



Invest Hong Kong

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中華人民共和國香港特別行政區政府
InvestHK 投資推廣署
The Government of the
Hong Kong Special Administrative Region
of the People's Republic of China

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2024 RESULT HIGHLIGHTS

業績摘要

In 2024, Invest Hong Kong (InvestHK) achieved the following results:
在2024年，本署取得以下的成績：



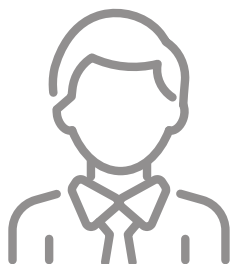
539^{▲41%*}

Completed projects
完成項目



67.7^{▲10%*}

Direct investment (in HK\$ billion)
直接投資(10 億港元)



>6,864^{▲67%*}

New jobs created
新增職位



100%

clients rated our service as "Very Useful" or "Useful"
客戶對投資推廣署的服務給予「極有幫助」或「有幫助」的評價

COMPLETED PROJECTS

完成項目

TOP 5 PLACES OF ORIGIN 首五個主要來源地



Mainland China
中國內地

273



United States
美國

52



France
法國

24



United Kingdom
英國

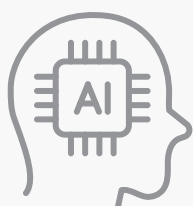
24



Singapore
新加坡

23

TOP 5 SECTORS 首五個行業



Innovation and
Technology
創新及科技

120



Financial Services and
FinTech
金融服務及金融科技

110



Family Office
家族辦公室

95



Tourism and
Hospitality
旅遊及款待

58



Business and
Professional Services
商業及專業服務

47

NEW CAPITAL INVESTMENT ENTRANT SCHEME

新資本投資者入境計劃



800+

Applications from
all over the world
來自世界各地的申請



240

Applications with
investment completed
完成投資的申請



72

Total invested amount
(in HK\$100 million)
已投資總額 (億港元)



240+

Expected investment amount
(in HK\$100 million)
預計投資額 (億港元)

EVENTS SUMMARY

活動摘要



470

Events organised, sponsored or
supported by InvestHK
由投資推廣署籌辦、贊助或支持的活動



MESSAGE FROM THE **DIRECTOR-GENERAL** OF INVESTMENT PROMOTION

投資推廣署署長的話

2024 was a very fruitful year for InvestHK, marked by a steady stream of foreign investments flowing into Hong Kong. We supported 539 overseas and Mainland companies in setting up or expanding their businesses in our city, achieving an all-time high with a year-on-year increase of 41 percent. These completed projects brought in HK\$67.7 billion in foreign direct investment, created more than 6,864 jobs, and came from 39 economies around the world. We anticipate continued growth in the department's portfolio, driven by the gradual recovery of the global economy and ongoing support at the national level.

Record-high numbers of companies and startups affirm Hong Kong as a great place to do business. The 2024 Annual Survey of Companies in Hong Kong with Parent Companies Located outside Hong Kong, jointly conducted by

InvestHK and the Census and Statistics Department, indicates that the number of Hong Kong companies with parent companies overseas or on the Mainland reached 9,960 companies, an increase of 10 percent compared to last year. Additionally, the 2024 Startup Survey reveals that the total number of startups surged to 4,694, up 10 percent from last year. Ranked as the world's freest economy by the Fraser Institute, Hong Kong has established itself as a preferred international hub for overseas and Mainland companies to conduct their regional and local operations.

As we explore market dynamics, sectors such as FinTech and sustainability are emerging as key players in our vibrant innovation and technology (I&T) and financial services ecosystems. At the same time, family office initiatives are gaining momentum, and the New Capital Investment Entrant Scheme,

launched in March, attracted applications that could potentially inject over HK\$24 billion into our economy.

We organised and supported hundreds of events and conferences throughout the year, showcasing Hong Kong's unique advantages and prospects, and attracting more businesses to our city. Our signature events, such as the Wealth for Good in Hong Kong Summit, the StartmeupHK Festival and the Hong Kong FinTech Week, turned the spotlight on Hong Kong's dynamic innovation and investment landscape.

