



# InvestHK 25

CELEBRATING 25 YEARS OF IMPACT





# CELEBRATING 25 YEARS OF IMPACT

*Alpha Lau, Director-General of Investment Promotion*



I am filled with pride and gratitude as I reflect on InvestHK's remarkable 25-year journey. Over this quarter-century, we have relentlessly pushed boundaries, thereby strengthening Hong Kong's status as a leading international finance and business hub.

## A Significant Chapter in Hong Kong's Economic Development

At the heart of what we do is a passion for facilitating and promoting investments that drive economic growth in Hong Kong, both inward and outward. The key performance indicators set in the 2022 Policy Address aimed to attract at least 1,130 enterprises to establish or expand in Hong Kong from 2023 to 2025. We are delighted to have exceeded this goal by completing 1,301 projects from January 2023 to June 2025.

Since its establishment in 2000, InvestHK has achieved the following:



**7,780+**  
Completed Projects



**440+**  
Foreign Direct Investment  
(in HK\$ billion)



**95,420+**  
New Jobs Created

## Building a Legacy of Growth

One of our hallmarks is our ability to shape the business landscape by championing both traditional industries and high-growth sectors, such as innovation and technology, FinTech and sustainability. Family office initiatives are gaining significant momentum. The New Capital Investment Entrant Scheme has attracted over 1,500 applications from March 2024 to June 2025, set to inject over HK\$46 billion into our economy. We are also at the forefront of developing the low-altitude economy while strengthening our role as a multinational supply chain centre to foster high-quality development and integration into national development.

To advance our global vision, we will attract investments of significant economic and strategic value to Hong Kong and deepen international exchange and cooperation. We will step up our efforts to support Mainland companies in expanding globally and international firms in accessing the Mainland China, fostering mutual economic growth.

## Enhancing Our Global Influence

This year, our flagship event, the Hong Kong FinTech Week x StartmeupHK Festival, marks its 10<sup>th</sup> anniversary, underscoring our dedication to building a vibrant, interconnected community. The Wealth for Good in Hong Kong Summit solidifies our status as a premier hub for wealth management and impact investing.

We have strengthened economic ties through outreach to emerging markets, including Eastern Europe, Africa and the Middle East. We also partner with investment promotion agencies globally to facilitate two-way investment. With overseas teams in over 30 locations, we enhance our capability to connect and collaborate effectively with international stakeholders.

## One Team, One Mission

The global landscape is constantly evolving, shaped by geopolitical shifts, technological advancements, and the drive for sustainable development, all of which are transforming the business environment. To address these challenges and opportunities, we will be agile, proactively refining our strategies to align with emerging trends.

Thank you for 25 years of trust and partnership. My heartfelt thanks go to the policy bureaux and departments, my colleagues, our stakeholders and partners for their unwavering support over the years. Together we are going to write the next chapter of InvestHK and Hong Kong's story.

Watch our 25<sup>th</sup> anniversary video:



InvestHK 25

國際及內地企業落戶香港歡迎會

Reception for New Establishments of  
International and Mainland Businesses in Hong Kong

24 June 2025



# RECEPTION FOR NEW ESTABLISHMENTS OF INTERNATIONAL AND MAINLAND BUSINESSES IN HONG KONG

The Chief Executive of the Hong Kong Special Administrative Region, Mr John Lee, welcomed nearly 350 senior representatives from Mainland and foreign companies at InvestHK's reception on 24 June. Officiating at the ceremony, Mr Lee thanked the guests for their trust and support in Hong Kong's business environment and reaffirmed the city's role as a "super connector" and "super value-adder" connecting the Mainland and the rest of the world.

This year's reception not only recognised the contributions of attending companies to Hong Kong's economic landscape, but also marked the 25<sup>th</sup> anniversary of InvestHK. The event featured the premiere of InvestHK's 25<sup>th</sup> anniversary video and a showcase of clients' products, adding vibrancy to the occasion.

In her remarks, the Director-General of Investment Promotion, Ms Alpha Lau, said, "For a quarter-century, we have helped international companies from around the world establish, grow, thrive here and beyond, to Mainland China and Asia. We are also the launchpad for Mainland companies to go global. Looking forward, we will continue to connect markets, empower growth, and create long-term value through two-way investment."



Watch the video:



InvestHK 25



# LONG-SERVING COLLEAGUES

*As we celebrate 25 years of impact, our colleagues who have been with us since the earliest days share the stories of their journeys.*

**22**

Years of  
Service

**CHARLES NG**

*Associate Director-General of Investment Promotion*

My 22-year journey with InvestHK has been nothing but extraordinary, transformative, fulfilling and gratifying. It is my dream job!

