

InvestHK

Quarterly Newsletter

October 2023

Embracing the Next Frontier of Technology

2023
HONG
KONG
FINTECH
WEEK

30 Oct - 5 Nov 2023

STARTMEUPHK
FESTIVAL

8 - 17 Nov 2023



Embark on a journey of endless opportunities with us! Immerse yourself in our two flagship events, where groundbreaking ideas and disruptive technologies converge.

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Hong Kong FinTech Week 2023

30 October – 5 November 2023

Hong Kong is an international FinTech hub characterised by a diverse, resilient, and dynamic landscape. Although a relatively small city, it punches above its weight as one of the most productive markets for FinTech startups to scale up rapidly. Currently, over 800 FinTech companies are operating in the city, engaging in a wide variety of areas from digital payments, RegTech, and InsurTech to virtual assets and Web3. The city also attracts top-tier talent, investors and industry leaders from around the world. With its unique strengths, Hong Kong is seizing this opportunity to spearhead innovation development.

Hong Kong FinTech Week (HKFW) 2023, with the theme "FinTech Redefined.", is Asia's leading FinTech event organised by the Financial Services and the Treasury Bureau and InvestHK; and co-organised by the Hong Kong Monetary Authority, the Insurance Authority, and the Securities and Futures Commission. This year, HKFW will highlight an exciting array of events for those who crave the pulse of innovation and the energy of one of Asia's most dynamic cities. Various activities include exhibitions, keynotes and panel discussions, workshops, networking sessions and business matchmaking.

Global industry leaders from the banking, securities, investment, insurance, and technology sectors will gather to dive deep into the latest technologies that are shaping the future and explore investment opportunities. HKFW will feature a physical main



conference at the Hong Kong Convention and Exhibition Centre on 2-3 November with live streaming to the world, a cross-boundary day tour to Shenzhen and a series of satellite events. It is expected to draw over 30,000 visitors, more than 500 speakers and 700 exhibitors with its expanded scale this year.

With a focus on novel technologies such as artificial intelligence, blockchain and Web3, HKFW will serve as a catalyst for innovation, collaboration, and knowledge sharing within the FinTech ecosystem. It provides an ideal platform for showcasing cutting-edge solutions and driving the growth of the FinTech industry in Hong Kong and the wider Asia-Pacific region.





Major Topics:

- › *InsurTech*
- › *From Web2 to Web3*
- › *Cybersecurity*
- › *Green Finance*
- › *Digital Assets*
- › *AI and OpenAI*
- › *Virtual Banks*
- › *CeFi & DeFi*
- › *RegTech & SupTech*
- › *Central Bank Digital Currency*



For details:

 fintechweek.hk

  [Hong Kong FinTech Week](https://www.linkedin.com/company/hong-kong-fintech-week)

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 **Global
FastTrack**



The Global Fast Track (GFT) by InvestHK is a year-round FinTech accelerator that aims to bring together the world's most innovative FinTech companies that already have commercial customers at home and abroad to showcase their business solutions and connect with regional corporates and investors. The programme is established through three pillars: the Global Scaleup Competition (GSC), a dynamic business-matching platform, and an always-on "Alumni Programme". This year, the GSC Final will take centre stage during the HKFW main conference.

To step up our efforts to enhance the FinTech ecosystem, InvestHK has recently announced two new partnerships that promise to deliver exciting benefits for the GSC finalists. The new programmes, FinTech Innovation Lab by Accenture and Market Discovery Programme by Hong Kong Science and Technology Park, will provide mentorships and opportunities to connect with extended business partners. With unfailing support from the government, we are poised to unleash the full potential of the world's most innovative FinTech firms, propelling them to unparalleled heights of success in Hong Kong, across Asia, and beyond.

STARTMEUPHK FESTIVAL

8-17 November 2023

Hong Kong boasts a robust startup ecosystem that has gained significant momentum in recent years. In 2022, both the overall number of startups in the city and the number of staff they employed reached a new record high, with a total of 3,985 startups employing 14,932 staff*. This achievement is a testament to Hong Kong's unique appeal to a diverse range of industries, and reflects the government's concerted efforts to nurture startups and stimulate economic growth. By providing a wide range of support to startups, the government aims to inject new impetus into the economy and foster an environment of innovation in Hong Kong.

Spearheaded by InvestHK, the StartmeupHK Festival this year will span two weeks, attracting an expected 20,000 guests from startup ecosystems around the world. Guided by the theme "A Future Unlimited", aspiring entrepreneurs, seasoned investors and industry experts will get together to forge partnerships, share knowledge, and unlock new business opportunities.

**InvestHK 2022 Startup Survey, 24 November 2022*

Core Events Highlights:

08 Nov

Explore the Innovation Ocean by Jumpstart

Join Jumpstart for a thrilling startup event at Ocean Park. World-renowned speakers will cover groundbreaking topics like AI, Web3, metaverse, healthcare, finance and crypto. Enjoy panels, a treasure hunt, investor matching, pitching in the Shark Tank and other exciting activities. Top it off with an exclusive VIP dinner and network with innovators and entrepreneurs.

09 Nov

Asia Health Innovation Summit by brinc

This event brings together Asia's health ecosystem of startups, professionals, and investors to exchange knowledge, inspire one another, and help drive innovation. Its goal is to make the summit Asia's leading healthcare innovation platform that highlights the region's latest innovations while connecting key industry stakeholders.

10 Nov

Startup World Cup Asia Finale 2023 by Pegasus

This flagship event brings together the CEOs of the world's leading companies, venture capitalists and world-renowned companies. It is also an important part of the SWC Global Competition.

