

POWERING THE FUTURE:
Spotlight on Creative Industries,
Sports and Entertainment




This booklet highlights a selection of cultural and creative industries, sports and entertainment businesses supported by Invest Hong Kong (InvestHK) in 2025 and 2026.

Featured companies span art and culture, design and architecture, media and advertising, entertainment and sports. We hope you find their journeys inspiring.

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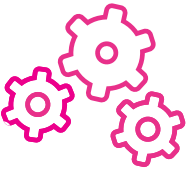

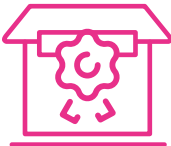

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ABOUT INVESTHK

InvestHK is the investment promotion agency of the Government of the Hong Kong Special Administrative Region (HKSAR). We support overseas and Chinese Mainland companies and institutions, from multinational corporates to startups, to plan, set up their business in Hong Kong, and to expand their operations and international reach via Hong Kong. We collaborate with investment promotion agencies from around the world to facilitate this two way investment.

PLANNING	SET-UP	LAUNCH	EXPANSION
 <ul style="list-style-type: none"> • Strategic guidance on business decisions • Connections with consulates, chambers of commerce, and business associations • Advice on living and working in Hong Kong 	 <ul style="list-style-type: none"> • Assistance with licensing & visas • Introductions to service providers and government departments • Guidance on tax, regulations, and sector-specific opportunities 	 <ul style="list-style-type: none"> • Connections to lawyers, accountants, HR specialists, and real estate firms • Assistance with office location selection • Marketing and PR support 	 <ul style="list-style-type: none"> • Tools and advice for sustainable growth • International capital connections • Advice on research commercialisation, talent attraction, and other key areas • Ongoing marketing and PR support



InvestHK has offices in major cities around the world and industry experts across a range of business sectors. Contact us for free advice on setting up in Hong Kong or for details on how we can support your expansion in our city.

Creative Industries,
Sports & Entertainment
webpage



COMPELLING ADVERTISING SOLUTIONS ON THE MOVE

Bravo Media is a leading out-of-home (OOH) media company in Hong Kong, delivering bold and impactful advertising options across the territory-wide Citybus network and several of the MTR Corporation's key railway routes.



“With its unique urban environment, strong Government development support and increasing integration with the GBA, Hong Kong offers exceptional opportunities for Bravo Media and for advertisers looking to grow their business.”

RICHARD PETIGNAUD
Managing Director
Bravo Media

Where most people see a bus or a train, Richard Petignaud, Managing Director of Bravo Media, sees opportunity. “Each one is a moving billboard, a chance to catch the eyes of millions,” he said. As a media company specialising in transit advertising, Bravo Media knows all about the remarkable advantages that Hong Kong has to offer. With its dense population, compact geography, and perhaps the best public transport system in the world, Hong Kong is a city where it is rare not to see a bus and where, every day, millions travel by train.

Abundant Opportunities for Growth

Set up in 2021 during COVID, Bravo Media took over Citybus bus body advertising when the previous advertising agent exited the market. It was an inauspicious time to launch a new company, and the Bravo Media team had a lot to prove. “We wanted to bring an innovation mindset and raise the standards of the out-of-home advertising industry,” said Petignaud. Among its initiatives, Bravo Media launched striking new bus formats, an immersive “Premium Superbus”, and even introduced electro luminescent effect that makes buses glow in the dark.



In 2023, Bravo Media successfully bid to be the exclusive advertising agent for train and station advertising for the MTR Corporation's East Rail & Tuen Ma Line, Light Rail and MTR Bus. This and the Citybus network now give the company access to a daily patronage of 3.4 million passengers.

Other factors driving the young company's success include Hong Kong's increasing integration with the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). “The Bravo Media network gives advertisers direct access to over 90 percent of travellers arriving by land in Hong Kong,” stated Petignaud. “That makes us an important resource for advertisers wanting to reach Chinese Mainland visitors.” Also growing is advertising placement from Chinese Mainland companies, targeting the increasing numbers of Hong Kong people travelling to the GBA for affordable professional services.

New doors are also opening through various Hong Kong Government initiatives. Mega-projects like the new Kai Tak Sports Park, for example, are bringing large numbers of people to major events by bus and MTR — all of them prime targets for advertisers. Support from Government departments such as InvestHK is also helping to broaden the company's business network and increase exposure in the local community. With this positive outlook, Bravo Media is embracing the new year with high hopes for tapping into the huge business potential of the GBA.



Bravo Media

- Bravo Media was founded in 2021 as a subsidiary of Bravo Transport Holdings, which also owns Hong Kong's Citybus, to manage Citybus's bus advertising needs
- In July 2023, it won a major tender to manage train and station advertising for the MTR Corporation's East Rail Line, Tuen Ma Line, Light Rail and MTR Buses
- Bravo Media is renowned for its innovative advertising formats, creative ideas, and close collaboration with advertising clients

bravomedia.com.hk

HONG KONG'S THRIVING MEGA EVENTS ECONOMY FUELS THE GROWTH OF DIGITAL MARKETING BUSINESS

Digital Business Lab leverages Hong Kong's unique business ecosystem to deliver unified social media strategies, connecting global brands with Asian audiences.



“ Hong Kong is the ideal location where you can seamlessly synchronise marketing efforts across Western and Chinese Mainland channels while having direct access to industry leaders. ”

ALBIN LIX
Founder & CEO
Digital Business Lab

Founded by a French entrepreneur, Digital Business Lab is a pioneering social media and digital marketing agency that has established its global headquarters in Hong Kong in 2013. The agency specialises in an “all-in-one social” offering that integrates organic content, influencer marketing, and paid advertising to drive revenue growth for brands across both Western (such as Instagram and YouTube) and Chinese (such as WeChat and Xiaohongshu) platforms.

With the rise of the mega events economy in Hong Kong, the agency enjoys a new phase of growth through supporting brands and event organisers with social media strategy, digital and influencer marketing and video production, targeting audiences from the Chinese Mainland and across the APAC region.

Hong Kong as a Cross-Cultural Marketing Hub

Over the years, Digital Business Lab has expanded its services across Asia, building social media strategies that connect the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) with Southeast Asia and vice versa.

For Albin Lix, Founder & CEO of Digital Business Lab, Hong Kong offers a unique advantage as a hub for cross-cultural translation in marketing. “Hong Kong is the ideal location where you can seamlessly synchronise

marketing efforts across Western and Chinese Mainland channels while having direct access to industry leaders,” he said. The city’s multicultural environment allows the agency’s multilingual team — proficient in Mandarin, Cantonese, Korean, and Japanese — to thrive, tailoring campaigns that resonate with diverse audiences across the region.

Strengthening GBA Presence with a Cohesive Model

Recognising that marketers may face challenges with siloed strategies, Digital Business Lab introduced a new, integrated model. Lix explained, “We adapted proven European marketing principles to the social media landscape here. For instance, we translated the concept of long-tail SEO into a micro-influencer strategy to foster more authentic engagement and refined CRM segmentation to align KOLs with specific funnel goals, from awareness to conversion.”

With Gen Z leading this trend, there is a growing expectation for more authentic interactions with influencers, KOLs, and brands. This audience is driving marketers to create more meaningful experiences at every stage of the marketing funnel, highlighting the need for a cohesive approach.

Looking ahead, the agency plans to integrate AI, expand its expertise on

super-apps, and grow its team in both Hong Kong and the newly opened Shenzhen office to capture opportunities across the APAC region, particularly in the GBA.

As an entrepreneur and long-time resident in Hong Kong, Lix values the city’s vibrant entrepreneurial spirit and the government’s support for startups. He shared, “InvestHK provided invaluable guidance for my project and clients, along with excellent networking opportunities and exposure that helped my business grow.”

