

Waste Intelligence Company Drives Innovation in Hong Kong

American internet of things (IoT) platform Spare-it pioneers waste intelligence that enables Hong Kong corporations to be smarter with reaching sustainability goals.

“The collaborative spirit and resources available in Hong Kong present significant opportunities for us.”

Laurent Canneva
CEO
Spare-it



In Hong Kong, where advanced technology is key to achieving circularity goals, Boston-headquartered Spare-it offers a cutting-edge IoT platform powered by AI to optimise waste monitoring. The company utilises photo and weight data to provide real-time visibility of waste at the building, floor, and bin levels. Spanning eight countries and regions, monitoring nearly 400,000 square metres, Spare-it empowers organisations with accurate data and helps them achieve an average waste reduction of 18 percent year-over-year.

Since entering the Hong Kong market in 2020, Spare-it has steadily expanded its partnerships with key corporations, including property developers, transportation companies, energy and infrastructure firms, banks, and consulting agencies. The company is heavily investing in research and development (R&D) and enhancing its AI capabilities in the city to further strengthen its regional presence.

Enhanced Interconnectivity

For Laurent Canneva, CEO of Spare-it, Hong Kong was a natural choice to

set up Spare-it's regional headquarters. "Its business-friendly environment facilitates easy operations and access to diverse partners. It provides a rich pool of talent and cutting-edge technology. And its strategic location enhances interconnectivity within Asia to support our growth. The combination of factors makes Hong Kong ideal for our ongoing expansion in the region."

Canneva feels that InvestHK has been instrumental to Spare-it from day one: "It increased our market exposure through event invitations and visibility. InvestHK has played a crucial role in our market exploration in Hong Kong."

Journey towards Sustainability

"Hong Kong is one of our key markets and a platform for Asia Pacific. We will step up our marketing efforts in the city to broaden our client base and engage more organisations in their sustainability journeys," Canneva said.

Canneva appreciates the support Hong Kong has provided Spare-it over the past several years through community

initiatives, chambers of commerce, and direct government assistance. "The I&T ecosystem in Hong Kong is vibrant and full of potential," he said. "We recently completed the Cyberport Incubation Programme and participated in InnoEX, which provided valuable networking opportunities and showcased innovative solutions. Hong Kong's tech ecosystem offers substantial growth potential for our business."

Spare-it

- Co-founded by Laurent Meunier and Laurent Canneva in 2018
- Opened in 2020, its Hong Kong office functions as its regional headquarters, focusing on sales, marketing, and R&D

 spare-it.com