13 Nov

1.5°C Summit – The Defining Decade for Impact with Tech by Eureka Nova

A one-of-a-kind tech summit on climate change focused on the actions need to be taken in order to drastically reduce emissions before next decade. Leading experts, entrepreneurs and stakeholders will come together to share their insights on how technology can transform industries and create a more sustainable future.

14 Nov

Real Estate Beyond 2023 by Asia Prop Tech

This event brings together global innovators that drive value in their real estate portfolios by using new methods to solve old problems. The programme is designed for business and technology leaders and emphasises knowledge sharing through insightful keynotes, panels, and small group discussions.

15-16 Nov

Game On! 2023 by Magespire

This hybrid conference celebrates the essence of Gaming, Art, Music and Entertainment (GAME) industries by bringing together passionate gamers, artists, developers, investors and enthusiasts. This is an event for GAME aficionados to learn more about how new technologies are transforming this space.

15 Nov

St. Gallen Symposium Hong Kong - GBA Forum 2023 by St. Gallen Symposium

This is the first Swiss - Hong Kong flagship forum hosted by the 52-year-old Swiss global platform "St. Gallen Symposium" from Switzerland. It provides a platform for young sustainability technology entrepreneurs, impact investors and business leaders to network, exchange dialogues and explore collaborations.

08-19 Nov

JUMPSTARTER 2023 Tech By The Harbour by Alibaba Entrepreneurs Fund

JUMPSTARTER is a mission-driven, not-for-profit initiative by Alibaba Entrepreneurs Fund. The event will feature immersive experiences, including an interactive "future museum", Art Tech Park, urban street robots, conference, and a global startup showcase along the iconic Tsim Sha Tsui waterfront. Highlights include the Grand Finale of its global startup competition and a business matching event "StartMeetUp" on the 16-17 November.

For details:

STARTMEUP.HK



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OCT

11	Creative Industries Networking Reception The reception aims to strengthen InvestHK's collaboration with investors of creative industries in Hong Kong and to provide networking opportunities. <i>Location: Hong Kong</i> <i>Organiser: InvestHK (By invitation only)</i>
11-12	World Summit AI 23 This summit is important to the development of AI strategies, staging world leaders, pioneers and change makers to discuss AI's worldwide applications, risks, benefits and opportunities. InvestHK will host a booth and a workshop at the event. <i>Location: Taets Art and Event Park, Amsterdam, The Netherlands</i> <i>Organiser: World Summit AI Ltd, London UK</i> ■ worldsummit.ai
12	The 5th Annual Asia-Pacific Fund Finance Symposium The annual symposium brings together investors, fund managers and bankers for knowledge exchange and networking within the fund finance market. InvestHK's representative will be the panel speaker at the event. <i>Location: Four Seasons Hotel Hong Kong</i> <i>Organiser: The Fund Finance Association (FFA)</i> ■ fundfinanceassociation.com/events/apac/10-12-23-2023-apac-symposium/#agenda
17-19	HighTech Venture Days (HTVD) and Family Office Lunch 2023 HTVD offers 40 European leading startups to meet with over 180 international investors to discuss the latest trends and investment opportunities in the areas of CleanTech, MedTech, industry 4.0 and mobility solutions. InvestHK will host an exhibition booth, and invite 20 DeepTech experts to the family office lunch as an exclusive networking event. <i>Location: Gläserne Manufaktur (HTVD); Bio Innovations Zentrum (Lunch), Dresden</i> <i>Organiser: HighTech Startbahn GmbH</i> ■ hightech-venture-days.com
18-19	Big Data and AI Toronto Conference and Expo Its ninth edition advances the big data ecosystem by providing a unique platform for IT decision makers and data innovators to explore and share insights, showcase their latest innovative projects, and connect with the brightest minds in the industry. <i>Location: Metro Toronto Convention Centre, Canada</i> <i>Organiser: Corp Events</i> ■ bigdata-toronto.com
19	Business Seminar: Present and Future of Hong Kong and Fukuoka in the Financial Sector This seminar focuses on promoting two-way investment between Hong Kong and Fukuoka especially in the financial sector. InvestHK will participate in a panel discussion at the event. <i>Location: Hotel Okura Fukuoka, Japan</i> <i>Organisers: HKETO (Tokyo), HKTDC (Osaka)</i>
23-24	Branching Out The two-day conference brings together Australian exporters and importers to connect with the representatives from different countries, and learn how to tap into the new trade and investment opportunities across the globe. InvestHK's representative will be the panel speaker at the event. <i>Location: Melbourne Convention and Exhibition Centre, Australia</i> <i>Organiser: Australian Trade and Logistics Corporation</i> ■ branchingout.au/melbourne
30-31	E-show 2023 It is a professional fair of eCommerce, digital marketing, hosting and cloud, social media, mobile and IoT's, which brings together the leading eCommerce and digital marketing companies and service providers, as well as the most influential speakers in the sector. InvestHK will host a booth at the event. <i>Location: IFEMA Feria de Madrid, Madrid, Spain</i> <i>Organisers: CloserStill Media, London UK</i> ■ the-eshow.com/madrid

Hong Kong FinTech Week 2023

This is one of the largest and most influential FinTech events in Asia, expected to attract over 30,000 participants. It brings together top industry leaders, regulators, investors, and entrepreneurs from around the world to discuss the latest trends and innovations in financial technology.

Location: HKCEC and various locations

Organisers: Financial Services and the Treasury Bureau (FSTB), InvestHK, FinTechHK

[■ fintechweek.hk](#)

NOV

StartmeupHK Festival

The 2023 edition will span two weeks in various locations, featuring a series of main events with discussions on hot topics such as Web3, HealthTech, PropTech and sustainability, and a series of exciting activities like pitching competitions, startup-investor matchings and much more.