Enhancing Hong Kong's visibility on the global stage is our top priority. Through strategic visits and engaging conversations with partners in Mainland China, ASEAN countries, Europe, and the Middle East, we unlocked exciting new opportunities for collaboration. In addition, our newly established offices in

Cairo and Izmir enable us to engage more effectively with our international stakeholders.

With our continuous efforts in strengthening our partnership in different regions, we signed Memoranda of Understanding (MOUs) with various organisations, including the Ministry of Investment of Saudi Arabia, the Bay Area Council in San Francisco, the Crypto Valley Association in Switzerland, and the Abu Dhabi Chamber of Commerce and Industry. On the corporate level, we also had such agreements signed with companies running key projects in the biomedical, chemical and financial sectors.

At InvestHK, our mission is to empower the growth of businesses by harnessing the diverse and emerging opportunities offered by our vibrant city, while strengthening Hong Kong's status as the premier business destination in Asia. I would like to extend my heartfelt thanks to our partners, government bureaux

and departments for the joint efforts in attracting more investments and businesses to our city.

As we celebrate our 25th anniversary in 2025, I am very excited about the opportunities that lie ahead. Together, we will keep pushing the boundaries to ensure that Hong Kong remains an irresistible magnet for global business.

ALPHA LAU

*Director-General of Investment Promotion
Invest Hong Kong*



2024年是投資推廣署取得豐碩成果的一年，外資持續流入香港。年內，我們協助了539家境外和中國內地企業來港設立或拓展業務，按年增長41%，創下歷史新高。這些已完成的項目來自全球39個經濟體，帶來677億元的外來直接投資，並創造了超過6,864個就業機會。隨著環球經濟逐步復甦以及國家對香港的支持愈加堅實，我們預期本署協助的企業數字將繼續增加。

駐港公司和初創企業數目齊創新高，足證香港是企業營商的理想之地。根據投資推廣署和政府統計處共同進行的「2024年有香港境外母公司的駐港公司按年統計調查」，母公司在海外及內地的駐港公司數目達9,960家，較去年上升10%。此外，「2024年初創企業統計調查」結果顯示，香港的初創企業數目較去年增加10%至4,694家。香港也獲菲沙研究所評為全球最自由經濟體，成為海外和內地企業經營地區和本地業務的首選國際樞紐。

金融科技和可持續發展等行業，在我們欣欣向榮的創新科技（創科）及金融服務生態圈中，佔據重要地位。同時，家族辦公室行業正積極推進，3月推出的「新資本投資者入境計劃」也吸引了大量申請，潛在為本港經濟注入逾240億港元。

投資推廣署籌辦和支持了數以百計的活動和會議，彰顯香港的獨特優勢和前景，吸引更多企業來港。我們舉辦的年度盛事包括「裕澤香江」高峰論壇、StartmeupHK創業節和香港金融科技周，成功讓環球目光聚焦香港充滿活力的創新和投資環境。

投資推廣署的首要使命是招商引資，提升香港的國際知名度。我們頻繁出訪，並與中國內地、東盟各國、歐洲和中東夥伴進行深入交流，積極發掘新的合作良機。此外，我們剛在開羅和伊茲密爾增設辦事處，以進一步加強我們與國際持份者的連繫。

為了鞏固與各地區夥伴的合作，我們與多家機構簽訂諒解備忘錄，包括沙特阿拉伯投資部、三藩市灣區委員會、瑞士加密谷協會和阿布扎比工商總會。在企業層面上，我們也與生物醫學、化學和金融領域的龍頭企業簽訂投資協議。

投資推廣署致力利用香港的多元化和新興機遇推動企業的高質量發展，並提升這座城市作為亞洲首屈一指商業樞紐的地位，這些工作全有賴持份者的鼎力支持。我衷心感謝我們的合作夥伴，以及各政策局和部門，一個政府上下同心，為我們的城市

帶來更多資金和企業進駐。

踏入2025年，投資推廣署邁向25周年的新里程，讓我更添幹勁，懷揣着對未來發展的無限憧憬與信心。我們將繼續齊心奮進、守正創新，鞏固香港作為全球企業嚮往的首選營商地的地位。

劉凱旋
投資推廣署署長

UPDATE ON THE NEW CAPITAL INVESTMENT ENTRANT SCHEME

新資本投資者入境計劃 最新消息

On 1 March, the Hong Kong government launched the New Capital Investment Entrant Scheme (the Scheme), aiming to attract global asset owners to settle in Hong Kong and explore its diverse investment opportunities through wealth allocation and management. The New Capital Investment Entrant Scheme Office under InvestHK is responsible for assessing the financial assets and investments of the Scheme applicants/entrants, as well as monitoring their continuous compliance with the Investment Requirements and Portfolio Maintenance Requirements, while the Immigration Department is responsible for assessing the applications for visa/entry permit and extension of stay, etc.

