

Hong Kong Drives the International Expansion of an Omnichannel Customer Engagement Company

Omnichannel customer engagement company, SleekFlow, leverages Hong Kong's vibrant business ecosystem to drive its global expansion.



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Henson Tsai
Founder and CEO
SleekFlow

Savvy tech entrepreneurs acknowledge that great ideas are never enough. To transform innovation and technology (I&T) concepts into successful businesses, it takes a nurturing environment that will help them flourish. For I&T company SleekFlow, Hong Kong's thriving tech environment provided exactly what it needed. With a mission to effectively engage customers, SleekFlow helps businesses to streamline operations and enhance customer experiences by enabling them to deliver automated yet personalised messaging across multiple channels. In just five years, the brand has expanded across Southeast Asia and into Latin America, with its latest office opened in the Middle East.

Hong Kong's Unique Advantages

According to Henson Tsai, SleekFlow's Founder and CEO, Hong Kong was a natural choice to set up its headquarters. “It provides access to a pool of young, talented professionals that resonate with our work culture,” he explained. “This allows us to recruit top talent for marketers, engineers, sales and support, fostering a skilled workforce to drive growth and innovation. Being based in Hong Kong

strategically positions us in close proximity to our offices and key markets in Southeast Asia. This enables us to effectively support our regional operations and cater to our clients' needs. Moreover, the city is home to prominent brands and big tech offices, presenting us with exceptional networking and partnership opportunities.”

In addition, the government's I&T initiatives including its Market Development Support Scheme (MDSS) and SME Export Marketing Fund (EMF) have introduced SleekFlow to a wider audience. “Through EMF, we received financial assistance to participate in various Hong Kong industry events and exhibitions to raise awareness about SleekFlow's offerings,” noted Tsai. “Through MDSS, we participated in overseas events including technology conferences in Southeast Asia and the United Kingdom. The exposure helped us expand our global reach, establish credibility in international markets and explore potential business opportunities abroad. InvestHK has been a valuable partner, providing assistance and support to build relationships with key players in the retail tech, social commerce and customer engagement space.”

Cradle of Breakthrough Tech Solutions

“Hong Kong offers a thriving environment for developing research and I&T businesses like SleekFlow,” said Tsai. “Cyberport, with its comprehensive resources and funding assistance, covered our developers' salaries and enabled us to build our prototype. The impact of this support was evident when we secured a significant amount of funding from Alibaba Entrepreneurs Fund and a renowned New York-based investment firm. The funding not only validated our potential, but also emphasised Hong Kong's standing as a hub for innovation and technological advancement. The city's vibrant ecosystem and access to diverse funding sources have undoubtedly contributed to our growth and positions us for further success.”

SleekFlow

- Established in 2019 and incubated at Hong Kong's Cyberport, SleekFlow has more than 5,000 global clients including startups and multinationals across different industries
- As the global hub for engineering and commercial teams, its Hong Kong headquarters employs 72 staff members, with additional offices in Singapore, Malaysia, Indonesia, Brazil and the United Arab Emirates

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