

BMJ HK LIMITED BRINGS AUTHENTIC KOREAN FLAVOURS TO HONG KONG AND BEYOND

The food and hospitality company uses Hong Kong as a launching pad for wider regional growth.

Since setting up its operations in 2024, BMJ HK Limited has quickly established itself as one of the leading Korean food and hospitality companies in Hong Kong. Reflecting its mission to become a key platform for Korean culture in Asia, the group's growing portfolio includes a diverse array of F&B concepts, ranging from casual dining and street-food concepts to refined Korean cuisine.

Hong Kong: Strategic Hub for Fast-Track Scale

"We chose Hong Kong as our base due to its strong consumer market, international business environment, and strategic position as a gateway to Asia," explained CEO of BMJ HK Hyun Seok Noh. He added that the city's sophisticated dining scene and reputation as a trendsetter make it an ideal destination for the company to test, launch and scale its Korean F&B concepts with speed and confidence. Recently, the company launched Dotom, a gimbap brand that Noh says meets Hong Kong consumers' demand for more specialised Korean concepts.



Aside from expanding its presence across the city, BMJ HK has also been using Hong Kong as its regional base to expand into other markets. In particular, it views the Guangdong-Hong Kong-Macao Greater Bay Area as an opportunity-rich region and has plans to launch its brands in Macao, Shenzhen and other cities in the megalopolis.

Looking ahead, Noh said that BMJ HK will continue to explore and develop diverse, trend-driven brands that deliver authentic Korean flavours while catering to the tastes and needs of local markets.

Hong Kong's Edge in F&B Growth

To support BMJ HK's growth and operational efficiency, Noh said the company aims to further leverage Hong Kong's strong and diverse local talent pool. The group will also continue leaning on InvestHK, which has so far provided support in the form of market insights and connections that have facilitated the company's setup and expansion.



"Hong Kong is one of the most competitive yet transparent food and hospitality markets in Asia, where strong concepts and execution are rewarded quickly," Noh said. "For BMJ, Hong Kong serves as both a proving ground and a strategic platform for scaling Korean F&B concepts across Asia."

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HYUN SEOK NOH
CEO
BMJ HK

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- BMJ HK Limited currently operates BBQ Chicken, Samsic, Hanyang, SolSot, Jejusic, and Dotom in Hong Kong
- The company currently employs 80 staff across its Hong Kong operations and aims to increase its proportion of locally hired employees as part of its strategy for sustainable growth

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