To further promote the Scheme and foster a vibrant investment landscape, enhancement measures, such as the investment criteria for real estate, were implemented. Moreover, we introduced an online application platform in September 2024 to improve service efficiency.

InvestHK will continue to support and promote the Scheme, further strengthening the city's reputation as a premier destination for wealth management and investment.

香港政府於3月1日推出新資本投資者入境計劃(計劃)，旨在吸引資產擁有人在香港落戶發展，並透過調配和管理財富，發掘本港多元的投資機會。投資推廣署轄下新資本投資者入境計劃辦公室，負責審查本計劃申請人的金融資產和投資，並監察獲批申請人是否持續符合投資規定和投資管理規定，而入境事務處則負責審批簽證/進入許可、延長逗留期限和無條件限制逗留的申請。

政府更實施了優化措施，包括關於房地產的投資要求，以進一步推廣這計劃和打造一個有利投資的環境。此外，我們於2024年9月推出網上申請平台，以提供更便利的申請服務。

投資推廣署會繼續加強推動計劃，鞏固香港作為財富管理和投資首選目的地的地位。



For details of the Scheme, please visit
計劃詳情請參閱:

HIGHLIGHTS OF MAJOR EVENTS

主要盛事及活動



RECEPTION FOR NEW ESTABLISHMENTS OF INTERNATIONAL AND MAINLAND BUSINESSES IN HONG KONG

國際及內地企業落戶香港歡迎會

The Chief Executive of the Hong Kong Special Administrative Region, Mr John Lee, welcomed over 400 senior representatives from Mainland and foreign companies at an InvestHK reception on 20 June. He thanked the guests for their lasting confidence in Hong Kong's business environment and calling upon them to continue using the city's global advantages to expand

their businesses worldwide. The guests who attended the reception are company representatives from various sectors around the world and had been assisted by InvestHK and the Office for Attracting Strategic Enterprises over the past year in setting up or expanding their businesses in Hong Kong.

香港特別行政區行政長官李家超於6月20日出席由投資推廣署舉辦的酒會，與超過400位來自內地及海外企業高層聚首一堂，感謝他們對香港營商環境持續的信心，並鼓勵他們繼續善用香港國際優勢拓展全球業務。出席酒會的嘉賓是來自世界各地不同行業的公司代表，他們曾經於去年得到投資推廣署和引進重點企業辦公室協助在香港設立或擴展業務。



27 March 2024



WEALTH FOR GOOD IN HONG KONG SUMMIT

「裕澤香江」高峰論壇

由財經事務及庫務局聯同投資推廣署主辦的第二屆「裕澤香江」高峰論壇於3月27日在香港君悅酒店舉行，雲集超過400位來自全球家族辦公室具影響力的決策者及其專業團隊，涵蓋香港、內地、亞洲、歐洲、美洲及中東等地區，盛況空前。是次論壇展示香港作為全球家族辦公室和財富擁有人首選目的地的卓越地位。

Organised by the Financial Services and the Treasury Bureau in collaboration with InvestHK, the second edition of the Wealth for Good in Hong Kong Summit took place at the Grand Hyatt Hong Kong on 27 March. The event drew over 400 influential decision makers from global family offices and their professional teams spanning Hong Kong, the Mainland, Asia, Europe, the Americas, the Middle East and beyond. It demonstrated Hong Kong's status as a top destination for global family offices and wealth owners.

With the theme "Growing with Certainty amid Growing Uncertainty", the event underscored Hong Kong's status as a

premier international hub for global family offices and asset owners. Featured summit panel discussions included key themes of "Luxury and Legacy", "Green Technology", "Philanthropy and Wealth Legacy", and a session on family office development titled "Dream to Dynasty: Wealth Creation for Generations". During the Gala Dinner, the Government announced the launch of a new philanthropic initiative, the "Impact Link" (iLink) under the Hong Kong Academy for Wealth Legacy. The iLink holds relevance to Hong Kong as a hub for global family offices, serving wealth owners as a base for deployment of charitable capital benefiting Hong Kong, the Mainland and the overseas.

