

# Unlocking Business Potential in Hong Kong's Healthcare Sector

Rainbow Genomics leverages the city's world-class healthcare industry to innovate faster, better and more personalised solutions.



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**Daniel Siu**  
**Founder and CEO**  
**Rainbow Genomics**

With a diverse medical economy supported by internationally recognised health standards, robust infrastructure, dedicated professionals and cutting-edge equipment, Hong Kong's healthcare industry is considered as one of the best in the world. Not only has the government committed to further developing Hong Kong's healthcare industry, consumers have consistently shown a high demand for quality services and products. All these factors combine to make Hong Kong an especially attractive hub for Rainbow Genomics, a healthcare company originating in the United States, that is looking to explore and expand the possibilities of medical products and services.

## Hong Kong: A Promising Frontier for Healthcare Advancements

Established in 2016, the Rainbow Genomics provides internationally accredited precision medicine and genetic applications that lead to faster, better and more personalised treatments and healthcare outcomes for various diseases and disorders.

“Hong Kong offers high-quality medical care with internationally recognised physicians and clinical standards. These are critical in innovating precision medicine because we need both genomic

and clinical data to establish new diagnosis and treatment methods that can be applied in worldwide healthcare markets,” said Daniel Siu, Founder and CEO of Rainbow Genomics.

The city's renowned research universities and programmes and their readily available talent are also key in enabling scientific research that furthers the understanding and development of new and precise genome- and protein-based diagnosis and treatments, Siu added.

## Expanding Global Footprint via Hong Kong

Aside from offering diagnostic and preventive healthcare solutions through its core company, Rainbow Genomics has been leveraging the knowledge and resources in Hong Kong to develop initiatives that target specific health needs. In 2023, it launched its first joint venture, BlueSky Precision Medicine, which focuses specifically on clinical assessments and treatments for autism spectrum disorder. More joint ventures are expected to follow, Siu said.

By taking advantage of Hong Kong's strategic position as an international city and a gateway to Mainland China, Rainbow Genomics aims to expand its products and services to hospitals across the Mainland. The company is

already partnering with a major domestic company to bring its clinical applications to users in Mainland China, and has plans to further expand into Japan, Taiwan, and, eventually, the United States.

Confident about the outlook and opportunities that Hong Kong offers to healthcare companies, Siu said: “With a critical mass and a value chain established in genomics, proteomics, artificial intelligence (AI), bioinformatics and new treatment methods, we expect Hong Kong to become an innovative hub, delivering personalised medicine for Asians and also contributing to worldwide scientific progress in the healthcare landscape.”

## Rainbow Genomics

- The company's precision medicine platform can determine the risks of more than 8,000 human disorders
- It currently provides more than 20 genomic- and protein-based tests, including for prenatal and paediatric disorders, adult chronic and undiagnosed diseases

 [rainbowgenomics.com](https://rainbowgenomics.com)