

Asia Partners Scores Big in Hong Kong: A Strategic Play for Sports IP across Asia

Sports investment company Asia Partners IFBD Limited (Asia Partners) transforms Asia's sports landscape from its Hong Kong hub.

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FILIFE TRIGO GONÇALVES
Chairman
Asia Partners IFBD Limited



Headquartered in Hong Kong, Portuguese-origin Asia Partners has emerged as a sports investment powerhouse since its establishment in 2024. The launch of its flagship CR7® LIFE Museum at K11 MUSEA in July 2025, followed by the World Football Summit Hong Kong in September 2025, has generated significant buzz among fans and investors alike. The recent opening of the first-ever CR7® LIFE Official Store in Times Square marks the beginning of its regional expansion. With a range of premium sports intellectual properties (IP), Asia Partners helps reinforce Hong Kong's position as a leading destination for the global sports business.

Why Hong Kong Works for IP Businesses: Beyond the Numbers

According to Filipe Trigo Gonçalves, Chairman of Asia Partners, the city's appeal extends beyond its financial advantages. “Choosing Hong Kong as our launchpad was a strategic decision. As a mature, cosmopolitan city with exceptional connectivity, a pro-business environment, and a forward-thinking government, Hong Kong offers all the essential ingredients for successful sports IP activation,” Gonçalves stated. “The city's unique role as a gateway to the Mainland enhances its potential, making it the ideal testbed for large-scale initiatives.”

“Supported by InvestHK and bolstered by new developments like Kai Tak Sports Park and mega events such as the Hong Kong Football Festival and the Saudi Cup, Hong Kong undoubtedly fuels our growth,” Gonçalves said. Furthermore, the city's robust legal framework, particularly in IP protection, positions it as a critical hub for monetising and safeguarding sports IP assets.

Spreading the Football Fever

Asia Partners is at the forefront of promoting innovation in sports. A notable example is the CR7® LIFE Museum, which features state-of-the-art interactive exhibits that immerse visitors in Cristiano Ronaldo's world. The company has also forged exclusive collaborations with iconic streetwear label A BATHING APE®, seamlessly blending sports culture with fashion to captivate trend-savvy audiences.

The excitement doesn't stop here. Asia Partners will officially unveil two of the largest football IP events in the global sports industry, alongside a lineup of exclusive merchandise from football icons like Joao Felix, Jose Mourinho, Bernardo Silva, Barcola, Alejandro Balde, and three-time Ballon d'Or Aitana Bonmatí. “With our headquarters in Hong Kong, we are poised to inspire a new generation of sports fans and enthusiasts, elevating the city's global standing as a hub of sports and cultural exchange,” Gonçalves concluded.

Asia Partners

- The company serves as the operational arm of global sports investment firm Svenska Capital
- It owns a range of premium sports IP, including the sole IP of CR7® LIFE Museum in Asia and CR7® LIFE Merchandise and stores worldwide
- It focuses on scaling international sports IP across Asia through branded experiences, premium retail, and knowledge leadership
- Currently employing 47 staff, Asia Partners plans to double its headcount within the next 12 months

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