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Agilson Valle
General Manager (Hong Kong)
Euromonitor International

Thriving IPO Market Creates Ample Opportunities for Market Research

Seeing growth in the city's IPO market, Euromonitor opens office in Hong Kong to seize opportunity in the region

Headquartered in London, Euromonitor International is a global market research company that provides customers with strategic intelligence and research on industries, economies and consumers around the world. Founded in 1972 and with over 40 years of experience in the field, the company's in depth research covers more than 30 industries across over 200 countries with 14 offices around the globe.

To serve its long term clients as well as to explore new opportunities, Euromonitor has recently set up its Hong Kong office and will officially open in May 2018.

According to Agilson Valle, General Manager (Hong Kong), Euromonitor is no stranger to the Hong Kong market. Having been running market sizing and analysis for companies who were planning to list on the Hong Kong Stock Exchange, the company is experienced in helping clients to complete their IPOs with strategic business intelligence. With the new Hong Kong setup, the company now has a local Consulting team with both Research and Account Management, providing face-to-face support to their clients here.

Euromonitor also noticed the rising interest of companies in China's Belt and Road Initiative. “We see a lot of growth potential coming from the Belt and Road Initiative, as well as significant infrastructure investment gaining momentum here. Hong Kong has always been and will continue to stay strong in logistics, construction and real estate, and will always be the financial centre and service hub for the Asia region.” Valle said.

“We do believe in the vast development in the Asian continent where abundant opportunities can be found, and we want to be part of it,” Valle added.

The company currently employs 24 staff members, and plans to expand the team steadily to 50 staff by 2020, reflecting its commitment to further develop in Hong Kong and Asia. “We see ourselves as a continuing partner with the financial market in Hong Kong, bringing insights to the market by providing neutral information for different industries.” Valle remarked.

When Euromonitor was planning to set up in Hong Kong, InvestHK assisted the company starting from the planning stage. Valle recalled, “InvestHK went the extra mile in helping us to set up and we relied a lot on the team in looking for location and contacts. When we were finally here, we felt extremely welcome and we exchanged a lot of ideas with the department. I can only recommend InvestHK to any companies who want to set up in Hong Kong.”

Euromonitor International

- Established in 1972 in London
- Hong Kong office will officially open in May 2018
- Entered Asia market since 2000 and now has office in Sydney, Bangalore, Shanghai, Tokyo, Seoul and Hong Kong

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