以「風中掌舵」為主題，論壇體現了香港作為備受全球家族辦公室和資產擁有人推崇的國際金融中心領導地位。高峰論壇就多個關鍵議題進行深入討論，包括「經典品牌與傳承」、「綠色科技」、「慈善及財富傳承」，以及探討家族辦公室發展的「創富跨世代經驗分享」。在晚宴上，政府宣布香港財富傳承學院將推出新的慈善項目計劃——「Impact Link」(iLink)，以進一步鞏固香港作為全球家族辦公室樞紐的地位，成為財富擁有人配置慈善資本的基地，惠及香港、內地及海外社群。



STARTMEUPHK FESTIVAL

StartmeupHK創業節



Curated by InvestHK, the StartmeupHK Festival 2024 took place from 21 to 25 October, featuring an exciting array of events, networking opportunities and pitch competitions. Under the theme “A Future Unlimited”, the Festival set the stage for over 200 visionary speakers and attracted over 3,400 participants, including industry leaders, entrepreneurs, investors, tech enthusiasts and government officials from 49 territories. It also welcomed six delegations from Canada, Mainland China, India, the Philippines, Thailand

and the United Kingdom. The event not only provided a platform for startups, investors and potential partners to explore new business opportunities, but also underscored Hong Kong's position as a global hub for the startup community.

由香港投資推廣署策劃的2024年度StartmeupHK創業節於10月21至25日順利舉行。為期一周的活動豐富多樣，涵蓋行業研討會、交流活動及創投比賽等。今年創業節以「未來無限」為主題，為超過200名演講嘉賓提供舞台分享真知灼見，並吸引來自49個地區逾3,400名參加者，當中包括行業領袖、初創企業家、投資者、科技愛好者和政府官員。創業節也邀請了加拿大、中國內地、印度、菲律賓、泰國及英國共六個代表團蒞臨參與。是次活動成功為初創公司、投資者和潛在商業夥伴提供了一個發掘嶄新商機的平台，同時凸顯了香港對全球初創企業的吸引力。



For further highlights of the StartmeupHK Festival 2024, please visit
有關StartmeupHK創業節2024的更多資訊，請瀏覽：





HONG KONG FINTECH WEEK

香港金融科技周

Hong Kong FinTech Week (HKFW) 2024 was held from 28 October to 1 November, with the two-day main conference on 28 and 29 October. It featured engaging panels, speeches and discussions among government officials, regulators, FinTech innovators and industry leaders from around the world.

The entire week attracted over 37,000 visitors from over 100 economies and featured over 800 distinguished speakers, over 700 sponsors and exhibitors and more than 30 Mainland and international delegations. With the theme "Illuminating New Pathways in FinTech", the main conference featured eight themed forums on the latest technologies and cross-industry connections. These included the Global Forum; Artificial Intelligence (AI) & Advanced Tech Forum; Blockchain & Digital Assets Forum; Payments & Other FinTech Forum; InsurTech Forum; Green FinTech & Impact Forum; WealthTech & InvestTech Forum; and Hong Kong Connect Forum.

為期一周的香港金融科技周於10月28至11月1日舉行，包括於10月28及29日舉行的主論壇，匯聚環球政府官員、監管機構、金融科技創新者及行業領袖，舉行了多場專題會議、演講以及討論會。

本年度的金融科技周吸引了來自超過100個經濟體逾37,000名與會者，匯聚800多位演講嘉賓、超過700家贊助商及參展商以及30多個內地及國際貿易代表團。活動以「點亮金融科技新航道」為主題，透過八大主題論壇探討金融科技的最新發展和跨行業聯繫，包括全球論壇、人工智能與前沿科技論壇、區塊鏈及數碼資產論壇、支付科技與金融創新論壇、保險科技論壇、綠色金融科技與社會責任論壇、財富及投資科技論壇，以及香港交流論壇。



For further highlights of the Hong Kong FinTech Week 2024, please visit
有關香港金融科技周2024的更多資訊，請瀏覽：

