



InvestHK

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



Creative Industries Case Studies

This booklet showcases some of the creative industries businesses that InvestHK has supported in recent years. These include architecture, art, culture, design, media, advertising, entertainment, and multimedia companies. We hope you find their journeys inspiring.



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About InvestHK

Invest Hong Kong (InvestHK) is the Hong Kong Government's department for attracting foreign direct investment. Our goal is to help overseas and the Mainland companies to set up and develop their businesses in Hong Kong. For those foreign companies that are already established here, we extend our services to help them expand in our city.

All of our services are free, confidential and tailored to clients' needs. Our comprehensive range of services includes:

Latest information on Hong Kong's business environment:

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

Introduction to business contacts:

- ◆ Lawyers, accountants, human resource specialists, consultancies, designers, interior specialists and real estate companies

Arranging visit programmes:

- ◆ Meetings with service providers, professional associations and government officials and departments

Business support facilitation:

- ◆ Support and assistance with business licences, visa applications, trademark registration, IP and trade regulations
- ◆ Marketing and public relations services during the launch and expansion of your company
- ◆ Advice on living and working in Hong Kong — housing, healthcare, schooling and networking

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.



Commerce Enablement Company AnyMind Group Looks to Drive Potential Growth in Hong Kong and the GBA

Aiming to empower businesses and professionals with a suite of technology solutions, AnyMind Group's purpose is to make it exciting for everyone to do business.

“Both Hong Kong and Shenzhen are ideal bases for a foreign technology firm that wants to develop business in the GBA as they have different competitive advantages. The proximity of the two places allows our teams to work and communicate closely, so that both Chinese and Western clients will receive comprehensive support.”

Ben Chien
Managing Director of Greater China
AnyMind Group



In the past six years, the company has fast evolved from a startup founded out of Singapore by two Japanese co-founders, to an organisation with 17 offices across 13 markets in the Asia-Pacific region with over 1,000 employees around the world. In 2019, the company shifted its headquarters to Japan.

Founded in 2016, AnyMind Group started as a marketing technology company, and over the years, the company expanded its offerings to cover a wider aspect of the business supply chain. In 2020, the company started its evolution into a commerce enablement company, and now provides two broad offerings to brands and businesses, publishers and influencers: Brand Commerce and Partner Growth. Brand Commerce provides businesses with the company's platforms for manufacturing, eCommerce, marketing, and logistics, whilst Partner Growth provides web and mobile application publishers, influencers, and content creators with platforms for monetisation and optimisation.

In order to expand the company's geographical span and revenue opportunities in Greater China, AnyMind Group completed the full acquisition of Acqua Media in 2018. Today, AnyMind Group's Hong Kong office has developed strong partnerships with international advertising agencies and is able to expand its clientele through advertising agencies beyond consumer goods and retail to include education, telecom, finance, eCommerce industries and others.

Ben Chien, Managing Director of Greater China, AnyMind Group, shared: "Our Hong Kong office well complements AnyMind

Group's presence in Taipei, Shenzhen and Tokyo. Many of our clients have regional headquarters in Hong Kong, therefore having a team on the ground helps us better support them. Since our Hong Kong office opened in May 2017, we have performed very well and are constantly growing our footprint here."

Dive into the Cross-border eCommerce Field

Today China has become the world's largest cross-border eCommerce centre with unlimited business potential. In order to tap the market's business opportunities, the company recently launched a new eCommerce management platform called AnyX to help Chinese eCommerce merchants (and merchants around the world) reach more cross-border consumers with less manual or redundant work and have a holistic view of sales performance and consumer data all in one place.

"Hong Kong has been a unique gateway for international businesses to access the Greater China region. Our experiences and multi-cultural talents in Hong Kong have significantly facilitated our development of cross-border eCommerce services, allowing us to have sufficient resources to assist Chinese and overseas brands with business expansion," said Chien.

Expansion from Hong Kong to the GBA, Reaching More Opportunities

Going forward, AnyMind Group will further expand its business in Mainland China and set up presence in Shenzhen, one of

the core cities of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). The company believes the long-term potential among Chinese game and utility app developers, especially those targeting overseas users, has healthy growth headroom, and Shenzhen is the best place to target these companies. Chien shared, "Both Hong Kong and Shenzhen are ideal bases for a foreign technology firm that wants to develop business in the GBA as they have different competitive advantages. The proximity of the two places allows our teams to work and communicate closely, so that both Chinese and Western clients will receive comprehensive support." Once AnyMind Group has established traction, the company will look for other potential regions for further development. Meanwhile, the Hong Kong office will keep recruiting talents to join its Greater China team to maximise long-term growth for the Group.

AnyMind Group

- Founded in Singapore, headquartered in Japan with 17 offices across Southeast Asia, East Asia, India and the Middle East
- Developed nine platforms built for commerce enablement, to enable businesses and individuals to reach higher growth and drive next-generation commerce

 anymindgroup.com

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Korean AI-based AdTech Company Fuels Growth via Hong Kong

Dable empowers advertisers and innovates Internet users' information search process with its leading personalised content recommendation technology.



“Hong Kong is an ideal business location for AdTech companies in Asia thanks to its critical role as an international hub to global brands, its advanced and well-developed infrastructure, and strategic location.”

Lim Jin Han
General Manager, Taiwan/Hong Kong
Dable

The growth of digitalisation and new consumer patterns shaped by the global pandemic has created new marketing avenues. Established in Korea in 2015, Dable is an advertising technology (AdTech) company offering a global content discovery and native advertising platform. The company analyses the interests of website visitors by employing its novel big data processing and personalisation technology, and recommends engaging content for the users. Dable has experienced steady growth recently and launched its Hong Kong office in 2021 to consolidate its position in the Chinese language markets, thus furnishing Hong Kong's dynamic digital landscape and presence at the leading edge of world trends.

Stepping Up in the Global AdTech Market through Hong Kong

According to Lim Jin Han, General Manager, Taiwan/Hong Kong of Dable, Hong Kong is an ideal business location for AdTech companies in Asia thanks to its critical role as an international hub to global brands, its advanced and well-developed infrastructure, and strategic location. He said, “We see a great potential of the Hong Kong market as local consumers are very digitally savvy, they are familiar with online search and have high acceptance of new technology. Inaugurating an office in Hong Kong, our agile and highly goal-driven Hong Kong team members have perfected our experience and expertise in other

markets. Thanks to their efforts, we have grown faster in global sales than we expected.”

Lim enthused over the business opportunities that Hong Kong can offer. He said, “Initially, we started the Hong Kong office to boost the advertisement for regional Chinese language markets, but as we developed, Hong Kong has grown beyond our expectation and lengthened our reach to Southeast Asia markets as well. Being in Hong Kong, we can readily connect with the whole of Asia and beyond, particularly the high-potential Mainland China economy.”

Personalised Content Recommendation Powerhouse

With a mission to “connect users, media, and content”, Dable owns the world-leading content recommendation technology combining artificial intelligence (AI), machine learning, personalisation and big data processing. Lim said, “Our platform provides personalised content to website visitors and displays native advertisements in a design that blends in with the organic content, enabling a smooth flow of content and a pleasant online experience.” Lim added, “Dable's algorithms allow clients to have greater flexibility in what kind of personalised content they display. In addition, they facilitate media publishers to increase page views and generate higher revenue, and empower advertisers

to discover new customer segments effectively by providing data-driven insights and premium inventories.” Partnering with over 3,000 media worldwide, Dable gathers and analyses 28 billion media logs from 540 million unique users per month.

On the horizon and imminently, the company wishes to build a self-sustainable market by reinforcing and expanding its local media partnerships in Hong Kong as well as leveraging Hong Kong's geographical advantages in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) to provide more quality advertising inventories from Hong Kong and Mainland China to Southeast Asian clients who target Chinese-speaking audiences.

Dable

- Headquartered in Seoul, the AdTech company currently has presence in 11 markets, including Korea, Japan, Hong Kong, Taiwan, Mainland China, Indonesia, Malaysia, Thailand, Vietnam, Singapore, and Australia
- Received US\$12 million in Series C funding in 2021

 dable.io

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Captivating New Customers Online

First Page helps businesses drive sales and brand recognition through digital marketing and search engine optimisation.

Reaching the right audience in today's digital savvy economy is every business' marketing goal. First Page Limited was first set up in Hong Kong in 2013 to cater to enterprises that want to promote products and services digitally in order to capture new markets while keeping ahead of the technology curve. From Hong Kong, First Page has gradually grown into a global digital marketing agency with offices in Australia, Dubai, South America and Southeast Asia.



Photo courtesy of Aquamon

Establish a Steady Customer Base

"While digital marketing is crucial for all different sizes of business, for small to medium enterprises (especially those just starting out), establishing a steady customer base is imperative," explained Lars Maehler, First Page's General Manager. "The online marketing world is rich in prospects for smaller businesses, offering a platform for exposure not easily attainable through more traditional methods."

First Page helps its clients achieve their marketing goals through customised solutions including search engine optimisation (SEO). "SEO is a long term strategy that can greatly increase organic traffic, build trust and generate more conversions," Maehler clarifies. "Through the utilisation of market leading tools such as Ahrefs, SEMrush, WooRank and Majestic, we empower our clients to evaluate their online performance while we drive superior strategies to boost their business in a way they can really see."

The changes that COVID-19 brought to business also have transformed digital marketing into a burgeoning field. "With social lockdowns, internet usage has gone up 70 percent," reveals Maehler.

"The influence and effectiveness of online advertising and SEO services have skyrocketed. China is definitely a potential market that both big and small businesses can benefit from tapping into. Take WeChat

as an example: with an average of 570 million users logging onto the application daily, it is a powerful platform that offers a golden opportunity for connecting brands with Chinese consumers."

Ideal Business Hub with Global Talent and Business Transparency

First Page chose Hong Kong as its first business location because it is a multinational city with a high degree of business transparency and wide usage of English and Chinese. "In Hong Kong, we can easily recruit skilled global talents from all parts of the world as well as locals — they are all top performers," Maehler said. "We have 64 staff members ranging from tech specialists, performance media specialists, designers, content writers to sales and account managers. Our clientele mainly covers local and international brands in Hong Kong."

Maehler feels that Hong Kong is the right place for First Page to thrive as well as for entrepreneurs to work and live: "A stable and freely convertible currency; low tax rates; independent legal system — all these things make Hong Kong an ideal city to do business."

“A stable and freely convertible currency; low tax rates; independent legal system — all these things make Hong Kong an ideal city to do business.”

Lars Maehler
General Manager
First Page

First Page

- Established in 2013 by Australian entrepreneur Nick Bell, First Page is a digital marketing agency currently operating in Hong Kong, Australia, Dubai, South America and Southeast Asia
- Its Hong Kong office provides one-stop digital marketing services including search engine optimisation, copywriting, Google advertising, and customised online reputation management

🌐 firstpage.hk

Original date of publication: June 2021

New Ways to Engage Audiences with Programmatic Digital Out-of-Home Advertising

Global AdTech Company Hivestack revolutionises out-of-home advertising, introducing massive programmatic DOOH opportunities across Hong Kong and beyond.

Billboard advertising is a long-standing advertising format, but in recent years, with the help of several AdTech innovations and digitisation of screen fronts, digital out-of-home (DOOH) advertising is experiencing rapid growth as one of the most dynamic forms of advertising. It harnesses advanced technology such as anonymised mobile-based location data to deliver more targeted advertisements, as well as support real-time reporting and measurement. To this end, advertisers are able to optimise their marketing strategies based on the campaign performance.

Founded in 2017 and headquartered in Montreal, Canada, Hivestack is a leading global independent full stack marketing technology company powering the buy and sell side of programmatic DOOH advertising. It operates in more than 30 markets across the globe. Leveraging its proprietary technology and diverse global team and partners, Hivestack made a foray into the Hong Kong market in 2021. Within a year, Hivestack expanded its DOOH inventory supply with various renowned media owners in Hong Kong, providing brands the opportunity to activate programmatic DOOH buys across different advertising spaces and media types. Its DOOH network covers digital screens in high-traffic locations. Successful collaborations with theme park, mobility service provider and global bank propel Hivestack's North Asia operations to new heights.

Ideal Test Pad for Innovation

According to Troy Yang, Managing Director, North Asia of Hivestack, establishing the company's regional headquarters for North Asia in Hong Kong is a key strategy to drive business growth. "As Asia's world city, Hong Kong serves as an ideal testing ground for innovation. Our presence in Hong Kong allows us to take the lead and set an example for other markets in North Asia. The success of our operations in Hong Kong will enhance confidence among our



investors and partners, playing a crucial role in our expansion efforts."

Based in Hong Kong, Yang oversees operations in North Asia, including the Hong Kong, Mainland China, Japan, Korea, and Taiwan markets. He underscored the strategic value of Hong Kong's central location in Asia. "Hong Kong enables closer proximity to customers across the region, and offers a business-friendly environment, favourable tax regime, and exceptional infrastructure and digital capabilities, making it an ideal choice for expanding operations," he said.

Creating a Robust DOOH Network in North Asia

With the border reopening between Mainland China and Hong Kong, many brands are exploring effective ways to attract and connect with Mainland tourists. Hivestack has formed partnerships with several leading media owners, enabling the creation of an integrated DOOH network with over one million screens across China. Yang emphasised the strategic placement of their digital screens in high-traffic locations such as billboards, shopping malls and transportation hubs. This positioning offers brands the opportunity to enhance their customer journey and execute city and region-wide campaigns across various venues and advertising spaces.

“As Asia's world city, Hong Kong serves as an ideal testing ground for innovation. Our presence in Hong Kong allows us to take the lead and set an example for other markets in North Asia.”

Troy Yang
Managing Director, North Asia
Hivestack

"Hong Kong is undoubtedly a great place for entrepreneurs. Looking ahead, we will continue to leverage its potential to forge strategic partnerships and alliances with technology and media companies in both the city and the broader North Asia region," Yang concluded.

Hivestack

- An AdTech company that powers the buy and sell side of programmatic DOOH advertising, enabling advertisers and media networks to reach precise audiences outside the home and measure business outcomes across all stages of the sales funnel
- Founded in 2017, the company operates in more than 30 markets across the globe, including Montreal, Toronto, New York, London, Paris, Sydney, Seoul, Tokyo, Shanghai and Hong Kong
- The company partners with more than 400 media owners globally, generating 700 billion monthly impressions

🌐 hivestack.com

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Hong Kong — a Digital Advertising Hub that Connects the World with Mainland China

The Trade Desk empowers marketers and advertising buyers with data-driven insight for more targeted media purchases.

The swift pace of technological advancement impacts every industry, including traditional ones such as advertising. The Trade Desk (TTD) was established to empower ad buyers through a demand side platform tool, allowing them to use data-driven insights to effectively plan, forecast and purchase digital media. In just a decade, it has become a leader in programmatic advertising, facilitating advertisers to target specific customers across different media channels and devices. Since it listed on NASDAQ in 2016, it has become one of the world's fastest growing and most profitable advertising technology companies.

With 26 global offices, TTD's Hong Kong office opened in 2015 and concentrates on regional business development, sales, marketing and technical support with over 60 members now. "Hong Kong is home to many multinational iconic brands, which makes it a centre of gravity for advertisers and marketers," said Chris Ngan, The Trade Desk's General Manager, Hong Kong & Taiwan. "The largest global agencies are all here. Hong Kong is also a gateway to Mainland China, in particular, the Greater Bay Area, a market with huge potential and a business hub for many Mainland enterprises. Brands and agencies here have been keen to learn more following the general availability of our Chinese inventory with Baidu, Alibaba and Tencent, which lets brands outside buy advertising inside Mainland China."

A Media and Creative Centre

Ngan, himself a native of Hong Kong, feels that the city is conducive to TTD's flourishing. "The city's role as a media and creative centre relies upon openness to ideas and talent, and the interplay and connection with cities and countries across the region," he stated. "We see Hong Kong as an ideal connecting point between the East and the West, a regional hub where we have built a strong business foundation before we expand our operations to the Mainland. Leveraging on our local network

“*Hong Kong's role as a media and creative centre relies upon openness to ideas and talent, and the interplay and connection with cities and countries across the region.*”

Chris Ngan
General Manager,
Hong Kong & Taiwan
The Trade Desk

and expertise accumulated from our business operations in Hong Kong, we have developed strong partnership with Chinese publishers and are able to offer premium ad inventory to international brands that want to target Mainland customers, and vice versa."