Digital Business Lab

- Hong Kong-based social media and digital marketing agency with offices in Singapore and Shenzhen
- Supported a range of global brands across various sectors, including luxury, hospitality, insurance, technology, banking, entertainment and automotive

🌐 digital-business-lab.com

FOSTERING AI-POWERED BUSINESS GROWTH VIA HONG KONG

Analytics company Ekimetrics has experienced rapid growth as more businesses have turned to AI to optimise their marketing strategies.

Hong Kong, a hub for finance, technology, and trade, provides a fertile ground for analytics-driven solutions. As companies navigate economic uncertainties and shifting consumer behaviors in the post-pandemic era, the demand for data-driven marketing solutions has surged. This creates significant opportunities for French analytics firm Ekimetrics, whose expertise in AI and data science aligns with the region's push towards digital transformation. Over the past four years, the company's staff in Hong Kong has tripled, growing from 15 to 45 employees.

With its mission to transform business for clients, Ekimetrics utilises technology across marketing, customer analytics and sustainability to create value for businesses. As traditional companies digitised to accommodate work from home, many realised the difference that AI and data science could make to future-proof their organisation.

Hong Kong as the Regional Headquarters Propels Growth

"When we started in 2015, the use of data and AI was uncommon among Hong Kong businesses, unlike today," acknowledged Olivier Kuziner, Partner and Managing Director APAC with Ekimetrics. "COVID-19 compelled organisations to change. At first, it was also tough for us but a year into the pandemic, we doubled the size of our company. That speaks to the resilience of Hong Kong: it is a very entrepreneurial place full of self-made individuals who always carry a positive attitude and continue to innovate to make their businesses thrive."

Kuziner championed for Hong Kong to be his company's regional headquarters and sees that decision as crucial to Ekimetrics' success. "Hong Kong always had solid infrastructure and is a very stable platform to operate a business," he said. "There is a great pool of universities focusing on IT, and we have easy access to a highly qualified workforce of Chinese talent.

"Hong Kong is a very entrepreneurial place full of self-made individuals who always carry a positive attitude and continue to innovate to make their businesses thrive."

OLIVIER KUZINER

Partner and Managing Director APAC
Ekimetrics

In comparison to neighbouring countries, setting up and operating a business is easy and straightforward due to its simple tax structure and business-friendly policies. Also, I believe that to offer better service to our clients, it is important to be close to them. We can accomplish that from Hong Kong."

Vibrant Lifestyle Attracts Talent

In 2025, Ekimetrics celebrated its 10th anniversary in Hong Kong. Looking ahead, Kuziner projected that the team in Hong Kong will grow over 60 people within three years. "We have a diverse team with 10 nationalities — I value their different opinions and ways to approach business," he noted. "We will also further invest in the region by expanding our Shanghai team and opening a new office in Singapore and Japan."

The longtime resident of Hong Kong is a tri-athlete who takes advantage of being able to hike The Twins mountains or swim in Repulse Bay before work. "Hong Kong is a beautiful combination of metropolitan and natural attractions," Kuziner enthused. "It offers a safe and easy lifestyle that makes the city unique."



Ekimetrics

- Leading data and AI company in Asia and globally
- Established in 2006 and headquartered in Paris, Ekimetrics has offices in London, New York, Hong Kong and Shanghai
- Its Hong Kong office opened in 2015 as the company's Asia-Pacific headquarters

 ekimetrics.com

PIONEERING THE FUTURE OF EVENT EXPERIENCES

Global communications powerhouse Havas launched its specialised event planning arm Havas Play in Hong Kong, leveraging the city's vibrant creative industry and the mega events boom.

“A supportive government plus the city's vibrant creative industry enables us to build ‘made in Hong Kong’ intellectual properties (IP) that we can share globally.”

ALEX BRAZENDALE
Head of Havas Play
Havas Media Hong Kong



Founded in 1835 in France, Havas, recently listed on Euronext Amsterdam and under the French conglomerate Vivendi's strategic umbrella, is one of the world's largest communications and media agencies. Renowned for its integrated approach, Havas provides a full range of services including creative, advertising, digital marketing, events, public relations, and more. Havas Hong Kong, the local office with a strong focus on the regional market, draws upon its deep local and global expertise to deliver holistic campaigns to align brands with consumer passion points and transcend geographical boundaries, reaching both regional and global audiences.

In 2023, Havas offices across the globe began ramping up its events capabilities, a global network, named Havas Play, was set up to create brand experiences in entertainment, sports, technology, and fandom. It was the time that experience specialist Alex Brazendale joined Havas Media Hong Kong as Head of Havas Play. As the government continues to strengthen its tourism and mega events appeal, the timing of Havas Play scored a winner. From orchestrating the drone show above Victoria Harbour for a renowned insurance company in late 2023 to managing top international sports events such as the Hong Kong Rugby 10s and the Hong Kong Soccer 7s for the Hong Kong Football Club, Brazendale understands what excites people.

Robust IP Regime Empowering the Creative Industry

After two decades delivering Hong Kong events, Brazendale has noticed a difference in recent years. “Since the pandemic, the government has taken on a ‘how can we help?’ attitude,” he added. “A supportive government plus the city's vibrant creative industry enables us to build ‘made in Hong Kong’ intellectual properties (IP) that we can share globally. The mega events economy is not just about numbers. It's about having the right people in the right places. It's about creating IP we can export. When Kai Tak Sports Park opens this year, Guangdong-Hong Kong-Macao Greater Bay Area (GBA) residents across the border will be enticed with the easy access to upcoming events here. Our advantage is that we can look beyond borders and we are excited to discuss opportunities with brands.”

GBA Opportunities

Andrew Cawte, CEO of Havas Media Hong Kong, is enthusiastic about the opportunities that the GBA presents. “It changes Hong Kong from a seven million person market to an over 70 million one,” he stated. And he is ready: Havas Hong Kong has grown between 30 to 50 percent year on year for the past four years. “Each year, we have employed new staff members,” Cawte said. “We like working with people who are naturally curious and enjoy trying new things. Since we work with a lot of international brands, the best recruits

are the ones who understand east and west. Perhaps they have lived abroad or studied at international schools. And we also have a lot of local talent for different aspects of our business.” This diverse talent pool in Hong Kong significantly enhances the innovative and dynamic works of Havas Hong Kong.

A resident of Hong Kong for 30 years, Cawte cannot imagine living anywhere else. “Hong Kong, highly accessible for all, is one of the most amazing cities in the world,” he stated. “Its energy is incredible.”

Havas Hong Kong

- Havas, recently listed on Euronext Amsterdam, employs about 22,000 people in more than 100 countries
- Havas Hong Kong has grown its staff headcount from approximately 60 employees in 2022 to 100 employees currently
- In 2023, Havas Play launched in Hong Kong to augment Havas' services with customised event planning and execution

 hk.havas.com

GLOBAL NATIVE ADVERTISING FIRM SETS SIGHTS ON HONG KONG

Hong Kong's vibrant digital advertising ecosystem makes it an ideal hub for Taboola's further expansion into the Greater China market.



“Hong Kong not only enhances our operational capabilities, but also complements our Greater China team, facilitating seamless collaboration and a cohesive approach to market engagement.”

MARY TSE
Head of Hong Kong Region
Taboola

Taboola opened its office in Hong Kong to better serve its clients and capitalise on emerging opportunities in the region. Hong Kong's dynamic digital business environment is second to none in the region.

Founded in Israel in 2007, Taboola is a global leader in content discovery and native advertising, enhancing how brands connect with audiences online. With its cutting-edge AI technology and extensive global network, the company delivers precisely tailored information to over 600 million daily active users. Its sophisticated AI system supports content recommendations, native advertising, cross-border eCommerce, and end-to-end marketing funnel solutions. By increasing engagement and driving traffic for publishers and advertisers, Taboola helps enterprises navigate the ever-evolving landscape of the digital world.

