



InvestHK

The Government of the
Hong Kong Special Administrative Region
of the People's Republic of China

Hong Kong

Where Business Goes to Grow



ABOUT INVEST HONG KONG

Invest Hong Kong (InvestHK) is the government department of the Hong Kong Special Administrative Region (HKSAR) responsible for attracting Foreign Direct Investment, supporting overseas and Mainland China businesses to set up and expand in Hong Kong. Its mission is to attract and retain foreign direct investment which is of strategic importance to the economic development of Hong Kong.

The Department has helped thousands of companies from all over the world to set up or expand in Hong Kong. In all its work, the Department applies the following core values: passion, integrity, professionalism, customer service, business friendliness and responsiveness. InvestHK has staff and representatives in key business cities worldwide looking after target markets in Asia Pacific, Europe, Middle East, Africa and North and South America.

HONG KONG: CENTRAL LOCATION IN ASIA

Mainland
China

Hong Kong

4 hours

Most of Asia's key
markets within four
hours' flight time

5 hours

From half the
world's population

“Hong Kong's proximity to Mainland China and Southeast Asia along with its melting pot culture gives startups a unique advantage to replicate their business models in other new markets.”

Eric Gnock Fah
COO & Co-founder
Klook Travel Technology Limited

HELPING YOU STEP-BY-STEP



PLANNING

- Offer guidance in strategic implementation and evaluation of business decisions, including opportunity identification
- Connect with relevant Consulates, Chambers of Commerce and business associations
- Advise on living and working in Hong Kong, e.g. bank accounts, housing, schooling and networking, etc.



SET-UP

- Provide support with business licences, visa applications, trademark registration, etc
- Informing on tax and business regulations
- Arrange meetings with service providers, professional associations and government departments
- Advise on sector-specific industries and opportunities



LAUNCH

- Connect with professional and business services providers
- Provide marketing and public relations services



AFTERCARE / EXPANSION

- Provide tools for continuous expansion
- Support in identifying growth opportunities
- Continue to support across marketing and public relations

FREE, CUSTOMISED, AND CONFIDENTIAL SERVICES

Setting up a company in Hong Kong is easy and inexpensive and is made even easier with the ongoing support of InvestHK.

The Department's Hong Kong and overseas teams work seamlessly to support the successful set up and expansion of clients' businesses in the city. We partner with clients on a long-term basis and are available to help at any stage of your business development.

Latest Business Information

- Sector-specific advice and opportunities
- Business incorporation procedures
- Tax and business regulation
- Cost-of-business models
- Employment legislation
- Immigration requirements

Introduction to Service Providers

- Lawyers
- Accountants
- Human resource specialists
- Consultants
- Designers
- Public relations firms
- Interior design specialists
- Real estate agents, etc

Publicity/Networking

- PR and marketing support to generate publicity for clients
- Ongoing event and networking opportunities

Business Facilitation Support

- Assistance with property identification
- Visa applications, relocation advice
- Business licences, trademark registration
- Intellectual property and trade regulations
- Advice on living and working in Hong Kong, including housing and schooling
- Ongoing business advice
- Government liaison

Dedicated Sector Specialists to Serve Clients

- Business and Professional Services
- Consumer Products
- Creative Industries
- Family Offices
- Financial Services
- Financial Technology (FinTech)
- Innovation and Technology
- Tourism and Hospitality
- Transport and Industrial

INVESTHK'S WORLDWIDE NETWORK





Note:
¹ Beijing Office

Office locations are subject to change. For the latest version, please refer to InvestHK's website.

TOP REASONS WHY HONG KONG

Here are some of the many reasons to choose Hong Kong as the best place for your business and ideas to flourish.

Central Location in Asia

Hong Kong enjoys an enviable and strategic location in the heart of Asia. Putting your business in Hong Kong means you are closer to your customers, wherever in the region they are based.