InvestHK in my view is the very best and most exciting global organisation to work for. I am extremely grateful to have had this dream job promoting Hong Kong, attracting inward and outward foreign direct investment, and facilitating Mainland and overseas companies to set up and expand in our city.

As Hong Kong shines on the global stage, I have been fortunate to have the opportunity to establish three remarkable teams: StartmeupHK, which empowers innovative startups; FintechHK, which reinforces Hong Kong's position as a leading FinTech hub; and FamilyOfficeHK, which promotes the city as a premier destination for family offices. Additionally, my involvement in the influential Wealth for Good in



Hong Kong Summit and the New Capital Investment Entrant Scheme marks key milestones in my journey. Looking ahead, the 10<sup>th</sup> anniversary of the Hong Kong FinTech Week x StartmeupHK Festival will further underscore our commitment to strengthening Hong Kong's prominence in the global business landscape.

Every day at InvestHK presents an opportunity to make a difference, from sharing the good Hong Kong story to creating a lasting legacy for investment promotion professionals. As I prepare to embark a new chapter in my life when I officially retire from my role at InvestHK in July, I am confident that my colleagues will continue to strengthen the department and take it to the next level. The InvestHK story continues, and the best is yet to come.



**25**

Years of  
Service

**KATHRIN MAN**

*Personal Secretary*

I started working at InvestHK on its very first day of operation in 2000 and have had the privilege of witnessing its growth from a government department with a dozen people to nearly 200 staff, with more than 30 offices around the world.

InvestHK is a relatively unconventional department. In addition to civil servants, we have professionals from various sectors to promote the unique advantages of Hong Kong's different industries. As a result, I have the opportunity to work with colleagues who have extensive experience in the private sector and possess a deep understanding of the trends and development of key sectors in Hong Kong. These are areas that personal secretaries in the government system typically do not have access to.



24

Years of  
Service**LORETTA LEE***Head of Investment Promotion*

With 24 years at InvestHK, I am honoured to be one of its longest-serving members. My role has focused on promoting Mainland companies to establish and expand in Hong Kong – a journey that started from scratch and now accounts for over 30 percent of our projects. Witnessing this remarkable growth over two decades has been incredibly rewarding.

Among my most memorable experiences were my early trips to Beijing, especially in March 2003, when I witnessed the newly renamed Ministry of Commerce (MOFCOM) unveiling its signboard – a symbolic moment. MOFCOM has been a steadfast supporter of InvestHK's mission, reflecting our nation's unwavering commitment to Hong Kong's prosperity.

It has been a privilege to contribute to Hong Kong's growth as a global business hub, bridging opportunities between the Mainland and our city. This journey has been both professionally fulfilling and deeply meaningful.



24

Years of  
Service**WENDY CHOW***Head of Information and  
Communications Technology*

25 years of change and growth – happy 25<sup>th</sup> anniversary to InvestHK!

There is a saying that some people grow old but do not grow up.

Learning to bring out the best in those around me has been the theme of my growth in recent years. It is the ups and downs that make the lifelong learning journey even more interesting.

Above all, we at InvestHK have to stay young at heart and maintain a high level of energy to embrace challenges as opportunities for growth in today's volatile world.

25

Years of  
Service**LAWRENCE TANG***Head of Business and Talent Attraction / Investment Promotion,  
Hong Kong Economic and Trade Office (San Francisco)*

At InvestHK, I treasure the opportunities to promote Hong Kong's unique strengths on the global stage and forge meaningful connections with international firms, startups and industry leaders at renowned conferences, expos and roundtables. These experiences are truly memorable.

This journey is a blend of duties, responsibilities and achievements. We are committed to highlighting Hong Kong's multifaceted appeal to the business community and showcasing the extraordinary "Hong Kong Spirit" to every partner we encounter.

We share in the joy of InvestHK's 25<sup>th</sup> anniversary. For a quarter of a century, as one big family, we have made concerted efforts to champion Hong Kong's global prominence.



24

Years of  
Service**ANGELA CHEUNG****Senior Vice President,  
Consumer Products**

InvestHK was a relatively new department when I first started. I initially worked in the Business and Professional Services team. Later, I had the opportunity to work in the Special Projects team and the Consumer Products team, where I currently work. Each team has its own unique working style, and being a member of the Consumer Products team is particularly interesting, as we collaborate with various brands and everyday consumer products.

