

Smart Logistics Innovator Leverages Hong Kong's Strengths to Drive Global Growth

With the opening of its overseas headquarters in Hong Kong, Westwell is ready to bring its autonomous vehicles to the world stage.

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Kay Yang
Global Strategic Affairs Vice President
Westwell



For Westwell, Hong Kong offers all the advantages needed to drive forward its international expansion. Established in Shanghai, the company specialises in AI-powered autonomous vehicles for the logistics industry. Recognising the benefits of bringing its business to Hong Kong, Westwell has been working with local companies since as early as 2016 to explore the sustainable development of smart logistics. In August 2023, it opened its first overseas headquarters in the vibrant cosmopolitan city with the aim of turbocharging its plans to go global.

Thriving I&T Ecosystem

“Hong Kong’s strategic location at the centre of Asia enables innovation and technology (I&T) companies to establish extensive connections with the regional market and achieve deep insights,” said Kay Yang, Global Strategic Affairs Vice President of Westwell. For example, the city’s key role in the Guangdong-Hong Kong-Macao Greater Bay Area allows Westwell to tap into the many logistics needs of the megalopolis while benefitting from mutual communication and collaboration opportunities between various governments, research institutions, enterprises and other entities. More importantly, with its reputation as an international city, Hong Kong acts as a bridge that connects Mainland China and the rest of the world, whether it’s in terms

of trade, shipping or information exchange, Yang added.

“Aside from enjoying a long legacy as one of the most important international business centres and logistics hubs in the world, Hong Kong is also committed to becoming a leader in the I&T industry and is well placed to achieve such a status. Not only is the city home to several world-class universities known for their scientific research, it also boasts a multicultural and highly qualified talent pool,” Yang said. Meanwhile, tax incentives and other entrepreneurial support measures, such as the establishment of innovation centres and incubators, help attract ground-breaking enterprises from a wide range of fields, creating a healthy and diversified environment for mutual cooperation and joint innovation.

Strong Government Support

“The Hong Kong government released the Hong Kong Innovation and Technology Development Blueprint in December 2022, proposing to promote the city’s new industrialisation. This means that Hong Kong will make full use of its technological research and development advantages, leverage technologies such as the Internet of Things and artificial intelligence to carry out industrial upgrading and digital transformation and will promote the development of a smart port. All these will

provide more business opportunities for Westwell,” said Yang.

Bolstered by Hong Kong’s many strengths, Westwell is on the right path to achieve international success. “Hong Kong is a vibrant, multicultural and international city. Based on its excellent public services, infrastructure, education standards and employment environment, this city is not only an ideal home for long-term living but also provides a broad platform for employees and entrepreneurs to realise their business aspirations,” Yang concluded.

Westwell

- Founded in Shanghai in 2016, Westwell’s products and services are currently available in 18 countries and regions around the world
- Launched in 2018, the company’s flagship Q-Truck is the world’s first full-time autonomous new energy commercial vehicle, and launched the latest edition of swappable batteries in 2023

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