

# Fostering AI-Powered Business Growth via Hong Kong

**Analytics company Ekimetrics has experienced rapid growth as more businesses have turned to AI to optimise their marketing strategies.**



Hong Kong, a hub for finance, technology, and trade, provides a fertile ground for analytics-driven solutions. As companies navigate economic uncertainties and shifting consumer behaviors in the post-pandemic era, the demand for data-driven marketing solutions has surged. This creates significant opportunities for French analytics firm Ekimetrics, whose expertise in AI and data science aligns with the region's push towards digital transformation. Over the past four years, the company's staff in Hong Kong has tripled, growing from 15 to 45 employees.

With its mission to transform business for clients, Ekimetrics utilises technology across marketing, customer analytics and sustainability to create value for businesses. As traditional companies digitised to accommodate work from home, many realised the difference that AI and data science could make to future-proof their organisation.

## Hong Kong as the Regional Headquarters Propels Growth

"When we started in 2015, the use of data and AI was uncommon among Hong Kong businesses, unlike today," acknowledged Olivier Kuziner, Partner and Managing Director APAC with Ekimetrics. "COVID-19 compelled organisations to change. At first, it was also tough for us but a year into the pandemic, we doubled the size of our company. That speaks to the resilience of Hong Kong: it is a very entrepreneurial place full of self-made individuals who always carry a positive attitude and continue to innovate to make their businesses thrive."

Kuziner championed for Hong Kong to be his company's regional headquarters and sees that decision as crucial to Ekimetrics' success.

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**Olivier Kuziner**

**Partner and Managing Director APAC  
Ekimetrics**

success. "Hong Kong always has solid infrastructure and is a very stable platform to operate a business," he said. "There is a great pool of universities focusing on IT, and we have easy access to a highly qualified workforce of Chinese talent. In comparison to neighbouring countries, setting up and operating a business is easy and straightforward due to its simple tax structure and business-friendly policies. Also, I believe that to offer better service to our clients, it is important to be close to them. We can accomplish that from Hong Kong."

## Vibrant Lifestyle Attracts Talent

In 2025, Ekimetrics celebrated its 10th anniversary in Hong Kong. Looking ahead, Kuziner projected that the team in Hong Kong will grow over 60 people within three years. "We have a diverse team with 10 nationalities—I value their different opinions and ways to approach business," he noted. "We will also further invest in the region by expanding our Shanghai team and opening a new office in Singapore and Japan."

The longtime resident of Hong Kong is a tri-athlete who takes advantage of being able to hike The Twins mountains or swim in Repulse Bay before work. "Hong Kong is a beautiful combination of metropolitan and natural attractions," Kuziner enthused. "It offers a safe and easy lifestyle that makes the city unique."

## Ekimetrics

- Leading data and AI company in Asia and globally
- Established in 2006 and headquartered in Paris, Ekimetrics has offices in London, New York, Hong Kong and Shanghai
- Its Hong Kong office opened in 2015 as the company's Asia-Pacific headquarters

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