Location: Hong Kong

Organisers: InvestHK, StartmeupHK

[■ startmeup.hk/startmeuphk-festival-2023](#)

Web Summit – Lisbon

The summit aims to connect the technology community with all industries, both old and new. The conference's topics centre on internet technology, emerging technologies, and venture capitalism. InvestHK is a corporate partner and hosts a booth at the event.

Location: Altice Arena, Lisbon, Portugal

Organiser: Web Summit

[■ websummit.com](#)

Greater Bay Area Roadshow 2023

This four-day event is an immersive programme of the GBA, a journey to support Italian startups and innovative SMEs to explore and capture new market opportunities in the APAC region.

Location: Hong Kong and Shenzhen

Organisers: InvestHK, Italian Chamber of Commerce Hong Kong and Macao, Intesa San Paolo, Intesa San Paolo Innovation Centre and Deloitte

[■ icc.org.hk/gba-roadshow-2023](#)

Opportunity Asia – Destination Hong Kong

This conference focuses on economic connectivity between Hong Kong and the GCC, convening investors to obtain knowledge and understand how to capitalise on the emerging opportunities in Hong Kong and the GBA.

Location: Dubai, UAE

Organisers: InvestHK, Asia House

[■ investhk.gov.hk/en/events.html](#)

Global Game Exhibition G-STAR 2023

This event is one of the largest gaming exhibitions in Korea. Its B2B and B2C exhibition halls bring together the community and industry professionals to explore business opportunities. InvestHK will host an exhibition booth at the event.

Location: Bexco, Busan, Korea

Organiser: Korea Association of Game Industry (K-GAMES)

[■ gstar.or.kr/eng](#)

DEC

Business Seminar: Hong Kong as a Destination of Food Export

This seminar focuses on introducing the food and beverages market in Hong Kong and encouraging Japanese food manufacturers and exporters to explore the market.

Location: Sheraton Kagoshima, Japan

Organisers: Hong Kong Economic and Trade Office (Tokyo), Hong Kong Trade Development Council (Osaka)



Heaven for Art Lovers

World-renowned auctioneer Phillips underscores Hong Kong as a major auction hub with its recent relocation to permanent premises in the West Kowloon Cultural District.



“Hong Kong is home to international galleries, auction houses and art fairs. And with the opening of world-class venues, such as M+ and the Hong Kong Palace Museum in the West Kowloon Cultural District, it attracts art lovers from around the globe.”

Jonathan Crockett
Chairman – Asia
Phillips

There is nothing quite like the thrill of a live auction. The atmosphere is electric. Under the hammer are one-of-a-kind treasures that may become future museum pieces. The excitement of competing for a slice of history is equally as compelling as the glamorous receptions, and global auction house Phillips has the hottest ticket. “There is a certain type of energy that is created at an auction,” said Phillips’ Chairman, Asia, Jonathan Crockett. “One can never predict how far someone is going to bid.”

Hong Kong – Preferred Destination on the Global Art Circuit

For well over two centuries – one of its first major deals was Queen Marie Antoinette’s paintings – Phillips has guided international collectors through auctions, private sales and exhibitions. In addition, its team of specialists consults with museums, advises private estates and corporations, and offers appraisals and valuations.

Alongside sales offices in New York, London and Geneva, its Hong Kong premises consist of 52,000 square feet across six storeys in the West Kowloon Cultural District (WKCD). The ground, first and third floors are permanent galleries devoted to showcasing 20th and 21st century art, design, editions, jewellery and timepieces. “We have developed a reputation for being the house that introduces new names to the Asia market,” noted Crockett. “Our regional headquarters in the WKCD is the first time any auction house in Hong Kong has ever

had a permanent exhibition space and an auction room.”

Remarkably, Phillips began hosting auctions in Hong Kong only eight years ago with a team of six people. Its expansion coincided with the rise of Hong Kong’s dominance as one of the world’s largest art auction hubs.

Crockett believes that there are many reasons for Hong Kong’s reputation as a hub for art auctions. He said, “Unlike many of its international counterparts, Hong Kong serves not just the local art community, but it also acts as the main pan-Asian hub for the trade in art. Dealers, galleries and auction houses in Hong Kong have long served the art collecting community both here and across the region”. Crockett continued, “Hong Kong is on the doorstep to Mainland China, the world’s second largest and perhaps soon to be the largest economy. The legal system here is robust and there is very low corruption. There are world-class logistics companies and infrastructure here in place to serve an auction market.”

Making Art Sense

Phillips’ premium Asia headquarters in Hong Kong allows the company to take its regional business to a new level. “The city is home to international galleries, auction houses and art fairs. And with the opening of world-class venues, such as M+ and the Hong Kong Palace Museum in the WKCD, it attracts art lovers from around the globe. In particular, the advent of Mainland Chinese buyers has drawn them to the city’s art trading events,” Crockett said.

“With Hong Kong’s vibrant art scene and our unique competitive advantage as the only auction house with an exclusive focus on 20th and 21st century collectors, we are positive to achieve remarkable growth in Asia.”

Phillips has already capitalised on its new synergy with the WKCD with the auction of Yayoi Kusama’s *Pumpkin*. The sale coincided with the Japanese artist’s exhibition at M+, and it was one of the highest value works by the artist to ever be offered at auction. “We are constantly looking at ways to advance and to grow our business across the region,” stated Crockett. “I would like us to be market leaders in all the categories that we operate in at some point in the near future.”