Hong Kong: Empowering Regional Growth

According to Mary Tse, Head of Hong Kong Region at Taboola, the company's decision to establish a presence in the city is driven by its unique strengths. Tse said, “Located in the heart of Asia, Hong Kong serves as a strategic hub for both our Hong Kong and the Guangdong-Hong Kong-Macao Greater Bay Area, also as a gateway to Chinese Mainland and other Asia-Pacific markets. Its geographical position allows us to easily connect with key stakeholders across the region. The city not only

enhances our operational capabilities, but also complements our Greater China team, facilitating seamless collaboration and a cohesive approach to market engagement.” She added that Hong Kong's status as a financial powerhouse, along with its business-friendly environment and skilled workforce, enhances Taboola's operational efficiency and global connectivity.

“In just one year, our Hong Kong office has established local partnerships with key advertising partners and premium publishers, and made significant strides following the establishment of a robust foundation for our advertising business. We will continue to enhance our publisher services and develop a more comprehensive suite of offerings, driving growth and engagement within the online community,” Tse said.

Steering the Advertising and Online Content Landscape

Tse noted that businesses are currently seeking innovative marketing solutions and are increasingly focused on maximising their return on investment. As performance marketing takes centre stage, Taboola is well-positioned to capitalise on this trend.

“Taboola boasts robust research and development (R&D) capabilities. By leveraging advanced AI algorithms, we deliver highly relevant content recommendations that drive user engagement and conversions for advertisers. This significantly enhances advertiser outcomes and enriches the

user experience. Our strong focus on performance marketing aligns with current market needs,” Tse remarked.

To Tse, the support from InvestHK, including networking opportunities and marketing efforts, has contributed to the company's growth trajectory. In addition, Hong Kong has a rich talent pool that drives Taboola's business development and innovation. “The city's multicultural environment fosters collaboration and creativity. Our team, composed of individuals with local, Chinese Mainland, and Taiwan backgrounds, creates synergies that enhance our overall effectiveness and adaptability in the fast-paced digital world,” she concluded.

Taboola

- Headquartered in New York, Taboola was listed on NASDAQ in 2021
- The company collaborates with over 15,000 advertisers and has forged long-term partnerships with more than 9,000 publishers worldwide
- With a workforce of over 1,800 employees, Taboola operates offices in 33 cities globally

 [taboola.com](https://www.taboola.com)

BRITISH ARCHITECTURE AND INTERIOR DESIGN FIRM EXPANDS VIA HONG KONG'S CREATIVE PULSE

Conran and Partners is set to create more exciting spaces in the Asia-Pacific region from its expanded Hong Kong studio.

“ I love the city. From both emotional and business perspectives, Hong Kong is the right direction for us. ”

TINA NORDEN
Partner
Conran and Partners

Hong Kong's vibrant, high-density urban landscape inspires architects to integrate compact spaces, sustainability and diverse user needs via design and innovation. For Tina Norden, London-based partner with Conran and Partners, it was a pleasant surprise when she noticed the firm's interior design standards being implemented at The Peninsula Boutique & Café in the Hong Kong International Airport.

Crafting from Local Legacy to Global Footprint

After a long history working in the region, Conran and Partners established its



regional headquarters in Hong Kong in 2017, a strategic move that capitalised on the city's unique position as a global design hub. Norden said, “We first started in Hong Kong with a small studio in Central with only three staff, and now with continuous development and the growth of our projects in the Guangdong-Hong Kong-Macao Greater Bay Area and the region, we have expanded our Hong Kong office to a larger studio in North Point with 13 local designers and architects.” Its recent projects include residential projects in Hong Kong, and hotel projects in the Chinese Mainland, Jakarta and Melbourne.”

Norden recalled the decision to build from the ground up in Hong Kong. “We are not an expat practice,” she said. “We wanted closer connections to our clients and the region — colleagues who speak Cantonese. It really grounds our practice in the location. We see ourselves as a European design practice with an Asian heart.”

A Leading Hub for Business and Design

“Though we discussed ‘where’ a lot, it was a simple decision to go for Hong Kong,” Norden affirmed. “We share a history and close legacy. It offers



professional bodies such as the Royal Institute of British Architects. Setting up a business is straightforward. Numerous flight connections from Hong Kong make it easy to manage regional sites or jet over from London. The city has a fantastic work ethic, with an international mindset and a high level of English language proficiency.”

Conran and Partners

- Originally founded in London by the late Sir Terence Conran in 1989, Conran and Partners is an architecture and interior design firm with a diverse range of projects across the globe
- The firm opened its regional headquarters in Hong Kong in 2017

 conranandpartners.com

FINE ARTS ECOSYSTEM GAINS MOMENTUM IN HONG KONG

Crozier Fine Arts transforms the customer centric experience with a sleek new Hong Kong flagship art storage and viewing space that leads the group's expansion beyond logistics.

“ Hong Kong is a sophisticated global art hub, home to major art fairs and leading international auction houses. With no import or export duty or VAT, it is the ideal trade destination for international collectors. ”

KEN NG
General Manager
Crozier Fine Arts Hong Kong



With Gen Z and Millennial collectors and buyers on the rise, fine art logistics and services company Crozier embarked upon a revolutionary journey to meet the evolving expectations of this new generation of art enthusiasts. No longer confined to traditional warehouse operations, it has recently invested in a 47,000-square-foot, state-of-the-art facility to offer a novel and modern personalised art experience.

Strategic Expansion to Hong Kong

Founded in 1976 in New York City, Crozier is a specialist in fine art logistics and services with 31 overseas offices. In 2023, Crozier opened its first Asian office in Hong Kong following its parent company Iron Mountain's acquisition of a local logistics company in 2022. As Ken Ng, General Manager of Crozier Hong Kong, explains, the rationale for establishing Hong Kong as its regional headquarters is both strategic

and straightforward: “Hong Kong is a sophisticated global art hub, home to major art fairs and leading international auction houses. With no import or export duty or VAT, it is the ideal trade destination for international collectors.”

Redefining Art Experience

Hong Kong is spearheading Crozier's move from operations to customer-centric services with unique art experiences. Its museum-grade facility is equipped with desiccant air control units and Hong Kong's first Barrisol lighting in the art viewing spaces, which is designed to showcase art in unparalleled condition. Private lounges and meeting rooms enable curated art events, offering a completely new dimension to art appreciation. Hong Kong is the launchpad among its 34 locations for Crozier's new strategic direction, with other facilities to follow.

To further bolster this transformation, it is enhancing the team's communications and account management skills while augmenting the team with new registrar and shipping hires. “Hong Kong talent is persistent, hardworking, smart and always finds the most efficient way to reach new goals,” said Ng.

Ng looks to InvestHK for support in tapping new markets in Hong Kong and the Guangdong-Hong Kong-Macao Greater Bay Area. “InvestHK has provided a great networking platform to let people know we are a key player in the art industry. We have been able to connect with potential clients and partners, and strengthen our presence in the region's fast-growing art ecosystem,” Ng concluded.

Crozier Fine Arts Hong Kong

- Founded in 1976 in New York City, Crozier is a specialist in fine art logistics including transport, storage and handling with more than 1.8 million square feet of storage across 12 global markets
- Owned since 2015 by Iron Mountain, its Hong Kong regional headquarters was established in 2022, spearheading the group's focus on unique art ownership experiences with a team of 30 experts

crozierfinearts.com



A NEW GEM IN HONG KONG'S CULTURAL TAPESTRY

Through its diverse and extensive collections, GuWei Museum enriches Hong Kong's cultural landscape and serves as an inspiring hub for younger generations to explore and appreciate global heritage.



Watch the video

“Hong Kong is a city deeply rooted in Chinese tradition yet globally connected, offering an ideal backdrop for showcasing our collections.”