Contributing to the government's COVID-19 prevention measures was unforgettable. As a member of InvestHK's Restriction-Testing Declaration team, I worked closely with other departments to implement the mandatory testing programme. The success of which was built on the government's strong leadership and the cooperation of the general public.

I am very grateful for the opportunity to be a member of the InvestHK family and contribute to Hong Kong's development.



24

Years of  
Service**KAREN MAK****Deputy Global Head of Financial  
Services, Fintech & Sustainability**

I am probably InvestHK's longest-serving employee (*editor: she's not*) and quite possibly the one who has held the most roles (*editor: she has*). I still remember when I made the leap from the financial sector to the government over two decades ago. Initially, I thought I would be assigned to the Financial Services team, but to my surprise, my first role was with the Special Projects team, the predecessor to the China Markets team.

Thanks to InvestHK's commitment to staff training and development, I have had the opportunity to serve in various teams, from the China Markets team to Financial Services, Transport and Logistics, FinTech, and Sustainability.

Our work is challenging – every day we engage with different clients and address their diverse needs, ranging from macroeconomic analysis and policies to operational concerns.

Challenges sometimes bring unexpected moments. I vividly recall when the current Director-General visited our office for the first time, and to my surprise, she recognised me. A decade ago, I helped a Mainland financial institution set up an office in Hong Kong, where she was the client. For better or worse, it's great to know I made an impression on an investor.

23

Years of  
Service**ALEX CHENG****Senior Vice President,  
Transport, Logistics and Industrials**

As I look back on my years at InvestHK, I am filled with gratitude. From early days to my current role, each milestone has shaped my professional life in unique ways.

I still vividly remember my first day. Stepping into the office, I felt a mix of excitement and nervousness. My first role was in the virtual Shanghai Team. Back then, my Putonghua was not that good (*editor: it's excellent now*) and I had little knowledge of the Mainland business culture. Every day was a new adventure. Luckily, I am an optimistic person and always ready to embrace new challenges. I have learned a great deal about investment promotion through these experiences.



During our Annual Meeting some years ago, I organised the "Headquarters vs Overseas Team" football competition. The score didn't matter (*editor: the other team won?*) – what really counted was the post-game celebration! We enjoyed delicious food and ice-cold beers while sharing laughs and stories. These moments strengthened our team spirit.

One particularly memorable moment was the Civil Service Exchange Programme. I was attached to the Chongqing Municipal Commission of Commerce. The local colleagues were friendly, and I gained a deeper understanding of the Mainland's work culture.

As we celebrate our 25<sup>th</sup> anniversary, I am excited about what the future holds for InvestHK. I look forward to continuing this journey and contributing to our city.

# MESSAGES FROM OUR LONG-TERM PARTNERS



## Hong Kong Chinese Enterprises Association (HKCEA)

The HKCEA would like to congratulate InvestHK on its 25<sup>th</sup> anniversary.

Over the past 25 years, InvestHK has promoted inward and outward investment, supporting Mainland companies to "go global" and assisting overseas enterprises to access Mainland China. The HKCEA has maintained a close and long-standing partnership with InvestHK. We have co-hosted annual spring receptions and business seminars, and jointly published an investment guide on Hong Kong's advantages for Mainland enterprises. Together, we have supported the HKSAR Government in enhancing the business environment and reinforcing Hong Kong's status as an international financial centre.

As Hong Kong embarks on a new chapter of prosperity, the HKCEA will deepen its collaboration with InvestHK and seize new opportunities presented by the Guangdong-Hong Kong-Macao Greater Bay Area development and the Belt and Road Initiative. Leveraging Hong Kong's distinctive role as a bridge between Mainland China and the rest of the world, we will continue to tell the good story of China and Hong Kong, and contribute to the city's long-term prosperity and stability.

## Mr Li Peng, Chief Representative, China Council for the Promotion of International Trade (CCPIT) Representative Office in Hong Kong

I would like to extend my heartfelt congratulations on the 25<sup>th</sup> anniversary of InvestHK's establishment.

Since its inception, InvestHK has played a pivotal role in attracting inward and outward investment, empowering businesses to grow, and fostering Hong Kong's sustained economic growth and integration into China's national development strategy. InvestHK is a valued partner of the CCPIT, and we look forward to exploring more opportunities for cooperation in the future.

May InvestHK continue to thrive and reach new heights in the years to come.



