accelerate R&D cycles for automakers.

Global Connector and Business Driver

HongKe's CEO Lashare Chen believes that Hong Kong plays a vital role in her company's global vision. With a professional team focused on cutting-edge technological development, the Hong Kong office includes R&D and sales colleagues. "At the same time, it actively explores overseas markets, establish connections with international clients, and promotes the company's products and services," Chen said. "The Hong Kong office acts as a bridge by supporting our head office in Guangzhou as well as branches in Greater China and the Asian region. Further, it facilitates internal communication, resource sharing, and business collaboration to drive the company's global business development."

Hong Kong offers a myriad of advantages that nurtured HongKe's development. "The city's robust R&D ecosystem, international business environment and policy incentives were pivotal," Chen noted. "Its stringent IP protection, mature legal framework, and government-backed tech innovation initiatives provide unparalleled access to global markets and top-tier talent. Additionally, Hong Kong's strategic role as a hub for the Belt and Road Initiative and the Guangdong-Hong Kong-Macao Greater Bay Area reinforces its importance to our global strategy."

Surge in IT Solutions Demand

In 2023, HongKe relocated to the Hong Kong Science and Technology Park's Data Technology Hub to tap into its R&D and IT ecosystem. "We anticipate rapid growth in smart energy management, healthcare tech and cyber security solutions," Chen stated. "The accelerating digital transformation across industries further amplifies demand for innovative IT solutions. Validating our expertise, we have secured strategic partnerships with key organisations in transportation, healthcare, and education sectors."

Chen appreciated InvestHK's continued support over the years. "It facilitated our connections with top-tier talent and leading research institutions, helping us expand our network and partnership opportunities. These opportunities have enabled us to engage with industry peers and potential clients, significantly benefitting HongKe's growth in Hong Kong," she concluded.

HongKe Technology Co., Ltd.

- Founded in 1995, HongKe is headquartered in Guangzhou, with branches in Shanghai, Beijing, Xi'an, Chengdu, Suzhou, Taiwan, China and Hong Kong, as well as overseas presence in Korea and Japan
- With more than 80 patents, the company serves over 8,000 customers

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