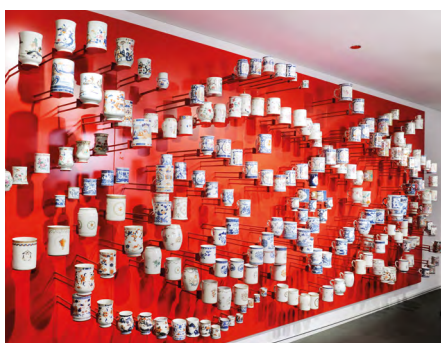
FRANCO CUTRUPA
Chairman
Sapientia Foundation



GuWei Museum testifies to Hong Kong's role as a dynamic East-meets-West centre for international cultural exchange. Founded by Sapientia Foundation in 2024, the institution is committed to promoting Chinese and foreign art and heritage through its extensive collections and themed exhibitions. The museum integrates its exhibition with education and cultural exchanges, holding classes for students of all ages and leveraging modern technology to make historical and artistic exhibits more accessible, particularly for younger visitors.

Global Art Destination

Franco Cutrupia, Chairman of Sapientia Foundation, emphasised Hong Kong's unique role in the international cultural landscape. He said, “Hong Kong is a city deeply rooted in Chinese tradition yet globally connected, offering an ideal backdrop for showcasing our collections, which reflect the cultural and historical ties between local and international civilisations. This



positioning naturally attracts a diverse pool of visitors, enhancing our potential to thrive as a dynamic cultural hub.”

GuWei Museum is the first private museum in Hong Kong's Southern District, an area rapidly evolving into a thriving contemporary arts hub, featuring a range of top-notch galleries and independent artists' studios.

Cutrupia stated, “Our museum is located in Wong Chuk Hang. It is a dynamic neighbourhood with a rich creative spirit, poised to become a vibrant centre for culture and the arts. We aim to actively contribute to this flourishing ecosystem by providing a platform for artists and the community to engage with diverse forms of artistic expression.”

A Showcase of East-West Interactions

GuWei Museum celebrates the interconnectedness of global art and culture through its exhibits. One of its most striking features is the wall of porcelain tankards — European-style drinkware crafted from China, often adorned with Western motifs and decorations. Its recent exhibition Chinese Dragon and Snake Connection, curated in the Year of the Snake, also highlights centuries of cross-cultural creativity.

Leveraging Hong Kong's prime location, GuWei Museum aims to captivate a wider audience. “We are excited to have welcomed visitors from the Guangdong-Hong Kong-Macao Greater Bay Area

and plan to forge stronger connections with cultural institutions across this dynamic region,” Cutrupia enthused.

Through partnerships with top-tier museums, government entities and educational organisations, the museum has successfully fostered community engagement. “These efforts not only boost visitor numbers, but also cultivate a deeper appreciation for diverse cultures,” he noted. Looking ahead, GuWei Museum aspires to host international cultural events, further reinforcing Hong Kong's role as a global cultural hub.

GuWei Museum

- The museum is part of Sapientia Foundation, founded by the Italian-Chinese couple Franco Cutrupia and Pauline Ngai. The name “GuWei” reflects their blended heritage and embodies the museum's East-meets-West vision
- The museum's exhibits include more than 1,000 historically and artistically significant items from the Neolithic age to the late Qing Dynasty and the present time

 guweimuseum.com

CHINESE MAINLAND AUCTION POWERHOUSE FAST TRACKS GLOBAL EXPANSION VIA HONG KONG

Riding the wave of global art market recalibration, Sungari confidently expands its footprint in Hong Kong to capitalise the new opportunities ahead.

“Hong Kong is a vital gateway between the Chinese Mainland and buyers worldwide. The city brings together some of the finest Chinese artworks and antiquities, attracting strong interest from the global market.”

XUE SHIQING
General Manager
Sungari



Sungari is a pioneering auction house founded in Beijing in 1995, specialising in high-end Chinese antiques, ceramics, and paintings. The General Manager of Sungari, Xue Shiqing believes it was the right timing for the Chinese Mainland auction house to establish a presence in Hong Kong, and accordingly opened Sungari Hong Kong in October 2024. For Sungari, the region is more than a global financial centre and an international art hub anchored by Art Basel. “In the global art scene, the city is a cultural gateway that connects and impacts Chinese collector communities across the Asia-Pacific region and Europe,” noted Xue.

Expanded Scope – Increased Opportunities

Sungari Hong Kong is significantly expanding its business scope, by leveraging Hong Kong’s free port status, minimal restrictions and low and simple tax system. As Hong Kong is home to top auction houses including Sotheby’s, Christie’s, Phillips and Bonhams, Sungari can access a greater pool of sophisticated collectors and buyers

in the region. Sungari Hong Kong is effectively engaging them by boasting a local workforce fluent in English and Cantonese.

Harnessing Hong Kong’s Experience for Global Growth

Xue acknowledged that adapting to Hong Kong involved a learning curve, as the city’s cultural diversity necessitated blending Chinese heritage with Western business practices seamlessly. Xue added that Hong Kong’s comprehensive compliance requirements enabled Sungari to align progressively and seamlessly with international practices adopted by foreign firms. “We plan to pass such best practices back to our Beijing headquarters, so that our Chinese Mainland team can benefit from Hong Kong’s advanced experience in management and compliance,” said Xue.

Hong Kong’s world-class infrastructure, ease of access, and established world-class art logistics ecosystem provides significant advantages for them and their clients. The advantageous policies such as its low-tax regime, local government support have also been essential to Sungari’s successful expansion—such as practical assistance from InvestHK. The investment promotion agency supported Sungari’s establishment in Hong Kong by connecting it to local partners and service providers; and providing advice on visa application, talent recruitment, and digital marketing, allowing Sungari to hit the ground running.

Sungari International Auction Co., Ltd

- A pioneering auction house founded in Beijing in 1995, Sungari was one of the first six firms licensed by the Chinese government to handle antiquities
- Sungari Hong Kong was established in 2024, allowing Sungari to develop a comprehensive corporate structure to oversee operations in Hong Kong and the Asia-Pacific region
- Sungari Hong Kong hosts regular auctions and sales exhibitions at its 6,000 square feet office and gallery located in the heart of Central, Hong Kong

 [sungari.art](https://www.sungari.art)

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WHITE CUBE: CONNECTING THE WORLD THROUGH ART

One of the first international art galleries to establish itself in Hong Kong, since 2012 White Cube has been an essential destination for serious Asian art collectors and investors looking to access work by some of the world's most exciting contemporary artists.

“Hong Kong’s openness and inclusiveness towards art and culture are rare in the Asia region, as are its internationalised market, sophisticated collectors, diversified art fairs, and steadfast Government support.”

WENDY XU
Managing Director, Asia
White Cube



Springing to renown in London in the 1990s, international contemporary art gallery White Cube opened its first space outside of the United Kingdom in Hong Kong in 2012, and now operates in London, Paris, New York, Seoul, and Hong Kong. According to Wendy Xu, White Cube’s Managing Director for Asia, establishing a presence here was an essential move in the gallery’s global expansion. “Hong Kong is such an important city for art, as an international arts hub and a vital route into the wider Asian art market,” she said, noting that along with Chinese Mainland, Hong Kong’s art sales volumes are the highest in Asia in terms of sales revenue and market share.

In this vibrant context, White Cube has gained a reputation as a regional art force. Increasingly, said Xu, White Cube Hong Kong acts as a focal point

for discerning collectors from across Asia and beyond. At the same time, it is supporting cultural development by representing local artists and forging close connections with local institutions. The gallery is also leveraging Hong Kong’s close ties with the Chinese Mainland to serve a growing breed of Chinese Mainland collectors, while also representing more up-and-coming Chinese Mainland artists.

White Cube thrives on Hong Kong’s rich and varied art ecosystem. “This is a city where major international galleries like White Cube sit alongside dozens of long-established local galleries,” said Xu. “Then there are major public art institutions, like M+ and Tai Kwun, and many non-profit art organisations. The constantly evolving Hong Kong art scene drove our expansion in 2024, as we help to shape the regional art ecosystem and create a unique Hong Kong voice in the international art scene.”