## Dr Allan Zeman, InvestHK's Investment Promotion Ambassador since 2003

As InvestHK marks its 25<sup>th</sup> anniversary, I am thrilled to celebrate this milestone and its extraordinary contributions to Hong Kong's economic vibrancy. I have seen InvestHK play a pivotal role in establishing Hong Kong as a global hub for finance, business, innovation, and cultural exchange. Its efforts in attracting foreign investment and fostering entrepreneurship have been instrumental in driving growth across diverse sectors, including food and beverage, tourism, entertainment, and the creative industries.

As the Chairman of Lan Kwai Fong Group, I deeply value InvestHK's commitment to promoting Hong Kong's unique advantages and enhancing its global appeal. Its visionary approach has not only strengthened our economy but also enriched our cultural landscape.

Here's to InvestHK's continued success in shaping Hong Kong's future as a world-class city!



## Mr Philip Chen, InvestHK's Investment Promotion Ambassador since 2003

On this momentous occasion of InvestHK's 25<sup>th</sup> anniversary, I extend my heartfelt congratulations and deep gratitude for its unwavering commitment to Hong Kong's economic prosperity. Since its establishment in 2000, InvestHK has been instrumental in attracting foreign direct investment, fostering innovation, and strengthening Hong Kong's position as Asia's premier international business hub.

As an Investment Promotion Ambassador, I have witnessed firsthand how InvestHK's dedication to collaboration, professionalism, and innovation has transformed our city's economic landscape. From supporting startups to facilitating multinational corporations, InvestHK has been a vital partner in driving growth across diverse sectors, including aviation, logistics, tourism, and technology.

Here's to another 25 years of success, partnership, and shared prosperity for Hong Kong and the world!



## Mr Raj Sital, InvestHK's Investment Promotion Ambassador since 2006

It is with immense pride and joy that I celebrate InvestHK's 25<sup>th</sup> anniversary. I have had the privilege of witnessing InvestHK's remarkable contributions to Hong Kong's economic growth and global competitiveness. Its efforts in attracting foreign direct investment and fostering innovation have been pivotal in shaping Hong Kong as a dynamic international business hub.

As President of the Council of Hong Kong Indian Associations, the apex body of the Indian community, and Permanent Honorary President of the Indian Chamber of Commerce in Hong Kong, I deeply appreciate InvestHK's commitment to promoting cultural exchange and social cohesion. Its inclusive approach has strengthened ties between diverse communities, fostering mutual understanding and collaboration.

I wish InvestHK's continued success in driving prosperity and unity in Hong Kong!





# A Fine French Chocolate Brand's Journey in Hong Kong

Hong Kong's dynamic food and beverage (F&B) scene empowers La Maison du Chocolat to scale, localise and lead in Asia.



“Hong Kong's unique location, diversity and pro-business approach make it an ideal base for our regional growth, and will continue to inspire our future creations.”

**Alban de Rochequairie**  
**Director of Hong Kong & Macau**  
**and Korea Operations**  
**La Maison du Chocolat**

La Maison du Chocolat, the French chocolate brand known for its exquisite craftsmanship and innovative flavours, opened its first Hong Kong boutique in 2008. Currently, it operates five outlets and a food production facility in the city to meet the growing demand for luxury products presented with a distinctive Parisian savoir-faire.

## Hong Kong: The Gateway to Asia

“Over the past 15 years, Hong Kong's luxury F&B scene has become more sophisticated, with consumers increasingly seeking unique, high-quality experiences,” said Alban de Rochequairie, Director, Hong Kong & Macau and Korea Operations of La Maison du Chocolat. “We have contributed to this evolution by introducing the best in chocolate craftsmanship, under our head chef Nicolas Cloiseau, and by continually pushing boundaries with bold innovations like praline with curry, and ganache with caviar.”

The city also stood out as the perfect East-meets-West gateway for breaking into new markets, thanks to world-class logistics, sales and marketing know-how and the assistance offered by InvestHK.

“InvestHK connected us with service providers, helped find a site for our food factory, and provided PR support,” de Rochequairie said. “They kept us updated on market trends and invited us to networking events and seminars.”

## Luxury Meets Innovation

Combining French tradition with bold creativity, each chocolate from La Maison du Chocolat is handcrafted using the finest ingredients, delivering unparalleled taste and texture. With innovation at its heart, the company is now offering new taste combinations and setting industry standards in packaging and service.

