

# InvestHK

## Your company in HK: A Winning Proposition!

Paula Kant  
Head, Investment Promotion

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# The three topics of today

Invest**HK**

1. What's new in Hong Kong?
2. HK as a key piece of your Asia Mkt & Sales strategy
3. Setting up in HK and How InvestHK can help



# I) New in Hong Kong

,...Greater Bay Area,

,... rival to Silicon Valley?





- Comprises Hong Kong, Macao and nine Guangdong cities
- To promote economic integration in the area and to develop external links in order to establish a significant position in the global economy
- B2B and B2C opportunities
- Connectivity
- To establish a Steering Committee for the development of the Greater Bay Area and identify opportunities for Hong Kong

# I) GREATER BAY AREA ■

## POPULATION

68mn

>UK, Italy, South Africa

## LAND AREA

56,000km<sup>2</sup>

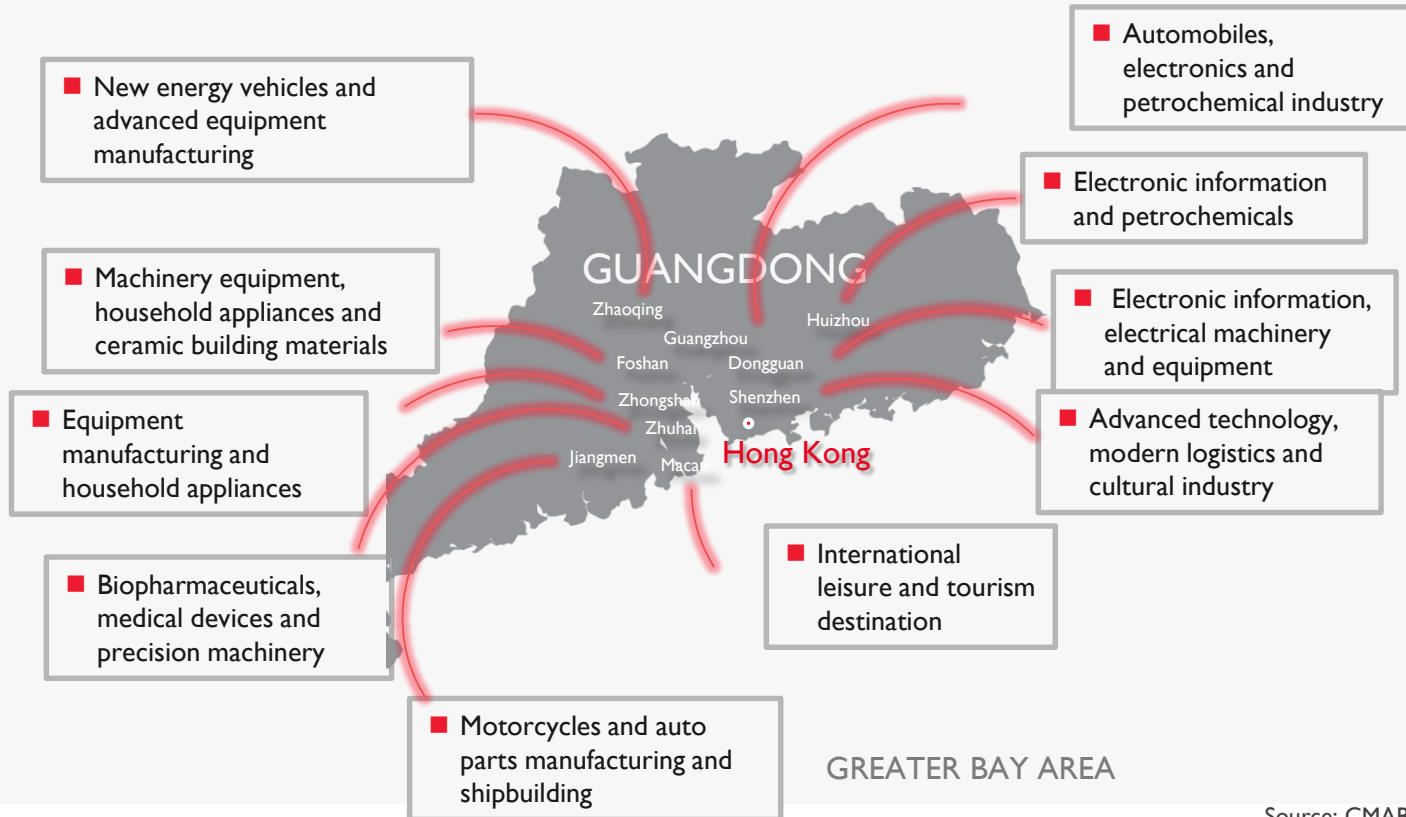
<Ireland, Latvia, Panama, West Virginia (US)

