BRIDGING MARKETS FROM HONG KONG: DWP GROUP CONNECTS PREMIUM BRANDS TO GLOBAL AUDIENCES VIA OUT-OF-HOME ADVERTISING

Dynamic Winning Partners Media (DWP) Group envisions Hong Kong as a bridge to connect advertisers between the Chinese Mainland and global markets.

"As a premier cross-border integrated communication platform, our Hong Kong office seamlessly bridges Guangdong-Hong Kong-Macao Greater Bay Area (GBA) outdoor traffic with global advertising demand. We serve as a strategic springboard for Mainland brands expanding through Hong Kong into Southeast Asia and beyond," said Roma Zhi, Chairman of DWP Group.

From its inception two decades ago, DWP Group has engaged high-value audiences through premium travel advertising. Starting with static displays in key Chinese aviation hubs, the company quickly scaled to integrate comprehensive outdoor media resources. By the early 2020s, DWP had secured advertising rights across major first- and second-tier airports in China, while continually embracing innovations like commercial LED screens and AI-generated content. Today, as one of the Chinese Mainland's largest airport and urban-core media operators, DWP is leveraging Hong Kong as its strategic connector for overseas expansion.

Ideal Hub for Cross-Border Business

DWP operates through Abbey Road in Hong Kong to deliver creative campaigns in prime business districts, providing brands with one-stop media planning and execution services. The company is actively expanding its proprietary media network, having launched four major outdoor advertising sites in the city last year with plans for additional locations both in Hong Kong and overseas.

To seamlessly bridge GBA outdoor traffic with global advertising demand, establishing its first overseas office in Asia's international business hub was a natural choice for DWP. "Hong Kong is the perfect regional hub for doing cross-border business because it combines a secure, transparent and international business ecosystem with an unmatched quality of life," noted Zhi. "The city's common law system, standardised commercial processes, and rigorous compliance standards give us the predictability we need to run cross-border operations smoothly."





Zhi also highlighted several other key advantages to choosing the city, including its low and simple taxation system, mature legal framework, multilingual environment, and strategic position at the heart of the GBA's extensive flight network. "Hong Kong enjoys the free flow of capital, information, and talent," Zhi stated. "Our Hong Kong colleagues possess rich experience and a strong awareness of compliance, making them valuable assets for our overseas expansion projects."

Belt & Road and Beyond

"DWP is currently expanding into Dubai and Indonesia, with North America and Europe under consideration for future phases of growth. All overseas expansion stems from our Hong Kong base," noted Zhi. "We see strong potential in the Hong Kong market and remain committed to investing in the city to further scale our local operations. Leveraging our team's international expertise and extensive global network, we will also pursue overseas growth opportunities, with a particular focus on the Middle East and Southeast Asia."

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DWP Group

- Established in 2005 and headquartered in Beijing, DWP Group is a leading airport media operator and one of the largest outdoor advertising and marketing communications companies in China
- Its 360-degree advertising solutions cover 29 airports in 27 cities across the Chinese Mainland and major airports in 72 countries worldwide, offering one-stop services for brands going global

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