“We are now preparing to embark on a new, exciting chapter. After the summer, we will unveil a refreshed brand identity, including

new packaging that reflects timeless elegance with a modern touch. There are also plans to expand our confectionery offerings and launch innovative seasonal products.”

“Hong Kong remains at the heart of our regional growth as we look towards further expansion in Asia,” de Rochequairie concluded.

## La Maison du Chocolat

- Founded in 1977 in Paris, France
- The brand has an extensive global network of boutiques, including in France, the United States, Japan and Hong Kong

[lamaisonduchocolat.com/en\\_hk](http://lamaisonduchocolat.com/en_hk)



# British Architecture and Interior Design Firm Expands via Hong Kong's Creative Pulse

Conran and Partners is set to create more exciting spaces in the Asia-Pacific region from its expanded Hong Kong studio.

“ I love the city. From both emotional and business perspectives, Hong Kong is the right direction for us. ”

**Tina Norden**  
Partner  
Conran and Partners

Hong Kong's vibrant, high-density urban landscape inspires architects to integrate compact spaces, sustainability and diverse user needs via design and innovation. For Tina Norden, London-based partner with Conran and Partners, it was a pleasant surprise when she noticed the firm's interior design standards being implemented at The Peninsula Boutique & Café in the Hong Kong International Airport.

## Crafting from Local Legacy to Global Footprint

After a long history working in the region, Conran and Partners established its

regional headquarters in Hong Kong in 2017, a strategic move that capitalised on the city's unique position as a global design hub. Norden said, “We first started in Hong Kong with a small studio in Central with only three staff, and now with continuous development and the growth of our projects in the Guangdong-Hong Kong-Macao Greater Bay Area and the region, we have expanded our Hong Kong office to a larger studio in North Point with 13 local designers and architects.” Its recent projects include residential projects in Hong Kong, and hotel projects in the Mainland, Jakarta and Melbourne.”

Norden recalled the decision to build from the ground up in Hong Kong. “We are not an expat practice,” she said. “We wanted closer connections to our clients and the region – colleagues who speak Cantonese. It really grounds our practice in the location. We see ourselves as a European design practice with an Asian heart.”

## A Leading Hub for Business and Design

“Though we discussed ‘where’ a lot, it was a simple decision to go for Hong Kong,” Norden affirmed. “We share a history and close legacy. It offers professional bodies such as the Royal Institute of British Architects. Setting up a business



is straightforward. Numerous flight connections from Hong Kong make it easy to manage regional sites or jet over from London. The city has a fantastic work ethic, with an international mindset and a high level of English language proficiency.”



## Conran and Partners

- Originally founded in London by the late Sir Terence Conran in 1989, Conran and Partners is an architecture and interior design firm with a diverse range of projects across the globe
- The firm opened its regional headquarters in Hong Kong in 2017

 [conranandpartners.com](https://conranandpartners.com)

# Powering Hong Kong's Hydrogen Economy

REFIRE aims to power Hong Kong's sustainable future with comprehensive ecosystems that leverage the Guangdong-Hong Kong-Macao Area (GBA).



“REFIRE is committed to seeing the hydrogen economy blossom in Hong Kong. Government support is there. The business appetite is there. We look forward to showcasing Hong Kong as a hydrogen capital.”

**Audrey Ma**  
Executive Vice President,  
International Markets  
REFIRE

Hong Kong's thriving sustainability market has drawn REFIRE to strengthen its presence, aligning with its vision for clean-energy solutions. The Shanghai-based company, with a global footprint, delivers integrated hydrogen production and fuel cell solutions for mobility and stationary power. Its vertical integration ensures component consistency, availability, and competitive pricing, setting it apart from competitors.

## Hong Kong: A Hub for GreenTech and Sustainable Innovation

According to Audrey Ma, Executive Vice President, International Markets of REFIRE, Hong Kong is a “global spotlight city”. Not only has REFIRE been able to leverage Hong Kong's commercial connectivity with the GBA, but it has also been able to drive forward its international business development with investments originating from Hong Kong.

“The city is very proactive in investing in tech and innovation fields, backed by solid support from the government,” Ma said.

“For example, relevant government

departments provide clear, safe, and helpful guidelines to facilitate various hydrogen projects in Hong Kong, complemented by various government-backed funding schemes for businesses. Additionally, InvestHK has been instrumental in helping to promote REFIRE's narrative amongst investors, partners, and customers.”