"Hong Kong has a crucial role to play in the growth of our company in the region," affirmed Ngan. "It is an important market in its own right, as one of the hubs for regional marketing. Our product and marketing team oversees the activities of our regional operations in Asia, and because of the city's strategic location, our Hong Kong office has set up a new engineering department as one of our global technical support centres. Our technical team works closely with their counterparts in other regions to provide round-the-clock support to our clients."

The COVID-19 pandemic has limited Hong Kong people in physical engagements and hence accelerated the growth in eCommerce and online spending. With Hong Kong as one of the mature markets with smartphone penetration in the world, TTD is aiding advertisers to outreach local customers via multiple touchpoints in smartphone and mobile devices. The growing ecosystem also leads to the increase in digital ad inventory, enabling



more opportunities and rapid development of programmatic advertising.

As digital ad inventory increases, TTD is also seeing new forms of engagements, such as metaverse in gaming, Connected TV (CTV), cryptocurrency and Internet of Things (IoT). The company believes these new trends will bring unlimited opportunities to the digital advertising industry.

The Trade Desk

- Founded in 2009 in Ventura, California, its Hong Kong office opened in 2015 and serves as one of the hubs for Greater China and North Asia as well as its regional marketing and technology hub for the whole of Asia
- The NASDAQ-listed company has 26 global offices and more than 2,000 employees dedicated to empowering buyers of advertising through a cloud-based demand side platform

🌐 [thetradedesk.com](https://www.thetradedesk.com)

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Making Luxury Retail More Relevant Online

Ykone, a renowned digital and influencer marketing agency, adopts a new approach to targeting the Asian luxury customers.



“Being based out of Hong Kong allows us to legitimately serve Mainland China whilst at the same time staying connected to the Western world. It is the perfect meeting of both worlds.”

Julien Gaubert-Molina
Partner & CEO Asia
Ykone

Founded in 2008 in Paris, Ykone is a leading international digital and influencer marketing agency for travel, beauty, fashion and luxury brands. Ykone works with brands to create impactful stories and content for social media. They support their brand concepts and strategies with their proprietary real-time tracking solution and unique data-driven approach.

In parallel with the strong growth in luxury spending from the Millennials and Gen Z shoppers in Asia, luxury brands require greater visibility online, thus accelerating their investment in digital to capture these young affluent customers. And while Asian customers still like to shop in physical stores, especially during travel, it is still crucial for brands to build an online-to-offline (O2O) strategy.

Ykone's technology helps traditional luxury clients to transform the way they connect, interact and service new luxury customers in Asia. For instance, when supporting Cartier's Hong Kong retail approach, Ykone noted that despite the brand being quite well known locally, a more innovative approach was needed to

engage the younger customers. Similarly, when discussing with Hermès, their existing approach was to take a very hands on in-store approach to customer service, and it was realised that these elements were needed to be carried through to online channels as well. Taking advantage of their data and consulting knowledge, Ykone can help clients to choose the most relevant channels to target their audiences based on their real interests.

Hong Kong the Regional Headquarters to Deploy Innovative Ideas

Ykone chose Hong Kong as the regional headquarters of their Asia network because their business serves all of APAC, with a strong focus on the Mainland China market. The company is able to work with major stakeholders of the business including the regional teams of international luxury brands based in Hong Kong. It is also in a good position to assist Chinese luxury brands that are expanding overseas, with a strong demand seen to be expected from the Chinese industries. Hong Kong has always been able to reach the latest brands and innovations. The ability to take learnings from Mainland China and Japan around new digital and online trends have helped Ykone to deploy interesting

campaigns for their clients. As a regional hub, Hong Kong allows Ykone to mildly localise, whilst rely on the support of international experts.

Julien Gaubert-Molina, Partner & CEO Asia of Ykone, said, "Being based out of Hong Kong allows us to legitimately serve Mainland China whilst at the same time staying connected to the Western world. It is the perfect meeting of both worlds. We can tap into the region, ensure the artistic vision of the West is relayed, and find multi-faceted talent who can adapt and cater to the specific needs of the region."

Ykone

- The company has rolled out international campaigns for iconic brands and tourism boards across the luxury, fashion, beauty, lifestyle and travel industries
- It has a multicultural team with 16 offices worldwide

 ykone.com

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10 Design: Shaping the Greater Bay Area Skyline

The rapid development of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) is opening doors for architectural companies like 10 Design, shaping a dramatic skyline for this new megalopolis.



“Our work in the GBA has really been instrumental to our business success. We couldn’t have grasped these opportunities if we weren’t based right here in Hong Kong.”

Ross Milne
Chief Executive Officer
10 Design

Across the border from Hong Kong in the GBA, some of the world’s sleekest, greenest, and best-designed buildings are rising fast. Designated by China’s Central Government as the nation’s economic powerhouse, this dynamic region of two Special Administrative Regions (Hong Kong and Macao) and nine cities in Guangdong Province, with a combined population of over 86 million, needs high-quality infrastructure and architecture to support its aspirations. As investment floods in and confidence booms, the GBA’s urgent need for new shopping malls, office blocks, community buildings and industrial premises is presenting unique opportunities for architects and designers. For Hong Kong-based international architecture firm 10 Design, the GBA has become an exciting new frontier.

10 Design was launched in Hong Kong in 2010 by current CEO Ross Milne and partners. Building on long experience in architectural design in Hong Kong and China, the practice quickly established a strong reputation. It started from a team of 30 architects in its Wan Chai serviced office in 2010 to a diverse studio of 380 architects and designers today. Since its inception, the business has always had a strong international focus. As projects

proliferated and the business won major international awards and recognitions, 10 Design established offices in strategic locations, including Edinburgh, Dubai, Miami, Singapore, London, and Shenzhen. In 2017, 10 Design’s acquisition by global consulting and engineering leader Egis Group enabled them to grow more robustly in Asia and expanded further into Europe and the US. Last year, 10 Design announced its merger with SB Architects, a San Francisco-headquartered architecture and design practice that specialises in creating international hospitality destinations. The merger not only broadens 10 Design’s geographical reach in the US but also enhances the practice’s expertise in hospitality design.

What are the secrets to 10 Design’s success? They include exceptional levels of design expertise and service quality and a readiness to follow the progress of their built designs to ensure everything works as planned. All their buildings are bespoke, with design details developed in close consultation with clients and a strong focus on sustainability. In China, their success was boosted by winning a major architectural design competition for a big shopping mall in Zhuhai. “Shopping malls are important public buildings in China”, says Milne. “That project really showcased our abilities and cemented our reputation among Chinese clients.” The CEO emphasises that working with China clients often involves a different mindset than elsewhere. “In the West, we often follow a step-by-step linear design process, but our Chinese clients prefer to work with a narrative – a story that connects their buildings to the local culture or a romantic theme from a poem or proverb.”

Also instrumental to 10 Design’s success has been their Hong Kong base, which acts as a worldwide operational hub. “Hong Kong works perfectly as our centre of operations,” says Milne. “All our department heads are based here, and it’s easy for them to fly to different offices around the world.” But Hong Kong is much more than an administrative centre. Its design studio is a vibrant one that leads the way for projects across Asia and the Middle East. “Hong Kong is still a magnet for architects wanting to work in Asia,” says Milne. “In our Wan Chai office, at least 30 different nationalities are at work, proof of the great multicultural environment here. That facilitates the exchange of ideas, which is crucial in our profession”.

With its proximity to the GBA, 10 Design’s

Hong Kong base also brings significant advantages for expanding across the border. “There is an enormous potential market on our doorstep,” says Milne. “Our Shenzhen office currently has around 20 architects, but we expect that to change rapidly as the GBA continues to grow.” He adds that one of the unique opportunities of doing business in China is the appetite there for creativity in architecture, a boon for ambitious architectural firms like 10 Design. “Clients in China want the best and most creative solutions, and that’s bringing massive opportunities for creative industries like ours,” says Milne. However, he also notes a very practical benefit of the Shenzhen office, that of managing practical on-the-spot issues like handling local authorities and dealing with regulations.

Milne never fails to be amazed by the changes he has seen in his time in Hong Kong. “Design as an industry has grown enormously in China,” he notes. “When I first visited Shenzhen 30 years ago, it was just paddy fields: look at it today!” According to Milne, the increasing coherence of the different parts of this dynamic region can only bring benefits for businesses. With Hong Kong as the GBA’s international design and financial hub, he sees a great future for any Hong Kong business with the energy and vision to cross the border.

10 Design

- 10 Design is an architectural design company originating in Hong Kong. Now part of the Egis Group, 10 Design employs over 380 architects and designers across 10 office locations to provide design services for over 60 cities worldwide
- 10 Design has cemented its global reputation with over 80 international awards and major design competitions. The practice has been ranked one of the world’s top 100 architectural practices by Building Design since 2012

🌐 10design.co

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BOLD + Human: One Architectural and Design Firm's Formula for Success in Hong Kong and the GBA

In 10 years, B+H Architects has gone from a one-person office in Hong Kong to handling some of the largest and most prestigious developments in China's booming Guangdong-Hong Kong-Macao Greater Bay Area (GBA).

Global architectural design and consulting firm B+H Architects glosses its name in simple terms: BOLD + Human. Catherine Siu (Executive Principal, Asia | Co-Managing Principal, Hong Kong) explains, "BOLD" means not setting boundaries, being ambitious and creative. It's part of the company's DNA, but always balanced by 'human,' recognising that all our work is for real people." On this basis, B+H Architects has blazed trails in architecture and interior design in multiple markets around the globe.

One of those trails led to Hong Kong in 2012. Since setting up B+H's Hong Kong practice in that year, Siu has overseen its gradual expansion – from Siu herself as the sole employee to over 20 architects today in B+H's spacious Hong Kong island office. Siu's area of expertise is interior design; she pioneered the Hong Kong office's breakthrough contracts with major high-end hotel chains in Macao. Since then, Hong Kong has expanded its range and taken on projects across the border in the GBA, leading to the setting up of a Shenzhen office in 2021. With around 10 staff, that office acts primarily as a project office for some of the firm's biggest and most prestigious GBA projects – notably the Shenzhen Natural History Museum and the Shenzhen Children's Hospital.

Catherine was born in Hong Kong and studied abroad but could not resist returning to the city. Her colleagues at B+H bear witness to Hong Kong's reputation as a talent magnet – like UK national Andrew Humphreys (Principal: Director, Healthcare), an architect working specifically on healthcare projects, and Barry Day (Asia Design Director, Planning & Landscape | Co-Managing Principal, Hong Kong), a South African by birth and Canadian by upbringing, whose specialty is planning and landscape design. Humphreys said, "Hong Kong has always been a place that draws people from around the world. For architects, it represents a fascinating assault on the senses, sometimes almost overpowering but never aggressive." For Humphreys, the juxtaposing of a lush tropical environment with a modern built environment is one of the city's key draws, as is the magnificent interconnection of the harbour and mountains.

With the recent rapid development of the GBA, B+H in Hong Kong has looked across the border for new opportunities. Humphreys is deeply involved in the new Shenzhen Children's Hospital, designed to provide an ultra-modern but ultra-comfortable and caring environment for its young occupants, with a particular



focus on incorporating "bench to bedside" technologies and the creation of a healing micro-landscape from ground floor to rooftop gardens. Day, meanwhile, is working on the stunning new Shenzhen Natural History Museum, a unique building closely intertwined with and springing from the natural landscape around it, where the lines between man-made and natural ecosystems are intentionally blurred and intertwined.

To find and win these and other GBA opportunities, an essential first step has been linking up with one or more local design institutes (LDIs) in the region. LDIs are essential partners who know how to get things done in China in areas such as compliance, but need external creativity and expertise from international partnerships. Typically, B+H teams up with an LDI for international design competitions for major projects and, when successful, continues to work closely with the LDI for the project's duration.

The numbers of these competitions and the opportunities for ambitious companies to work in the GBA are huge. Day comments, "Right now, Shenzhen plans to construct 10 monumental cultural buildings over the next few years. Most cities would only build one such building in a decade!" Humphreys adds, "The transformation of the southern part of the GBA has been nothing short of extraordinary in terms of pace and scale. Most importantly, it's being carefully designed for the long-term, with city planners looking well beyond the horizon and into the future."

What are the secrets to breaking into a market like this? According to B+H, one is the importance of Hong Kong as a base. They note that although the GBA is booming, it is Hong Kong that attracts and retains the essential talent. Another is the importance of building networks and relationships with LDIs in the GBA.

"Though it lies on the edge of the GBA geographically, in a genuine sense Hong Kong is its epicentre. Hong Kong is a place that draws talent, is supremely accessible, and amazingly easy to do business in."

Catherine Siu
Executive Principal, Asia
Co-Managing Principal, Hong Kong

These organisations are critical funnels through which local knowledge and action are channelled. B+H has forged these connections by attending conferences and exhibitions and working with Chambers of Commerce and Invest Hong Kong.

B+H is hugely excited about opportunities in the GBA. "We're hoping to double the amount of work we do in the GBA over the next five years," says Siu. "But it's not just business growth that excites us. The chance to put a lasting mark on this remarkable area is a real motivation. When future generations look back, I hope they see a GBA architecture that is indeed BOLD + Human, creatively special, and a great place to live."

B+H Architects

- A global design and consulting company originating in Canada and now part of the Surbana Jurong Group
- It is currently involved in the architecture, interior design, planning, and landscape design for the Shenzhen Natural History Museum and the Shenzhen Children's Hospital

 bharchitects.com

Watch the video:



Original date of publication: May 2015
Updated: July 2023

Designs on Hong Kong

For more than 150 years, architecture firm Leigh & Orange has kept pace with Hong Kong's development while expanding its practice across the globe.



“The city has proven to be the perfect springboard geographically and being an instrumental international city in the Greater Bay Area, its unique role has helped us to extend our services throughout Asia Pacific and the Middle East.”

Ivy Lee
Managing Director
Leigh & Orange

Hong Kong in the 19th century was a sparsely inhabited island. The influx of British and European merchants trading within its safe harbour led quickly to the erection of shelter and buildings designed by talented architects. For nearly 150 years, Leigh & Orange (L&O) has shaped how Hong Kong's skyline developed as the island grew into Asia's World City, historically from the Old Dairy Farm Depot, the original Queen's and Prince's building, to the recent development of Science Park (Phase II) and Kai Tak Sports Park.

Crafting Hong Kong's Skyline

“Since 1874, our founders brought their design talent and skills from the UK to bear on the early urban development of Hong Kong, shaping the city through infrastructure, public and civil works,” explained Ivy Lee, L&O's Managing Director. “We believe in sustaining our role as an architect and urban planner, and in helping to shape the evolution of the city by converging innovative thinking and new technologies, in response to the city's cultural and societal values. Our Hong Kong headquarters is the standard bearer for all our operations in different parts of the world. Our teams provide cutting edge and value-added architectural design solutions, as demonstrated in our Building Information Modelling and Modular Integrated Construction, which was spearheaded in Hong Kong by L&O.”

Gateway to GBA and Belt & Road Projects

Lee cites Hong Kong's vibrant, multicultural population and its blend of heritage buildings and contemporary architecture as major contributors to the city as an excellent base for conducting business. “Since the 1980s, we have actively involved in the design of various developments in Mainland China, including masterplanning projects and Transit-Oriented Developments in several Guangdong-Hong Kong-Macao Greater Bay Area (GBA) cities,” Lee revealed. “We have amassed a portfolio of successful projects through a collaborative working arrangement with our branch offices across the country. The city has proven to be the perfect springboard geographically and being an instrumental international city in the GBA, its unique role has helped us to extend our services throughout Asia Pacific and the Middle East. Further, we have been highly active in many Belt & Road countries even before the initiative and name took shape. Various projects have been undertaken in Myanmar, Thailand, Macao, the Philippines, and the Middle East.”