Phillips Auctioneers

- Established by Harry Phillips in 1796 in London, Phillips is a leading global platform for buying and selling 20th and 21st century collectibles. It also offers an online auction platform accessible anywhere in the world
- Set up its permanent Asia headquarters spanning 52,000 square feet in Hong Kong in 2023

 [phillips.com](https://www.phillips.com)

Love, Bonito's Retail Expansion in Hong Kong

Prominent Southeast Asian womenswear brand accelerates Hong Kong operations in strategic move to bolster global footprint.



Love, Bonito embarked on its journey when its co-founders started selling their pre-loved apparel in the mid-2000s. Driven by a genuine passion for empowering Asian women with thoughtfully designed, well-fitted clothing that caters to various life stages, they officially established Love, Bonito in 2010 with its headquarters in Singapore.

Within a decade, the brand has transformed into a high-growth company, becoming one of the largest vertically integrated, omnichannel women's clothing brands in Southeast Asia. With 21 brick-and-mortar stores strategically located in key markets such as Singapore, Hong Kong, Indonesia, Malaysia and Cambodia along with a robust direct-to-consumer eCommerce platform, Love, Bonito has established a

strong presence. Adopting a client centric approach, the retailer has been swiftly extending its online and physical presence in Hong Kong, laying the foundation for its accelerated international expansion.

Gaining Momentum in Hong Kong

Love, Bonito creates its own collections specifically tailored for everyday Asian women. The brand takes into consideration various factors such as physique, skin tones, preferences, and climate to ensure the optimal fit and comfort of its apparel. Establishing a strong foothold in Southeast Asia, Love, Bonito ventured into the Hong Kong market in 2019. According to Dione Song, CEO of Love, Bonito, the company recognised significant growth opportunities in Hong Kong at that time.

Song expressed, "We noticed that the audience demographics in Hong Kong closely resemble those of our home base, Singapore. Both cities are cosmopolitan and have women leading diverse lives with numerous responsibilities. Therefore, we aim to provide this community with functional and aesthetically pleasing clothing that offers value beyond international brands."

According to Song, the dynamic retail market in Hong Kong has contributed to Love, Bonito's growth. From its first-ever pop-up shop in Central to now having four shopping spaces in the city within the last year, the brand has consistently expanded its local customer base. She explained, "We offer eCommerce, physical, and social touchpoints. In recent years, we have witnessed significant revenue growth in

Hong Kong. Despite the challenges posed by the pandemic, we boldly inaugurated our flagship store in the bustling commercial hub of the city in 2022."

"We are thrilled to announce the opening of our brand's largest experiential store in a prime shopping district this September. This store aims to provide a carefully curated retail experience for our Hong Kong community," she added.

Integrates Online and Offline Channels

Eyeing on the digital-savvy Hong Kong consumers and high footfall in shopping districts, Love, Bonito seamlessly integrates online and offline channels to enhance customer experience. "The omnichannel potential in Hong Kong is truly remarkable. As a digitally native direct-to-consumer brand, we are well-positioned to capitalise on these opportunities. We comprehend the needs and shopping behaviours of our community through data-driven insights. Besides, physical space is equally vital for us to engage with our community. We incorporate creative in-store concepts and enable our customers to try on our clothing, offering a unique, highly personalised shopping experience," Song stated.

"The Hong Kong market is stable and robust. Our presence here energises our overall operations and internationalisation strategy. As we move forward, we will further solidify our presence in Hong Kong and aspire to become the ultimate fashion destination for Asian women worldwide," she concluded.

“ The omnichannel potential in Hong Kong is truly remarkable. As a digitally native direct-to-consumer brand, we are well-positioned to capitalise on these opportunities. ”

Dione Song
CEO
Love, Bonito

Love, Bonito

- A global womenswear brand with a dominant presence in Southeast Asia
- It has four shopping spaces in Hong Kong and ships to 20 countries worldwide

 lovebonito.com/hk

Synergy at the Crossroads: Fusing Bioprocessing and AI for Innovative Solutions

Watch the video:



Mainland biotechnology company Great Bay Bio draws on the combined strength of Hong Kong and the GBA to expand its global footprint.

Headquartered in Hong Kong, Great Bay Bio (GBB) is an innovative biotechnology company that aims to enhance bioprocessing efficiency using artificial intelligence (AI) and cutting-edge technologies. Its mission is to elevate drug development efficiency and success rates, while also propelling progress in various bioprocessing sectors including synthetic biology, in vitro diagnostics (IVD), and cell and gene therapy (CGT). Recently, GBB has introduced multiple proprietary AI platforms for cell line development and cell culture media development technology services. As a trailblazer in the field, the company has secured 26 patents for its AI-powered bioprocessing solutions and has forged strategic collaborations with over 20 prominent companies at home and abroad.

Creating Hong Kong-Mainland Synergy

According to Kingsley Leung, Chairman and Co-founder of Great Bay Bio, Hong Kong's distinctive status and global connectivity are conducive to GBB's expansion. Leung said, "At present, our primary research and development (R&D) activities are conducted in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). Our Hong Kong headquarters functions as a worldwide hub, linking our Mainland R&D operations with global community. Additionally, the city serves as a global logistic hub for our certain products." In August this year, GBB inaugurated a

laboratory in Hong Kong to enhance its endeavours in the GBA. "Our objective is to provide stronger support to the local market and our regional partners in their AI-enabled cell line development initiatives," Leung added.