## Becoming the World's Leading Hydrogen Hub

For REFIRE, its successful Hong Kong IPO in December 2024 represents a vote of confidence for the entire hydrogen sector. Its Hong Kong office has already signed MoUs with several key partners and secured multiple hydrogen projects with regulatory approval, including stationary power, electric vehicle (EV) charging, and cross-border transport.

Looking ahead, the company aims to build upon the strong foundation it has established across the city by scaling up its green hydrogen production and fuel cell power.



## REFIRE

- Established in 2015, REFIRE evolved from a hydrogen technology company into a comprehensive hydrogen value chain enterprise
- Headquartered in Shanghai, REFIRE has a global presence across Europe, North America, and Asia

 [en.refire.com](https://en.refire.com)



# Global FinTech Powerhouse

**FIS leverages its cutting-edge, end-to-end solutions to drive financial innovation across Asia's FinTech ecosystem.**



Hong Kong's vibrant FinTech ecosystem and supportive regulatory framework make it an ideal hub for FIS to accelerate its regional expansion. Headquartered in Florida and listed on the New York Stock Exchange, FIS is a global FinTech company delivering mission-critical software to financial institutions and businesses worldwide. The company's technology – including core and digital banking, payments, treasury and risk, trading and asset services and commercial lending solutions – powers the global economy across the money lifecycle. Recent tuck-in acquisitions highlight FIS's commitment to pioneering digital technologies in Hong Kong and across the globe.

## Thriving in Hong Kong's FinTech Landscape

Ellen Fung, Banking and Payments Director, Hong Kong of FIS, said, "Government initiatives, such as the Open Banking Framework and Virtual Bank Licensing, have unlocked substantial opportunities for us to expand our offerings and strengthen our presence in Hong Kong," Fung remarked. "Additionally, InvestHK provides a vital FinTech platform for FIS, fostering industry connections and facilitating knowledge exchange. These efforts enhance FIS's capacity to innovate and adapt to market trends."

## Seamless Financial Connectivity

The Guangdong-Hong Kong-Macao Greater Bay Area (GBA) development's focus on digital transformation presents immense opportunities for FIS. "Our flexible business model empowers clients collaborating with GBA corporations to create efficient,

**“Hong Kong's sophisticated financial infrastructure and advanced capital markets perfectly align with FIS's innovative solutions portfolio.”**

**Ellen Fung**  
**Banking and Payments Director, Hong Kong**  
**FIS**

scalable payment solutions for both local and international markets, driving seamless financial connectivity across the region," Fung explained.

Brant Worboys, Head of Buyside Market Development of FIS, stated, "Hong Kong's strategic role as a financial gateway connecting Mainland China with global markets offers unparalleled access to diverse investment opportunities and cross-border capital flows. This advantage, solidifies Hong Kong's position as the premier destination for financial institutions aiming to establish and expand their presence in the Asia-Pacific region."

Recently, FIS has forged strategic partnerships with local financial institutions to accelerate payment modernisation and develop next-generation banking initiatives. "With our innovative platforms and deep expertise, FIS is poised to strengthen Hong Kong's role as a global FinTech powerhouse," Worboys concluded.

## FIS

- Founded in 1968, FIS is a Fortune 500® and the Standard & Poor's 500® Index company
- It serves 95 percent of Forbes World's Best Banks, 90 percent of the world's largest private equity firms, and a number of global asset managers and corporations
- The Hong Kong office functions as a key regional hub for sales, marketing, and client support

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

# Yonyou Goes Global with Hong Kong's Strategic Hub

Yonyou's strong presence in Hong Kong powers its global reach and industry momentum.



“Hong Kong is a very suitable base for Chinese companies to expand their overseas business.”

**Murphy Li**  
General Manager  
Yonyou

## A Bridge between the East and the West

According to Murphy Li, General Manager of Yonyou, Hong Kong has been the ideal location for the company to broaden its reach and serve a wider global clientele.

In addition, the development of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) has fuelled greater business exchanges between Mainland China and the rest of the world. “As the international gateway into the GBA, Hong Kong is well positioned to drive the development of these cross-border enterprises,” he said.

## Sophisticated Infrastructure Accelerates Cloud Business Growth

Li highlighted that Hong Kong has advanced cloud infrastructure and abundant computing resources, empowering clients to select from a wide range of global cloud service providers. “Moreover, the city's comprehensive legal framework for cloud data usage, including

cross-border data security regulations with Mainland cities in the GBA, ensures information security for clients choosing cloud services,” he added.

Yonyou's innovative business platform, YonBIP, provides clients with integrated solutions spanning finance, human resources, supply chain, marketing and asset development, enhancing operational efficiency and strategic growth.

