

Fuelling Sustainable F&B Packaging Solutions

Hong Kong's dynamic sustainability market attracts Choose Planet A to transform the takeaway industry with its groundbreaking eco-friendly solutions.



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Cyril Drouet
Co-Founder and Managing Director
Choose Planet A

Hong Kong's vision for a greener future offers eco-oriented companies an ideal platform to showcase their products. One game-changer is Choose Planet A's innovative takeaway solution, The Good Cup™. This patented eco-friendly container, featuring a built-in lid, is biodegradable, home-compostable and recyclable in the paper stream. It is also designed for quick and easy use by food and beverage (F&B) staff. “Our mission is to revolutionise convenience and sustainability in the F&B industry, creating single-use alternatives that eliminate plastic waste,” said Cyril Drouet, Co-Founder and Managing Director of Choose Planet A.

Robust Supply Chain Network

Establishing the regional headquarters in the city was a strategic move for Choose Planet A, especially with their production facilities located nearby in Shenzhen. “Hong Kong is an international business hub with a robust logistics network, providing easy access to global markets,” stated Kelvin Yeung, Business Development Manager of Choose Planet A. “Its strategic location, vibrant business climate and focus on sustainability made it an ideal choice for our regional headquarters.”

“We share the city's vision for a greener future, and the government's environmental policies accelerate our mission by supporting more sustainable solutions. Our upcoming products – including a 3D spout design for hot and cold beverages and a food cup with vented lid to fit car cup holders – aim to tackle even more plastic packaging waste,” Drouet added.

Local Network, Global Growth

Since its launch in 2022, The Good Cup™ has captured international attention through strategic partnerships with multinational corporations, including a leading beverage company and an eCommerce giant. The company plans to continue its global distribution expansion by collaborating with eco-conscious businesses. “We are excited to expand within the Guangdong-Hong Kong-Macao Greater Bay Area, which is set to become an innovation and sustainability hub in Asia,” observed Paul Wong, Co-Founder and Operations Director of Choose Planet A.

At the same time, he noted that “the sustainability market in Hong Kong is evolving rapidly, with increasing demand for eco-friendly packaging solutions. This shift presents valuable opportunities for us to partner with local businesses. Our goal is to help them phase out plastic

packaging entirely. Hong Kong's commitment to sustainability creates an inspiring environment for those of us passionate about making a positive environmental impact.”

“InvestHK has been invaluable to our growth. They have helped us navigate the Hong Kong market and connected with potential partners and clients, unlocking exciting new opportunities for us,” Yeung concluded.

Choose Planet A

- Established in 2021, Choose Planet A's hero product The Good Cup™ features a patented award-winning design recognised as TIME's Best Inventions of 2023 and 12 prestigious design awards such as Red Dot, iF Award, German Design, etc.
- Its Hong Kong team works in the realms of marketing, business development and quality assurance, overseeing production in Shenzhen

 thegoodcup.world