

Warehouse Automation – Improving Speed and Accuracy

Hai Robotics resolves global labour shortages and fulfils the demands due to the rise of eCommerce with its robotic warehousing technology.

Established in 2016 with headquarters in Shenzhen, Hai Robotics pioneers automated solutions using robotics technology for the logistics warehouse industry. The company is committed to empowering its clients by providing efficient, intelligent and flexible logistics solutions through its advanced robotics and AI algorithms. In the seven years since it was founded, the startup has grown to more than 1,600 staff members globally in over 30 countries and regions. The unicorn recently expanded its operation in Hong Kong to further support local clients while tapping into sales potential across Southeast Asia.

Government Support for I&T

Alongside its sales and marketing functions, Hai Robotics' Hong Kong office acts as a showcase for the company's vision. "Hong Kong holds a significant position to foster collaboration with the manufacturing base and other corporations in the Guangdong-Hong Kong-Macao Greater Bay Area," said Bing Fang, Co-founder of Hai Robotics. "It has an international connection with the rest of the world that we can leverage for further growth. We are very excited about the

Hong Kong government's innovation and technology (I&T) policies and initiatives, including its technology special talent programme and innovation fund. It also provides tax incentives, and a range of facilities and value-added services, helping to create a favourable setting for tech companies."

Improving Warehouse Efficiency

Hai Robotics addresses the need for warehousing robots to augment labour shortages and support the eCommerce boom. "Our products are different," stated Fang. "We revolutionised warehouse management with the world's first autonomous case-handling robotic (ACR) system, combining the flexibility of traditional rack-moving autonomous mobile robots (AMR) with the accuracy and efficiency of automated storage and retrieval systems (ASRS)." As a pioneer in ACR systems, Hai Robotics possesses a deep understanding of specific use scenario and customer needs. Its ACR system is easily scalable, and it invests heavily in research and development (R&D). It is no wonder that Hai Robotics boasts 90 percent of the ACR market share with more than 7,000 robots as of March 2023.

To accelerate Hai Robotics' expansion, the company is currently growing its Hong Kong team. "Hong Kong's pool of highly skilled workers and its vibrant startup ecosystem makes it an attractive location to recruit new staff members," explained Fang. "With its strategic location, strong business environment and efficient transportation infrastructure, Hong Kong has attracted many multinational corporations and startups. The city has unique advantages as a global I&T hub. We are considering combining Hong Kong's capabilities in financial trade, I&T with our development needs to establish a global R&D centre in the city."

With fond memories of his student days in Hong Kong, Fang is grateful to his alma mater, Hong Kong Polytechnic University



(PolyU), for kick-starting Hai Robotics. "PolyU allowed us to use its lab for R&D for free even after we graduated. It also provided angel funding – critical for every startup." He also applauds the efforts of InvestHK and the business contacts met through its networking events. "Knowing there is an organisation like InvestHK to support and help us in any way they can provide great relief," Fang concluded.

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**Bing Fang
Co-Founder
Hai Robotics**

Hai Robotics

- Providing intelligent automated warehousing solutions, the company won the MHI Innovation Award for Best Innovation of an Existing Product for their A42T Autonomous Case-handling Robot (ACR) at ProMat 2023
- It serves clients from various industries, including fashion, third-party logistics, retail, electronics, healthcare and eCommerce

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