## GDP

US\$ 1.5trillion

>Indonesia, Netherlands, Turkey

# FOCUSES OF THE CITIES ■



# HONG KONG AMONG GREATER BAY CITIES ■

GBA City	Area (sq. km)	GDP (USD billion)	Population (Million)	GDP Per Capita (USD)
<b>Hong Kong</b>	<b>1,104</b>	<b>319.3</b>	<b>7.37</b>	<b>43,300</b>
Guangzhou	7,436	284.6	14.04	20,300
Shenzhen	2,007	283.0	11.90	23,800
Foshan	3,875	125.3	7.50	16,700
Dongguan	2,512	99.1	8.25	12,000
Huizhou	11,159	49.5	4.78	10,400
Zhongshan	1,770	46.4	3.23	14,400
Macao	29.2	44.7	0.64	69,800
Jiangmen	9,554	34.8	4.54	7,700
Zhuhai	1,696	32.3	1.68	19,200
Zhaoqing	15,006	30.2	4.06	7,400

# OUTLINE DEVELOPMENT PLAN GREATER BAY AREA ■



On 18 Feb 2019, the Outline Development Plan for GBA was released. Hong Kong's role will be:

- International Financial, Transportation (Maritime, Aviation), and Trade Centre:
- International Financial Centre:
  - Helping companies from GBA to go international
  - Supporting foreign companies that want to enter GBA and mainland China
- Global hub for Financial Services & Fintech (offshore RMB, asset management, etc.).
- I&T and Advanced Manufacturing hub (in close cooperation w/ Shenzhen).

## 2) Hong Kong in your Asia Strategy

### 1) Selling in Hong Kong

- 7.5 million inhabitants
- 61 million visitors per year; of which 75% from mainland China



### 2) Hong Kong as a Gateway to China,.....

- to showcase your products & services
- to prepare for China market entry

### 3) Regional Asia Marketing & Sales hub

### 4) Hong Kong: a location for sourcing office



# BUSINESS-TO- CONSUMER

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165,000 HNWIs in HK,  
up **16%** in 3 yrs (2015-2018)




**6.1M**  
in Asia Pacific

65.1 million visitors  
in 2018



**51.5M**

from Mainland China

 **84%**  
of the world's  
leading luxury and  
fashion retailers  
are in HK

**US\$63bn**

sales

**One restaurant** every

**600** people



# Services of HKTDC and InvestHK



Hong Kong Trade Development Council.



Creating opportunities for international trade.



Invest Hong Kong



Assist companies with potential to contribute to HK's economy to set up a company and expand in HK.

# INVESTHK'S WORLDWIDE NETWORK

Invest**HK**



- InvestHK Overseas: 30 country offices
- InvestHK HQ: 9 sector teams
- InvestHK's services are free!

● 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

# Priority Areas 2019 covered by NINE SECTOR TEAMS

Nine Sector Teams	Priority Sub-sectors <u>2018</u>	Four Traditional Pillar Industries
Business & Professional Services (BPS)	<ul style="list-style-type: none"><li>• Education</li></ul>	<ul style="list-style-type: none"><li>• Professional services</li></ul>
Creative Industries (CI)	<ul style="list-style-type: none"><li>• Design</li></ul>	
Consumer Products (CP)	<ul style="list-style-type: none"><li>• E-retail</li></ul>	<ul style="list-style-type: none"><li>• Trading &amp; logistics (trading)</li></ul>
Financial Services (FS)	<ul style="list-style-type: none"><li>• Aircraft Leasing</li></ul>	<ul style="list-style-type: none"><li>• Financial services</li></ul>
Financial Technology (FinTech)		
Innovation & Technology (I&T)	<ul style="list-style-type: none"><li>• Biomedicine</li></ul>	
Information & Communications Technology (ICT)	<ul style="list-style-type: none"><li>• Big Data / AI</li></ul>	
Transport & Industrial (T&I)	<ul style="list-style-type: none"><li>• Maritime</li></ul>	<ul style="list-style-type: none"><li>• Trading &amp; logistics (logistics)</li></ul>
Tourism & Hospitality (T&H)	<ul style="list-style-type: none"><li>• Food trading (Green, Sustainable)</li></ul>	<ul style="list-style-type: none"><li>• Tourism</li></ul>