The vibrant innovation and technology (I&T) landscape of the city accelerates GBB's regional growth. "The I&T industry has achieved remarkable progress in recent years. Notably, Hong Kong stands as Asia's largest and the world's second-largest funding hub for biotechnology, fostering an environment conducive to expansion, partnership and engagement with potential investors," Leung elaborated. "Furthermore, the government supports innovative startups through a broad range of initiatives like the Strategic Tech Fund and the GBA Investment Fund. It has also been proactively attracting international corporations and investors, creating an ideal platform for the industrialisation and commercialisation of Hong Kong's innovations."

Leveraging Hong Kong's Advantages to Expand the Horizon

GBB is dedicated to propelling innovation and progress in biotechnology, while enhancing human health. Leung remarked, "With a team of top-tier professionals specialising in fields such as medicine, pharmacy, synthetic biology and AI, GBB stands at the cutting edge of technology, merging two incredibly advanced domains – bioprocessing and AI. Through our self-developed platforms, we are able to accelerate the drug development cycle and lower associated costs, facilitating the streamlined creation of biological drugs for medical companies." With the successful commercialisation of these platforms, GBB has formed enduring collaborations with enterprises worldwide, propelling its business to new heights.



"By having a presence in both Hong Kong and the Mainland, we can harness unparalleled advantages, including financial strength, talent exchange and technological collaboration, to spur growth," Leung added. "As we look ahead, we are committed to strengthening our foothold in Hong Kong and utilising it as a launchpad for expanding our global business. Ultimately, our goal is to create an end-to-end AI-enabled bioprocessing platform, addressing significant R&D challenges across various biotechnology sectors."

“By having a presence in both Hong Kong and the Mainland, we can harness unparalleled advantages, including financial strength, talent exchange and technological collaboration, to spur growth.”

**Kingsley Leung
Chairman and Co-founder
Great Bay Bio**

Great Bay Bio

- Founded in Mainland China in 2019, the company has developed three AI-enabled cell line engineering platforms
- It was admitted into the Hong Kong Science and Technology Park Elite Programme in May 2023
- It has completed three financing rounds, raising over US\$30 million as of the end of 2022

greatbay-bio.com

Bringing Italian Gourmet Delights to Asia

Italian food importer and distributor Bright View Trading finds Hong Kong the perfect headquarters for global expansion.

“Positioned strategically at the heart of Asia, coupled with its exceptional logistics services and adept supply chain management, Hong Kong serves as a promising platform for us to extend our reach into markets across Mainland China and the broader Asian region.”

Michele Bernacchia
General Manager
Bright View Trading



Since its establishment in 2007, the Italian company Bright View Trading has been devoted to promoting its homeland's exceptional food culture through a thoughtfully curated collection of Italian food products for its customers. Capitalising on the extensive network of food suppliers from Italy and other countries under its parent company, Inalca Food and Beverage Group, the company propels its business to new heights.

With a discerning eye, it selects exquisite food and beverages globally, catering to esteemed restaurants, hotels and food retailers in Hong Kong and Macao. Boasting a wide array of gourmet selections – ranging from cheese, cold cuts and meat to seafood, pasta and fresh produce – it allows customers to embark on an unparalleled culinary adventure. Recently, Bright View has ramped up operations in Hong Kong, aiming to capitalise on the lucrative business prospects in Asia.

A Global Foodie Feast

Hong Kong is a paradise for food enthusiasts. According to Michele Bernacchia, General Manager of Bright View Trading, the city boasts an unparalleled and dynamic food landscape, serving as a pivotal factor behind the decision to establish and strengthen their presence here. Bernacchia remarked, “The dining choices are all-encompassing, catering to Hong Kong's diverse international community. The city also boasts one of the world's highest concentrations of restaurants, offering a plethora of choices ranging from Michelin-starred dining

establishments to bustling street-side food stalls, ensuring a delightful culinary experience for everyone in Hong Kong.”

Bernacchia further elaborated, “Given that a significant portion of Hong Kong's food supplies are imported and there's a burgeoning demand for unique food offerings, this presents exceptional prospects for Bright View.”

“Hong Kong stands as a global metropolis, providing a stable and dynamic milieu. Positioned strategically at the heart of Asia, coupled with its exceptional logistics services and adept supply chain management, the city serves as a promising platform for us to extend our reach into markets across Mainland China and the broader Asian region,” Bernacchia added.

Poised to Capture the GBA Market

With more than 15 years of experience, Bright View has a firm grasp of customer tastes and sets itself apart from its competitors through its distinct capabilities. Bernacchia explained, “Our strengths manifest across four distinct dimensions: a diverse range of products – encompassing various food categories sourced globally; an unparalleled standard of food quality; competitive pricing; and our capacity to furnish end-to-end solutions.”

To enhance operational efficiency, in early 2023, Bright View Trading established a 17,000 square feet warehouse, equipped with dry, chilled and frozen temperature facilities, serving as its logistics, distribution, and seafood processing centre. Moreover,

the company is expediting its growth trajectory through acquisitions and partnerships with local distributors. For instance, in 2022, Bright View acquired House of Fine Food, renowned for its robust seafood and beef supply, augmenting its comprehensive food portfolio.

“We hold a firm belief in the massive opportunities stemming from the development of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), which is why we have established a presence in Macao as our initial stride towards expanding within the GBA,” Bernacchia said. “Moving forward, we will leverage our unique strengths to attain leadership in the distribution of ‘Made in Italy’ food and beverages tailored for fine dining and haute cuisine across Asia. And we hope to add impetus to the broader drive to promote the food industry in Hong Kong.”

Bright View Trading

- A member of the Inalca Food and Beverage Group, which is one of the largest food companies in Europe
- Obtained HACCP management system certification and ISO22000:2005 food safety management system standard certification

 brightview.com.hk

Liechtenstein Bank Strengthens Foothold in Asia via Hong Kong

Bendura Bank AG leverages Hong Kong's strategic position to drive its business growth in Asia.