OTHER EVENTS

其他活動

Beijing 北京



InvestHK highlighted Hong Kong's advantages as a multinational supply chain management centre at the Beijing-Hong Kong Economic Cooperation Symposium. 投資推廣署於北京·香港經濟合作研討洽談會上推廣香港作為跨國供應鏈管理中心的優勢。

Beijing 北京



InvestHK participated in the China International Supply Chain Expo. 投資推廣署參與中國國際供應鏈促進博覽會。

Zhuhai 珠海



InvestHK promoted Hong Kong's supply chain strengths at the Guangdong-Hong Kong-Macao Greater Bay Area Fair for Trade in Services. 投資推廣署在粵港澳大灣區服務貿易大會推廣香港的供應鏈優勢。

Hong Kong 香港



The launch of the Financial Mega Event Week. 「香港金融盛事周」揭開序幕。

Hong Kong 香港



InvestHK and the Hong Kong Chinese Enterprises Association collaborated a spring reception, receiving over 900 representatives from major Mainland enterprises.

投資推廣署與香港中國企業協會聯合舉辦新春酒會，共獲900多名中資企業代表出席。

📍 Hong Kong 香港



InvestHK and media partner South China Morning Post took deep dive into Hong Kong's innovation ecosystem at InnoTech Forum 2024.

投資推廣署夥拍南華早報舉辦InnoTech Forum 2024，深入探索香港的創科生態。

📍 Hong Kong 香港



InvestHK's annual meeting, themed "One Team with One Mission," brought together key representatives from its 34 overseas and Mainland offices, officials from other bureaux and departments, as well as business leaders, partners, consulates and chambers of commerce.

投資推廣署周年會議以「一個團隊 一個願景」為主題，匯聚來自34個海外及內地辦事處的主要代表、其他政策局和政府部門的官員，以及商界領袖、合作夥伴、領事館及商會的嘉賓。

📍 Bangkok, Ho Chi Minh City and Hanoi 曼谷、胡志明市和河內



Alpha Lau, Director-General of Investment Promotion, visited Thailand and Vietnam to promote Hong Kong's vibrant business and investment landscape.

投資推廣署署長劉凱旋到訪泰國及越南宣傳香港充滿活力的營商及投資環境。

📍 San Diego 聖地牙哥



Andy Wong, Head of Innovation and Technology at InvestHK, shared his insights into biotechnology advancements and opportunities at the BIO International Convention.

投資推廣署創新及科技總裁黃煒卓在BIO International Convention上分享他對生物科技發展和機遇的見解。

📍 Egypt and South Africa 埃及和南非



Herman Tse, Head of Business and Professional Services at InvestHK, visited Egypt and South Africa to explore the possibilities of expanding economic and trade co-operation with local representatives.

投資推廣署商務及專業服務總裁謝宇文出訪埃及和南非，與當地代表探討開拓經貿合作的可能性。

📍 Riyadh, Abu Dhabi and Dubai 利雅得、阿布扎比和迪拜



Alpha Lau, Director-General of Investment Promotion, joined the delegation led by Paul Lam, Secretary for Justice, highlighting Hong Kong's legal advantages and investment opportunities.

投資推廣署署長劉凱旋隨同由律政司司長林定國率領的代表團，重點介紹香港的法律優勢及投資機會。

📍 Phnom Penh 金邊



Jason Fong, Global Head of Family Office at InvestHK, shared the Hong Kong government's recent initiatives to promote the city as a premier global family office hub.

投資推廣署家族辦公室環球總裁方展光分享了香港政府的最新措施，以打造香港成為環球家族辦公室樞紐。

📍 Zug 楚格



InvestHK signed an MOU with Crypto Valley Association to promote collaboration between Hong Kong and Switzerland's FinTech ecosystems.

投資推廣署與瑞士加密谷協會簽署諒解備忘錄，以加強香港與瑞士金融科技生態圈的合作。

📍 San Francisco 三藩市



InvestHK and the Bay Area Council signed an MOU.

投資推廣署與三藩市灣區委員會簽訂合作備忘錄。

📍 London, Lugano, Milan and Paris 倫敦、盧加諾、米蘭和巴黎



Charles Ng, Associate Director-General of Investment Promotion at InvestHK, promoted Hong Kong as a world-class business hub in Europe.