Diverse and Multicultural Talent

With over 200 in its Hong Kong office working as architects, interior designers, and a specialist sustainability team, L&O takes pride in its mix of people from diverse backgrounds and experiences. “Hong Kong's architects and designers are typically multilingual, strong in communication and interpersonal skills, truly creative,

energetic, and open to new ideas with a can-do attitude that makes them positive and effective in meeting development challenges,” Lee affirmed. “They are our single most valuable asset.”

She also loves Hong Kong as a place to live and work. “Visitors will find a wealth of interest here: food, entertainment, Chinese culture playing off against international, and a wonderful natural landscape into which the urban fabric is more closely woven than many would believe until it is experienced. It is an exciting time to be architects and designers.”

Leigh & Orange

- Founded in 1874 in Hong Kong, Leigh & Orange is a full service architecture practice with over 300 employees in Shanghai, Beijing, Fuzhou, Shenzhen, Doha, and its headquarters of Hong Kong
- It has recently expanded its staff count in anticipation of large scale projects including Kai Tak Sports Park

🌐 leighorange.com

Original date of publication: August 2020

Bridging to the Future of Design

One of the movers and shakers in the design industry, Michael Young Studio adds new retail arm to its core design business.



“*I certainly intend to spend my time in Hong Kong as it remains one of the greatest locations for my design business.*”

Michael Young
Director
Michael Young Studio

When Michael Young came to Hong Kong to set up a studio in 2006, he was already an established designer in the UK and Iceland, with 14 years of experience under his belt. But he wanted to expand internationally, and he needed a base where business decisions were made. Fifteen years gone by, Michael Young Studio (MYS) continuously thrives for design innovation that evolves with time.

MYS does not only design products for clients; it has a diversified portfolio and designs everything from brand's logo and marketing graphics, to displays at trade shows around the world, and branded stores in Europe and Asia. "I'm proud to say that my team have been with me for more than a decade and we have developed a very concise system to support the industry," said Michael Young, founder of MYS. "This has enabled us to create several icons for important brands and very successful sales as well which is really been my objective."

When Design Meets eCommerce

Young revealed that the studio is in the process of adding an additional arm to its

design business. "A lot has changed since we arrived Hong Kong, especially with eCommerce and retail. Therefore, we are presently discussing joint ventures to set up Michael Young Retail," he said. "This is something I've always had at the back of my mind be-cause I actually started making and selling things myself."

According to Young, The vast development of Guangdong-Hong Kong-Macao Greater Bay Area has also provided a promising future for MYS and the design industry. Not only has MYS opened its first office in Shenzhen to serve more clients in the region, Michael Young has recently come on board as the curator art director of Shenzhen International Industrial Design Festival 2020, which is a place to gather big players in the design industry for idea exchange and collaboration, with a great vision to inspire new generation for change and innovations, shaping the future of design industry.

In the meantime, Young said, MYS will also keep Hong Kong as its base. "Maintaining the Hong Kong office will support our

international plans. We are restructuring to support changes in eCommerce and we are preparing a ten-year plan to build the brand."

He concluded, "I certainly intend to spend my time in Hong Kong as it remains one of the greatest locations for my design business."

Michael Young Studio

- Headquartered in Hong Kong, MYS has a representative office in Belgium, and sets up an office in Shenzhen
- MYS has received numbers of international design awards, including German Design Award, Red Dot Design Award and Good Design Award in 2019

🌐 michael-young.com

Original date of publication: October 2016
Updated: September 2020

Creating Culture in Corporate Space

Nomura leverages its Hong Kong presence to help clients expand into the GBA market by building branded spaces that add value and offer unique experiences.

Nomura Co., Ltd. (Nomura) creates spaces for cultural facilities such as museums, public areas; commercial facilities, corporate showrooms as well as exhibitions and events. In recent years, this has also encompassed performance spaces and digital content production. The firm acts as a one-stop service hub spanning planning and design to construction.

Its Hong Kong branch was incorporated in 1985 and is directly managed by its headquarters in Japan. Nomura (Beijing) Co., Ltd. is a fully independent subsidiary with offices in Beijing, Shanghai, Chengdu and Shenzhen, established in 2004.

By having a base in Hong Kong, Nomura is able to communicate seamlessly with local customers who are conducting projects in Mainland China and act as a gateway to the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) market. The convenient infrastructure environment here facilitates the communications between Japan and Hong Kong.



Building Brand Recognition in the GBA

Many of Nomura's clients recognise the potential of the GBA and are in the midst of entering or expanding their regional businesses. As a one-stop space creation firm, Nomura with its design team at its headquarters in Japan to offer planning and design services in the region. From there, its Shenzhen office builds on the initial design in accordance with local construction regulations. Even with the current limitations on travel between Hong Kong and Mainland China, local employees in Shenzhen can still provide on-site support and factory sample inspections, giving a vital advantage to Nomura's operations.

Creating commercial spaces is the company's speciality and forms the starting point for its business development plan in the GBA. In Hong Kong, Nomura was commissioned by Nissin Foods to handle planning, interior design, construction and digital content production for "The CupNoodles Museum Hong Kong" project in Tsim Sha Tsui. More than just another marketplace, commercial spaces crafted by Nomura act like corporate PR facilities that convey brand messages to and communicate with customers.

During the pandemic, Nomura has emphasised its ability to create spaces from the ground up and revitalise them, stimulating discussion on what is required in a physical space to attract customers. Its Japanese creative teams and specialists collaborate at the planning stage to form

a space from multiple angles, providing an experience and value that can only be enjoyed in that space.

Growing Alongside Clients through Hong Kong

At present, Nomura's Hong Kong branch employs seven people and Nomura (Beijing) Co., Ltd. has around 100 employees. Similar team structures and resources are in place for its clients to expand from Hong Kong into areas within the GBA such as Shenzhen and Guangzhou. Ultimately, it aims to provide the same range of services for its GBA clients as it offers in Japan.

InvestHK regularly provides valuable information to Nomura about the interior design field in Hong Kong and Japan, and the HKSAR government's support for SMEs and the latest development projects. The company is very grateful to have been invited to participate in social networking events and knowledge exchanges for the creative industry. With InvestHK expert information and support, Nomura is well placed to bring even more new experiences and add value for corporate and cultural brands throughout Hong Kong and the GBA.

Nomura

- A one-stop space creation company that provides services from planning and design to construction for commercial and cultural facilities such as museums, public areas and corporate showrooms
- Directly managed by the company's headquarters in Japan, the Hong Kong branch works with the Mainland subsidiary for joint projects from design to construction

 nomurakougei.co.jp/en/

“There is no doubt that the GBA, where various cultures are mixed and new cultures are born, will attract attention around the world. Being involved in the development of such a global city is a valuable asset to me.”

Mr. Sugimura Nobuya
Hong Kong Branch Manager
Nomura Co., Ltd.

Architecture: The Sky's the Limit

International architecture practice OMA positions its Hong Kong office as the gateway to significant projects across the Asia-Pacific region.



“Hong Kong’s geographic advantages, coupled with an open market structure, create an operational environment where we readily have access to a plethora of resources, business acumen and greater visibility to potential investors from nearby regions.”

Chris van Duijn
Partner
OMA

Courtesy of OMA / Photography by Marko Seifert

In the nearly five decades since its inception by Dutch architect Rem Koolhaas, OMA has evolved alongside the global architectural landscape. Yet all of its concepts remain rooted in rigorous research and critical thinking. Today, its projects include typologies from large-scaled masterplans, public buildings and commercial spaces to more human-scaled retail boutiques and installations. Its eight partners oversee offices in Rotterdam, Hong Kong and New York; while each studio initiates and develops projects independently, together their shared expertise supports the firm’s culture of diversity.

Unlocking Game-changing Opportunities in the Region

The Hong Kong studio recently added major Asia-Pacific projects to its portfolio: Taipei Performing Arts Center, department store Galleria in Gwanggyo and Genesis Gangnam in Seoul. Its latest Mainland China work includes Tencent’s headquarters in Beijing, and a masterplan design for Chengdu Future City, while Hangzhou Prism and mixed-use tower CMG Times Center in Qianhai will be completed soon. With innovative retail experiences being a strength for the studio, OMA is also involved in the design of a mega-size K11 shopping complex in Shenzhen’s Nanshan District.

“The pandemic has heightened public consciousness about the value of outdoor social spaces, with the commercial and retail sectors now dedicating more room

for public programmes,” said Chris van Duijn, who oversees OMA’s Hong Kong studio. “It is for this reason that Asian clients look to us for ideas, because of our experience in public buildings and urban planning.”

The Hong Kong office has increased momentum in the region over the past several years. “The Central government’s efforts to establish the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) into an economic powerhouse have brought us numerous new opportunities in Qianhai,” van Duijn revealed. “There is such a strong appetite for architectural innovation in the GBA and other developing Chinese cities. And there are aspects that still require growth and improvement — for example, in terms of sustainability. This is where OMA can contribute and add value by putting forward our knowledge connecting different possibilities to bridge the gap. This capability will be pivotal for us to stay competitive in the years to come.”

Global Connections

With the Hong Kong studio operating since 2009, the city continues to be a strategic hub in Asia and a gateway to the rest of the world for OMA. “Its geographic advantages, coupled with an open market structure, create an operational environment where we readily have access to a plethora of resources, business acumen and greater visibility to potential investors from nearby regions,” van Duijn noted. “The multiplicity

of the city’s cultural fabric attracts creative talent from all parts of the globe.”

Alongside expanding its scope in Mainland China, van Duijn is keen to explore opportunities in Southeast Asia and South Korea. He is confident that OMA’s team is well-equipped to handle what may come. “We are aptly sized to allow us to work flexibly across projects,” he stated. “This level of fluidity means we are also able to shift resources around quickly to accommodate changing needs of the office, client or project.”

OMA

- Established in 1975, the architectural and urbanism projects of international firm OMA stem from research and critical thinking
- OMA works in tandem with its in-house research and design think tank AMO to develop research studies, publications, exhibitions and lectures
- Its studio in Hong Kong employs 40 staff members and is one of OMA’s three main global design hubs

🌐 oma.com

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Interdisciplinary Creativity Goes Regional

One Space leverages strategic location of Hong Kong as regional hub to tap GBA opportunities.



“Being headquartered in Hong Kong, the most central location in Asia, we found that our overseas clients coming here would benefit from our services in Mainland China, Singapore and Malaysia. That became a catalyst for us to grow in the region.”

Greg Pearce
Managing Director
One Space

Founded in 2004 by licensed architect Greg Pearce and technology entrepreneur James Oliver, One Space Ltd is an award-winning architecture, interior design and technology solutions firm offering an integrated and customised user experience for clients across Asia. The firm's client base spans from startups, global and regional banks and commercial enterprises, to education and learning facilities, data centres, as well as retail repositionings.

Having lived in Hong Kong for over 25 years and backed by their multicultural background and international experience, Pearce and Oliver began their enterprise with a vision to serve multinational clients across the region. That aspiration got a further boost in 2018 when One Space opened its Singapore studio, extending their signature on-the-ground insights to projects in Southeast Asia.

Hong Kong Office is Spearheading the Growth in the GBA

Being headquartered in Hong Kong, the most central location in Asia, we found that our overseas clients coming here would benefit from our services in Mainland China, Singapore and Malaysia. That became a catalyst for us to grow in the region.” said Greg Pearce, Managing Director. “Our strategy is for Hong Kong to serve as our North Asia hub – including the burgeoning Guangdong-Hong Kong-Macao Greater Bay Area (GBA) – whilst our Singapore office is superbly positioned to serve the growing Southeast Asia market.”

One Space has recently designed projects in Guangzhou, Shenzhen, Shanghai, Beijing and Tianjin, with two projects under construction in Singapore as of November 2020.

“We work hand-in-hand with our clients, study their fundamental needs, plan for their future business needs and make sure there is flexibility for expansion that will not be hindered by the existing space. Whilst remote work has become the new normal for many, reliable, high-performing AV and IT tools have proved to be essential to productivity, creating a synergy between people, technology and space,” said James Oliver, Managing Director.

One Space has strengthened its service offerings in tertiary education, data centre interiors and brand repositioning for the retail banking sector. The company plans to continue its thought leadership as the “workplace of the future” emerges over the coming years, and to remain abreast of shifting pedagogies and “hybrid” learning styles in the education sector.



According to Pearce and Oliver, it is vital to ensure that the very same high quality of service be maintained in every location. One Space's senior management spends time with their clients to understand the core objectives of each project, often from the first stage of selecting a building, to help ensure that their new premises can be future-proofed.

One Space

- Founded in 2004 by licensed architect Greg Pearce and technology entrepreneur James Oliver
- An award-winning fully integrated architecture, interior design and technology solutions firms serving clients across Asia

one-space.com

Original date of publication: September 2018
Updated: November 2020

One Space's "Workplace of the Future" for KPMG Hong Kong

Raising Regional Profile through Hong Kong

Australian architectural design firm Populous looks to broaden its presence in Asia through Hong Kong's Kai Tak Sports Park project.



“Hong Kong brings us closer to other Asian markets, such as Korea and Japan, which we are keen to explore. The opportunity helps us to build our presence across the entire region.”

Richard Breslin
Senior Principal & Director
Populous

Populous might be renowned for its outstanding track-record of delivering world-leading sports and entertainment venues since it began in the late 1980's, such as Wembley Stadium and Yankee Stadium, but with its expertise in designing large scale sports events, the global architectural design firm has also gained its fame in designing 12 Olympic venues, and working on 14 Winter and Summer Games in the past decades.

In 2020, Populous was selected as a member of the Kai Tak Sports Park Ltd. team* to create a masterplan for Hong Kong's Kai Tak Sports Park and develop the former airport site into one of the world's leading multi-purpose sports and entertainment precincts. Populous' biggest project in Hong Kong in over 20 years, Kai Tak Sports Park includes a 50,000-seat main stadium, a 10,000-seat indoor sports centre with an arena and retail spaces, and a 5,000-seat public sports ground.

A Strategic Location to Broaden Regional Presence

According to Richard Breslin, Senior Principal & Director, the Kai Tak Sports Park is a unique project for Populous. “In a city where land is scarce and premium, the 28-hectares of land shows the government's commitment in promoting sports to the general public. Kai Tak Sports Park is a really exciting project from that point of view, and it is an once-in-a-lifetime opportunity for us to work on this project.”

Breslin regards Hong Kong as an excellent gateway city for Populous to enter the key markets in Asia. Through the Kai Tak Sports Park, the city has given them an important access to the region, as well as an opportunity to establish a much broader presence in Asia. “Hong Kong brings us closer to other Asian markets, such as Korea and Japan, which we are keen to explore. The opportunity to design Kai Tak Sports Park also helps us to build our presence across the entire region.”

He added, “as for the Mainland Chinese market, we are trying to be more focused on the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) and to find out what it means to us in terms of business opportunities. We have invested quite some time over this past year in understanding what that market has to offer, and we will continue to do so.”

A Global City with an International Talent Pool

Populous currently employs 21 people in Hong Kong, part of the team looks after the regional business development. Breslin remarked that the high quality talent found in Hong Kong are especially valuable to the company. “Hong Kong has an incredible depth of talent which carries practical experience and solid education background. We are lucky to attract talent who has worked or studied overseas, with an international and diverse background.”

Breslin appreciated InvestHK for the support. He concluded, “we love the InvestHK team as they are always there for us. They engaged with us right from the start, inviting us to various conferences, offering opportunities to meet various people, and giving advice around the GBA and other markets. Their support has provided great access for us.”

Populous

- Populous came to Hong Kong in 2019 and opened their first office here for the Kai Tak Sports Park project
- Other projects in Hong Kong include the Hong Kong Jockey Club and the original Hong Kong Stadium
- Its office locations in APAC include Hong Kong, Beijing, Tokyo, Bangkok, Singapore, New Delhi, Melbourne and Sydney, with the regional headquarters Brisbane

🌐 [populous.com](https://www.populous.com)

Watch the video:



* Kai Tak Sports Park Ltd is a subsidiary of New World Development Company Limited and NWS Holdings Limited established specifically for the project. Its project team comprises overseas and local experts experienced in design, construction, venue management, sales and marketing, and retail and operation: Hip Hing Engineering, ASM Global, Populous, SportFive, Arup and Simon Kwan & Associates Ltd.

The World's Local Auction House

Leveraging Hong Kong's thriving art market, Bonhams continues to grow its Asian headquarters here to support business growth in the region.