Bendura Bank AG was founded in Liechtenstein in 1998. It offers bespoke financial services to affluent families and individuals and is one of the principality's largest banks, with more than US\$3.5 billion of assets under management. Looking to expand its global footprint, Bendura Bank opened a representative office in Hong Kong in 2018 to cater to the needs of the Asia market.

Bridging the East and West

According to Philipp Forster, Chief Customer Officer and Management Board Member of Bendura Bank, Hong Kong offers an ideal location for financial services companies to operate and grow. "Hong Kong as an international financial centre has a robust financial regulatory regime complemented with a well-educated workforce. Therefore, we would like to leverage the unique advantages Hong Kong has offered to expand our footprint in the Asia market," Forster said.

Apart from general marketing activities to promote the bank, the Hong Kong representative office acts as an effective bridge between Asia and Bendura Bank's headquarters in Europe. "The bank's Hong Kong representative office offers

Asian families and their professional advisors direct access to our bank in Liechtenstein, where our clients' assets are booked and administered in a safe and stable jurisdiction (AAA country rating by Standard & Poor's)," Forster said. "Through marketing and the nurturing of a local network, the office has been successfully contributing to the development of new business relationships."

A City for Business

According to Forster, Hong Kong also offers many other business advantages. He said, "The modern and sophisticated infrastructure and sound legal and administrative frameworks are important as it provides a strong support and backbone for us to set up and comfortably conduct business activities here." Also beneficial to business development, he added, is the highly educated, multilingual and competitive talent pool.

In addition, the Hong Kong government spares no effort to create a business-friendly environment, whether it is through support from InvestHK or with policy initiatives, which Forster believes will help attract more enterprises, investment and talent. "Such initiatives not only benefit Bendura Bank

but also other businesses as well as the overall development in the city," he added.

Forster views that another edge that Hong Kong possesses is its integration into the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). "The GBA market has a growing high-net-worth-individual population with investment demands, which offers huge potential opportunities for us. With our historical expertise in private banking, we are ready to contribute to the development of the GBA market and its population," he said.

With Hong Kong's many strategic advantages as a business location, Bendura Bank plans to expand its local presence even further, including by growing its staff members as well as considerations to apply for licences from the Securities and Futures Commission of Hong Kong and engaging in mergers and acquisitions activities.

"Bendura Bank AG is fully committed to growing its business exposure in Asia, and Hong Kong will play a vital role in achieving this," Forster concluded.

“ We would like to leverage the advantages Hong Kong has offered to expand our footprint in the Asia market. ”

Philipp Forster

**Chief Customer Officer and Management Board Member
Bendura Bank**

Bendura Bank

- The company employs over 150 staff across its headquarters in Gamprin-Bendern in Liechtenstein and its representative office in Hong Kong
- Its services include asset management, investment advice, transaction banking, loan financing and the issuance of securities

 [bendura.li](https://www.bendura.li)

Making Your Move Stress-free

UniGroup Asia enhances its relocation and logistics services to capture new opportunities in the region.



“As the trading and logistics industry continues to prosper, Hong Kong is an ideal base for regional and global logistics companies.”

**Joseph Lai
General Manager
UniGroup Worldwide –
Hong Kong Limited**

Since moving across the country can be a monumental task, hiring professional movers is crucial to a smooth transition. Established in the mid-2000s by UniGroup USA, UniGroup Asia (UniGroup) now forms part of the Mobilitas Group, a relocation and moving services company operating in 100 countries. It caters to helping ease transitions, leveraging the 50 years of experience of its parent company. UniGroup's Hong Kong office specialises in the moving and logistics needs of individuals and corporations including those in the financial, legal and fast-moving consumer goods sectors.

Premier Logistics Hub in Asia

UniGroup Worldwide – Hong Kong Limited's General Manager Joseph Lai outlined the prospect of Hong Kong. He stated, "The city's international airport and port facilities are consistently rated among the best and busiest in the world. As the trading and logistics industry continues to prosper, Hong Kong is an ideal base for regional and global logistics companies."

"With the strengths of high efficiency, good connectivity and wide coverage, Hong Kong serves as the gateway for trade between the Mainland and other places around the world. In this regard, we are exploring prospects within the Guangdong-Hong Kong-Macao Greater

Bay Area. Our interest in this region reflects our excitement to contribute towards its promising future," Lai added.

UniGroup is dedicated to growth. "Our specific focus is on digitisation to modernise our systems, improve customer experience, and enhance efficiency," Lai elaborated. "Digitisation streamlines communication channels, enabling us to conduct assessments and manage projects remotely to complement person-to-person interaction for household relocations. Looking ahead, we are planning to further invest in infrastructure and technology."

High-quality Talent Pool

Lai acknowledges that the pandemic has taught UniGroup to acclimatise to uncertainty and prioritise hiring of emotionally intelligent and culturally fluent individuals with strong communication proficiency. "These skills were particularly important given the heightened stress and anxiety for clients relocating to new environments and cultures, enabling us to respond more empathically," he explained.

"Hong Kong has a rich talent pool. Its focus on education and professional development produces a workforce known for its versatility, intelligence, efficiency and business acumen," Lai said. "Since we aim to diversify into other

sectors within the industry, we foresee having to recruit additional staff members to accommodate the demands of new business lines and services."

For those considering Hong Kong to live and work, Lai is full of accolades. "Hong Kong is a beautiful city and embodies a 'can-do' spirit," he enthused. "Whether venturing into entrepreneurship or seeking to climb the corporate ladder, the opportunities are there for the taking. It is an ideal choice for those seeking the thrill of an international metropolis," Lai concluded.