Pre-eminent Bridge between China and the World

Hong Kong plays a pivotal role in national development strategies including the Guangdong-Hong Kong-Macao Greater Bay Area and the far-reaching Belt and Road Initiative. The Mainland-Hong Kong Closer Economic Partnership Arrangement (CEPA) provides tariff free access to the Mainland for Hong Kong manufacturers and enhanced access for Hong Kong service providers.

International Environment

Hong Kong is the main regional business hub in Asia. Being in Hong Kong means you are closer to the region's decision-makers and opportunities. English is the primary language of business and many people also speak Mandarin and Cantonese.

Rule of Law

Under the "One Country, Two Systems" principle, Hong Kong retains its common law system and its rule of law provides effective legal protection to individuals and businesses. The Hague Conference on Private International Law has its first regional office in Hong Kong, reflecting a strong vote of confidence in the city's legal foundation.

Sophisticated Infrastructure

Hong Kong is a global transport and information hub completely plugged into global markets and networks. Hong Kong International Airport is one of the busiest in the world in terms of air cargo and passengers. The city also has one of the world's busiest and most efficient container ports. The Express Rail Link connects Hong Kong into the Mainland's high-speed rail network while the Hong Kong-Zhuhai-Macao Bridge is the world's longest bridge-tunnel sea crossing.

Our telecommunications infrastructure is very advanced, with 5G already on mobile, 99.5 percent household broadband coverage and 290 percent mobile penetration rate. The sophisticated ICT infrastructure includes 12 submarine cable systems and operating 9 satellites for external communications.

World-class Professionals and Talent

Hong Kong has a highly educated, bilingual workforce. The pool of professional talent has international business know-how and expertise in doing business in Mainland China. Hong Kong is also home to some of Asia's leading universities, world-class technology parks, institutes and R&D centres, together with range of schemes to facilitate talent from around the world to work and live in Hong Kong.

“Hong Kong's status as a world class city has attracted talent from all over the world which contributes to a deep and diverse talent pool. Its robust legal system and flexible financial infrastructure are also favourable for us to expand our global reach.”

Gary Ngan, CFA
Chief Financial Officer
Meitu, Inc.

Low and Simple Tax Regime

Hong Kong has a simple, transparent and stable taxation system. The city also has a growing network of comprehensive double taxation agreements (CDTAs) with major jurisdictions.

Two-Tiered Tax Rates

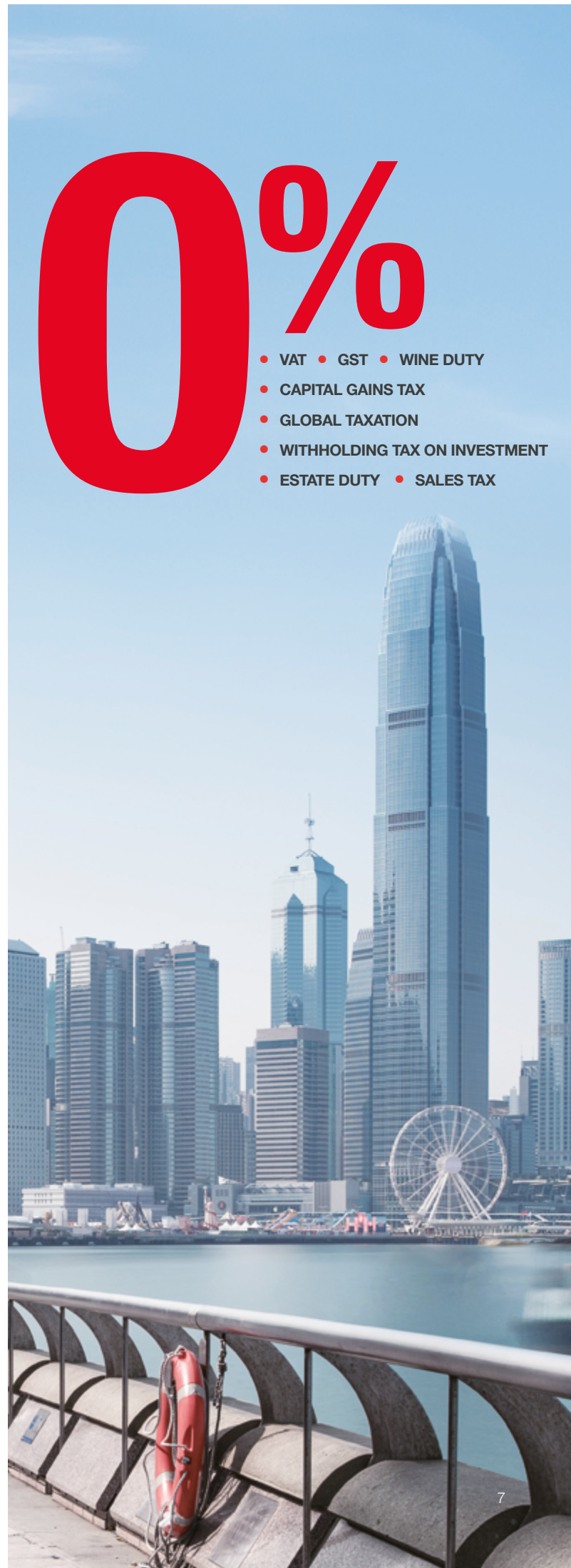
The profits tax rate for the first HK\$2 million of profits of corporations is 8.25 percent. Profits above that amount is subject to 16.5 percent. For unincorporated businesses (i.e. partnerships and sole proprietorships), the two-tiered tax rates are correspondingly set at 7.5 percent and 15 percent.

