

“Hong Kong remains a strategic hub for brand building for ASICS Group.”

Hilda Chan
Managing Director, Greater China
ASICS China Trading Co, Ltd

“Want It More” ASICS Reaches for Higher Goals

Iconic Japanese performance sports product manufacturer ASICS, founded in 1949, sees growing opportunities in Hong Kong and plans to increase its presence in the city

ASICS HK was incorporated in 1996 and entered the market through product distribution channels. Thereafter, ASICS works with local partners to open its own mono-brand stores for the capacity to offer a wider range of products and increased brand awareness among target consumers. There are currently three ASICS mono-brand shops and six for the company's lifestyle brand Onitsuka Tiger in Hong Kong.

“We gained significant recognition as well as trust of the brand among Hong Kong consumers, particularly in the running category,” Hilda Chan, Managing Director, Greater China of ASICS China Trading Co, Ltd, said.

“Furthermore, we have been organising our 10K marathon event for the past few years and have successfully established our first running club in Hong Kong this year to offer regular running classes for consumers.” The goal in the future, she said, is to launch more marketing activities to engage customers at different levels and to organise more events on a regional scale with support from the new Hong Kong team dedicated to retail business. ASICS has plans to open more mono-brand stores in key locations within Hong Kong and Macau.

“The culture of exercising and sports in Hong Kong is getting mature and consumers in general have sound purchasing power. Research statistics showed that the sportswear and sports-inspired fashion market achieved significant growth in Hong Kong in 2015. We foresee continued upward trends in the coming years,” she said.

Chan pointed out that while their business growth in Mainland China has doubled in the past few years and is expected to grow at an average of 30 percent, Hong Kong remains a strategic hub for brand building.

The city's strengths as a financial centre are also conducive to mid- to long-term corporate planning, she added.

ASICS is in the process of expanding its office in Hong Kong, setting up functions such as logistics, finance, human resources, marketing and merchandising. The new team will enable ASICS to connect with local customers more closely and provide stronger support to local partners in all aspects.

“Talent in Hong Kong is used to working in a fast-paced environment with a professional mindset. Setting up business here adds to our advantages and I believe it will generate human resource assets for us in the Greater China region in the long run. There are definitely more plans to add other functions into the team as we expand our business.”

ASICS has some 50 offices around the globe and operations in over 150 countries. In 2015, it achieved over 400 billion yen in annual sales, 76 percent of which were achieved outside of Japan.

ASICS

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