UniGroup Asia

- Forms part of the Mobilitas Group, which provides international removal and relocation services in 100 countries, with a fleet of 1,700 vehicles and 6.6 million square foot of warehouse space
- Its Hong Kong office was established in 2007 and functions in three locations with a team of about 50 employees

 unigroup.asia

Architecture: The Sky's the Limit

International architecture practice OMA positions its Hong Kong office as the gateway to significant projects across the Asia-Pacific region.



Courtesy of OMA / Photography by Marko Seifert

“Hong Kong’s geographic advantages, coupled with an open market structure, create an operational environment where we readily have access to a plethora of resources, business acumen and greater visibility to potential investors from nearby regions.”

Chris van Duijn
Partner
OMA

In the nearly five decades since its inception by Dutch architect Rem Koolhaas, OMA has evolved alongside the global architectural landscape. Yet all of its concepts remain rooted in rigorous research and critical thinking. Today, its projects include typologies from large-scaled masterplans, public buildings and commercial spaces to more human-scaled retail boutiques and installations. Its eight partners oversee offices in Rotterdam, Hong Kong and New York; while each studio initiates and develops projects independently, together their shared expertise supports the firm’s culture of diversity.

Unlocking Game-changing Opportunities in the Region

The Hong Kong studio recently added major Asia-Pacific projects to its portfolio: Taipei Performing Arts Center, department store Galleria in Gwanggyo and Genesis Gangnam in Seoul. Its latest Mainland China work includes Tencent’s headquarters in Beijing, and a masterplan design for Chengdu Future City, while Hangzhou Prism and mixed-use tower CMG Times Center in Qianhai will be completed soon. With innovative retail experiences being a strength for the studio, OMA is also involved in the design of a mega-size K11 shopping complex in Shenzhen’s Nanshan District.

“The pandemic has heightened public consciousness about the value of outdoor social spaces, with the commercial and retail sectors now dedicating more room for public programmes,” said Chris van Duijn,

who oversees OMA’s Hong Kong studio. “It is for this reason that Asian clients look to us for ideas, because of our experience in public buildings and urban planning.”

The Hong Kong office has increased momentum in the region over the past several years. “The Central government’s efforts to establish the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) into an economic powerhouse have brought us numerous new opportunities in Qianhai,” van Duijn revealed. “There is such a strong appetite for architectural innovation in the GBA and other developing Chinese cities. And there are aspects that still require growth and improvement – for example, in terms of sustainability. This is where OMA can contribute and add value by putting forward our knowledge connecting different possibilities to bridge the gap. This capability will be pivotal for us to stay competitive in the years to come.”

Global Connections

With the Hong Kong studio operating since 2009, the city continues to be a strategic hub in Asia and a gateway to the rest of the world for OMA. “Its geographic advantages, coupled with an open market structure, create an operational environment where we readily have access to a plethora of resources, business acumen and greater visibility to potential investors from nearby regions,” van Duijn noted. “The multiplicity of the city’s cultural fabric attracts creative talent from all parts of the globe.”

Alongside expanding its scope in Mainland China, van Duijn is keen to explore opportunities in Southeast Asia and Korea. He is confident that OMA’s team is well-equipped to handle what may come. “We are aptly sized to allow us to work flexibly across projects,” he stated. “This level of fluidity means we are also able to shift resources around quickly to accommodate changing needs of the office, client or project.”

OMA

- Established in 1975, the architectural and urbanism projects of international firm OMA stem from research and critical thinking
- OMA works in tandem with its in-house research and design think tank AMO to develop research studies, publications, exhibitions and lectures
- Its studio in Hong Kong employs 40 staff members and is one of OMA’s three main global design hubs

 oma.com

Enhancing Well-Being through High-Quality Sleep Solutions

With the premise that great sleep is essential to well-being, Hush Home brings well-crafted sleep products and a culture of wellness to Asia.

Founded in 2018 by the husband-and-wife team of Rick Chen and Stephanie Huen, Hush Home has rapidly gained recognition in the mattress industry. Their unwavering dedication to enhancing overall well-being through the provision of top-quality sleep solutions has set them apart. Designed in California specifically for Hong Kong's humid environment, Hush Home's range of products, including mattresses, pillows, and bedding, harness the power of cutting-edge sleep science to provide increased ventilation and superior rest. What started as a digital startup with the mission to bring affordable, premium-quality mattresses to Hong Kong has since transformed into a visionary retail destination for all the sleep essentials. Hush Home's journey began within a co-working space, but it has since solidified its retail footprint in Hong Kong and achieved a significant milestone by inaugurating its first mall store in July 2023.

Hong Kong: Increased Consumer Demand and Ideal Regional Base

Chen articulates his vision for enhancing the sleep quality of Hong Kong people through Hush Home, emphasising the city's fast-paced lifestyle. He firmly believes that quality sleep can empower their customers, enabling them to unlock their full potential, sharpen their intellect, and enhance their overall well-being.

“Hong Kong has a business-friendly environment. Establishing a company here offers the advantage of immediate access to a well-established ecosystem comprising startups, SMEs and multinational corporations. This robust network enables rapid and efficient business expansion.”

Rick Chen
Co-Founder
Hush Home

“We noticed a significant surge in demand from Hong Kong families seeking safer, more natural, and eco-friendly sleep environments. In response, Hush Home has expanded its operations to cater to a growing customer base and has made investments in a sustainable, all-natural product line,” Chen added.