Founded in London in 1793, Bonhams is a global auction house with a heritage and reputation for connoisseurship and bespoke services worldwide. Having a profound knowledge of fine art and collectibles, motor cars and luxury items, the company holds more than 400 specialist sales a year in over 60 different categories. Its salerooms are located in 11 cities, including London, New York, Los Angeles and Paris. It has also established an extensive network with offices in 37 cities around the world, offering professional advice and valuation services in various specialist areas.

Eyeing the Asian market, Bonhams established its Hong Kong office in 2007 and opened its saleroom in 2014. Hong Kong has since become its Asian headquarters, where it has set a series of world records at auctions. As Asia contributes one-third of Bonhams' global business, the company has accelerated its expansion in Hong Kong with the biggest Hong Kong team they have had, and is poised to capture business opportunities in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA).

An International Hub for Art Trade

Hong Kong is renowned as an international hub for arts and culture. It has long been an East-meets-West centre for international cultural exchange, as reinforced again in the National 14th Five-Year Plan. Julia Hu, Managing Director, Asia of Bonhams, stated, "The emergence of Hong Kong as one of the world's largest art trading centres, alongside New York and London, is built on its strategic location at the heart of Asia as well as strong cultural and commercial foundations."

"The city has traditionally been a centre for trading Chinese fine art and antiques. It enjoys a unique cultural heritage influenced by both the East and the West," said Hu. "It is also a highly dynamic city with favourable business environment and an efficient transportation and logistics system, all substantially contributing to

building a vibrant art market. Therefore, we chose Hong Kong as our Asian headquarters." Hu added that the city is a magnet for local and international buyers, attracting global auction houses and art galleries to flock to Hong Kong. The city's strategic position often leads Bonhams to choose Hong Kong as their first stop for the international unveiling of major works. "Asia is not a single market — it comprises many regional markets with a growing demand in collecting." She explained, "As a global auction house, we give regional markets a global platform to buy and sell, while at the same time delivering better results at the friendlier core price points. We are the world's local auction house."

Embracing the New Era: Online Auctions

Thanks to the city's flourishing auction business, Bonhams distinguishes itself with its unique capabilities from other players. Hu explained, "Our strengths lie in three distinct areas: the diversity in what we offer — we have sales in more than 60 different categories; our price points; and our concurrent ability to be global and hyperlocal. We are proudly carving out the niche."

Despite the pandemic, Hong Kong saw record-breaking art sales. Bonhams has accelerated its digital advancement to engage more collectors. "When travelling was restricted, online auctions became a great means to reach new customers," she said. "Our online auctions have attracted 40 percent of buyers new to Bonhams and a third of bidders are under 40 years old, indicating the ever-growing demand."

On the horizon and imminently, Bonhams plans to strengthen its presence in Hong Kong and leverage the city as the global art hub to access the GBA market. "One of our goals is to bring the GBA collectors to Bonhams' sales in Hong Kong, where they can buy and sell locally and globally," Hu concluded.



“The emergence of Hong Kong as one of the world's largest art trading centres, alongside New York and London, is built on its strategic location at the heart of Asia as well as strong cultural and commercial foundations.”

Julia Hu
Managing Director, Asia
Bonhams

Bonhams

- Acquired by the United Kingdom-based private equity company, Epiris, in 2018
- Opened salerooms in 11 cities, including London, New York, Los Angeles, Paris and Hong Kong
- Established a worldwide presence in 37 cities, including Beijing, Shanghai, Taipei, Singapore, Tokyo, Sydney and Melbourne

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

Original date of publication: October 2022

Heaven for Art Lovers

World-renowned auctioneer Phillips underscores Hong Kong as a major auction hub with its recent relocation to permanent premises in the West Kowloon Cultural District.



“Hong Kong is home to international galleries, auction houses and art fairs. And with the opening of world-class venues, such as M+ and the Hong Kong Palace Museum in the West Kowloon Cultural District, it attracts art lovers from around the globe.”

Jonathan Crockett
Chairman, Asia
Phillips

There is nothing quite like the thrill of a live auction. The atmosphere is electric. Under the hammer are one-of-a-kind treasures that may become future museum pieces. The excitement of competing for a slice of history is equally as compelling as the glamorous receptions, and global auction house Phillips has the hottest ticket. “There is a certain type of energy that is created at an auction,” said Phillips’ Chairman, Asia, Jonathan Crockett. “One can never predict how far someone is going to bid.”

Hong Kong — Preferred Destination on the Global Art Circuit

For well over two centuries — one of its first major deals was Queen Marie Antoinette’s paintings — Phillips has guided international collectors through auctions, private sales and exhibitions. In addition, its team of specialists consults with museums, advises private estates and corporations, and offers appraisals and valuations.

Alongside sales offices in New York, London and Geneva, its Hong Kong premises consist of 52,000 square feet across six storeys in the West Kowloon Cultural District (WKCD). The ground, first and third floors are permanent galleries devoted to showcasing 20th and 21st century art, design, editions, jewellery and timepieces. “We have developed a reputation for being the house that introduces new names to the Asia market,” noted Crockett. “Our regional headquarters in the WKCD is the first time any auction house in Hong Kong has ever had a permanent exhibition space and an auction room.”

Remarkably, Phillips began hosting auctions in Hong Kong only eight years ago with a team of six people. Its expansion coincided with the rise of Hong Kong’s dominance as one of the world’s largest art auction hubs.

Crockett believes that there are many reasons for Hong Kong’s reputation as a hub for art auctions. He said, “Unlike many of its international counterparts, Hong Kong serves not just the local art community, but it also acts as the main pan-Asian hub for the trade in art. Dealers, galleries and auction houses in Hong Kong have long served the art collecting community both here and across the region”. Crockett continued, “Hong Kong is on the doorstep to Mainland China, the world’s second largest and perhaps soon to be the largest economy. The legal system here is robust and there is very low corruption. There are world-class logistics companies and infrastructure here in place to serve an auction market.”

Making Art Sense

Phillips’ premium Asia headquarters in Hong Kong allows the company to take its regional business to a new level. “The city is home to international galleries, auction houses and art fairs. And with the opening of world-class venues, such as M+ and the Hong Kong Palace Museum in the WKCD, it attracts art lovers from around the globe. In particular, the advent of Mainland Chinese buyers has drawn them to the city’s art trading events,” Crockett said. “With Hong Kong’s vibrant art scene and our unique competitive advantage as the only auction house with an exclusive focus on 20th and

21st century collectors, we are positive to achieve remarkable growth in Asia.”

Phillips has already capitalised on its new synergy with the WKCD with the auction of Yayoi Kusama’s Pumpkin. The sale coincided with the Japanese artist’s exhibition at M+, and it was one of the highest value works by the artist to ever be offered at auction. “We are constantly looking at ways to advance and to grow our business across the region,” stated Crockett. “I would like us to be market leaders in all the categories that we operate in at some point in the near future.”

Phillips Auctioneers

- Established by Harry Phillips in 1796 in London, Phillips is a leading global platform for buying and selling 20th and 21st century collectibles. It also offers an online auction platform accessible anywhere in the world
- Set up its permanent Asia headquarters spanning 52,000 square feet in Hong Kong in 2023

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

Watch the video:



Original date of publication: August 2023

Connecting Artists with Collectors

With an educational approach to art, Villepin is a gallery that inspires highly personalised connections between creators and their patrons.

Co-founder Arthur de Villepin grew up surrounded by art. His father, former French prime minister Dominique de Villepin, is an avid art collector. His mother and sister are both professional artists. After relocating to Hong Kong a decade ago, de Villepin founded Art de Vivre in 2012 as a platform for French lifestyle companies. Yet the entrepreneur always wanted to be directly involved in fine arts. In March 2020, de Villepin teamed up with his father to open their eponymous three-storey gallery Villepin in the heart of Hong Kong's Hollywood Road art district.

Commitment to Hong Kong

"It was an amazing challenge," recalled de Villepin. "But we look at Hong Kong and Mainland China on a long term basis and the gallery reinforces our willingness to be here even during difficult times. We believe in Hong Kong and its potential to reach Mainland China. Villepin is a brand that I started with my father, and the idea of working with family is important to me. I hope to transfer to my own children one day to continue its legacy with my passion for art."

Its opening exhibition, Friendship & Reconciliation, showcases works by Chinese-French artist Zao Wou-ki. The artist was a close friend of the de Villepin family, allowing the exhibition to provide insider glimpses into the artist's life and career. The approach underscores how meaningful connections between collectors and artists lead to works being appreciated beyond their investment opportunity.

"The art market is different than the art world," de Villepin acknowledged. "We want to offer something different — something closer to artists and their history. As we are collectors ourselves, we will also show our art collection and intend to partner with other galleries. Art is about education and learning why certain pieces are in

museums. Rather than art as investment, we hope to facilitate art appreciation and help people understand the art of collecting. We bring artists and collectors to the centre of what we do. We promote art that we love and that is close to our family."

A Genuine Art City

By mounting half-year long exhibitions, Villepin Gallery offers the space and time for debates, salons and discussions to promote deeper understanding of an artist's works. de Villepin feels that mature Hong Kong collectors will appreciate him going the extra mile. "Compared to France, I am pleasantly surprised by the number of sophisticated collectors in the city and their capacity to make offers even during volatile times," he stated. "As the Executive Committee member of the Friends of Hong Kong Museum of Art, I think the Hong Kong's art standards are amongst the best in the world. It has fantastic infrastructure and the auction houses here have done a great job. It's a genuine art city."

de Villepin appreciates the support that InvestHK has provided. "It gives the right advice and direction, and is a great platform to get our message across," he said.

With Hong Kong as his base, de Villepin has grown to love his second hometown. "Everyone needs to find his own Hong Kong," he suggested. "There are so many different facets to discover — urban and countryside."

"Hong Kong's art standards are amongst the best in the world. It has fantastic infrastructure and the auction houses here have done a great job. It's a genuine art city."

Arthur de Villepin
Co-founder
Villepin



Villepin

- Founded in 2020 by father and son duo Dominique and Arthur de Villepin, Villepin is a gallery that aims to forge lasting relationships between artists and collectors through on-going events, educational programmes and exhibitions

 villepinart.com

Original date of publication: September 2020

A Game Changer Finds Hong Kong the Ideal Place for Expansion

After securing a new round of seed funding, cloud-based collaboration platform and game engine Area28 Technologies sets to grow its Hong Kong headquarters and scale up operation in various game hubs in Asia.



“We target to scale our product in Mainland China and Southeast Asia. Hong Kong’s position is right in the centre, which allows us to recruit team members in the region.”

Tony Zander
CEO
Area28 Technologies

Remote work has become a rising global trend from startup to corporates. Finding a tool that can facilitate virtual team collaboration has become vital across industries - game design and development is no exception. Area28 Technologies is a cloud-based real time collaborative software that empowers game development and multimedia content production teams to integrate and compile code testing continuously and conduct same-scene edits, enhancing efficiency significantly.

“Our product allows teams to work from anywhere in the world in a real-time fashion without having the need to be at the same location, but still gain those efficiencies of communication and iteration,” explained Tony Zander, CEO of Area28 Technologies. The company strives to be a one-stop shop solution for game development and content co-creation with a services-oriented marketplace, and high-performance multicore native runtimes. The tool is also used by teachers and students from the School of Design in the Hong Kong Polytechnic University to conduct online teaching and learning during the pandemic. The company believes there is huge potential for their solution in the education sector.

Scaling Up in Asia with Hong Kong Headquarters

Area28 initially started with a small team in Hong Kong that eventually grows into a

headquarters, managing a large outsourced and freelance staff around the world. “We are looking to scale up the effort we put in Hong Kong and develop the leadership and technology aspects here,” Zander remarked.

The company chose Hong Kong to set up its headquarters for a number of reasons. “We target to scale our product in Mainland China and Southeast Asia. Hong Kong’s location is right in the centre, which allows us to recruit team members in the region. We also plan to use Hong Kong as the soft landing for our international team, and slowly move them into different parts of Mainland China,” Zander said.

“Like many international corporates, we enjoy the low and simple tax regime and the ease of setting up here in Hong Kong. The city is also beneficial for us doing business in Mainland China because of its proximity,” Zander said, adding that the company also takes advantage of the city’s rich history in film production to partner with local film companies, such as Salon Films and Digital Domain.

Strong Network of VCs and Angel Investors

Area28 has recently secured a seed funding led by various venture capitals including Vectr Ventures and Alibaba Hong Kong Entrepreneurs Fund. Zander revealed that the company will use the new fund to build up their thought leadership and R&D centre in the Hong Kong headquarters. He added,

“We are also expanding into Mainland China, with a focus in Chengdu which has a large game hub, and looking at Southeast Asia such as Vietnam and the Philippines, which are two up-and-coming game hubs in the region.”

“InvestHK offers soft landing support, helping us get plugged into the ecosystem. There is also a strong investor network in the city. A young team would be able to find everything from angel investors all the way up to series type funding all within Hong Kong. It’s a great city for startups,” Zander concluded.

Area28 Technologies

- Founded in 2017 with headquarters in Hong Kong
- Cloud-based collaboration platform and game engine suitable for online games, multimedia content co-creation and collaborative works

🌐 area28.io

Watch the video:



Original date of publication: April 2021

Stepping up in the Asian Gaming Market via Hong Kong

Italian gaming company Digital Bros relocates RHQ to Hong Kong with a goal to maximise its market share in APAC.



“The city is a strategic location for us to connect the gaming industry players in the East and the West, helping independent developers from both regions to go global while introducing our own IPs into Mainland China and Asia.”

Thomas Rosenthal
General Manager of Asia Pacific
Digital Bros

The gaming industry is seeing tremendous growth in revenue in recent years. Digital Bros is one of the many that flourishes in this rising trend. Founded in 1989 and headquartered in Milan, the digital entertainment company strives for delivering unique experiences to gamers across the globe.

Digital Bros is one of the few in the industry that engages along the whole value chain of gaming industry from developing and publishing to distributing games through digital and retail channel. It forms partnerships with potential developers and provide them with all sorts of support such as funding and marketing.

In July 2020, the company's subsidiary 505 Games announced its partnership with X.D. Network Inc., a Hong Kong-listed top-tier Chinese game developer, to publish the mobile version of sandbox hit Terraria in Mainland China, Hong Kong, Macao and Taiwan. With its ongoing effort and investment in the region, 505 Games has been awarded as the No. 1 Publisher of the Year in 2019 by Metacritic, as well as the Publisher of the Year in China by Baidu App.

Prominent Market for Pay-to-play Games

Digital Bros relocated its regional headquarters (RHQ) from Shenzhen to Hong Kong in 2019 for a number of reasons. “The gaming market in Hong Kong is a hybrid between console and mobile supported by local gamers with high

purchasing power, in particular, for console games. Pay-to-play PC and console games account for 40 percent of overall gaming consumption,” said Thomas Rosenthal, General Manager of Asia Pacific at Digital Bros, “the local market already fits perfectly with our core strength in PC and console games.”

Apart from the local market, the opportunities arising from the Guangdong-Hong Kong-Macao Greater Bay Area is also a determining factor for choosing Hong Kong as its RHQ location. According to Rosenthal, while two-third of the gaming revenues in Mainland China is generated from the Guangdong Province, Hong Kong being an integral part of this region is the perfect location for Digital Bros to tackle both Chinese and overseas businesses. “Setting foot in Hong Kong enables us to build on our knowledge of the Chinese market with a global perspective,” Rosenthal remarked, “it allows us to manage our business activities and partnerships across the border more easily.”

He added, “The city offers a lot as a business hub in areas like the rule of law, market stability, human resources quality, logistic efficiency and easy data transfer. It is a strategic location for us to connect the gaming industry players in the East and the West, helping independent developers from both regions to go global while introducing our own IPs into Mainland China and Asia.”

Digital Bros is now looking to expand its

network of licensees in the Asia Pacific region and increasingly focusing on direct releases on multiple platforms, and Hong Kong will be an important base for offering operations, PR and digital marketing support. In the long run, the group hopes to increase production and publishing capabilities for supporting publishing and development activities in the region, particularly for games sourced in Asia.