Li noted that companies establishing operations in Hong Kong receive strong support from InvestHK. “Since 2002, InvestHK has supported Yonyou with everything from visa applications to media promotion and networking. Their support has contributed to Yonyou's sustained growth and success on a global scale,” he concluded.

Harnessing Hong Kong's thriving information and communications technology ecosystem, Yonyou has enhanced its ability to serve global clients. Founded in Mainland China in 1988, Yonyou is a world-leading provider of enterprise software and intelligent services. Since establishing its international headquarters in Hong Kong in 2003, Yonyou has accelerated its global reach, entering key markets such as Europe, the United States and the Middle East. Looking forward, the company plans to pursue an H-share listing on the Hong Kong Stock Exchange to access global capital and enhance its competitiveness.



## Yonyou

- Founded in 1988 and headquartered in Beijing, Yonyou currently employs more than 20,000 staff across more than 230 offices worldwide
- Yonyou Network Technology was listed on the Shanghai Stock Exchange in 2001
- The Hong Kong office started with three staff members and now has more than 200 employees

[yonyou.com.hk](http://yonyou.com.hk)



# Hong Kong's Supply Chain Strengths Propel GETT Asia Forward

Leveraging Hong Kong's advantages as a multinational supply chain management centre, GETT Asia is poised to take its business to the next level.

“Our regional headquarters in Hong Kong enables us to efficiently engage with clients across Asia.”

**Adam Wong**  
Managing Director  
GETT ASIA



Hong Kong's robust supply chain infrastructure attracted GETT Asia to establish its regional headquarters in the city in 2014. Since then, GETT Asia has experienced steady growth across Asia and is now well-positioned to capitalise on the vast opportunities in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA).

GETT Asia, a subsidiary of GETT Group Germany, specialises in sourcing, supply chain management, project management, and technical communication for the region. GETT Group Germany is known for its expertise in manufacturing professional operating technology, such as industrial keyboards and custom human-machine interface (HMI) solutions. This integrated approach empowers GETT Asia to effectively meet client expectations.

## Enhancing Regional Reach via Hong Kong

According to Adam Wong, Managing Director of GETT ASIA, the Hong Kong office serves as a critical hub for GETT's regional operations, supporting its global expansion strategies.

"Hong Kong's proximity to manufacturing hubs in the GBA fosters collaboration and enables cost-effective production," Wong said. "We see a growing demand for strategic sourcing solutions, where we can help clients navigate the complexities of their supply chains and mitigate risks associated with supplier reliability."

## Optimising Supply Chain Efficiency

GETT Asia also operates manufacturing facilities through its subsidiary, GETT Asia Assembly, in Shenzhen. This setup enables the company deliver high-quality, customised hardware solutions and original equipment manufacturer (OEM) services for a diverse range of products.

"With our presence in Hong Kong and the Mainland, we are well-positioned to leverage the GBA

development and tap into a larger market with improved connectivity and resources. The Belt and Road Initiative can further enhance our access to new markets across Asia and beyond, facilitating supply chain efficiencies and fostering partnerships across various industries," Wong remarked.

Wong highlighted InvestHK's support in navigating the business landscape of Hong Kong. "InvestHK's invaluable resources, expert guidance, and strategic introductions to partners and clients have been pivotal in driving GETT Asia's expansion in the city and beyond," he concluded.

## GETT Asia

- GETT Group was founded in Germany in 1996
- Established in Hong Kong in 2014, GETT Asia offers a range of tailored professional operating hardware solutions for the industrial, public and medical sectors

[gett-asia.com](http://gett-asia.com)



# White Cube: Connecting the World through Art

One of the first international art galleries to establish itself in Hong Kong, White Cube has been an essential destination for serious Asian art collectors and investors looking to access work by some of the world's most exciting contemporary artists.

“Hong Kong's openness and inclusiveness towards art and culture are rare in the Asia region, as are its internationalised market, sophisticated collectors and steadfast government support.”

**Wendy Xu**  
Managing Director, Asia  
White Cube



International contemporary art gallery White Cube opened its first space outside of the United Kingdom in Hong Kong in 2012. According to Wendy Xu, White Cube's Managing Director for Asia, establishing a presence here was an essential move in the gallery's global expansion. "Hong Kong is such an important city for art, as an international arts hub and a vital route into the wider Asian art market," she said, noting that along with Mainland China, Hong Kong's art sales volumes are the highest in Asia in terms of sales revenue and market share.

