HONG KONG: WHERE BUSINESS GOES TO GROW
Central Location in Asia

Hong Kong’s proximity to Mainland China and Southeast Asia along with its melting pot culture gives startups a unique advantage to replicate their business models in other new markets.

— Eric Gnock Fah
Co-founder and President of Klook Travel Technology Limited

About Invest Hong Kong

Invest Hong Kong (InvestHK) is the government department of the Hong Kong Special Administrative Region (HKSAR) responsible for attracting Foreign Direct Investment, supporting overseas and Mainland China businesses to set up and expand in Hong Kong. Its mission is to attract and retain foreign direct investment which is of strategic importance to the economic development of Hong Kong. Since its inception, the Department has helped thousands of companies from all over the world to set up or expand in Hong Kong. In all its work, the Department applies the following core values: passion, integrity, professionalism, customer service, business friendliness and responsiveness. InvestHK has staff and representatives in key business cities worldwide looking after target markets in Asia Pacific, Europe, Middle East and North and South America.

Hong Kong’s Global Rankings

1st World’s Freest Economy
Fraser Institute, Economic Freedom of the World: 2018 Annual Report

1st Index of Economic Freedom
Heritage Foundation, 2019

1st in Asia, Global Financial Centres Index
Z/Yen Group and the China Development Institute, Sep 2018
Setting up a company in Hong Kong is easy and inexpensive and is made even easier with the ongoing support of InvestHK.

The Department’s Hong Kong and overseas teams work seamlessly to support the successful set up and expansion of clients’ businesses in the city. We partner with clients on a long-term basis and are available to help at any stage of your business development.

Helping You Step-by-Step

Planning
Information to aid planning and evaluation

Set-up
Advice on business location, facilitation of visa applications, license applications, schooling, etc

Expansion
Networking events, introduction to service providers, etc

Launch
Public relations and marketing support

Free, Customised, and Confidential Services

Latest Business Information
- Sector-specific advice and opportunities
- Business incorporation procedures
- Tax and business regulation
- Cost-of-business models
- Employment legislation
- Immigration requirements

Business Facilitation Support
- Assistance with property identification
- Visa applications, relocation advice
- Business licences, trademark registration
- Intellectual property and trade regulations
- Advice on living and working in Hong Kong, including housing and schooling
- Ongoing business advice
- Government liaison

Introductions to Service Providers
- Lawyers
- Accountants
- Human resource specialists
- Consultants
- Designers
- Public relations firms
- Interior design specialists
- Real estate agents, etc

Publicity/Networking
- PR and marketing support to generate publicity for clients
- Ongoing event and networking opportunities

Dedicated sector specialists to serve clients
- Business and Professional Services
- Consumer Products
- Creative Industries
- Financial Services
- Financial Technology (FinTech)
- Innovation and Technology
- Tourism and Hospitality
- Transport and Industrial
InvestHK’s Worldwide Network

Investment Promotion Units in Hong Kong Economic and Trade Offices

Consultants

Note:
1 Beijing Office
2 Hong Kong Economic, Trade and Cultural Office (Taiwan)
Office locations are subject to change. For the latest version, please refer to InvestHK’s website.
Hong Kong’s status as a world class city has attracted talent from all over the world which contributes to a deep and diverse talent pool. Its robust legal system and flexible financial infrastructure are also favourable for us to expand our global reach.

Gary Ngan, CFA
Chief Financial Officer of Meitu, Inc.

There has always been free movement of capital, rule of law, simple taxation and for people coming from overseas, Hong Kong is a safe place to walk around. And all these advantages are still going on today.

Michael Duck
Executive Vice President of UBM Asia

Top Reasons for Companies to Choose Hong Kong

Here are some of the many reasons to choose Hong Kong as the best place for your business and ideas to flourish.

Central Location in Asia
Hong Kong enjoys an enviable and strategic location in the heart of Asia. Putting your business in Hong Kong means you are closer to your customers, wherever in the region they are based.

Proximity to Mainland China
As part of Mainland China, Hong Kong enjoys advantages in terms of doing business there. The city is strategically located at the mouth of the Pearl River Delta, the most dynamic and affluent region in Mainland China. The Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) allows companies in Hong Kong to enjoy preferential access to the Mainland China market.

International Environment
Hong Kong is the main regional business hub in Asia. Being in Hong Kong means you are closer to the region’s decision-makers and opportunities. English is the primary language of business and many people also speak Mandarin and Cantonese.

Ease of Doing Business
The World Bank’s Doing Business 2019 Report rated Hong Kong as the fourth easiest place in the world to do business. The city’s general competitiveness is also widely recognised.

World-class Infrastructure
Hong Kong’s transportation network is comprehensive, convenient and stable. The world-class Hong Kong International Airport is the third busiest in the world in terms of international passenger and the busiest airport in the world in terms of international freight traffic and cargo volumes. The city also has one of the world’s busiest and most efficient container ports. Its telecommunications infrastructure is very advanced, with 92.6 percent household broadband coverage and a 240+ percent mobile penetration rate.

Rule of Law
Under the “One Country, Two Systems” principle, Hong Kong retains its common law system and its rule of law provides effective legal protection to individuals and businesses. The Hague Conference on Private International Law has its first regional office in Hong Kong, reflecting a strong vote of confidence in the city’s legal foundation.

Strong Talent Pool
Hong Kong has a highly educated, bilingual workforce. The pool of professional talent has international business know-how and expertise in doing business in Mainland China. Hong Kong is also home to some of Asia’s leading universities, world-class technology parks, institutes and R&D centres, which attract local and international technology talent to work for companies here.

