



# Hong Kong - Connecting the Nordic Business Community and Greater Bay Area

**Nordic Innovation House has opened in Hong Kong to lead businesses to explore the new opportunities in the city and the Greater Bay Area.**

With the objective to give Nordic companies a head start in one of the most vibrant global innovation hubs in the world, Nordic Innovation House (NIH) is a collaboration among Nordic Innovation, Nordic Council of Ministers, and the national business organisations from Finland, Iceland, Norway, Sweden and Denmark. NIH establishes offices in leading business hubs of the world where members can access NIH's resources and its worldwide network.

NIH Hong Kong was opened in November 2018 as its fourth destination worldwide after Silicon Valley, New York and Singapore. The rapidly growing interest in Asia market among Nordic companies has drawn NIH to set up in Hong Kong, according to Christian Bergenstråhle, Community Director. "Although the easiest way for the Nordic companies to expand to overseas is to 'think west', as it is closer to their culture and market, we see a much bigger potential in Asia, especially in Hong Kong and the Greater Bay Area."

"Our mission is to educate these interested Nordic companies about these opportunities in Asia, to inform and also to inspire them the possibilities," he added.

## The Perfect Gateway

As one of the core cities in the Greater Bay Area, Hong Kong is an excellent springboard for foreign companies and startups, Bergenstråhle said. "Lots of Nordic companies have a vision to expand their business to Mainland China, and they see Hong Kong as a perfect gateway."

"The Hong Kong government has so many initiatives and they make it very easy for expats to get visas and funding," he remarked, "I am amazed by such willingness of a city to attract foreign companies."

NIH's member companies can use the resources of the house, including meeting

space and lounge for members to connect, and access NIH's local network and join the Nordic community in the city. The house also tailor-makes a "mentorship programme" where members can meet experts in the field to offer advice from legal, to finance and recruiting aspects.

Seeing great demand from companies who are curious in exploring the Greater Bay Area, a new NIH has also been planned in Shenzhen which will open in the coming year, providing an additional space and resources for members.

"It is important for companies to come here and the region to experience the vibrancy and energy. Once they have decided to set up here, they can also be an ambassador in their home market," he concluded.



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**Christian Bergenstråhle  
Community Director  
Nordic Innovation House  
Hong Kong**

## Nordic Innovation House Hong Kong

- Situated in Central PMQ, Nordic Innovation House Hong Kong was inaugurated on 28 November 2018
- Offers different membership packages for startups, SMEs and corporates from the Nordic region

 [nordicinnovationhouse.com/hongkong](http://nordicinnovationhouse.com/hongkong)