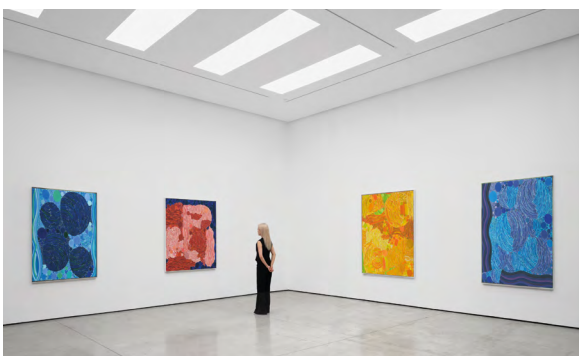
Backing White Cube’s success is strong Government support for business and arts development, alongside a rapidly growing Chinese Mainland market. “In recent years, Invest Hong Kong

has provided valuable promotional support for our gallery, and was a vital resource during the pandemic,” said Xu. In recent years, the Guangdong-Hong Kong-Macao Greater Bay Area has revealed itself as a vast potential market with a knowledgeable and affluent collector base. “To tap into the vigorous Chinese Mainland art scene and open doors for new growth, we’ve recently set up a dedicated business development and service team,” said Xu.

White Cube

- White Cube is an international commercial gallery representing over 70 artists and estates, with gallery spaces in London, Hong Kong, Paris, New York, and Seoul
- Launched in London in 1993, White Cube opened its first overseas gallery in Hong Kong in 2012, recognising the importance of the city as the centre of the Asian art market

 whitecube.com



GREAT ENTERTAINMENT GROUP PARTNERS WITH MAST INTERNATIONAL FROM KOREA TO EXPAND HONG KONG OPERATIONS, BOOSTING JOB CREATION AND BUSINESS PARTNERSHIPS

Invest Hong Kong (InvestHK) announced today (8 May 2025) that a long-term local entertainment business, Great Entertainment Group (GEG), has created a new joint venture – Harbour Mast Productions Limited – with Mast International, a Korean entertainment business in Hong Kong, as part of the companies' long-term expansion plans in the region.



Associate Director-General of Investment Promotion at InvestHK Mr Arnold Lau said, "We are excited to see the expansion of GEG in Hong Kong and welcome Mast International to the city. This initiative will not only enrich Hong Kong's vibrant entertainment industry, but also significantly contribute to job creation and stimulate our local economy by fostering new business partnerships in the city."

Harbour Mast Productions will be the official promoter of Cirque du Soleil's legendary show KOOZA, as it returns to Hong Kong for the first time in seven years. Cirque du Soleil chose Hong Kong as the city to kick off its relaunch in Asia. The show will then travel to Busan and Seoul in Korea following the performances in Hong Kong.

According to the Chief Executive Officer of GEG, Mr Randy Bloom, the KOOZA Tour travels with more than 115 cast and crew, along with 60 family members. This represents an investment in Hong Kong of more than 8,000 room nights, transport, food and beverage and

entertainment during the two months that the show will be in the city. In addition to the travelling crew, the show requires approximately 200 local hires.

Mr Bloom added that with over 10 years of history and experience in producing entertainment events in Hong Kong, GEG decided to expand in the city where it has traditionally created its own local events, including the annual AIA Carnival,

the Hong Kong Observation Wheel (HKOW) and well-known events such as The Grounds in the HKOW event space. He noted that Mast International, with its decades of experience bringing worldwide live entertainment events to Asia, was seen as the natural partner to join in this effort. The aim is to bring more and more high-quality events and entertainment to come to Hong Kong, serving as a gateway to the region.

Mr Bloom said, "We hear and support the Government's policy for mega events. We want to support the development of the entertainment industry and demonstrate our commitment to enhancing what Hong Kong can offer as a city for events both local and internationally. We have great trust in Hong Kong as a city."

The Chief Executive Officer and President of Mast International, Mr Yong Kim, added, "As a long-time producer and promoter of events in Asia, Mast recognises the opportunities afforded by the growth of the live events industry in Hong Kong. As our company continues

to grow, we aim to expand and create more diverse experiences for people in Hong Kong. By bringing global entertainment around the world and into the city, we can offer a wider range of engaging entertainment options. Notably, the globally acclaimed Cirque du Soleil will be making its first appearance in Hong Kong since 2018 and will kick off a multi-destination Asia Tour."

GEG is a multi-award-winning group of companies with expertise in creating and producing exceptional live entertainment events and experiences in Asia. To date, GEG has engaged over 20 million consumers across over 500 events, pioneering some of the largest, most successful and enduring events and experiences.

Mast International was founded as a subsidiary of Mast Media Limited in 2006. Since then, the company has successfully presented seven shows of Cirque du Soleil in Korea. Mast International has promoted other various international spectacles, sporting events, exhibitions, pop concerts, ballets and plays, etc, including the legendary French musical, "Notre-Dame de Paris".

 geg.asia

Original date of publication: May 2025



MEGAFORCE SETS THE STAGE FOR GROWTH IN HONG KONG

Leveraging its Hong Kong regional headquarters, the Germany-based company aims to become the global leader of staging solutions.

Since its establishment in Germany in 1992, stage-construction specialist Megaforce has been providing solutions for some of the largest events across Europe. In 2018, it expanded its presence to Asia by serving as one of the long-term stage providers for Clockenflap Music & Arts Festival, Hong Kong's biggest international outdoor music and arts festival. Since then, Megaforce has grown steadily in the region while helping boost Hong Kong's mega event economy.

Hong Kong: Asia's Mega Event Capital

"When it comes to mega events in Asia, Hong Kong has always been one of the top destinations," says Megaforce CEO Michael Brombacher. "We wanted to bring our European knowledge and standards for stage construction to this region, and that's why we came," he added.

Megaforce's high-quality stage systems are rigorously maintained by a seasoned in-house engineering team and are certified by Germany's Technischer Überwachungsverein — the Technical Inspection Association — which is globally recognised as the gold standard for safety, quality and technical integrity. The company also offers highly flexible modular stage solutions that can be adapted for events of different sizes.

“ When it comes to mega events in Asia, Hong Kong has always been one of the top destinations. ”

MICHAEL BROMBACHER
CEO
Megaforce



In particular, the compact variation of Megaforce's Neptune stage system is especially well suited for the growing number of small and medium-sized event venues that are opening across Hong Kong, Brombacher said.

Vibrant Ecosystem Powers Megaforce's Expansion

Speaking of Hong Kong's vibrant ecosystem for live entertainment, Brombacher said that the Kai Tak Sports Park presents a new frontier of opportunities. Additionally, Hong Kong's robust logistics infrastructure and free-port status make it easy for Megaforce to deploy its stage systems to other countries across Asia. The city's international reputation also attracts major events, talent as well as visitors from all across the world, making it the perfect base to fuel Megaforce's expansion into neighbouring markets, including China and ASEAN countries.

Since expanding to Hong Kong, Megaforce has benefited greatly from the support of InvestHK, Brombacher said. Aside from helping with the initial operational

setup, the InvestHK team also provided marketing and networking assistance that have allowed Megaforce to gain a strong foothold in this market.

"Our vision is to establish Megaforce Stages as the best solution for large festivals, individual shows and international tours globally," Brombacher said. "Through strategic expansion and our commitment to excellence, we aim to consolidate and further develop our position as a leading provider of staging solutions on a global scale."

Megaforce

- Megaforce was founded in Germany in 1992. It currently has a market presence in Europe, Asia and Latin America
- It set up its regional headquarters in Hong Kong in 2025
- Its Neptune stage system is already in operation in Asia and has been used for major events, including Clockenflap Music & Arts Festival in Hong Kong

 [megaforce-international.com](https://www.megaforce-international.com)



Photo credit: Clockenflap Music & Arts Festival

HONG KONG FUELS NEWBORN TOWN'S GLOBAL SOCIAL ENTERTAINMENT VISION

Leveraging Hong Kong's unique strengths, Newborn Town accelerates its worldwide growth and shapes the future of social entertainment.