Rosenthal regards InvestHK as an important partner for its expansion plan. “InvestHK has been providing support to us from the very beginning, opening doors for us to make new connections. The team offered us high-quality advisory with their experiences in the creative industry, which is not something you can typically expect in any FDI organisation,” he concluded.

Digital Bros

- Digital Bros is listed on the Milan Stock Exchange since 2000
- The company is active around the world through its own direct operations in Italy, the US, the UK, France, Spain, Germany, Mainland China, Hong Kong and Japan with approximately 200 employees

🌐 digitalbros.com

Original date of publication: October 2020

Adventure into Digital Play

Evolving its classic arcade game centres to immersive experience, NAMCO launches its first overseas digital indoor playground in Hong Kong.



“*Hong Kong is an international city. People are willing to try new things and have high consumption motivation. When we bring new concepts from Japan, people react quickly in Hong Kong.*”

Shuichi Kikuchi
President
Namco Enterprises Asia Limited

When NAMCO entered the Hong Kong market nearly 45 years ago, it was a time when electronics were still new additions to mostly mechanical pinball machines in arcade game centres. Yet this golden age of Pac-Man, Donkey Kong and Space Invaders was on the cusp of digitalisation about to impact everything from graphics to game logistics. NAMCO has evolved with its customers, and is launching new concepts to address their needs.

A Sophisticated Consumer Market

“DOCODOCO is a new type of playground that combines digital and physical games,” explained Shuichi Kikuchi, Namco Enterprises Asia’s President. “The target age is six months to 12 years old, and they can play games both digitally and in physical spaces. We chose LOHAS Park to launch DOCODOCO as there are many young families with children there. Since we opened in February 2021, it has been very popular and we have had more visitors than

expected.” In March 2021, NAMCO opened a large amusement arcade with an indoor playground named Asobi Park PLUS in tmtplaza, Tuen Mun. “We launched six outlets so far since last year, with a goal to increase up to 30 outlets in Hong Kong in the future,” revealed Kikuchi.

Kikuchi sees Hong Kong as a good testing ground for new games thanks to the people’s highly curious nature. “It is an international city,” he stated. “People are willing to try new things and have high consumption motivation. When we bring new concepts from Japan, people react quickly in Hong Kong. The consumption of games has changed in these past five years, therefore we have introduced various new amusement concepts from Japan (for example, Asobi Park PLUS indoor playground that offers interactive play zones; SPORTAINMENT ARENA that combines sports and digital entertainment; and DOCODOCO digital playground) to create unique entertainment experiences for Hong Kong customers while at the same time providing playgrounds for children that are safe and carefree.”

Winning through Collaboration

In Hong Kong, NAMCO operates predominantly in shopping malls and views itself as their partner to help attract customers over the long term. NAMCO also serves as a great partner for consumer brands, for instance, its crane machines and other prize games in the amusement arcades are good channels for brands to promote their products to children and families. “We would also consider partnership with kindergartens and learning centres in Hong Kong that are



interested in using our digital playground for extracurricular activities with kids and parents,” Kikuchi added.

NAMCO enjoys many advantages in Hong Kong, including the city’s low tax regime and a free port that is conducive to the import of goods. In particular, he highly praised Hong Kong consumers and employees. “Hong Kong customers are very welcoming and supportive to service operators such as NAMCO,” Kikuchi noted. “On the other hand, our staff in Hong Kong are very proactive at work and their customer service standard is on par with our staff in Japan. This creates a win-win relationship which makes business expansion possible in the city.”

After living in Hong Kong for three years, Kikuchi has grown to enjoy his new home: “When I was in Japan, I imagined Hong Kong as a city of skyscrapers. But I have discovered that nature is very rich here, and I like the outdoors. Hong Kong is a great environment both for living and business.”

Namco Enterprises Asia

- NAMCO began operations in 1955 with the installation of two rocking horse rides on a department store rooftop. Increasing popularity of arcade video games fueled growth in the 60s and 70s. Its Pac-Man game was a huge hit in the 80s
- Namco Enterprises Asia is the company’s Hong Kong subsidiary established in 1977. It employs 175 people with 11 amusement arcade outlets in the city operated under different brands including NAMCO, Asobi Park PLUS, SPORTAINMENT ARENA and DOCODOCO

🌐 namco.com.hk

Watch the video:



Original date of publication: May 2021

Empowering Strong Visual Statements via Technology

disguise helps creatives and technologists produce spectacular visuals for live, online and hybrid events.

“Hong Kong serves as a bridge between the Western world and China. It has unique benefits: good infrastructure, international banking and lots of information exchange between the West and China.”

Alan Lam
Vice-President Asia Pacific
disguise



Making an impact often necessitates robust visualisation. disguise has two decades of experience in that arena. It has evolved from producing concerts in the UK to becoming the go-to company for everything that requires visual impact, from product launches to corporate conferences. COVID-19 has catapulted its – extended reality development as events and production moved online.

Pandemic as Extended Reality Accelerator

“The pandemic accelerated our growth towards virtual production,” said Kevin Li, Former Technical Solutions Manager – APAC with disguise. “We offer a software and hardware solution. Our 3D software runs on top of our servers and help people to imagine, create and deliver spectacular visual experiences. We achieve this through extended reality offering — or xR. By applying LED screens and working with real time rendering engines, we teleport audiences through the camera lens into a completely different space. We see the pandemic accelerating demand for virtual or hybrid events and we are pushing ourselves to fulfill some of those needs.”

disguise chose Hong Kong as its regional headquarters as the city is right at the doorstep to Mainland China via the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). “Hong Kong serves as a bridge between the Western world and China; it is a regional hub for us to manage businesses in Mainland China and connect with our global network.” explained Alan

Lam, disguise’s Vice-President for Asia Pacific. “It has unique benefits: good infrastructure, international banking and lots of information exchange between the West and China. Our Hong Kong office serves as the Asia Pacific centre for sales & marketing, technical support and warehousing. It was a no brainer to set up in Hong Kong.”

Nurture Local Talent for Regional Expansion

disguise employs 30 staff members in the Asia Pacific region with 15 of those working in Hong Kong, and partners with local universities to cultivate talent and develop its burgeoning team. “People in Hong Kong are very keen to embrace innovation and change,” observed Zinah Nur Sharif, disguise’s Head of APAC Marketing and Operations. “Everyone is on the lookout for what is new in their industry. They don’t shy away from something they are not familiar with, and universities here are developing curriculum that introduces xR technologies. It has been really encouraging to see people here taking the initiative.”

Going forward, disguise will concentrate on Hong Kong, Mainland China and Korea, its fastest growing markets. It also plans to train more certified trainers and operators, and expand its software and hardware capacity from English to other Asian languages. “We are planning to set up our Shenzhen office this year,” revealed Lam. “It is a strategic move as many of our target clients — LED manufacturers, event agencies and public relations firms —

are located in the GBA. We want to service them closely.”

Since disguise opened in Hong Kong, InvestHK has assisted the company’s growth. “InvestHK plays a vital role to support international companies and connect them with the right networks,” stated Nur Sharif. “It is crucial for us to maintain the relationship and connection with InvestHK — to network with contacts throughout the region, to grow and to nurture local talent and partnerships.”

disguise

- Founded in 2000 and headquartered in London, disguise provides a platform for creatives and technologists to realise spectacular visual experiences utilising its extended reality offering
- Its Hong Kong office was established in 2016 and serves as the regional headquarters for the Asia Pacific Region, supporting offices in Beijing, Shanghai, Seoul and Tokyo

🌐 disguise.one

Watch the video:



Original date of publication: August 2021

The Design Storyteller

Luxury design and architecture magazine Design Anthology expands beyond Hong Kong and sets up a new agency to help clients develop branded content strategy.



Photography by Jeremy Smart

Founded in 2013 by Suzy and Phil Annetta, Design Anthology is a Hong Kong-based publication focusing on interiors, product design, architecture and urban living across the Asia Pacific region. With the founders' backgrounds in publishing and interior design, the magazine is one-of-a-kind in its curation and attention to detail. Recently, the quarterly has expanded out of Asia and launched a UK/Europe edition in 2018, as well as an Australia edition in 2019. The publication is also available digitally via platforms such as Zinio and PressReader, as well as providing regular content on its website and through a new podcast series.

Using their strength in crafting design-focused content, the founders set up content agency Fifth Black in 2016 to help brands create custom content. The company is growing continually and now incorporates a branding identity and strategy service, offering a one-stop solution for clients looking to engage with savvy urban dwellers.

"Design is at the centre of everything we do, and while we create and publish

"The city is strategically situated within the region, and in fact the world, which allows creative talent access to everything that Hong Kong, Mainland China and the rest of Asia have to offer."

Suzy Annetta
Editor-in-chief
Fifth Black

content about multiple subjects — such as art, food, fashion, travel and luxury lifestyle-related topics — design and architecture are our core passions," said Suzy, Fifth Black's Creative Director and Design Anthology's Editor-in-Chief. "As we work regularly with property developers, our expansion into branding and identity design offers another communication vehicle tailored to those clients that complements our established print, digital and multimedia offerings."

Easy Access to Asia Market for Creative Industries

Originally from Melbourne, Suzy feels that Hong Kong is the right place to be for Fifth Black, with its clientele ranging from property developers and hotels to luxury retailers. As Hong Kong is currently the company's head office where most of its staff is based, editing, quality control and design are all done from this office. With a growing market demand, the company also plans to provide more services and grow its team in the city. "We hope to continue to work with the best in the industry and expand our presence regionally. Hong Kong

is unique in the world being small and compact but at the same time big and international. It's fast-paced, dynamic and full of opportunities," she said.

"The city is strategically situated within the region, and in fact the world, which allows creative talent access to everything that Hong Kong, Mainland China and the rest of Asia have to offer," she added. "We have access to great quality and well-priced printing and shipping, and access to factories in Mainland China. Depending on what creative sector you're in, there are many benefits to being based here. I've also found the community here is tight knit. Creatives are supportive of each other and very social."

Suzy said that InvestHK's support has been very helpful in various ways. She concluded, "InvestHK has been helpful so far in helping to get the word out about our company and has advised us about potential grants and funding schemes in the past which we are very grateful for."

Fifth Black

- Design Anthology and Fifth Black were founded in 2013 and 2016 respectively
- Design Anthology magazine is published quarterly in Asia and the UK, and biannually in Australia starting from 2019
- While Hong Kong remains the company's headquarters, the company set up a new office in Melbourne in 2019 to support the new publication in Australia

 fifth.black

Original date of publication: July 2020

Customised Content to Capture Digital Sales

I Heart Studios creates on-brand visuals to support online fashion and lifestyle industries with holistic content.

“Hong Kong has been fantastic for us locally, regionally and globally. We are here for the long haul.”

Sjors Bos
Global Chief Executive Officer
I Heart Studios



It may be argued that the pandemic catapulted online retailers into the stratosphere. With nowhere to go and money to spend, shoppers trawled the Internet for everything from socks to soap. Yet some fashion and lifestyle retailers found it challenging to switch gears from bricks and mortar to web-centric strategies.

Holistic Message

I Heart Studios (IHS) opened its Hong Kong office as their regional headquarters at just the right time. Riding on the challenging times in the midst of COVID-19, the company captured a market keen for a more holistic approach to product narratives. Its core business model is to first understand a client's brand DNA before creating brand content to align with that message. The result is consistent, compelling photography and videos well integrated into a client's various online platforms.

"IHS is a modern-day content creation business," explained Sjors Bos, the company's Global Chief Executive Officer. "We are a service organisation that transforms challenges into solutions. There is currently a tendency / trend to use both photography and video in hybrid campaigns. IHS' founders saw a gap in e-commerce to produce appropriate high quality and affordable content to help amplify a brand's DNA. Today, we can add value to our photos and film with graphics, artwork and copy for retail-ready content, further making our customer's life easier."

In digital selling where potential customers cannot physically examine a product, visual content is king. It must appeal in less than a second while still being true to the actual product. After setting up a second office in Amsterdam, IHS recognised a need for an Asian presence close to its clients' supply chains. "We looked at Singapore, Shanghai and Hong Kong," recalled Bos.

"We opened in Hong Kong as it is easy to enter as a foreign business, English is a common language and there is enough talent in the market to grow the business. Could the Hong Kong studio cater to domestic markets, international demand, function as a regional headquarters and work closely with supply chains to turn content around quickly? The answer was yes to all four requirements."

Exceeding Expectations

The Hong Kong office has exceeded expectations. With a fragmented market and only three percent of retail sales devoted to e-commerce in comparison to 30 percent in Europe, there was room to grow quickly. "Hong Kong has been fantastic for us locally, regionally and globally," admitted Bos. "We support the regional office of global companies and serve Hong Kong businesses for the local market. During lockdown, when Europe and the US could not operate, we fulfilled demand in Hong Kong — we are close to Asian product manufacturers anyway."

Bos is now in the process of setting up another office in Shanghai but he will remain based in Hong Kong. "Anyone who lives here should count their blessings," he advised. "Hong Kong is a safe haven. There are mountains, seas and every cuisine imaginable. It is a special place. My family is here for the long haul."

I Heart Studios

- Founded in 2011 and headquartered in London, I Heart Studios delivers distinctive and affordable visual content for fashion and lifestyle brands, offering a one-stop-shop including content advice, concept, creation, post-production and management
- Its Hong Kong regional headquarters opened in mid-2019 and has expanded to 27 fulltime staff members working in a 12,000 square foot studio servicing local, regional and global clients

 iheartstudios.com

Watch the video:



Original date of publication: January 2022

The Startup That Supports Startups

Jumpstart Media helps entrepreneurs realise their potential through various ventures including media, education, networking, event support, and more.



“Hong Kong is also the perfect gateway to Asia — its proximity to other emerging Asian economies, wide use of English, and diverse, multicultural population makes it a natural fit for Jumpstart’s regional headquarters.”

James Kwan
Executive Chairman
Jumpstart Media

Establishing and running a startup is challenging on all fronts, which is why almost 90 percent of startups fail. According to Relena Sei, CEO of Jumpstart Media, startup failure can be attributed to one major reason. “The problem is that a lot of startups are in a world of their own. They fail to get their message out there because they aren’t connecting with the right mentors, investors, clients, audience or other stakeholders,” said Sei.

“As serial entrepreneurs, we’ve seen a large number of great startups that failed, but really shouldn’t have. Startup failure means lost opportunities where cutting edge ideas could have made a difference. Innovation by startups that fail, no matter how brilliant, do not matter since they fail to make a meaningful impact. That’s why at Jumpstart, we’ve made it our mission to make innovation matter,” she added.

Three-pronged Approach

Jumpstart offers a platform that connects the fragmented startup ecosystem in Hong Kong and across the APAC region for all stakeholders. Founded as a media company with a startup-focused bi-monthly print magazine in Hong Kong, Jumpstart has now expanded to become the largest English print publication in APAC that covers innovation and technology in the startup ecosystem. “Our media arm provides an outlet for entrepreneurs to reach a niche audience interested in innovation,” explained James Kwan, Executive Chairman of Jumpstart Media.

In addition to its media division, Jumpstart has grown to become an ecosystem builder with two other departments: education and special ventures.

Its education division nurtures corporate innovation and trains founders to succeed with initiatives such as accelerators, boot camps, workshops and corporate innovation programmes.

Through Jumpstart’s special ventures programmes, rising startups can take advantage of all of Jumpstart’s resources to collaborate and execute joint ventures, taking their business to new heights. Current projects include developing a platform that can match founders with potential investors using artificial intelligence (AI), an eCommerce platform focused on innovation, and building a C-suite community.

Tactical Advantage

According to Sei, Hong Kong’s vibrant startup community makes it the ideal place for the Jumpstart platform. Supported by government initiatives, such as InvestHK, Cyberport and Hong Kong Science and Technology Parks, Hong Kong has turned into an important startup hub, she added.

“Hong Kong is also the perfect gateway to Asia — its proximity to other emerging Asian economies, wide use of English, and diverse, multicultural population makes it a natural fit for Jumpstart’s regional headquarters,” said Kwan.

“As an international city, Hong Kong is able to attract a workforce that is multicultural, flexible and multilingual — important for any startup looking at regional or global expansion,” explained Sei. Moreover, over the past five years, there has been a noticeable growth in the number of accelerators, co-working spaces, and even unicorns in Hong Kong — a testimony of its growing importance, said Sei.