The two-tiered profits tax rates regime benefits eligible enterprises with assessable profits, irrespective of their size. To ensure that the tax benefits target small and medium enterprises (SMEs), the application of the two-tiered rates is restricted to only one enterprise nominated among connected entities.

The two-tiered profits tax rates regime reduces the tax burden on enterprises, especially SMEs and startup enterprises.

“There has always been free movement of capital, rule of law, simple taxation and for people coming from overseas, Hong Kong is a safe place to walk around. And all these advantages are still going on today.”

Michael Duck
Executive Vice President
Informa Markets



BELT AND ROAD INITIATIVE

- The Silk Road Economic Belt and the 21st Century Maritime Silk Road – the Belt and Road (B&R) Initiative – promotes co-operation among countries and regions in areas of policy co-ordination, facilities connectivity, unimpeded trade, financial integration and people-to-people bonds.
- As a key link and the prime platform for the B&R, and with the Central Government's support, Hong Kong can capitalise on its unique advantages to connect the Mainland with other B&R regions, in areas such as international project financing, offshore Renminbi (RMB) business, professional services, as well as economic and trade co-operation.
- Infrastructure projects such as the Hong Kong-Zhuhai-Macao Bridge, Guangzhou-Shenzhen-Hong Kong Express Rail Link and the three-runway system of the Hong Kong International Airport further strengthen connectivity between Hong Kong and the Mainland, and the world.
- Hong Kong companies operate and manage railways, airports, ports, power and gas supply and other infrastructure projects to international standards. Coupled with a rich pool of professional expertise in mergers and acquisitions, financing, accounting and taxation, legal services, construction and more, Hong Kong can provide premium support for infrastructure and other developments in the B&R regions.

GUANGDONG-HONG KONG-MACAO GREATER BAY AREA

- The Guangdong-Hong Kong-Macao Greater Bay Area comprises Hong Kong and Macao plus nine municipalities in Guangdong, with a combined urban population of over 86 million and GDP over US\$1.7 trillion.
- The State Council promulgated the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area on February 18, 2019. The plan supports Hong Kong in consolidating and enhancing our status as international finance, transportation and trade centres as well as an international aviation hub, making great efforts to develop the I&T industries, and establishing Hong Kong as the centre for international legal and dispute resolution services in the Asia-Pacific region.



LIVING IN HONG KONG

There's no other place in the world like Hong Kong. The Asia's world city is an open, cosmopolitan and pluralistic society that seamlessly blends east and west, new and old.

International Schooling

There are over 50 international schools offering over 10 different curricula including the International Baccalaureate (IB).

