

Welcome to the World's Food Mecca

Mainland China's famous hot pot chain Haidilao sees Hong Kong as the ideal base for promoting their brand.



Founded in Mainland China in 1994, Haidilao has grown into an internationally renowned restaurant group during the past twenty years. The company prides itself in excellent and good value for money services. Other than Chinese face mask changing performance, Haidilao also offers manicure and other personalised services for customers while they are waiting to be seated. Thanks to its innovative business model, the restaurant has grown rapidly in Mainland China and overseas. Today, the company operates over 400 directly operated restaurants in more than 100 cities across Asia, Europe, North America and Australia.

In October 2017, Haidilao opened its first Hong Kong outlet in Yau Ma Tei, Kowloon, followed by a second store in Causeway Bay a year later. The company is already planning to open more restaurants in other locations across the city in order to serve more customers. In September 2018, Haidilao was listed on the Hong Kong Stock Exchange, reaffirming its commitment to the city.

Ingredients for Success

According to Haidilao's chairman Zhang Yong, "Hong Kong is a food mecca with a mature market and people are very receptive to new ideas. All these make the city one of the ideal bases for restaurants to enhance their brand image."

In Hong Kong's competitive dining scene, Zhang believes Haidilao has many success factors. In addition to providing excellent customer service, Haidilao has adapted its menu to suit local tastes, for example by adjusting the spiciness of the broth and



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Zhang Yong
Chairman
Haidilao International Holding Ltd

providing a wider range of seafood, meat and condiments.

"We learn from other industry players and conduct in-depth research into the local food culture. We are also committed to improving the quality of our service

and food and welcome suggestions from customers."

To maintain excellent customer service, Haidilao also encourages its staff to be creative in utilising in-store resources to deliver an unforgettable experience for every customer.

Haidilao currently employs 250 staff in Hong Kong and plans to open more outlets to meet new demand, providing a broader range of job opportunities for local residents.

"Invest Hong Kong has facilitated our entry into the Hong Kong market and helped us with company registration and visa matters. Mainland Chinese restaurant operators looking to establish a base in Hong Kong can seek advice from professional organisations like Invest Hong Kong in order to facilitate their entry." Zhang concluded.

Haidilao International Holding Ltd

- Haidilao International Holding Ltd (6862.HK) was listed on the Hong Kong Stock Exchange on 26 September 2018
- Haidilao has restaurants in Mainland China, Hong Kong, Taiwan, Singapore, Japan, the US, South Korea, Canada and Australia

 haidilao.com