“Leveraging our Hong Kong headquarters as a strategic base, we have extended our reach across the Middle East, North Africa, Southeast Asia, and beyond, operating in over 150 countries and regions.”

SONG PENG LIANG
Senior Vice President
Newborn Town



Listed on the Hong Kong Stock Exchange (HKEX) in 2019, Newborn Town is a technology company aiming to build a content ecosystem where people can connect, have fun, and unleash their creativity. It has produced many popular apps covering social networking and entertainment.

The company reached a significant milestone by establishing its global headquarters at the Hong Kong Science and Technology Parks (HKSTP) in June 2025. This strategic move enables Newborn Town to capitalise on Hong Kong's vibrant business environment while advancing the launch of an AI research centre that drives innovation and enhances its AI-powered social entertainment platforms.

Expanding Global Reach via Hong Kong

Newborn Town is on a mission to create a global social pan-entertainment ecosystem that resonates with users worldwide. Song Peng Liang, Senior Vice President of Newborn Town, said, “Leveraging our Hong Kong headquarters as a strategic base, we have extended our reach across the Middle East, North Africa, Southeast Asia, and beyond, operating in over 150 countries and regions through more than 20 global operation centres.”

Hong Kong powers Newborn Town's “product replication + country replication” internationalisation strategy. Song emphasised, “The city's robust connectivity and mature capital markets enable us to efficiently replicate successful products and business models while adapting them to diverse cultural contexts, fostering user loyalty and vibrant communities.”

A Premier Hub for Social Entertainment Innovation

Hong Kong's social networking and entertainment landscape is rapidly evolving, driven by technological advancements and high digital adoption rates. Government support from entities such as InvestHK and HKSTP further fuels this growth.

Song views Hong Kong as an innovation powerhouse, attracting companies eager to leverage AI for personalised content and innovative monetisation models.

“The city's status as an international financial centre, combined with its rich talent pool, enables us to access global partners and attract top technical experts, particularly for our AI research centre.”

Beyond its investor relations and administrative functions, the firm's Hong Kong team plays a crucial

role in supporting the company's internationalisation and R&D efforts, focusing on integrating AI technology into its social networking and gaming products.

By embracing a localised yet global strategy, Newborn Town is strengthening its leadership in the social entertainment sector. This approach highlights Hong Kong's role as a dynamic hub for tech enterprises seeking to expand and thrive in international markets.

Newborn Town

- Listed on the HKEX in 2019, the firm focuses on developing a portfolio of social and gaming apps worldwide
- Business presence in over 150 countries and regions
- The majority of users are predominantly from the Middle East and North Africa (MENA) and Southeast Asia

 [newborntown.com](https://www.newborntown.com)

LEADING SMART TV OS MAKER WHALE TV OPENS R&D OFFICE IN HONG KONG

Invest Hong Kong (InvestHK) announced today (31 October 2025) that Whale TV, a leading smart TV operating system (OS) maker from Singapore, has officially opened its R&D (research and development) office in Hong Kong.

Whale TV's Hong Kong office will spearhead the research and development in cloud computing and Web3 technologies, delivering more personalised entertainment experiences for users while boosting monetisation and return on investment for TV brands, advertisers and content providers. The Hong Kong team will work on advanced technology projects such as decentralised identity authentication to strengthen user privacy and engagement.

Associate Director-General of Investment Promotion of InvestHK Mr Arnold Lau said, "We are thrilled to welcome Whale TV setting up an R&D office in Hong Kong. It is an encouraging endorsement of our world-class I&T (innovation and technology) and entertainment ecosystem. The focus on cutting-edge technologies like AI and Web3 aligns perfectly with Hong Kong's strategic goals, and we are confident that our city's unique advantages will provide the ideal base for their global innovation."

The Executive Chairman of Whale TV, Dr Jack Gao, said, "Hong Kong's strategic geographical location, robust intellectual property protection, unwavering government support for Web3, and deep talent pool in fintech provide a solid foundation for Whale TV to build its innovative entertainment solutions for our next generation. Furthermore, the city gathers top technical talents and research institutions from around the world, facilitating partnerships with top-tier R&D teams and integrating seamlessly with the international technology ecosystem."

Dr Gao added, "Hong Kong will be one of our company's international hubs, and we will actively explore market opportunities across Asia and the Middle East. To support



the growth of our business in Asia, we may consider expanding our Hong Kong team beyond R&D to include more product, marketing, and sales professionals in the future."

Since its establishment in 2011, Whale TV partnered with over 400 global TV brands and has enabled more than 44 million monthly active households worldwide to discover, search and watch their favourite entertainment programmes. As an independent smart TV OS, Whale TV is driving innovation to build a unified smart TV ecosystem that connects consumers, TV brands, content providers and advertisers.

 whaletv.com

Original date of publication: October 2025

XIAOHONGSHU OPENS FIRST OFFICE OUTSIDE CHINESE MAINLAND IN HONG KONG TO ACCELERATE CROSS-BORDER COMMERCIALISATION BUSINESS DEVELOPMENT

Invest Hong Kong (InvestHK) announced today (7 June 2025) that lifestyle community Xiaohongshu has opened an office in Hong Kong. This marks Xiaohongshu's first office outside the Chinese Mainland, facilitating enhanced services for cross-border brands and users.



creative industries, and allow visitors to have an enjoyable experience that makes them want to return.”

InvestHK actively attracts digital economy and cultural and creative enterprises from both the Chinese Mainland and global markets to establish their presence in Hong Kong. In the ‘2025-2026 Budget’, the Financial Secretary proposed that the Office for Attracting Strategic Enterprises (OASES) will also strategically bring in more innovation-driven cultural and creative businesses to the city.

The Director-General of Investment Promotion at InvestHK, Ms Alpha Lau, said, “We are delighted to welcome Xiaohongshu’s first office outside Chinese Mainland in Hong Kong, which fully demonstrates the city’s strategic role as a ‘super-connector’. As a leading lifestyle community from China, Xiaohongshu’s presence will foster creative collaboration among local content creators, brands and organisations, and promote East-meets-West cultural exchanges and content marketing development among Hong Kong, the Chinese Mainland and the global markets.”

Director-General of the Office for Attracting Strategic Enterprises, Mr Peter Yan, said: “Xiaohongshu’s rapid establishment of its Hong Kong office demonstrates the speed of China’s business adaptability. As a leading enterprise in creative industries and technology, Xiaohongshu is expected to integrate innovative technologies to accelerate the growth of the local creative industries ecosystem.”

Xiaohongshu is not just a highly engaged lifestyle community; it has become users’ major hub for consumption decision-making. Through images, texts and short videos, users share and discover inspirations related to fashion, beauty, travel, food and more, creating a seamless experience from product discovery to purchase.

The Chief Marketing Officer of Xiaohongshu, Ms Zhiheng, stated, “When Xiaohongshu was first founded in 2013, it established a deep connection with Hong Kong. Among the first seven guides on cross-border shopping we released, one was dedicated to Hong Kong. If we say Xiaohongshu has crafted a narrative of the era for the development of online communities, Hong Kong marks the beginning of this story.”

The General Manager of Global Business Solutions at Xiaohongshu, Ms Qianyue, said, “By establishing our office in Hong Kong, we aim to better serve more clients, while accelerating the development of our brand marketing businesses.”

Ms Qianyue added, “Hong Kong is not only an important market for us but also a vital bridge. The global business solutions team plays a dual role - helping overseas brands connect with Chinese consumers, while also supporting Chinese Mainland brands to expand into Hong Kong and global markets. In addition to serving local users, some team members will take on regional responsibilities to support business development across Asia and beyond. We are also partnering with local universities to offer job and internship opportunities, nurturing young talent with cross-cultural marketing expertise.”