投資推廣署助理署長吳國才在歐洲積極推廣香港的營商優勢。

BUSINESS LAUNCH AND EXPANSION SUPPORT

業務開拓，全力支援

InvestHK stands ready to welcome Mainland and overseas investors to set up businesses in Hong Kong and help them achieve success in one of the most business-friendly cities in the world. Here are some examples of clients we worked with in 2024:

投資推廣署隨時歡迎內地及海外投資者在香港建立業務，協助他們在全球最適合營商的城市之一取得成功。在2024年我們協助過的客戶包括：



WeBank establishes its technology company headquarters in Hong Kong, positioning it as a hub for R&D activities and the commercialisation of technology solutions for global markets.

微眾銀行設於香港的科技公司總部將作為研發活動的基地，為全球市場提供商業化科技解決方案。



The Macallan leverages Hong Kong's international hub status in its global branding strategy.

The Macallan以香港國際樞紐地位推展其環球品牌策略。



Christie's opens its new Asia Pacific headquarters at The Henderson, located in Hong Kong's central business district.

佳士得位於The Henderson的全新亞太區總部正式開幕，這座全新地標坐落於香港的核心商業區。



China Mobile opens corporate treasury centre and innovation research institute in Hong Kong.

中國移動在香港設立財資中心和創新研究院。



Chinese tea chain Chagee opens its first store in Hong Kong.

內地茶飲連鎖店霸王茶姬在香港開設首間門市。



Hamilton Lane establishes first Hong Kong Limited Partnership Fund as part of expansion plan.
漢領資本在香港成立首個有限合夥基金及擴展香港業務。



Japanese home-furnishing chain Nitori opens Hong Kong's largest flagship store.
日本家品連鎖店Nitori開設香港最大旗艦店。



Mainland coffee chain Luckin Coffee opens five stores in Hong Kong, showing confidence in local market.
內地咖啡連鎖店瑞幸咖啡在香港同日開設五間分店，對香港市場前景充滿信心。



PayCargo opens its first regional office in Hong Kong as part of its overseas expansion plan in Asia.
PayCargo在香港開設首個地區辦事處，藉香港拓展亞洲業務。



Tech startup WHOSiFY establishes its headquarters in Hong Kong to accelerate its operations.
科技初創公司WHOSiFY在香港設立總部，藉此加快其業務發展。



Pop Mart leverages Hong Kong's dynamic retail landscape to accelerate its global expansion.
Pop Mart利用香港充滿活力的零售環境加速全球擴張。

CLIENTS' TESTIMONIALS

客戶評語



We want to keep Hong Kong as the blueprint.
It will always be our home and our head office.

我們將以香港作為發展藍圖，這裡永遠是我們的家和總部。

GRÉGOIRE MICHAUD

Founder 創辦人

Bakehouse

Hong Kong, being the economic hub of Asia and a melting pot of diverse cultures and ethnicities, is highly valuable for promoting the JINS brand overseas.

香港是亞洲的經濟中心，融匯多元文化和不同種族，有助JINS將品牌推廣到海外市場。

MAKI UBE

宇部真記

Managing Executive Officer
(Business in China and Hong Kong, China)
常務執董（中國及中國香港事務）

JINS Holdings Inc.



Hong Kong presents a unique blend of cultural and commercial strengths, making it an ideal platform for serving both our Asian and global clients.

香港獨特地結合了文化與商業優勢，使其成為我們服務亞洲及全球客戶的理想平台。

JULIA HU

胡偉儀

Managing Director, Asia 亞洲區董事總經理

Bonhams
邦瀚斯



The new licensing regime for centralised virtual asset trading platforms helps create a regulatory environment that supports legitimate virtual asset trading activities while safeguarding investor interests and maintaining the integrity of the financial system in Hong Kong.

新推出的中央虛擬資產交易平台發牌制度可建立有利的監管環境，支持合法的虛擬資產買賣活動，同時保障投資者權益及維持香港金融體系的穩定。

DAVID FRIEDLAND

Managing Director, Asia Pacific 亞太區董事總經理

Interactive Brokers Hong Kong Limited
盈透證券香港有限公司

Situated at the heart of Asia and boasting a business-friendly environment, Hong Kong has been an ideal location to foster our growth in the Guangdong-Hong Kong-Macao Greater Bay Area.