Jumpstart intends to focus on growing its special ventures division, working with partners on developing cutting edge proprietary technology. It also aims to expand its partnerships, online presence and print publication. “In the short to medium term, we envision further growing the Jumpstart brand at home and internationally,” said Sei.

Jumpstart Media

- Jumpstart distributes its print magazine across 11 countries, and partners with over 125 events worldwide

 jumpstartmag.com

Original date of publication: March 2021

Star Studded Ambitions

Phoenix Waters Productions chooses Hong Kong as its Asian base for developing a wide array of content to engage local and global audiences.

“
*I consider the work ethic
and talent of Hong Kong
people to be amongst the
finest in the world.*”

Bizhan Tong
Founder and CEO
Phoenix Waters Productions



The year 2020 shifted the way people spent most of their leisure hours, as extensive stay at home led to exponential demand for content consumable via online and streaming platforms. Phoenix Waters Productions meets those content demands with a focus on low budget, high concept and high quality stories for big and small screens. It specialises in original and adapted entertainment tackling socially relevant issues. In 2020, Phoenix Waters expanded from its home base in the UK to Hong Kong, with production partnerships in the US, South Korea and Japan.

Hong Kong is the Cradle of Asian Cinema

Bizhan Tong, Founder and CEO of Phoenix Waters Productions, feels that Hong Kong is a natural choice for expansion. “Hong Kong created some of the greatest films of the last century,” he said. “During its heyday from the mid-80s to the mid-90s Hong Kong films dominated the box office in East Asia and enjoyed a great reputation in the West. Its location makes it ideal for engaging with other territories within Asia, allowing international co-production opportunities. Its English/Cantonese hybrid means that as a British national, I can more easily navigate the city compared to neighbouring regions. Its continued status as a financial hub is one advantage, but a crucial factor for me is its talent: Hong Kong possesses a wealth of talent across all generations.”

Phoenix Waters has numerous projects under development in Hong Kong. These include a partnership with Asia Television (ATV) through its sister company AMM to use the studio’s facilities to create a wealth of content in Hong Kong for local and international audiences. Projects in the pipeline include thriller Lockdown, crime drama series Forensic Psychologist, a remake of award-winning drama The Escort, an Asian remake of Richard Linklater’s Tape, and zombie thriller Chungking Mansions. Meanwhile, drama series HK Love Story is a love letter to the city with its myths and legends seriously addressed. As for reality entertainment, there is cryptocurrency-based game show Blockchained!, singing competition Future Idol Wars, and dating show Love at First Sound.

Local Narrative for Global Viewers

“My main purpose for coming to Hong Kong was to bring local stories to global audiences,” stated Tong. “I am keen for more viewers to experience the incredible talent which exists both in front of and behind the camera. There are many stories to be told in a picturesque, multi-layered city like Hong Kong that global audiences will enjoy through platforms such as Netflix. Our goal is to invest in larger productions and more international co-productions with global appeal to help revitalise the industry.”

To date, Phoenix Waters Productions retains a compact team in its Central office and ATV studio in Tai Po. “Our aim in the coming year is to increase our headcount using the revenue generated from our projects,” explained Tong. “I consider the work ethic and talent of Hong Kong people to be amongst the finest in the world. As an employer, I am delighted to engage with such dedicated, professional and talented individuals.”

Phoenix Waters Productions

- Originating in the UK, Phoenix Waters Productions develops award-winning films, series and variety shows in partnership with AMM, the sister company of Asia Television for local and international audiences on the big and small screen
- Established in 2020, the Hong Kong office is its first outside of the UK and will soon expand its staff count to tackle its numerous projects currently in production

🌐 phoenixwatersproductions.com

Watch the video:



Original date of publication: March 2021

Boosting eCommerce Business with Powerful Visual Content

Straub Collaborative provides a bridge between retail clients and online customers with professional images that capture the essence of a brand.

“Hong Kong also offers access to a diverse model pool, quality of talent and ease of operation. It is compact with a diverse landscape. It is the ultimate city for work life balance, a fantastic place to network and a great base to expand into the Greater Bay Area and Southeast Asia.”

Jenmon Jenkins
Managing Director Asia Pacific
Straub Collaborative



The old adage that a picture tells a thousand words has never rang more true than in this era of endless information. As commerce moves online, striking images to evoke a response become increasingly important for brands. Straub Collaborative understands the importance of visuals. Its team of photographers, stylists, project managers and developers work together to craft more than 100,000 images every quarter.

Go-To Market Faster in Hong Kong

The Hong Kong office was a natural extension for Straub as many of its apparel and footwear clients' samples are produced in the region. "We believed that we could capture the sample imagery faster due to the proximity to manufacturing facilities. In turn, we can enable speed to market — a race to list that hot selling item online can really impact revenue generation," explained Jenmon Jenkins, Straub Collaborative's Managing Director for Asia Pacific. "During the pandemic, we were able to move projects between our American and Hong Kong studios to accommodate the production needs of our clients and when logistics were challenged. Boston sent projects to Hong Kong as the studio was in locked down. One of the advantages of our different studios is that we proudly work across time zones: when Hong Kong went home for the day, the American offices picked up where we left off for post-production."

Jenkins feels that a strong image is the driver behind successful eCommerce businesses, as it forms the connection

between a brand and a customer. "Unlike a physical store where you may have the best sales staff to connect and interact with you, eCommerce needs to elicit a meaningful response — whether it's clicked to buy, lead you to further research on social media or share with a friend," she elaborated. "The imagery needs to tell the story of the brand, and the product needs to be convincing. The art of photography fulfills a true need, and I see eCommerce continuing to play a huge role on retail's evolution. Rather than traditional retail, there will be omnichannels where online, offline and social selling will become more blurred."

Seizing Opportunities during the Pandemic

According to Jenkins, one major difference between clients in Asia and the US is that APAC's pricing is more competitive than the US, and with shorter, frequently ad-hoc planning cycles for producing eCommerce assets. Some global brands tend to only use video for more premium products while in Asia, particularly in China, consumers expect that every product will come with a video and a lot more assets to showcase every single product. "The year 2020 gave us the opportunity to forge strong collaborations to resolve lockdown challenges and seize growth," Jenkins noted. "We expanded to New York City and, looking ahead, we have exciting plans for Mainland China and Southeast Asia in progress with local partners."

Although she revealed that high-level experienced stylists were difficult to find

initially, the rise of eCommerce has resulted in more qualified candidates. "Talents are also attracted by the idea of training and perfecting their craft in the US for on-boarding and training," Jenkins said. "Hong Kong also offers access to a diverse model pool, quality of talent and ease of operation. It is compact with a diverse landscape. It is the ultimate city for work life balance, a fantastic place to network and a great base to expand into the Greater Bay Area and Southeast Asia."

Straub Collaborative

- Founded in Portland, Oregon in 1990 by photographer David Straub, Straub Collaborative specialises in eCommerce, product and lifestyle photography and video
- Established in 2015, Hong Kong is the company's only office outside the US and offers merchandise management, eCommerce content production, post-production services and digital asset management

🌐 straubcollaborative.com

Watch the video:



Original date of publication: August 2021

Unleashing Creativity with Cutting-edge Technologies

XR creative agency Votion Studios in the Greater Bay Area provides unparalleled creative tools, technologies, and workflows in Hong Kong.

Votion Studios, incubated by the Hong Kong-listed Vobile Group (SEHK: 3738) in 2021, is a leading technology-driven creative agency creating digital content for film, advertising, entertainment, and corporate clients. Equipped with state-of-the-art creative tools and technologies, the agency possesses in-house capability to devise projects from creative conception to delivery. The agency is full-service, providing services across pre-production, production and post-production.

Votion Studios pioneers extended reality (XR) and virtual production workflows in Hong Kong, and is also developing rigged, highly detailed digital avatars for virtual production and metaverse platforms, empowering digital content creators, brands, and artists to convey their stories and creative vision. The application of novel technology has brought unprecedented opportunities for the arts and creative industries in Hong Kong.



“As Asia’s creative capital, Hong Kong is where art meets tech. In the next few years, Hong Kong’s focus on culture, art, and technology, in conjunction with the GBA development, will bring great opportunities to our business and the creative industry altogether.”

Yangbin Wang
Chairman
Vobile Group

Unlocking GBA’s Creative Potential

According to Yangbin Wang, Chairman of Vobile Group, setting up an XR studio in Hong Kong has benefits in many ways. “As Asia’s creative capital, Hong Kong is where art meets tech,” Wang stated. “Hong Kong has a rich film history and is now driving the development of modern film technologies, such as XR and virtual production. In the next few years, Hong Kong’s focus on culture, art, and technology, in conjunction with the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) development, will bring great opportunities to our business and the creative industry altogether.”

“We are excited to bring advanced technologies to Hong Kong. Thus, we provide imagination a pathway to realisation and aim to reinvigorate the international influence of Hong Kong culture,” Wang said. “Our Hong Kong studio can pioneer and will lead the way as a prototype. What we have built in Hong Kong can be augmented to service larger film and advertising productions in the GBA.” He added that leveraging Hong Kong’s strategic positioning and unique advantages, the company actively converses with potential partners exploring the build of virtual production stages with in-house creative and technology teams in the GBA.

Enabling Boundless Creative Possibilities

As an industry pioneer in the region, Votion Studios is committed to harnessing the power of technology to reshape the artistic world. “We enable boundless creative possibilities,” Co-Founder and President of Votion Studios Roger Proeis said. “Our core differentiator is our advanced technology, and we possess a team optimised and trained to utilise our tools creatively and technically.”

Votion Studios introduces a facility purpose-built for content creation, featuring the latest real-time technologies (XR LED volume, camera tracking, game-engines, and media servers) complemented with all supporting systems for delivering in-camera visual effects (ICVFX or XR), along with fresh

industry knowledge to Hong Kong and the GBA. “Beyond being a technology provider, we are a pioneer and creative partner,” Proeis said.

Additionally, Votion Studios has recently strengthened its visual capability by upgrading the entire LED volume and had the privilege of collaborating with various industry-leading technology brands. “We set the stage in Hong Kong by bringing in world-class tools and workflows for content creators and ultimately devising a studio with pro-grade cinematic quality transcending the entire production pipeline.”

On the personal front, Proeis appreciates Hong Kong’s vibrancy and cosmopolitan lifestyle. “The city is amiable, and many opportunities already exist for businesses and overseas companies to come in or invest,” he said. “We are excited about the potential post-pandemic boom we expect to see in Hong Kong. We believe content creators and filmmakers globally are thrilled to return to Hong Kong.”

Votion Studios

- The agency currently has about 20 employees and plans to expand its Hong Kong operation with additional 3D artist and content creator headcounts
- Fully supported by Vobile Group, which has a solid customer base that includes global premier content creators, rights holders, platforms, and blockchain and non-fungible token (NFT) marketplaces to increase value for digital content assets

 votion.studio

Watch the video:



Original date of publication: January 2023

Shaping the Future of Human Interaction

Canadian holographic technology company ARHT plans to leverage Hong Kong's unique strengths to take its North Asia business to a new level.

ARHT is a renowned holographic technology solution provider, pioneering the development, production and distribution of high-quality, low-latency hologram and digital content through its patented technology. It enables two-way live communication with a 3D holographic presenter anywhere in the world, delivering unparalleled holographic experiences. With its top-notch software and hardware development, ARHT facilitates a higher level of audience engagement and interaction, and allows its clients to reduce travel costs, improve productivity and meet their environmental, social, and governance (ESG) goals. With the recent opening of the Capture Studio in Hong Kong, one can now experience the power of the ARHT holographic technology and have your hologram delivered to an in-person or online audience for a live chat or presentation.

Business Made Easy

According to Karine Koh, ARHT's Managing Director for Asia Pacific and Oceania, the dynamic business environment and substantial growth potential in Hong Kong are primary reasons for establishing a regional office here.

Koh said, "In 2016, we conducted our first-ever holographic event in Asia, beaming the presenter from Los Angeles to Melbourne and Sydney. The event was a huge success, and we have received a good deal of business inquiries since then. As we consider further expansion in the Asia Pacific region, Hong Kong appears to



“ I have always been bullish when it comes to the Hong Kong market. It is vibrant, resilient and driven by opportunities. ”

Karine Koh
Managing Director,
Asia Pacific and Oceania
ARHT

be an ideal destination due to its distinct competitive edges. These include ease of setting up and doing business, being prime location in Asia, and a gateway to Mainland China, in particular, the Guangdong-Hong Kong-Macao Greater Bay Area which presents enormous potential to overseas companies targeting the Chinese market.” She added that ARHT's regional office for North Asia was set up in Hong Kong in 2019, covering Hong Kong, Macao, Japan, Korea and Mainland China markets.

Bringing Innovation to Asian Audiences

ARHT's suite of proprietary solutions shapes human interaction in the virtual world. Koh explained, “ARHT's technology is at the forefront of innovation. Holograms have the potential to dramatically improve training, design and visualisation in many business settings.”

She continued, “Our HoloPresence technology can capture and simultaneously beam one or multiple presenters in high quality and without noticeable latency, enabling presenters to appear to audiences as live, lifelike holograms. In addition, ARHT CAPSULE, our latest 4K holographic touchscreen display with a plug-and-play feature, is capable of creating interactive experiences that completely reimagine viewer engagement. We have recently launched CAPSULE in Hong Kong and are very interested in collaborating with more content partners to enrich our product offerings for our customers from the corporate, educational, retail and event sectors.”

Last year, ARHT completed various successful activations in Hong Kong, including a world-class art event, an international film festival, and entertainment performances at a gala dinner. The company has recently upscaled its Hong Kong office for service support and product showcase to boost its footprint in North Asia. Koh concluded, “I have always been bullish when it comes to the Hong Kong market. It is vibrant, resilient, and driven by opportunities. With the reopening of the city, we can leverage its position as Asia's event capital and leading business hub to seize more business opportunities.”



ARHT

- Originating in Canada in 2014, ARHT is a pioneer of holographic technology with its own studios in Toronto, London, Hong Kong and Fuzhou
- The company is listed on the TSX Venture Exchange in Canada
- It operates with WeWork and other partners to provide a global service network across Canada, the United States, Asia, Europe, the Middle East, Africa and Australia, serving over 100 clients from various industries

 arht.tech

Original date of publication: April 2023

Open Access to Trusted Health Information

Setting foot in Hong Kong, Healthy Matters provides reliable and easy-to-access medical information essential to leading a healthy lifestyle.

When working or travelling abroad, nothing comes in more handy than a trusted local health and medical information hub. When Amélie Dionne-Charest and Julien Mathieu relocated from France to Hong Kong in 2013, they saw the market gap for an accessible health and wellness platform. Healthy Matters was founded in 2017 by the French-Canadian couple to address such demand, with an aim to become Hong Kong's leading source of trusted health information.

"Attitudes towards health have changed in recent years. People want to live healthier, longer lives and have become more proactive, they need trusted and actionable information, relevant to where they live," said Julien Mathieu, Co-founder of Healthy Matters. "With the impact of the global pandemic crisis, wellbeing will

be a major challenge. Healthy Matters has an important role to play. Our value proposition is simple: to bring reliable, relevant and accessible health information to the largest number of people here in Hong Kong."

Healthy Matters website features thousands of expert-reviewed articles and pages, a health directory with clinic list and healthcare options, as well as a complimentary newsletter. It provides the largest updated list of doctors in the city, together with a medicine and supplement database. All medical content is carefully reviewed by its Expert Advisory Board comprised of over 50 leading Hong Kong doctors and health practitioners with experience in both the public and private healthcare sectors.

A Dynamic and Welcoming Startup Location

With experience of founding a health advisory business in New York, Dionne-Charest considers Hong Kong to be an excellent startup location. "The city provides a favorable environment for business setup and expansion. Hong Kong is an open, dynamic and welcoming place for entrepreneurs like us," she said.

Mathieu added that the networking opportunities available in Hong Kong is vital to their business growth. "Building credibility took time, especially as we were new to the market," Mathieu said, "developing a medical network was key to our journey, and has been a source of invaluable advice we continue to seek out to this day."

