

A Pioneer in Search AI

With its Greater China regional headquarters in Hong Kong, Elastic continues to drive Search AI innovation and support digital transformation in the region.

By harnessing Hong Kong's vibrant tech ecosystem, global Search AI company Elastic has established a strong presence in Asia. Founded in the Netherlands in 2012 and listed on the New York Stock Exchange, the company empowers businesses, including Fortune 500 enterprises, to optimise their operations and build transformative applications by bringing together the precision of search and the intelligence of AI. Its core offerings encompass a search analytics platform, search-powered observability tools, and security products – all designed to provide real-time insights and scalable solutions that enhance efficiency and facilitate informed decision-making in today's rapidly evolving business landscape.

Unlocking Immersive Opportunities in Greater China

Hong Kong's strategic location and dynamic economy make it an ideal base for Elastic's regional operations. Lloyds Cheung, Regional Vice President for Greater China of Elastic, said, "Hong Kong provides unparalleled access to the Greater China region, where AI is a top priority for businesses and the government. Additionally, the widespread use of generative AI by decision-makers highlights the region's strong potential for adoption and innovation."

Since establishing its regional headquarters in Hong Kong, Elastic has experienced steady growth. A recent

development is the availability of the Elastic Search AI Platform to customers in Greater China through major cloud service providers. "We are poised to empower organisations in the region with our search, observability and security solutions that streamline data access. This will enhance efficiencies in smart city planning, public infrastructure monitoring and automated threat detection," he added.

Thriving Ecosystem for Innovation and Technology

Hong Kong's commitment to AI innovation is a key driver of Elastic's growth. "The city has taken a visionary stance in collaborating with technology companies to accelerate AI adoption. The government's initiatives to foster collaboration among businesses, academia and research institutions create a fertile ground for technological advancement," Cheung remarked.

"InvestHK has provided us with essential market insights and customised services throughout our growth journey. Their events have connected us with leaders across various sectors, enhancing our profile and establishing our thought leadership."

The Guangdong-Hong Kong-Macao Greater Bay Area (GBA) development presents significant opportunities for Elastic. This initiative has enabled the company to enhance its visibility and engagement with organisations seeking to transform data usage and implement

Search AI solutions. "By aligning with the GBA's vision for a globally competitive, technology-driven ecosystem, we will continue to strengthen our foothold in the region and position ourselves as a key enabler of its digital and economic growth," Cheung concluded.



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Lloyds Cheung
Regional Vice President, Greater China
Elastic

Elastic

- The Elastic Search AI Platform, used by more than 50 percent of the Fortune 500 enterprises, brings together the precision of search and AI to provide impactful results
- Its customers range from various industries, including banking, financial services and insurance, retail, manufacturing, telecommunications and the public sector

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