Robust Healthcare System

There are some 50 private and public hospitals and institutions with locally and internationally trained doctors. Hong Kong is renowned for its expertise in the prevention of communicable diseases. A food safety assurance system is in place and there is a comprehensive prevention programme to reduce the risk of avian influenza outbreaks.

Highly Accessible Nature

About 70 percent of Hong Kong is countryside, with 24 country parks and 22 special protected areas to retain our rich biodiversity. Scenic country parks and hiking trails are minutes away from downtown.

Active Expat Community

Hong Kong is home to a growing and varied expatriate community. Expatriates enjoy an easy, convenient and vibrant lifestyle in Hong Kong.

“ *The Hong Kong brand is world-famous, representing quality, diversity, and dynamism.* **”**

Ho Kuang Chi
Founder and Chairman
Xiabuxiabu

“ *Hong Kong is a true hub in the way people are connected in their mindset, and they have this global view and attitude that we need to support a regional business.* **”**

Marcel Pastuska
Senior Director Asia Pacific – Aircraft Component Services
Lufthansa Technik





An Innovation and Technology Hub

- Develop in four broad development directions: enhance the I&T ecosystem and promote ‘new industrialisation’ in Hong Kong, enlarge the I&T talent pool to create strong impetus for growth, promote digital economy development and develop Hong Kong into a smart city, proactively integrate into the overall development of the country and consolidate the city’s role as a bridge connecting the Mainland and the world
- 300 percent tax deduction for private enterprises on the first HK\$2 million of qualified R&D expenditure, with additional expenditure attracting a 200 percent deduction
- The Hong Kong–Shenzhen Innovation and Technology Park and the Shenzhen Innovation and Technology Zone to form the Shenzhen-Hong Kong Innovation & Technology Co-operation Zone to establish a “one zone, two park” initiative
- Set aside HK\$10 billion to further promote development of life and health technology
- HK\$2 billion Innovation and Technology Venture Fund (ITVF) set up by the Government to co-invest on a matching basis with selected private venture capital funds in I&T start-ups in Hong Kong
- More than 130 initiatives under the smart city blueprint 2.0 to bring benefits and convenience to members of the public in their daily lives

An International Finance and Business Hub

- Fully convertible currency, free flow of capital, goods and information
- Consistently ranked among world leaders in terms of stock market capitalisation, IPO, fund-raising, asset management, banking and insurance
- World’s largest centre for offshore Renminbi business hub
- More than 70 of the world’s top 100 banks are operating in Hong Kong
- Promoting a vibrant ecosystem for global family offices and asset owners
- Over 800 FinTech companies operating in Hong Kong
- Granted licenses for 8 virtual banks, 4 virtual insurers, 2 virtual asset trading platforms and 17 stored value facilities





An Art, Cultural and Sports Metropolis

- Year-round calendar of world-class arts, cultural and sporting events
- The 40-hectare West Kowloon Cultural District (WKCD) offers world-class integrated arts and cultural facilities, including M+, Hong Kong Palace Museum and Xiqu Centre
- The 28 hectares Kai Tak Sports Park will provide modern and multi-purpose sports and recreation facilities and targeted for completion in the second half of 2024
- About 40 percent of the city is protected countryside and special areas for the purpose of nature conservation

A Regional Education Hub

- Top-notch universities and the greatest number of international schools in Asia
- Five Hong Kong universities are ranked in the world's top 100 by the Quacquarelli Symonds (QS) World University Rankings 2023
- Renowned international institutions have established bases in Hong Kong



Lee Yiu Tung/Shutterstock.com

A Premier Visitor Destination

- Great shopping and dining, popular theme parks, an array of mega events, and easy access to the countryside, islands and beaches
- Premier destination for MICE events in Asia
- Ocean Park and Hong Kong Disneyland are popular choices for tourists
- Kai Tak Cruise Terminal is a landmark for cruise travel

INVESTHK'S WORLDWIDE NETWORK

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Americas

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Mexico City

New York

Rio de Janeiro

San Francisco

Santiago

Toronto

Asia Pacific

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