The couple regards InvestHK as an important partner in their business development over the years. "InvestHK has been an invaluable resource for us since the beginning of our entrepreneurial journey. The InvestHK team has provided advice and ideas on a variety of topics and shown a genuine interest in our success. We are grateful for their useful introductions, networking opportunities and their all-around support," Mathieu concluded.



“ Building credibility took time, especially as we were new to the market. Developing a medical network was key to our journey, and has been a source of invaluable advice we continue to seek out to this day. ”

Julien Mathieu
Co-founder
Healthy Matters

Healthy Matters

- A health information provider established in 2017
- Bilingual website in English and traditional Chinese
- Published Hong Kong's first maternity and baby book
- Developing partnerships with companies to focus on employees' health and wellness

🌐 healthymatters.com.hk

Original date of publication: July 2020

Beloved Animated Characters for Greater China

Rights & Brands Asia brings Finnish characters the Moomins to new audiences through its joint venture in Hong Kong.



“With a deep talent pool of legal, finance and licensing professionals, [Hong Kong’s] proximity to Mainland China and most other Asian markets, plus the wide use of both Chinese and English, are all advantages making it a strategic base for our industry.”

Bianca Lee
CEO
Rights & Brands Asia

When Finnish artist Tove Janssen first created the Moomins in the 1940s, no one imagined that these fantastical characters would have a strong following internationally. Helsinki-based Moomin Characters and Stockholm-based R&B Licensing have an established licensing relationship with Hong Kong’s PPW in Greater China. To further strengthen their presence in the region and expand business opportunities, they brought into this partnership Japan powerhouse ITOCHU Corporation. Rights & Brands Asia (RBA) was launched in 2021 to consolidate the aspirations for this quartet of companies.

Strategic Base for Partnership Building in Asia

“This joint venture is a win-win for all parties,” stated Bianca Lee, CEO of Rights & Brands Asia. “Our Hong Kong office is the headquarters for our Greater China business. From here, we manage our intellectual property (IP) licensing business in Mainland China, Hong Kong and Taiwan, as well as ensure alignment and communication with all shareholders in Hong Kong and abroad.”

Hong Kong is a good match for RBA’s regional management of IP licensing due to its infrastructure and geographical location. “It has strong legal and financial structures and a deep talent pool of legal, finance and licensing professionals,” Lee elaborated. “Its proximity to Mainland China and most other Asian markets, plus the

wide use of both Chinese and English, are all advantages making it a strategic base for our industry.”

Opportunities in the Gaps

RBA intends to capitalise upon Moomin’s popularity in Greater China by filling in gaps for growth in key categories such as home and fashion. It will also ramp up collaborations with promotional partners and tap into new retail and location-based entertainment opportunities. It plans to further expand its content distribution of animation programmes and maintain a dialogue with its fans via social media and on-the-ground marketing activities. “Our objective is to grow RBA’s business. But more importantly, we want each of our partners’ business with us to flourish as well. We are hoping to be able to bring new Japanese and European brands to Greater Chinese consumers in the near future,” Lee said.

To help RBA grow, Lee is looking to hire locally from Hong Kong’s wealth of human resources. “I appreciate Hong Kong people’s high efficiency, consistent quality work, high integrity, and multi language and dialect capabilities,” she said. “The city is also one of the relatively more forward thinking markets in Asia which embraces gender equality — something which I personally believe is critical to the overall health of an organisation.”

Lee acknowledges that the huge consumer base offered by the Guangdong-Hong Kong-

Macao Greater Bay Area (GBA) is attractive. “We will happily consider GBA coverage for licensees who have built a GBA network,” she revealed. “We are also looking into GBA options for our own expansion into Mainland China.”

As a veteran in the brand management and licensing industry, Lee also shares some tips with brand owners. “The role of consumer products licensing is not to transform unknown brands into popular properties. The IP must have a solid marketing plan to build brand awareness and affinity before it can utilise product licensing strategy to further expand its business.”

Rights & Brands Asia

- A licensing agent headquartered in Hong Kong for brands including Finnish animated characters the Moomins for the Greater China market
- A joint venture between Hong Kong’s PPW Sports & Entertainment, Japan’s ITOCHU Corporation, Finland’s Moomin Characters Oy and Sweden’s R&B Licensing AB, the company was established in September 2021

🌐 rightsandbrands.com/asia

Original date of publication: April 2022



AARRTT was founded to provide a much-needed unified platform for artists, galleries, museums and institutions to shine. Its curated content equips users with tools to explore the diversity of the Hong Kong art scene, as well as in other Asian regions.

Hong Kong is the largest art market in Asia, with cultural cities in the Guangzhou-Hong Kong-Macao Greater

Bay Area, including Macao, Guangzhou and Shenzhen, where museums, galleries and exhibitions are opening at astonishing rates. AARRTT provides users with the rich resources to explore these burgeoning art cities.

Art and Culture
aarrtt.hk



Located in Wong Chuk Hang, Hong Kong, **Art Actually** is a gallery providing collectors with a peaceful and thought-provoking balance between visual and emotional expression. Experience the depths of cultural elements blended with modern styles and feel the inspirations that artists have taken from the world around them. The growing number of artists, individually or as a group, are carefully selected to draw the audience's eyes and mind into a beautifully calm tapestry of nature, culture, and history.

Art Actually represents six artists from around the world, including Terence Teo from Singapore, Jessica Pi-Hua Hsu, Patrick Lee, Idea Hsieh from Taiwan, China, Zhang Di from Mainland China, and Juan Usubillaga from the United States.

Art
art-actually.com



BOAX Limited is a metaverse company providing end-to-end solutions for corporate clients and non-fungible token (NFT) collectors. Based in Hong Kong, BOAX aims to tap into the vibrant international art market where East meets West. The company has the vision to promote Chinese art and culture in the metaverse era. It helps corporate and individual clients from devising their metaverse strategy to on-chain and

off-chain delivery. BOAX is now a member of the Hong Kong Cyberport Incubation Programme with an expansion plan in Hong Kong to recruit local talent in art, digital marketing, and blockchain technology.

Art Technology
boax.io



Founded in Canada in 1991, **Camden** is an independent, international advertising network with over 80 employees at its offices in Hong Kong, Toronto, Montreal and Lyon. Its Hong Kong office serves the Asia Pacific market by delivering creative marketing solutions, with a focus on digital content strategy, creative development, human resources marketing and production. The company is supported by network expertise in branding, advertisement creation, media, in-house video production and graphic design.

Its network has 120 active business-to-business and business-to-consumer clients in sectors that include professional services, finance and FinTech, government, not-for-profit organisations and education. Camden has delivered successful campaigns and branding for a wide range of leading and emerging brands and organisations.

Advertising Services
camdenpublicite.com/en/camden-hong-kong



Carmin K is a boutique agency founded by Cristina Carranco, a sommelier and market specialist in the world of wines, food and beverages (F&B). The company aims to provide solutions for brands in the F&B and wine industry that plan to enter the dynamic market of Hong Kong.

Carmin K's strength is its capacity to create tailor-made experiences for its clients. Its services cover brand representation, sales calls, public relations, digital marketing, and the organisation of creative events.

A fresh and versatile vision is the DNA of Carmin K and is the reason why the company makes a difference in its clients' businesses.

Creative Events and Communication
carmink.com



Collab Asia is a leading digital content studio and talent network in APAC with over 200 experts and a talent network of more than 3,700 social media creators. It has over 520 million loyal fans across eight offices in Korea, Japan, Indonesia, the Philippines, Malaysia, Mainland China, Hong Kong, and Singapore, generating over eight billion monthly views.

The company works with global brands, agencies, and platforms to tell their stories and grow their popularity through cutting-edge marketing solutions and technology, including various leading platforms. In 2021, the company managed and monetised 1.4 million video and music assets on behalf of creators.

Collab Asia is one of the few international multi-channel networks (MCNs) in Mainland China to assist top Chinese creators to protect, distribute and monetise their content on overseas platforms, while also bringing top international creators to Chinese audiences. Its strength in enabling creators has been widely recognised by influential platforms.

Digital Media and Influencer Marketing
collabasia.co



A content and brand consultancy with creativity at its core, **Creo Creative** connects arts to wider audiences, proactively creating opportunities that harness culture to deliver performance, add brand value and enhance commercial advantage.

Based in Hong Kong, the company combines local insights and global perspective to formulate nuanced strategies and solutions, ensuring strong brand positioning and audience development. For individuals and businesses wishing to inspire and connect

with their audiences, Creo Creative specialises in developing partnerships, events and narratives that increase business impact and accessibility, enabling a project to reach its full potential.

Cultural Content, Communications and Strategy
creoactivepartners.com



Culture Kid Films creates innovative advertising films and branded content for companies in Hong Kong and globally.

Originally from Sydney, the company has moved its headquarters to Hong Kong, where it produces films and content internationally with a global mindset for local and international clients.

Culture Kid Films offers end-to-end video and film production from creative all the way to post-production and distribution. It prides itself in its extensive creative process which involves understanding clients' goals to create films that achieve these objectives beautifully.

Led creatively by award-winning creative director, Vikash Autar, its diverse team brings a more global view of the world. Culture Kid Films uses this belief to create films and content that are groundbreaking, cross-cultural boundaries and that look and sound great.

The company is looking forward to teaming up with clients and new creative partners to create innovative films for the audience of today.

Creative Film and Video Production
culturekidfilms.com



Founded in Scotland in 1999, **D8** is a diversely-skilled team of over 60 creative specialists working from studios in Asia, Europe and the United Kingdom. Still proudly independent, D8 works with ambitious businesses, helping them to achieve their objectives through world-class creative branding, design and communications campaigns.

Its clients range from startups and scaleups to multinational corporations

and heritage brands in sectors including finance and insurance, broadcast media and entertainment, arts and culture, food and drink, fashion and textiles, education, and energy and renewables.

Creative Services
d8.studio



Earthero Studio (Earthero) is a conscious curator and strategist. It uses art as a medium to communicate its key message. The Studio believes that in a world with limited resources, raising awareness to environmental issues through events should be done while minimising waste.

Earthero has curated Asia's first wearable art exhibition in 2022 as a launch to two of its signature capsules — "Classics Reimagined" and "Art-is-an Collective". Earthero will continue to consciously curate and host various theme-based exhibitions.

Earthero mainly provides business to business (B2B) services, working with the Studio's knowledge on sustainability and directly with creatives, they curate unique experiences and campaigns. The company also provides sustainability workshops as part of its environment, social and governance (ESG) strategies. Separately, the Studio has a clothing label that produces limited merchandises and collections upcycled from deadstock fabric and second-hand pieces.

Sustainability Marketing Agency
earthero.studio

eighty eight pixels



www.futureismeta.io

Global Digital **MOJO**

G O G O
C H A R T

Eighty Eight Pixels is a video production and digital marketing agency that helps businesses of all sizes achieve their content marketing goals. The company specialises in video production, photography, search engine optimisation (SEO) and website development. Their clients cover a wide range of industries including FinTech, consumer electronics, sports and food and beverage.

Eighty Eight Pixels has over 15 years of industry experience and always aims

to create bespoke and eye-catching solutions. Its clients not only get a professional end product, but also one that is unique to their business.

By taking a collaborative approach and avoiding a "one size fits all" mentality, Eighty Eight Pixels creates content and strategies that deliver true value.

Video Production and Digital Marketing
eightyeightpixels.com

FUTURE IS META is a Hong Kong-based agency focusing on bringing existing brands to the metaverse. Leveraging the design expertise of its founding team members and in collaboration with in-house game developers, as well as blockchain and non-fungible token (NFT) specialists, the company helps brands and corporates develop a successful metaverse presence and interactive experiences across different platforms

including Decentraland, The Sandbox, Roblox, VRChat. FUTURE IS META provides the full breadth of metaverse related services, including advisory, presence maintenance and monitoring services, games development, NFT and token production, smart contracts, training, and events organisation.

Metaverse Agency
futureismeta.io

Founded in Hong Kong in 2009, **Global Digital MOJO** (GDM) is an international digital strategy and software production company. As an international hub, Hong Kong is beneficial and in line with GDM's development strategy. With six studios around the world, GDM works closely with clients who want to transform their businesses by linking online and offline experiences. It offers a wide range of services covering new technology (augmented reality, virtual reality and artificial intelligence) design and development, online-to-offline (O2O) experience design, international

business strategy and O2O marketing communications. The company also provides education and training services in new media and technology through the MOJO Digital Transformation Academy. During the COVID-19 period, in addition to offering professional services, GDM has focused on developing its own unique software as a service (SaaS) products.

Digital Strategy and Software Development
globaldigitalmojo.com

Headquartered in Hong Kong, **GoGoChart** is a tech enabled mobile marketing company with regional teams in the Philippines and Mainland China. With the mission of becoming the world's leading mobile marketing technology brand, GoGoChart is the first to be certified Apple Search Ads (ASA) by Apple and the Google App partner in Hong Kong. Since its establishment in 2016, the company has helped over 2,000 brands and applications in more than 60 countries optimise and promote their applications. GoGoChart has also evolved into an all-rounded digital marketing service provider after winning trust from thousands of brands. Key clients of GoGoChart include

Fortune 500 companies, listed companies and SMEs from the finance, consumer products, eCommerce and gaming sectors.

GoGoChart was awarded the 2019 Hong Kong Technology Fast and Rising Star Programme organised by Deloitte, the Best Use of Mobile Online Campaign (inaugural season) by Interactive Advertising Bureau Hong Kong (IAB HK) in 2021, and officially became an Affiliated Member of The Association of Accredited Advertising Agencies in 2021.

Digital Marketing Agency
gogochart.com



Dedicated to brand experience through contemporary art and design, **Good People Basically** (GPB) was founded by multiple Cannes Lions-winning designer, Alvin Lim. GPB has established a diverse creative portfolio of art toys, brand designs, digital art installations, luxury products, non-fungible tokens (NFTs), and a whole range of other “New” things. Each project is centred on their clients’ customers, seamlessly expressing their brand while creating an abstract

sensation of belonging. The company is headquartered in Hong Kong with subsidiaries in Shanghai and Singapore.

Brand Experience and Story Design
goodpeoplebasically.com



HK Model Camp by Lucie Petit was established with the mission to inspire people with an empowering experience to express themselves artistically, no matter who they are.

Its programme aims to boost confidence and self-esteem using modelling as a medium to develop a creative mind and enhance individuality. By breaking away from the industry standards and stereotypes, HK Model Camp promotes self-acceptance and believes everyone should be representable.

HK Model Camp’s platform provides multiple services in Hong Kong and online across its channels, it has coached over 1,000 young people since its launch. With expansion plan on HK Model Camp’s locations in Hong Kong, the company seeks membership clubs and school partners to host some of its events.

Modelling Training Platform and Services
hkmodelcamp.com

**KRIS
PROVOOST
PHOTOGRAPHY**
 Photographer of Architecture and Interior

Kris Provoost Photography Limited is a Hong Kong-based photography studio specialising in architecture, interiors, real estate and infrastructure led by award-winning photographer Kris Provoost. He is a trained architect who brings a fresh perspective to architectural photography.

Provoost has worked as an architect for some of the world-leading architecture studios for over a decade, giving him an invaluable understanding of the built environment. He further translates it into storytelling photography that showcases unique values that architecture brings to the environment.

The work of the studio is widely published in leading design magazines and has won numerous awards including the prestigious Architectural Photography Awards 2021.

Kris Provoost Photography is committed to Hong Kong and continues to grow within the region.

Architectural Photography
krisprovoost.com

.LBELESS

Based in Hong Kong, **LBELESS** specialises in creative digital marketing in Asia. Its internationalism is demonstrated through its perfect blend of cutting-edge marketing techniques and pioneering designs. Leveraging the status of Asia's business hub with a Hong Kong-based marketing team and a Korean branding team, LBELESS provides bespoke digital marketing services (search engine optimisation, search engine marketing and social media) and designs (user interface and user experience, non-fungible token (NFT), 3D visualisation and branding). The company is also a blockchain marketing agency with experiences in helping businesses enter the metaverse and NFT markets.