Two-Tiered Tax Rates Come into Effect on 1 April 2018

The profits tax rate for the first HK$2 million of profits of corporations is lowered to 8.25 percent. Profits above that amount continue to be subject to the tax rate of 16.5 percent. For unincorporated businesses (i.e. partnerships and sole proprietorships), the two-tiered tax rates are correspondingly set at 7.5 percent and 15 percent.

The two-tiered profits tax rates regime benefits eligible enterprises with assessable profits, irrespective of their size. To ensure that the tax benefits target small and medium enterprises (SMEs), the application of the two-tiered rates is restricted to only one enterprise nominated among connected entities.

The two-tiered profits tax rates regime reduces the tax burden on enterprises, especially SMEs and startup enterprises.

Michael Duck
Executive Vice President of UBM Asia
There’s no other place in the world like Hong Kong. A compact yet hassle-free city to live in, Hong Kong is characterised by a dynamic and energetic lifestyle with a host of choices for entertainment, dining and nightlife.

International Schooling
There are 51 international schools offering over 10 different curricula including the International Baccalaureate (IB).

Robust Healthcare System
There are some 50 private and public hospitals and institutions with locally and internationally trained doctors. Hong Kong is renowned for its expertise in the prevention of communicable diseases. A food safety assurance system is in place and there is a comprehensive prevention programme to reduce the risk of avian influenza outbreaks.

Highly Accessible Nature
About 70 percent of Hong Kong is countryside, with 24 country parks and 22 special protected areas to retain our rich biodiversity. Scenic country parks and hiking trails are minutes away from downtown.

Active Expat Community
Hong Kong is home to a growing and varied expatriate community that numbers over 620,000. Expatriates enjoy an easy, convenient and vibrant lifestyle in Hong Kong. Popular districts for expatriates to live include Midlevels, Stanley, Sai Kung and several outlying islands.

Parry Ravindranathan
Managing Director – International of Bloomberg Media Group

“Hong Kong has a critical role to play in China’s future, from the internationalisation of the RMB through to the Belt and Road initiative. The city has always found a way to stay relevant, and it’s exciting to see this every day.”

Florian Simmendinger
CEO of Soundbrenner

“Hong Kong is really a great place to start an IoT company. We decided to stay here and make it our headquarters.”

Marcel Pastuska
Senior Director Asia Pacific – Aircraft Component Services of Lufthansa Technik

“Hong Kong is a true hub in the way people are connected in their mindset, and they have this global view and attitude that we need to support a regional business.”

Belt and Road Initiative
- The Silk Road Economic Belt and the 21st Century Maritime Silk Road – the Belt and Road (B&R) Initiative – promotes co-operation among countries along the B&R in areas of government policy co-ordination, facilities connectivity, unimpeded trade, financial integration and people-to-people bonds.
- With its international experience and outlook, and close links with the Mainland, Hong Kong is the “key link” for the Belt and Road and provides tremendous opportunities for overseas and Mainland enterprises looking to play a part in the B&R.

Guangdong-Hong Kong-Macao Bay Area
- The Guangdong-Hong Kong-Macao Bay Area comprises Hong Kong and Macao plus nine cities in Guangdong, with a combined urban population of 68 million and GDP of about US$1.5 trillion.
- HKSARG signed the Framework Agreement on Deepening Guangdong–Hong Kong–Macao Co-operation in the Development of the Bay Area with National Development and Reform Commission as well as Guangdong and Macao authorities on 1 July 2017. Key co-operation areas established include promoting infrastructure connectivity, enhancing the level of market integration, building a global technology and innovation hub, building a system of modern industries through co-ordinated development, jointly building a quality living circle to provide an ideal place for living, working and travelling, cultivating new strengths in international co-operation, and supporting the establishment of major co-operation platforms.
Hong Kong is...

A Global Financial Centre
- World leader in equity funding and Renminbi services
- Ranked first in Asia in the Global Financial Centres Index, Z/Yen Group and the China Development Institute, Sep 2018
- More than 70 of the world’s 100 top banks are operating in Hong Kong
- One of Asia’s top asset management centres

An Innovation and Technology Hub
- Focus on four areas: biotechnology, artificial intelligence (A.I.), smart city and financial technologies
- Earmark HK$50 billion for innovation and technology development in 2018-19 budget
- 300 percent tax deduction for private enterprises on the first HK$2 million of qualified R&D expenditure, with additional expenditure attracting a 200 percent deduction
- Double the Gross Domestic Expenditure on R&D as a percentage of the GDP to about HK$45 billion a year (i.e. to 1.5 percent) in the next five years
- Establish two research clusters on healthcare technologies and on A.I. and robotics technologies

A Regional Education Hub
- Top-notch universities and the greatest number of international schools in Asia
- Four Hong Kong universities are ranked in the world’s top 50 by the Quacquarelli Symonds (QS) World University Rankings 2018
- Harrow International School, Savannah College of Art and Design (SCAD), and Nord Anglia Education have opened campuses in Hong Kong

A Premier Visitor Destination
- Over 65 million visitors in 2018
- Great shopping and dining, popular theme parks, an array of mega events, and easy access to the countryside, islands and beaches
- Premier destination for MICE events in Asia
- Ocean Park and Hong Kong Disneyland are popular choices for tourists
- Kai Tak Cruise Terminal hosts ship calls year round, receives thousands of visitors daily on weekends and holidays

An Art and Cultural Metropolis
- A melting pot of east and west cultures, with a wide array of cultural activities
- The 40-hectare West Kowloon Cultural District (WKCD) is a world-class hub for arts and culture
- Opening of top-tier galleries like Gagosian and White Cube as well as Asia’s biggest art event, Art Basel Hong Kong
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