香港位處亞洲中心，地理位置優越，加上擁有便利營商的環境，成為推動我們粵港澳大灣區業務增長的理想地點。

NICOLAS SOMMER

夏添

Managing Director, Greater China
大中華區總經理

International SOS
國際SOS



We are happy to see the growing talent pool in the tourism and hospitality industry, as it helps rejuvenate the industry.

我們樂見旅遊及款待行業的人才日益增加，為業界注入新動力。

EDDY YIP

葉卓銘

Product & Marketing Director, Hong Kong and Taiwan and Territory Manager, Hong Kong
港台地區產品及市場總監兼香港區域經理

Trip.com



Our Hong Kong office is a crucial component of Harmony Auto's internationalisation strategy.

香港辦事處是和諧汽車全球化戰略的重要部分。

FENG LU

馮璐

Vice President, Chief Representative of Hong Kong Office
副總裁及香港辦公室首席代表

China Harmony Auto Holding Limited
中國和諧汽車控股有限公司



Mainland China serves as our primary market, and Hong Kong plays a vital role as a bridge connecting the Mainland to the global market.

中國內地是我們的主要市場，而香港是連接內地與全球市場之間的重要橋樑。

JAN CRAPS

楊克

CEO and Co-Chair of the Board
行政總裁兼董事會聯席主席

Budweiser Brewing Company APAC Limited
百威亞太

The culture of Hong Kong is characterised by a profound understanding of both Western and Eastern perspectives. This unique cultural blend holds immense significance and is highly valued.

香港的文化揉合東西方思維，兩種觀點以獨特的方式相匯交融，創造出別具意義的本地文化，並備受推崇。

JENKINS FUNG

馮鎧禧

Head of Banks and Corporates, Greater China
大中華區銀行及公司業務總監

SS&C Intralinks





HOW INVESTHK CAN HELP

投資推廣署如何助您發展業務

InvestHK is a department under the Commerce and Economic Development Bureau, the Government of the Hong Kong Special Administrative Region of the People's Republic of China, tasked with attracting foreign direct investment to Hong Kong and providing Mainland and overseas companies and entrepreneurs with information, advice and services they need to succeed in the city. We work with companies of all sizes, from startups and small and medium enterprises (SMEs) to multinationals, and support them in every stage from planning, setting up to promotion and expansion.

Our staff stationed in 35 offices in key markets worldwide reach out to potential investors and work to strengthen and promote Hong Kong's status as Asia's premier investment destination. All of our services are free, customised and confidential and based on our core values of passion, integrity, professionalism, collaboration and innovation. We strive to provide the best customer service

combined with business friendliness and responsiveness.

What we offer:

We have multiple specialist teams and a Startup team based in Hong Kong covering the city's priority sectors:

- Business and Professional Services
- Consumer Products
- Creative Industries, Sports and Entertainment
- Family Office
- Financial Services
- Financial Technology
- Innovation and Technology
- Sustainability
- Tourism and Hospitality
- Transport, Logistics and Industrials

We want companies to succeed by leveraging the city's strengths as the ideal business hub to access business opportunities in Mainland China and across the region. We partner with clients on a long-term basis and offer free, customised and confidential services in all stages:

Planning – we offer guidance in strategic evaluation of business decisions, connect

with relevant Consulates, Chambers of Commerce and business associations, as well as advice on living and working in Hong Kong, including bank accounts, housing, schooling and networking.

Setup – we facilitate the smooth setup of a client's business by making introductions to business service providers, providing information on tax and business regulations, opening the door to relevant government departments, and offering advice on sector-specific industries and opportunities.

Launch – we provide information on professional and business services providers, and offer marketing and public relations services to support the launch or expansion of the client's Hong Kong business.

Aftercare / Expansion – we provide tools to help client's continuous expansion in Hong Kong and support in identifying growth opportunities to ensure a sustainable foundation for growth. We also continue to support across marketing and publicity.