 [xiaohongshu.com](https://www.xiaohongshu.com)

Original date of publication: June 2025

Xiaohongshu held an opening ceremony today for its Hong Kong office, with the Financial Secretary, Mr Paul Chan, officiating and delivering a speech. He said: “We warmly welcome Xiaohongshu to establish an office in Hong Kong. Xiaohongshu’s presence in Hong Kong carries significant values. First, it fosters closer connections with the Hong Kong community, offering new perspectives and channels for local businesses in product design, marketing and promotion. Second, as an international finance, trade and innovation and technology centre, Hong Kong can help Xiaohongshu grow its business and expand its global footprint. Third, leveraging Hong Kong’s unique East-meets-West cultural characteristics and our global networks, Xiaohongshu can promote Chinese culture and products to the world, sharing the good stories of China. We also look forward to strengthening our collaboration with Xiaohongshu to enhance the experience of Chinese Mainland tourists visiting Hong Kong, enhance the visibility of Hong Kong’s tourism, retail, dining and

PRESERVING HONG KONG'S COLLECTIVE MEMORIES THROUGH CUTTING-EDGE AI-DRIVEN CREATIVE DIGITISATION TECHNOLOGY

Capture.HK utilises Hong Kong's strategic location and tech-savvy talent pool to connect generations through preserved memories.



“Here in Hong Kong, the linguistic versatility enables seamless operations across our diverse team and, most importantly, delivers clients a creative, personalised and empathetic customer experience.”

MICHAEL CHANG
Co-Founder and CEO
Capture.HK

Capture.HK, co-founded by US entrepreneur Michael Chang and Hong Kong innovator Jason Law, recognised the city's enormous demand for digitising analogue media, a need that drove its rapid expansion and surging success. Positioning itself as a “Memories Specialist”, the company leverages its proprietary creative technology, blending AI innovation with human touch and creativity refining priceless memories from photos and videotapes against degradation for families across generations. The family-centric culture in Hong Kong, particularly among the 40-60 demographic, provided a robust customer base for the company's business.

Capture Media Factory: Revitalising Memories with More Than AI Innovation

To meet the booming interest in memory preservation in Hong Kong, Capture.HK recently established the “Capture Media Factory” (CMF) in Cheung Sha Wan, as part of its ongoing expansion. The service delivers a human touch-infused experience enriched with creativity, while leveraging AI for visual recognition, cropping, and rotation of customers' valuable photos to enhance operational efficiency. The facility, equipped with 18 studio scanners, utilises proprietary technologies, including AI colour restoration and eight-layer glare removal to digitise over 1 million photos per month at full capacity. In 2025 alone, the company digitised more than 2.1 million photos and over 12,000 videotapes, which recorded 100 percent year-on-year growth.

Given the deeply personal nature of family albums, Capture.HK places strong emphasis on trust and transparency to win local confidence. Jason Law, Chief Product Officer and Co-Founder of Capture.HK, believes that openness is essential in this industry. “Transparency is the key to winning customers' trust. Our Capture Experience Centre in Central enables genuine face-to-face interaction between staff and customers, while ensuring rigorous privacy protocols,” he explained.

Hong Kong as a Strategic Operational Hub

“Hong Kong's robust connectivity enables us to source components from the mature supplier ecosystem in the Chinese Mainland, assemble our proprietary innovations, locally, and distribute them to our overseas offices,” said Michael Chang, Co-Founder and CEO of Capture.HK. “This ‘Chinese Mainland-Hong Kong-Overseas’ supply chain has proven to be a highly cost-effective model for our growth.”

Chang highlighted the city's talent pool as a major asset. “In Hong Kong, almost all talent, including frontline staff, can work professionally in English while

interacting with customers in Cantonese or Putonghua. This linguistic versatility enables seamless operations across our diverse team and, most importantly, delivers clients a creative, personalised and empathetic customer experience,” he said.

Supported by InvestHK, which provides diversified networking opportunities, Capture.HK continues to scale its operations, in Hong Kong. The company plans to relocate to a larger facility to meet growing demand and is expanding its restoration services, leveraging AI to repair damaged videotapes and photos — ensuring that Hong Kong's collective memories are preserved for the digital age.



Capture.HK

- Founded in 2022, Capture.HK positions itself as a “Memories Specialist” for analogue media digitisation
- It established a dedicated Capture Media Factory (CMF) equipped with 18 studio scanners and proprietary AI technology
- In 2025, it digitised more than 2.1 million photos and 12,000 videotapes, representing over 100 percent year-on-year growth

capture.hk/en

EMPOWERING DIGITAL TRANSFORMATION IN TRADITIONAL BOOK PUBLISHING

DCG Mirage (HK) Technology Ltd. (DCG) is a digital services provider that works closely with traditional book publishers to add value to their products. The company enables publishers to integrate additional digital content into their printed materials, as well as providing advanced AI-powered proofing and editing tools.



“Hong Kong is versatile, cosmopolitan, and eager for digital transformation. It’s the perfect launch-pad for a business like ours to grow and expand internationally.”

LARRY LI
CEO
DCG Global Business Group

Already China’s largest technology services provider for publishers, DCG partners with some 70 percent of the country’s publishing firms. Of the 2.4 million printed books in active circulation, some 400,000 utilise DCG’s digital solutions. Speaking from DCG’s Hong Kong headquarters that was setup in 2024, Larry Li, CEO of DCG Global Business Group revealed the advantages of establishing a presence in the city. “The move to Hong Kong was a major step towards international growth. Hong Kong is versatile, cosmopolitan, and eager for digital transformation. It’s the perfect launch-pad for a business like ours to grow and expand internationally.”

Li further described how the digital era is opening up remarkable new opportunities for publishers, “by digital transformation we’re not talking about eBooks. A key part of our business involves creating digital content that can be accessed directly from the paper book itself via QR codes, significantly enriching the reader experience.” DCG provides solutions to publishers from end-to-end via artificial intelligence (AI) technology, addressing their needs from before to after the book is published. This includes channelling text pages to premium online resources such as videos, audio files, practice exercises and much more, turning

traditional books into a vehicle for a complete digital experience.

“We also offer publishers WhatsBook, a sophisticated AI tool suite for proofing and editing, along with templates for creating digital content. We’re supporting publishers across the entire product lifecycle, from manuscript to publication and beyond, helping them lower the relevant costs by up to 30 percent.” added Li.

For publishers, the benefits extend beyond greater reader engagement. DCG enhances paper books by empowering publishers to add value through digitalisation, creating new revenue streams from premium content. Readers’ online activities also generate vital data about their interests, which remains entirely under the publisher’s ownership, along with all related IPs.

International Expansion via Hong Kong

According to Li, the city’s robust international contract law and IP positions, which global partners know and trust, as well as a great place for raising fund are truly beneficial to the company. “The pro-business environment in Hong Kong, with organisations like Invest Hong Kong

which support our business events, offer promotional initiatives and facilitate networking opportunities, have been valuable in supporting our efforts in the city,” he added. “looking ahead, DCG is expanding into Malaysia, Singapore and Turkey via the Hong Kong office, and have our sights set on further afield.”

DCG

- DCG Mirage (HK) Technology Ltd. helps publishers harness digital resources by integrating digital contents into traditional paper books
- Its services provide publishers with increased direct revenue, improved end-user experience and intelligent marketing analysis resources
- It has launched AI-powered editing suite WhatsBook, significantly streamlining the publishing process

[whatsbook.com.hk](https://www.whatsbook.com.hk)

ASIA PARTNERS SCORES BIG IN HONG KONG: A STRATEGIC PLAY FOR SPORTS IP ACROSS ASIA

Sports investment company Asia Partners IFBD Limited (Asia Partners) transforms Asia's sports landscape from its Hong Kong hub.



Watch the video

“As a mature, cosmopolitan city, Hong Kong offers all the essential ingredients for successful sports IP activation.”