Supported by the Ideation Programme of the Hong Kong Science and Technology Parks Corporation, LBELESS's AdTech affiliate LBELESS+ is developing a motion graphic advertisement creation platform that allows users to easily create motion graphic advertisements without prior design experience, enhancing the efficiency of advertisement content creation for millions of small and medium enterprises (SMEs) and digital marketers. LBELESS+ is currently located in the InnoCentre at Kowloon Tong, and is expected to launch in Hong Kong and the United States by the end of 2022.

Digital Marketing and AdTech
thelabeless.com

IM30

Founded in 2015 in Beijing, IM30.NET (Long Tech Network) is an internet enterprise integrating research and development, distribution and operation of mobile games. Globalisation is the company's core development strategy. Its business covers more than 100 countries and regions with over 600 employees worldwide. Relying on the thriving international environment of Hong Kong, **Long Tech Network Limited** was established in the city as a regional office to expand the scale of business in Hong Kong, Taiwan and Southeast Asia.

The company's main products "Last Empire: War Z", "Last Shelter: Survival" and "Rise of Empires" are hugely popular

among gamers. With more than 650,000 daily active users, they have landed on the best-selling list in many countries. "Last Shelter: Survival" has nearly 55 million downloads since its launch, and the number of daily active users exceeds 1.5 million at its peak. This game, along with "Rise of Empires", are often ranked among App Annie's list of top 30 China game manufacturers and applications by revenue.

Games Developer and Publisher
im30.net

loopMe™

LoopMe is a leading mobile advertising platform that leverages artificial intelligence (AI) to optimise media delivery in real time and deliver outstanding video campaigns. It drives measurable uplift for business outcomes and more effective advertising across online and offline marketing goals, including brand lift, purchase intent, consideration, foot traffic and sales.

Headquartered in the United Kingdom, the company has global offices across New York, Boston, Atlanta, Chicago, Detroit, San Francisco, Los Angeles, Toronto, Singapore, Sydney, Tokyo, Dnipro, Krakow and Hong Kong.

LoopMe won a number of awards including the "Best Mobile Marketing Platform" at the Digiday Technology Awards, a Silver award in the Media Performance category at the Media Specialist Association Awards, and a winner in the Digital – Audience Planning category at the Marketing Awards in Mainland China. It is a member of the Interactive Advertising Bureau Hong Kong.

Advertising Technology
loopme.com



Founded by Fionna Wong and Laurent Meler in 2018, **Meler Productions** is a Los Angeles-based company providing event management, fashion show production, and eCommerce development services.

The company expanded to Hong Kong in 2019 and to Dubai in 2022 by signing a franchise partnership with Fort Fashion Council Middle East (Dubai).

Meler Productions partners with international independent fashion designers and local brands in Hong Kong, the United States and Dubai.

One of its main objectives in Hong Kong is to bring designers from the United States to Hong Kong, and to introduce brands that are looking to expand and establish their business in Asia.

Meler Productions provides Hollywood entertainment experience to every project, and supports artists by creating contemporary and innovative strategies for traditional fashion shows, including world-renowned performers. LUMIERE RUNWAY is the company's signature event.

The company evaluates the goals, target audiences, budget and production time to develop a highly strategic and results-oriented plan.

Event Management, Fashion Show Production
melerproductions.com



Persone Limited is a Hong Kong-based urban strategy and design studio.

The studio creates places for people, and focuses on people and the spaces (and interfaces) between buildings.

Its expertise spans place branding and programme, placemaking, masterplan strategies and frameworks, building and street guidelines and design.

Persone supports property developers, operators, and design consultants with its expertise on urban design projects, from masterplans to focus areas, injecting commercial, social, and cultural values to benefit clients and the community.

Urban Design, Placemaking
persone.space



PONS.ai is a global artificial intelligence (AI)-powered Web3 ArtTech social marketplace. The mobile application empowers companies and creators with AI tools to co-create environmental, social and governance (ESG)-friendly non-fungible token (NFT) corporate gifts with additional benefits. PONS.ai's unique one-stop solution offers more personalised experiences, facilitates phygital community engagements and promotes sustainability, thereby transforming the US\$242 billion corporate gifting market (United States alone) and driving Web3 mass adoption.

Users can enter Web3 in less than a minute safely and smoothly with PONS.ai. The platform's feature — Web3 Club — empowers NFT holders with more utilities by facilitating day-to-day token-gated experiences, including collect-to-earn loyalty programmes,

exclusive phygital meet-ups and merchandises, voting in community membership decentralised autonomous organisations (DAOs), etc. The art fair-like user experience also connects users with exciting international artists presented by The British Museum, M+ and distinguished patrons, who can reach in total more than 1 million Instagram followers worldwide.

PONS.ai is accelerated by HKAI Lab (supported by Alibaba Entrepreneurs Fund, SenseTime and Hong Kong Science and Technology Parks), NVIDIA Inception for AI startups and T12M Ventures; was incubated by Sequoia Capital China and HKX Foundation's "X-PLAN 19"; and has recently been featured in Google Web3, Art Central and K11 MUSEA.

ArtTech, AI, Blockchain, NFTs
pons.ai

PROJECT

Project is a venture builder working with partners to scale their businesses through experience design, creative technology applications, and innovative business models. The company innovates the industry by combining creativity, business, and global culture.

The company seeks to shape the future with research, experimentation, and purpose. Its platform helps founders build and scale their ventures as well as attract investors to define their next stage. Project also participates and invests in those journeys.

Unleashing the creative potential of pioneers is at its core, and the newly opened Project Space in Sheung Wan brings creative and business communities together to help people, projects, and the society grow.

Creative Consultancy and Venture Builder
project.co

recollect

recollect provides professional art collection management services in Hong Kong and the Southeast Asia region. Founded by internationally educated and experienced Dr Christina Bartosch in 2021 in Vienna, Austria, recollect moved to Hong Kong in July 2022 to capitalise on the city's dynamic and developing art scene. Working with private collectors and public institutions, the company's purpose is to both safeguard and increase the value of artworks and provide state-of-the-art care to the world's cultural heritage. As a trusted partner, recollect caters to all art world participants, providing a wide range of services, from digital inventories, valuations and analysis, inspection and preventive conservation, to research, education and publications.

In view of the flourishing local art scene, recollect is dedicated to enhancing the professionalisation of the sector and advancing the required infrastructure to sustainably grow the art hub in Hong Kong.

Art Collection Management
recollect-art.com

RH-STUDIO

RH-Studio is a Hong Kong-based digital creative agency that specialises in website and mobile application development, digital products, eCommerce, photography, videography, as well as brand identity. In addition, the company has a full-fledged studio in-house which it uses to produce a wide range of original content.

The company has a young and creative tech team that works closely with startups and growing companies, helping them to present their companies powerfully online and generate new business leads.

The vision of RH-Software is to revolutionise the information technology industry by providing a one-stop-shop platform for tailored solutions that eclipse the competition while forming close-knit partnerships with clientele.

Digital Creative Agency
rh-studio.net



Established in 2021, **Seeking Infinity Limited**'s vision is to create a holding company that brings art, whisky cask and event promotion all under one roof.

As the market interest in world art, luxury collectibles and whisky casks continues to grow, the company recognises the potential of bringing these important items under one roof for its discerning clients who have a great deal of crossovers in these markets, which can benefit everyone.

Its purpose-built office and showroom in Wan Chai enables the company to arrange events, art exhibitions and whisky profiling for small groups.

With 10 full-time and five part-time employees, Seeking Infinity continues to expand and expect to double its headcount in the next two years as the company extends its range of services to Mainland China.

Art Consultancy, Events and Whisky Cask Management

seekinginfinity.com



SnapX is a Hong Kong-based company that provides customer feedback and loyalty solutions to corporate customers and restaurants.

SnapX combines the latest technologies such as blockchain technology, Web3 elements, non-fungible token (NFT) elements, and alternative currency applications to bring an engaging lifestyle experience to restaurants, customers, and the general public.

SnapX gives the public the experience of snapping food, writing a review and being rewarded. In addition to the popularisation of alternative currency, the

company provides corporate clients with quantifiable conversion rates and unique benefits at low costs, so as to increase the stickiness of customers' products and establish an innovative image for traditional brands.

The company's mission is to assist different industries to enter the Web3 world, and to find the right solution within the budget of the enterprise.

Web3 Loyalty Solution

snapx.io



Social and Sons provides comprehensive services in cross-border eCommerce and social media marketing including KOL, content production and paid media. Its social media team equips with trilingual language skills (Spanish, English and Chinese), and has strong knowledge of WeChat, Douyin, Tmall, Secoo, JD, Weibo and Little Red Book, as well as integrating important elements into Chinese digital marketing strategies.

Social and Sons helps western brands to expand into the Mainland China market, with solid experience in several fields including luxury, education, cosmetics and food. The company provides clients with professional cross-border eCommerce solutions, assisting brands

to sell their products on various online shopping platforms in Mainland China, and overcome the hurdles.

Social and Sons' professional content creators have good understanding of the Chinese audience and rich experience in branded store and official account operations. They create impactful and engaging content to deliver brand values and important product information to achieve optimal content marketing effects.

eCommerce and Social Media Marketing
socialandsons.com



Starry Financial is a one-stop capital market value growth management service provider. The company is headquartered in Shenzhen and has branches in Hong Kong, Beijing and Shanghai.

The company provides an original all-rounded service system for comprehensive management of capital value, relying on the big data of capital public opinion and using the domestic and foreign financial media matrix as the platform to create a cross-border financial media value service system in the capital market. The company provides enterprises with comprehensive services such as financial public relations, public opinion

management, information disclosure consultation, value management, and all-media public relations planning and dissemination.

At present, Starry Financial has provided professional, innovative and efficient public relations and media services for more than 500 domestic and foreign enterprises.

Media Services, Public Relations
popfinancehk.com



Stella A&C is an art, craft and culture marketing and distributing management agency that introduces and brings Korea's exquisite artisan products, craft and culinary culture to Hong Kong, Mainland China and other Asian countries. Established with the philosophy of "a unique and artistic gallery within factories", The Stroll Gallery, Stella A&C's new art gallery in Kwai Chung, seeks to be a leader in Hong Kong's art scene. This industrial location aligns with the Hong Kong government's policy of industrial area revitalisation. Featuring world-renowned Korean and Asian craft artists, Stella A&C strives to bring innovation by fusing art and uniqueness.

Through its brand extensions: Bottari, a Korean premium culinary experience and lifestyle brand, and Kave, the first traditional Korean craft liquor platform in Hong Kong, the company serves as a cultural bridge to convey the Korean culture, lifestyle, and food and beverages to Hong Kong.

Art and Culture
thestroll.gallery

STUDIO ELLA

Studio Ella creates art-led spaces globally. Spanning interior architecture, bespoke design and art consultation, the Studio works across a diverse range of residential and commercial projects. Driven by an intuitive aesthetic, rich with cultural influences, the Studio's philosophy results in timeless, contextual spaces that directly relate to the people that use them.

Studio Ella is led by Ella Bridgland, who holds a first-class honours degree in architecture and has previously worked in London and Hong Kong with top design firms, gaining extensive professional experience in the luxury sector.

With over a decade in the industry, Ella has worked with world-class clients, including property developers, hotel groups, privately-owned conglomerates, hospitality groups, real estate development companies, airlines, entertainment groups, along with many private clients.

Interior Architecture, Design and Art Consultation
studioella.co



As a Cyberport incubatee, **TELEPORT Immersive Limited** is a Hong Kong-based company that produces immersive multimedia entertainment experiences. Curated by a team of more than 20 media artists and producers across the globe, the TELEPORT immersive exhibition is held in Hong Kong from November 2021 for a period of six months. Located in Central district, the 5,000 sq ft exhibition space has been turned into an "experium" (experience and museum) that immerses visitors in the most futuristic and sci-fi environment at the intersection of art, science and frontier technologies. Through the experience, visitors can learn more about how cutting-edge

technologies such as artificial intelligence (AI), robotics, augmented reality (AR), computational design and 3D hyper-real sound are applied to the artworks. The company is open to explore partnership and collaboration with brands and corporates that aspire to connect with their clients and employees through immersive and interactive digital experience.

Immersive Entertainment
weteleport.com



THE FRENCH GIRL (Caroline Tronel) is a French contemporary and non-fungible token (NFT) artist based in Hong Kong. From 15 meter-long murals to canvases or NFTs, the artist has been recently seen at Digital Art Fair Asia, K11 MUSEA, Tai Kwun, Soho House, and is in exclusive collaborations with Curator Café, Café Claudel and the famous caviar brand PLANTIN KAVIARI.

that Hong Kong is a great place for artists with a very dynamic ecosystem: "art is everywhere in Hong Kong, on walls, in restaurants, in malls, on screens and with all the projects I'm working on, I plan to rapidly grow a team here!".

Art
thefrenchgirlurbanart.com

Inspired by the Chinese symbol of "double happiness", the founder gave it a personal twist creating a "shining double heart symbol", with an aim to spread good vibes around. THE FRENCH GIRL affirms



THE HINDU GROUP

The Hindu Group Publishing Private Limited, which started in 1878 as a weekly magazine and became a daily publication in 1889, is one of the leading publishers in India. The Hindu has recently become the first Indian media organisation to open a representative office in Hong Kong. Correspondents of The Hindu, which is India's second-most widely read English-language daily with a readership of eight million across India, and its business daily Business Line, cover political and

economic news out of Hong Kong and the Greater China region, providing perspectives that are particularly tailored for its growing readership in India and in the Indian diaspora around the world.

Newspaper Publishing
thehindu.com



Universe (UNU), an initiative under Miracle Operations Limited, protects biodiversity using the latest technology — by representing rare animals on the blockchain and redistributing funds to regenerative projects “Causes”, which aid those animals. The initiative runs as a decentralised autonomous organisation (DAO) powered by an animal-themed collection that is built on the blockchain (Polygon). Each digital animal is unique and is part of the entire collection of UNU Impact non-fungible tokens (NFTs).

The NFTs are unique identities trading on the market, while attached smart contracts redistribute fund to Causes, targeted at the preservation of the

respective animal. As such, the collection is designed to be a Web 3.0 version of the United Nations Red List.

With a number of smart tools, the collection gives insights into protective efforts and automated reporting of the population status and other metrics. Combining art, animal welfare, education and impact investment, the goal of the company is to be recognised as an important tool for impact investment, and environmental, social, and governance (ESG) activities for animal protection.

Creative, ESG, Blockchain
universe.io



Young Soy Gallery’s mission is simple: To cultivate and celebrate a diverse range of radical cultural influences.

Young Soy prides itself on working with emerging artists who demonstrate evolution of their practice and originality, and most importantly, possess a tenacious spirit.

The company’s gallery was founded in 2020 by Shivang Jhunjhnuwala and Alexander Glavatsky-Yeadon. Started as a way of supporting local artists during the beginning of the COVID-19 pandemic, the gallery serves as a platform for some of the city’s most underrated talent to showcase their art pieces.

Since its inception, Young Soy has started to garner a roster of international artists

who are making waves in their respective regions of the world. Although the company has a strong presence in Hong Kong, in order to accomplish its mission, Young Soy traverses the global landscape, and seeks out opportunities that give a stage and a spotlight to some of the artists, whom they are lucky enough to work with.

Since 2020, Young Soy has hosted nine exhibitions, participated in three art fairs and collaborated with over 20 artists, and has no intentions of slowing down.

Fine Art and Media
youngsoy.com



Zyetric is an artificial intelligence (AI)-powered video advertising technology company. Its cloud-based, award-winning advertising platform, Zyviz.com, opens a new page in key opinion leader (KOL) marketing. Based on more than 15 patented or patent-pending computer vision technologies, Zyviz.com addresses the major pain points in KOL marketing for both KOLs and advertisers, significantly reducing the time and cost for advertisement placement and KOL marketing.

Zyetric is a Hong Kong Science and Technology Parks Corporation (HKSTP) Incu-Tech company and a HKAI LAB cohort company. It is also financially backed by New Zealand’s Auckland University of Technology, and has built a

strong research and development team of professors and PhDs from the university in Auckland.

Since Mainland China is a huge advertising market and many Chinese brands seek to market their products globally through KOL marketing, Zyetric has built a dedicated KOL marketing platform in Hong Kong to help the Chinese advertisers promote their products to the world effectively.

KOL Marketing
zyviz.com



Front Cover: Photo courtesy of Art Basel

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