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**Michael Zankel, Managing Director
Gebrüder Weiss**



Using Hong Kong as a Key Hub of the Greater Bay Area

Austrian logistic company Gebrüder Weiss enjoys Hong Kong advantages and is quick to seize opportunities arising from the “Belt and Road” Initiative

Founded in 1473, Gebrüder Weiss (GW) is one of Austria's oldest transport and logistics companies. With more than 500 years of history, the family-owned company has emerged as one of the top global players in the industry.

Like many of its overseas offices, GW did not have a full presence in Hong Kong and operated in the city as a joint venture for the last 17 years. In July 2017, the company decided to set up its own office for full presence in Hong Kong and announced a new brand strategy: GW's offices in Hong Kong, Mainland China, Taiwan, Vietnam, the Arab Emirates, USA and Canada have been uniformly grouped under the “Gebrüder Weiss” brand, reflecting the company's ambition to expand its worldwide network.

The Hong Kong office also manages operation of Shenzhen, Guangzhou and Zhanjiang offices. Michael Zankel, Managing Director, revealed that GW looks at these areas as a whole for strategic development. “The Greater Bay area is a term that we have heard a lot recently. The fact is we have been witnessing the gradual integration of these areas into one over the years,” he said, “we have to find out the purpose of different locations and how they work together.”

While Austria is a hub for Eastern Europe, Hong Kong is the key hub for the Greater Bay area, thanks to its well-developed infrastructure and world-class international airport with flights covering more than 40 countries along the Belt and Road countries.

Over the last decade, the company has not only expanded its transport services to Europe but also increasingly towards the East. “Well before the announcement of the Belt and Road initiative, we have been setting up offices across Central Asia and Mainland

China because we believe in the shifting of the economic centre of gravity to this area,” Zankel said, “with the ongoing infrastructure under the concerted governmental effort along the Belt and Road, the initiative will be supportive to our global strategy, contributing to our success at both regional and global levels.”

With the Belt and Road Initiative and Greater Bay Area development plan in full swing, Zankel believes that enterprises should leverage Hong Kong's advantages to seize business opportunities. “Hong Kong has well-developed legal and banking system, convertible currency, high education level, as well as a free trade port. All these advantages are creating immense opportunities here,” Zankel remarked.

Currently, GW's Hong Kong office is a team of 25 with administration, operation, accounting and marketing roles. In the next three months, the team will focus on forming a sales and business development department with an aim to develop its own clientele within the region.

Gebrüder Weiss

- Headquartered in Lauterach in Vorarlberg, Austria, Gebrüder Weiss has 150 locations worldwide with over 6,500 employees
- Hong Kong office oversees the company's development of a growing network of offices in the Greater Bay Area

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