

Delivering Innovative Building Products

Anteric Group offers high-quality architectural products to meet demands of the region's burgeoning built environment.



Architects and interior designers today have a wealth of choices when it comes to products that combine the best materials with cutting-edge technology. Founded in 2018, Anteric Group is the exclusive distributor in Hong Kong and Macao for XTONE, a sintered stone manufactured in Spain and used on countertops, flooring, walls and exterior facades. Made of robust, durable and beautiful natural components, XTONE offers an innovative solution to the architecture and interior design industries, ideal for a custom, flawless aesthetic with the advantage of being fully recyclable.

Leveraging Hong Kong's strategic location and unique strengths, Anteric Group plans to strengthen its presence in the city to take advantage of Asia's promising building materials market.

A Bridgehead to GBA

Hong Kong was strategically chosen as Anteric Group's showroom, warehouse and fabrication centre due to its proximity to Mainland China and easy access to Japan and South Korea. Antonio Ramirez, Founder and CEO of Anteric Group, views the city's business environment as welcoming, efficient and safe. "Hong Kong and its people are good examples of how to smooth the integration so that foreigners can come and live with their families and start a business," Ramirez said.

Anteric Group has doubled down on its efforts to accelerate growth in Hong Kong even during the pandemic, as it sees advantages in leveraging synergy with the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) market. Ramirez intends to expand across the border by opening a sales and manufacturing centre there in the coming years. "We have strong connections in Mainland China, and we see how the

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**Antonio Ramirez
Founder and CEO
Anteric Group**

government and institutions are pushing to motivate investment in the GBA," Ramirez stated. "Hong Kong's prime location and favourable business environment are crucial to tapping into the region's potential opportunities."

One-stop Shop

With more than 11 years of experience in the building products industry, Ramirez believes that offering a one-stop solution gives his company a competitive edge. "We keep a great degree of stock in Hong Kong," he noted. "We produce our 3 by 1.5 metre slabs locally to deliver directly to end users. This means we can control the entire supply chain, guaranteeing a complete premium product and service to our clients."

With 15 people in operations, sales and marketing, as well as architects and interior designers in its projects department, Ramirez finds recruiting versatile and dynamic professionals to join his team

easy. He noted, "To strengthen our presence in the city, we plan to double our Hong Kong workforce by 2025. With its business-friendly environment and vibrant living culture, Hong Kong has a lot to offer. Both my business and family have found the perfect balance here."

In addition, Ramirez appreciated the support that InvestHK has offered since he established Anteric Group. "Aside from providing advice and related information on how to manage investments and start a business here, InvestHK reassured me that I made the right choice selecting Hong Kong. Their professional staff helped me in specific areas that were key to how my company functioned at the beginning," Ramirez concluded.

Anteric Group

- It provides a one-stop solution for luxury interiors, offering a seamless experience of supplying, fabricating, and installing, with a vast stock of high-quality products readily available in Hong Kong
- XTONE is manufactured by Porcelanosa in Spain. Porcelanosa recently invested US\$60 million to transform its production plant into one of the world's most automated manufacturing buildings

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