“WE WANT COMPANIES TO SUCCEED BY LEVERAGING THE CITY'S STRENGTHS”

本署希望境外企業能利用香港作為理想商務樞紐的優勢

投資推廣署是中華人民共和國香港特別行政區政府商務及經濟發展局轄下的部門，負責吸引外來直接投資來香港，並為來自內地及海外的公司和企業家提供所需的資料、意見和服務，以助其業務在港取得成功。本署與各種規模的公司合作，從初創公司和中小企到跨國公司；在客戶業務發展的每一階段，包括規劃和開業以至推廣和擴張等，本署都樂於提供支援。

本署總部與駐全球主要市場35個辦事處的員工，接觸有潛質的投資者，致力加強香港作為亞洲首要投資目的地的地位。本署提供免費、度身訂造且保密的服務，並建基於熱誠、誠信、專業、協作和創新多個核心價值上，務求提供最優質的客戶服務，且承諾商業友好的態度和迅速回應客戶的需要。

我們提供的服務：

我們駐港的專責推廣團隊及初創企業小組涵蓋本港重點行業：

- 商業及專業服務
- 消費產品
- 創意產業、體育及娛樂
- 家族辦公室
- 金融服務
- 金融科技
- 創新及科技
- 可持續發展
- 旅遊及款待
- 運輸、物流及工業

本署希望境外企業能利用香港作為理想商務樞紐的優勢，抓住內地和亞洲地區市場的商機。我們務求與客戶建立長期夥伴關係，因應個別

客戶的需要，提供免費、量身訂造和保密的服務，包括：

規劃—為客戶提供資訊以協助策劃、評估及辨識機遇，協助聯繫相關領事館、商會和商業協會，以及提供有關在港生活的諮詢服務，如銀行開戶、住屋、升學和人際網路等。

籌組業務—協助客戶物色合適的服務供應商、提供稅收和商業法規的資訊、協助聯繫專業協會和政府部門，以及就特定行業和機遇提供諮詢，使客戶能順利開業。

開業—協助聯繫專業服務供應商，並提供公關宣傳及市場推廣，支持客戶成功開業或擴充業務。

後續服務 / 業務拓展—提供有關拓展業務的建議，並協助辨識拓展機遇，致力協助企業打造可持續擴展業務的基礎。更與客戶保持聯繫，持續提供宣傳和媒體支援。



WORLDWIDE NETWORK OF INVESTHK

服務網絡，連繫全球



ASIA PACIFIC

亞太區

- ▼ Hong Kong 香港
- ▼ Almaty 阿拉木圖
- ▼ Bangkok 曼谷
- ▼ Beijing 北京¹
- ▼ Chengdu 成都
- ▼ Guangzhou 廣州
- ▼ Jakarta 雅加達
- ▼ Mumbai 孟買
- ▼ Seoul 首爾
- ▼ Shanghai 上海
- ▼ Singapore 新加坡
- ▼ Sydney 悉尼
- ▼ Tokyo 東京
- ▼ Wuhan 武漢

EUROPE AND MIDDLE EAST

歐洲及中東

- ▼ Berlin 柏林
- ▼ Brussels 布魯塞爾
- ▼ Cairo 開羅
- ▼ Dubai 杜拜
- ▼ Gothenburg 哥德堡
- ▼ Istanbul 伊斯坦布爾
- ▼ Izmir 伊茲密爾
- ▼ Jerusalem 耶路撒冷
- ▼ London 倫敦
- ▼ Milan 米蘭
- ▼ Moscow 莫斯科
- ▼ Oslo 奧斯陸
- ▼ Paris 巴黎

AMERICAS

美洲

- ▼ Lima 利馬
- ▼ Mexico City 墨西哥城
- ▼ New York 紐約
- ▼ Rio de Janeiro 里約熱內盧
- ▼ Santiago 聖地牙哥
- ▼ San Francisco 三藩市
- ▼ Toronto 多倫多

AFRICA

非洲

- ▼ Nairobi 奈洛比

- ▼ Head Office
總部
- ▼ Investment Promotion Units in
Hong Kong Economic and Trade Offices
香港經濟貿易辦事處轄下的投資推廣小組
- ▼ Consultants
投資推廣署駐當地顧問

Note 註:

1. Beijing Office
駐北京辦事處





中華人民共和國香港特別行政區政府

InvestHK 投資推廣署

The Government of the
Hong Kong Special Administrative Region
of the People's Republic of China



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