In this vibrant context, White Cube has gained a reputation as a regional art force. Increasingly, said Xu, White Cube Hong Kong acts as a focal point for discerning collectors from across Asia and beyond. The gallery is also leveraging Hong Kong's close ties with the Mainland to serve a growing breed of Mainland collectors, while also representing more up-and-coming Mainland artists.

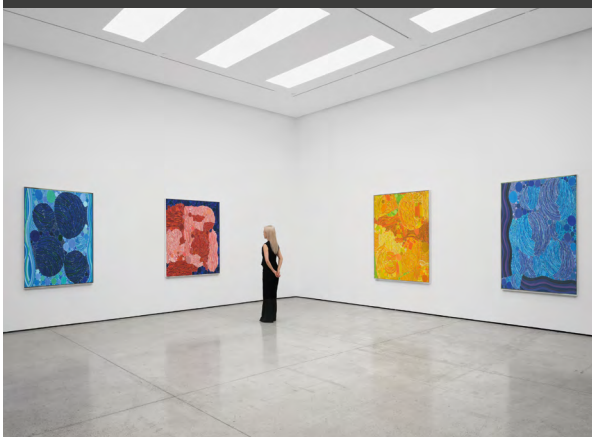
## Vibrant Art Ecosystem

White Cube thrives on Hong Kong's rich and varied art ecosystem. "This is a city where major international galleries like

White Cube sit alongside dozens of long-established local galleries," said Xu. "Then there are major public art institutions, like M+ and Tai Kwun, and many non-profit art organisations. The constantly evolving Hong Kong art scene drove our expansion in 2024, as we help to shape the regional art ecosystem and create

a unique Hong Kong voice in the international art scene."

"In recent years, InvestHK has provided valuable promotional support for our gallery, and was a vital resource during the pandemic," Xu added. "To tap into the vigorous Mainland art scene and open doors for new growth, we've recently set up a dedicated business development and service team."



## White Cube

- White Cube is an international commercial gallery representing over 70 artists and estates, with gallery spaces in London, Hong Kong, Paris, New York and Seoul
- Launched in London in 1993, White Cube opened its first overseas gallery in Hong Kong in 2012

 [whitecube.com](http://whitecube.com)



# Setting Trends in Hong Kong's Fast-Casual Dining

Leveraging Hong Kong's strategic location and diverse clientele, Pret A Manger expands its regional footprint.



“ Hong Kong was the ideal choice for our first Asian store and regional headquarters due to its vibrant market and diverse consumer base. ”

**Eira Jarvis**  
Managing Director, Asia  
Pret A Manger

Hong Kong's culinary market is flourishing, fueled by health-conscious trends and sustainability, creating an ideal backdrop for Pret A Manger's expansion. Established in London in 1986, the global food chain is renowned for its fresh, ready-to-eat food and organic coffee. It opened its first Hong Kong outlet in 2002 and has since grown to 25 quick-service restaurants in key areas.

## Ideal Springboard for Regional Expansion

Hong Kong's diverse consumer base, including locals, expatriates and tourists, creates a vibrant testing ground for global culinary trends, from health-focused menus to Asian-Western fusion.

Eira Jarvis, Managing Director, Asia of Pret A Manger said, “Since we opened here in 2002, it has been invigorating to operate in

such an entrepreneurial city, which attracts global talent and is where customers are hungry for new trends.”

## Innovating the Culinary Landscape

Emphasis has also been placed on pioneering initiatives. Over the years, these have included digital screens, new menu options, grab-and-go items for time-pressed professionals and, more recently, corporate catering for office lunches and events.

“We take pride in showcasing our ability to ‘flex’ locally and adapt to changing customer needs,” Jarvis remarked. “We also regard Hong Kong as a vital training centre, essential for setting standards across Asia and the Middle East, in places where we operate as a licensed business working alongside world-class partners.”

Current plans include the phased introduction of healthy menu items, seasonal choices, and expanded rice-based selections, as well as a redesign to give some outlets a more modern feel.

“All along, InvestHK has been instrumental in our success by providing valuable insights and support: firstly in navigating the complexities of entering a new market and, later, in helping to meet the demand for quick-service restaurants in new locations,” Jarvis stated.

## Pret A Manger

- The brand operates over 700 shops across 21 countries/cities, including the United Kingdom, the United States, Canada, France and Hong Kong
- It set up its regional headquarters in Hong Kong 2002

[pret.hk/en-HK](https://pret.hk/en-HK)





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