

# Commerce Enablement Company AnyMind Group Looks To Drive Potential Growth in Hong Kong and the GBA

**Aiming to empower businesses and professionals with a suite of technology solutions, AnyMind Group's purpose is to make it exciting for everyone to do business.**



In the past six years, the company has fast evolved from a startup founded out of Singapore by two Japanese co-founders, to an organisation with 17 offices across 13 markets in the Asia-Pacific region with over 1,000 employees around the world. In 2019, the company shifted its headquarters to Japan.

Founded in 2016, AnyMind Group started as a marketing technology company, and over the years, the company expanded its offerings to cover a wider aspect of the business supply chain. In 2020, the company started its evolution into a commerce enablement company, and now provides two broad offerings to brands and businesses, publishers and influencers: Brand Commerce and Partner Growth. Brand Commerce provides businesses with the company's platforms for manufacturing, eCommerce, marketing, and logistics, whilst Partner Growth provides web and mobile application publishers, influencers, and content creators with platforms for monetisation and optimisation.

In order to expand the company's geographical span and revenue opportunities in Greater China, AnyMind Group completed the full acquisition of

Acqua Media in 2018. Today, AnyMind Group's Hong Kong office has developed strong partnerships with international advertising agencies and is able to expand its clientele through advertising agencies beyond consumer goods and retail to include education, telecom, finance, eCommerce industries and others.

Ben Chien, Managing Director of Greater China, AnyMind Group, shared: "Our Hong

Kong office well complements AnyMind Group's presence in Taipei, Shenzhen and Tokyo. Many of our clients have regional headquarters in Hong Kong, therefore having a team on the ground helps us better support them. Since our Hong Kong office opened in May 2017, we have performed very well and are constantly growing our footprint here."

## Dive into the Cross-border eCommerce Field

Today China has become the world's largest cross-border eCommerce centre with unlimited business potential. In order to tap the market's business opportunities, the company recently launched a new eCommerce management platform called AnyX to help Chinese eCommerce merchants (and merchants around the world) reach more cross-border consumers with less manual or redundant work and have a holistic view of sales performance and consumer data all in one place.

"Hong Kong has been a unique gateway for international businesses to access the Greater China region. Our experiences and

multi-cultural talents in Hong Kong have significantly facilitated our development of cross-border eCommerce services, allowing us to have sufficient resources to assist Chinese and overseas brands with business expansion," said Chien.

## Expansion from Hong Kong to the GBA, Reaching More Opportunities

Going forward, AnyMind Group will further expand its business in Mainland China and set up presence in Shenzhen, one of the core cities of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). The company believes the long-term potential among Chinese game and utility app developers, especially those targeting overseas users, has healthy growth headroom, and Shenzhen is the best place to target these companies. Chien shared, "Both Hong Kong and Shenzhen are ideal bases for a foreign technology firm that wants to develop business in the GBA as they have different competitive advantages. The proximity of the two places allows our teams to work and communicate closely, so that both Chinese and Western clients will receive comprehensive support." Once AnyMind Group has established traction, the company will look for other potential regions for further development. Meanwhile, the Hong Kong office will keep recruiting talents to join its Greater China team to maximise long-term growth for the Group.

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**Ben Chien, Managing Director of Greater China  
AnyMind Group**

## AnyMind Group

- Founded in Singapore, headquartered in Japan with 17 offices across Southeast Asia, East Asia, India and the Middle East
- Developed nine platforms built for commerce enablement, to enable businesses and individuals to reach higher growth and drive next-generation commerce

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