According to Chen, Hong Kong is an ideal regional hub for Hush Home. He stated, “The city is in a strategic location as a free port adjacent to Mainland China and the broader Asia Pacific region. Additionally, it has a business-friendly environment. Establishing a company here offers the advantage of immediate access to a well-established ecosystem comprising startups, small and medium-sized enterprises (SMEs) and multinational corporations. This robust network enables rapid and efficient business expansion.”

Expand from Online to Retail Stores

Chen emphasises Hush Home's commitment to maintaining its unique identity in the mattress industry. “Our organic mattress is tailored for Hong Kong's sleep preferences, offering breathability, support, and responsiveness that set us apart,” he said. “Each layer of our mattress is meticulously crafted by hand, using a unique combination of natural materials including organic cotton, natural bamboo fiber, and organic latex.”

Chen also remarked their dedication not only to premium sleep products but also to providing a distinct and enjoyable shopping experience. He said, “In addition to our robust eCommerce presence, Hush Home's stores incorporate an innovative bedroom-in-shop concept, allowing customers to reserve private, personalised sleep sessions. These sessions offer bespoke music and fragrances to elevate the overall experience.”

Capitalising on Hong Kong's status as a premier retail destination, the company's products have extended beyond bedrooms, making their way into hotels, resorts, and hospitality suites. Furthermore, it launched its dedicated infant and toddler sleep range Little Hushies followed by its first bricks-and-mortar retail store in mid-2023.

Hush Home's growth is significantly bolstered by its talented workforce, enabling the company to target the Guangdong-Hong Kong-Macao Greater Bay Area with its substantial and focused



consumer base. Chen said, “Our team is the company's greatest asset. They're talented, motivated, and essential for our success, drawing from Hong Kong's well-educated labour force.”

Hong Kong holds a special place in Chen's heart, becoming his favourite city in the world after an initial visit as a student. Reflecting on his journey, he shared, “Since that time, I've always sought an opportunity to work and reside in Hong Kong. Now, I find myself in the fortunate position of building a business here.”

Hush Home

- Apart from having an online platform and a flagship store, the company has recently opened its first bricks-and-mortar mall store in Hong Kong
- It has also recently launched Little Hushies, a brand that offers sleep essentials for babies and toddlers
- It draws inspiration from its San Francisco-based research centre, which serves as a hub for product innovation and consumer education

 hushhome.com

Global Investment Advantages

Vantage Capital Markets' new Corporate Finance and Capital Markets Division leverages financial expertise with Hong Kong's wellspring of international capital.



Successful business ventures often benefit from outside of the box thinking. For more than three decades, British firm Vantage Capital Markets (VCM) has assisted predominantly international institutions and family offices to do just that with its global acumen. In 2008, it expanded into Hong Kong to capitalise on its ability to connect Chinese and European investors; offices in Tokyo and Dubai followed. To further leverage the city's strategic position as a platform to raise funds for its clients, VCM's Corporate Finance and Capital Markets Division was established in 2022 with Hong Kong as its headquarters. With its cross-border expertise and focus on mid-market global issuers, Hong Kong is the ideal place for the company to accelerate its expansion.

International Investment Reach

"Hong Kong is well-positioned to reach international investors," acknowledged Lisa Lim, Managing Director – Head of Capital Markets of VCM. "Asian buyers are looking to diversify their investment and are quite inquisitive. For those expanding into Hong Kong or Singapore, we cover Southeast Asian markets out of Hong Kong. On the other hand, the Mainland Chinese market presents a huge opportunity for European companies seeking Mainland Chinese partners or capital."

VCM's Corporate Finance and Capital Markets arm includes dedicated professionals specialising in capital markets, merger and acquisition, and secondary trading for global unicorns. In addition, it nurtures fresh graduates through its internship programme. Federico Bazzoni, Chief Executive Officer of VCM Corporate Finance and Capital Markets Division, anticipates that the team will grow this year. Alongside Hong Kong

“**Hong Kong is one of the top cities in the world. It has everything.**”

Federico Bazzoni
Chief Executive Officer –
Corporate Finance and Capital Markets Division
Vantage Capital Markets

talent's bilingual or trilingual capabilities, Bazzoni views local recruits as unique. "The universities here are outstanding," he stated. "Graduates are hardworking and dedicated. They are eager to be successful and are very competitive."

Bouncing Back Better

Bazzoni feels that the city has entered a new era in 2023. "I am always bullish about Hong Kong," Bazzoni said. "I think it will be better than before. With markets opening up after the pandemic, these past few months have been very positive for financial investments. It is encouraging for new and dual listings. More companies are asking us for introductions to investors in the Guangdong-Hong Kong-Macao Greater Bay Area. Technology companies are also asking how they can position themselves there."

As a decades-long resident of Hong Kong, Bazzoni has rave reviews for his adopted home. "It is like a compressed New York," he noted. "It is easy to do business. A person can start a company in just three days. The tax regime and banking system are very positive for businesses. Transportation and services here are excellent." Further,

he applauds InvestHK for its efforts to help businesses grow and hopes to leverage their mutual potential further.

"For me, Hong Kong is one of the top cities in the world. It has everything," Bazzoni concluded.

Vantage Capital Markets

- Founded in London by Roderick Wurfbain in 1999, the company is an independent financial broker and corporate finance and capital markets advisory firm
- It is licensed by the Securities and Futures Commission of Hong Kong for conducting Type 1, 2, 4 and 6 regulated activities

 capital.vcm.hk

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

“We are very excited about the Hong Kong government's innovation and technology policies and initiatives, including its technology special talent programme and innovation fund.”

**Bing Fang
Co-Founder
Hai Robotics**

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.

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

 hairobotics.com



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