

CAPEL GROUP BUILDS GLOBAL CREATIVE NETWORK THROUGH HONG KONG

Hong Kong's global connectivity and its role as a regional marketing hub anchor a founder-led collective uniting more than 350 specialists across marketing, communications and design disciplines.



“As a major global business node, Hong Kong connects international companies entering or scaling in Asia while also supporting businesses from the Chinese Mainland expanding globally. That makes it a natural headquarters for Capel.”

JONATHAN CUMMINGS

Executive Chairman
Capel Group

“Our vision is to build a connected model that preserves the entrepreneurial spirit, specialist expertise and accountability of agencies while giving them shared infrastructure and international reach,” said Jonathan Cummings, Executive Chairman of Capel Group.

Established in January 2026, Capel Group is a founder-led network of specialised marketing, communications and design agencies. The firm operates a robust ecosystem uniting more than 350 specialists across 11 agencies in 19 markets, offering clients direct access to senior-level expertise spanning brand strategy, consultancy and production.

Unlocking High-Growth Marketing Opportunities

“As a major global business node, Hong Kong connects international companies entering or scaling in Asia while also supporting businesses from the Chinese Mainland expanding globally. That makes it a natural headquarters for Capel,” Cummings explained.

One of the strategic priorities of the Hong Kong headquarters is to serve as a bridge between Eastern and Western markets, Cummings said. The city's strategic position, international business culture and strong regional connectivity all make it the ideal base for the collective to build its cross-market network.

Looking ahead, Capel Group plans to further expand its network to support its continued growth. It already has plans

to deepen its capabilities and offerings in Hong Kong for this purpose, including the development of a Global Brand Readiness Programme aimed at helping Chinese Mainland and wider Asian clients expand their international footprint. The programme will help businesses assess market readiness, sharpen their international positioning, adapt their brand and communications, and support market entry and local activation through Capel's specialist teams.

Attracting World-Class Creative Talent

For Cummings, Hong Kong's combination of city life, culture, food, nature and international communities makes it a highly attractive place to live and work. He is heavily involved in sports and is an elected Board Director of The British Chamber of Commerce in Hong Kong.

“The city attracts people who are comfortable crossing cultures, building businesses and acting on opportunity,” he said, adding that this “outward-looking ambition” is another reason Hong Kong is a great match for Capel Group.



Building More Bridges

InvestHK has played a key role in Capel Group's journey, especially for its launch. “InvestHK brings valuable convening power, market insights and international reach,” Cummings said.

“Our ambition is to help businesses from the Chinese Mainland and wider Asia build international brands while helping global companies succeed across Asia. In doing so, we aim to support client growth, create cross-market opportunities for specialist talent, and strengthen Hong Kong's position as a premier hub for creative professional services,” Cummings concluded.

Capel Group

- Headquartered in Hong Kong, Capel Group has a global network encompassing over 350 creative specialists across 11 agencies in 19 markets including Asia, Australia, Europe, Africa and the Middle East
- Focused exclusively on founder-led agencies, the collective delivers a full spectrum of marketing, communications and design capabilities, from brand strategy and consultancy to production

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