FILIFE TRIGO GONÇALVES
Chairman
Asia Partners IFBD Limited



Headquartered in Hong Kong, Portuguese-origin Asia Partners has emerged as a sports investment powerhouse since its establishment in 2024. The launch of its flagship CR7® LIFE Museum at K11 MUSEA in July 2025, followed by the World Football Summit Hong Kong in September 2025, has generated significant buzz among fans and investors alike. The recent opening of the first-ever CR7® LIFE Official Store in Times Square marks the beginning of its regional expansion. With a range of premium sports intellectual properties (IP), Asia Partners helps reinforce Hong Kong's position as a leading destination for the global sports business.

Why Hong Kong Works for IP Businesses: Beyond the Numbers

According to Filipe Trigo Gonçalves, Chairman of Asia Partners, the city's appeal extends beyond its financial advantages. “Choosing Hong Kong as our launchpad was a strategic decision. As a mature, cosmopolitan city with exceptional connectivity, a pro-business environment, and a forward-thinking government, Hong Kong offers all the essential ingredients for successful sports IP activation,” Gonçalves stated. “The city's unique role as a gateway to the Chinese Mainland enhances its potential, making it the ideal testbed for large-scale initiatives.”

“Supported by InvestHK and bolstered by new developments like Kai Tak Sports Park and mega events such as the Hong Kong Football Festival and the Saudi Cup, Hong Kong undoubtedly fuels our growth,” Gonçalves said. Furthermore, the city's robust legal framework, particularly in IP protection, positions it as a critical hub for monetising and safeguarding sports IP assets.

Spreading the Football Fever

Asia Partners is at the forefront of promoting innovation in sports. A notable example is the CR7® LIFE Museum, which features state-of-the-art interactive exhibits that immerse visitors in Cristiano Ronaldo's world. The company has also forged exclusive collaborations with iconic streetwear label A BATHING APE®, seamlessly blending sports culture with fashion to captivate trend-savvy audiences.

The excitement doesn't stop here. Asia Partners will officially unveil two of the largest football IP events in the global sports industry, alongside a lineup of exclusive merchandise from football icons like Joao Felix, Jose Mourinho, Bernardo Silva, Barcola, Alejandro Balde, and three-time Ballon d'Or Aitana Bonmatí. “With our headquarters in Hong Kong, we are poised to inspire a new generation of sports fans and

enthusiasts, elevating the city's global standing as a hub of sports and cultural exchange,” Gonçalves concluded.

Asia Partners

- The company serves as the operational arm of global sports investment firm Svenska Capital
- It owns a range of premium sports IP, including the sole IP of CR7® LIFE Museum in Asia and CR7® LIFE Merchandise and stores worldwide
- It focuses on scaling international sports IP across Asia through branded experiences, premium retail, and knowledge leadership
- Currently employing 47 staff, Asia Partners plans to double its headcount within the next 12 months

[linkedin.com/company/asiapartnershongkong](https://www.linkedin.com/company/asiapartnershongkong)
business-lab.com

EASL SCORES BY ELEVATING BASKETBALL IN ASIA

The “champions league of Asian basketball”, East Asia Super League (EASL), aims to tap into the region’s growing excitement for the game.



“Hong Kong gives us access to a level of energy, connectivity and strategic opportunity that simply does not exist anywhere else in the region.”

HENRY KERINS
Chief Executive Officer
EASL

Headquartered in Hong Kong, EASL aims to elevate basketball across the region by uniting elite clubs in high-stakes competitions. Since its inaugural season in 2023, the championship has expanded to 12 teams, bringing Asia’s top basketball talent together for thrilling showdowns watched by millions of fans.

A Global Stage for Asian Basketball

At the centre of all the action is Hong Kong. “As our headquarters, the city is the beating heart of everything we do and the place where our ambitions for Asian basketball truly take shape,” said Henry Kerins, Chief Executive Officer of EASL.

“Hong Kong gives us access to a level of energy, connectivity and strategic opportunity that simply does not exist anywhere else in the region. Without Hong Kong, we would not

be able to pursue the scale of growth we are now targeting across Asia,” he added.

Aside from its business-friendly environment and region-leading sports and entertainment industries, the city plays a key role as a connector in the Guangdong-Hong Kong-Macao Greater Bay Area, which Kerins calls “one of the most culturally rich and sports passionate regions in the world”. With its presence at the centre of this thriving ecosystem, EASL is able to engage with the megalopolis’ many young and affluent sports lovers in an impactful way while also laying the foundation for broader growth across the region.

EASL’s Commitment to Community and Sports Culture

As the “champions league of Asian basketball”, EASL’s commitment to

its home region extends beyond the courts and into local communities. For example, as part of the Jockey Club Believe & Bounce Basketball Programme, the league works with the Hong Kong Federation of Youth Groups to provide training, competitions and other sports-related activities to young students and underprivileged groups.

All these efforts are part of EASL’s mission of presenting and celebrating basketball in a way that resonates with local viewers. “Everything we do is designed to show fans that this league represents them. Their culture. Their cities. Their players. Their voice in the global basketball community,” Kerins explained. “EASL is here to give fans world-class basketball that feels personal, meaningful and proudly Asian.”



EASL

- EASL is officially backed by the International Basketball Federation (FIBA)
- The League’s 2025-2026 season consists of 12 teams from the top basketball leagues in Asia

 easl.basketball

FUELLING HONG KONG'S RACKET SPORTS MOMENTUM

The One Academy leverages Hong Kong as a platform to help racket athletes devise their path to go pro, while actively expanding its operations.



“InvestHK is proactive, supportive and on the ball — helping to raise awareness of the increasing value of sports to Hong Kong.”

BASTIEN LIVERIOU

Founder
The One Academy

Hong Kong, as a 'Mega Sports Events Capital' with the opening of Kai Tak Sports Park, sees popular games such as padel and pickleball beginning to gain traction. These rising disciplines present exciting pathways for aspiring athletes to compete internationally, underscoring the city's expanding potential in racket sports development. This is the opportunity that Belgian racket professional Bastien Liveriou is harnessing through The One Academy, a premier racket sports academy he founded in 2021.

A Natural Home for Global Sports

Partnering with Sun Hung Kai Properties on the racket sport courts and related facilities at Go Park in Hong Kong's Sai Kung, Liveriou envisions a world class sports venue for athletes at every level of play. As a longtime Hong Kong resident, Liveriou observes that the city's strong identity as a global financial hub is now evolving to embrace a more dynamic sporting culture. "To introduce a more European mindset, we blend the right mix between foreigners and local coaches. From time to time, master coaches visit. Go Park is a one-of-a-kind venue — it is rare to find such a large space in Hong Kong in a natural environment while still well-connected to the city. It's a good place for sports, and

helps to shape the European vibe and our culture of community," he said.

Building a Sporting Community

The One Academy is open to the public and offers 15 international and locally trained coaches skilled in pickleball, padel and tennis. Drawing upon Liveriou's experience assisting former world number one tennis professional Justine Henin with the first international academy in Asia, Liveriou recognises the appeal of padel and pickleball as social sports. He acknowledges that while every player strives to win, the growing demand for professional coaching in Asia presents an exciting opportunity. "The One Academy gives athletes an opportunity to take sports seriously and to excel within one of the most competitive platforms in Hong Kong," he added.

Liveriou believes that with strong government support and the right mentors, Hong Kong has the potential to nurture a new generation of top tier racket athletes. He appreciates InvestHK's support to elevate the perception of professional sports to the city. "InvestHK is proactive, supportive and on the ball," he stated. "It is helping raise awareness of the increasing value of sports to the city."



The One Academy

- The company is a padel, pickleball and tennis learning centre with affiliate facilities in Japan and Spain
- It co-founded the Hong Kong China Padel Association and organised FIP Bronze & Silver Hong Kong, a high level internationally sanctioned padel tournament

theoneacademy.net



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