# STARTMEUPHK FESTIVAL 2019



## START ME UP HK FESTIVAL 2019

startmeup.hk

### 21.01.19–25.01.19

DEFINE WHAT'S NEXT

6500 ATTENDEES  
195 SPEAKERS  
40 COUNTRIES

#### MARK YOUR DIARIES!

The StartmeupHK Festival 2019 will take place from 21st January to 25th January 2019. This celebration of technology innovation will bring together world-renowned speakers, ambitious founders, celebrated investors and industry stalwarts for five days of learning and sharing. Join us and experience the shaping of our collective future in Asia's most exciting city.

Events will cover:

FINTECH

SMART CITY TECH

RETAIL & LOGISTICS TECH

HEALTHTECH

IoT & SMART MATERIALS

Conferences | Panel Discussions | Fireside Chats | Workshops | Demos | Hackathons | Job Fairs | Services Marketplace  
Investor Pitches | Networking Meets

Sponsors

InvestHK

startmeup.hk

Find out more at [startmeup.hk](http://startmeup.hk)

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# HONG KONG FINTECH WEEK 2019 ■

Nov 4-8, 2019

## HONG KONG FINTECH WEEK

29 OCT - 2 NOV 2018 | HK & Shenzhen  
First cross-border fintech event



# 5 STEPS to set up in Hong Kong

- 1) Select Company Type and Company Name
- 2) Register and Incorporate a Company
  - Shareholders can be foreigners, company secretary must be HK resident
- 3) Open a bank account
- 4) Choose a business premises
- 5) Immigration and Visas

,.....InvestHK can help every step of the way!

# HOW INVESTHK CAN HELP

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## Planning



- Everything you can do before actually going to HK,....get in touch with InvestHK re. sector-specific opportunities, tax and business regulations, relevant meetings in HK, visit programme, etc.

## Set up



- Facilitating the actual set up of your business in HK,...advice re. service providers: accountants, lawyers, recruitment firms, real estate agents, etc. Making contacts with business partners.

## Launch



- Helping to make your launch a success: PR events, press releases, featuring your company in the quarterly InvestHK Newsletter, etc.

## Expansion



- Even when you are up and running, InvestHK is still there when you need us



# Success story: Greek Delicatessen

## Products from Greece and the Mediterranean

- Greek Delicatessen: set up by 2 Greeks already living in Hong Kong
- Online shop: greekdeli.hk
- **Why HK? HK consumers have an eye for quality and disposable income to match**
- InvestHK helped with:
  - Company set-up
  - Marketing & Sales support to Greek Delicatessen in HK; access to trade fairs, networking events, etc.
  - Support on PR



# Success story: Spirit World Group

## Shipping company

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- Spirit World Group has been in HK since 2006
- Currently 16 staff, local and Greek staff
- **Why HK? One of the key ports in Asia and important logistical hub.**
- Hong Kong is regional hub:
  - Spirit World also active in Shenzhen, Ningbo, Xiamen, Xingang, etc.
  - Liner & Ship Agency, Chartering and S&P, International Freight Forwarding and Logistics, etc.



# Success story: EMISIA

## Engineering company

- EMISIA (established in 2008) is a spin off company of the Aristotle University of Thessaloniki . They design models to measure transport emission.
- EMISIA has carried out several projects for the Environmental Protection Department (EDP) of Hong Kong
- **Why set up in Hong Kong? Be close to key HK client, and try to further grow the business in Asia**
- InvestHK helped with:
  - Company set-up
  - Sector-specific information
  - Support on visa application





# GET in TOUCH


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## Ms. Paula KANT

Head of Investment Promotion (Brussels)

 (32) 2 775 0062

 paula\_kant@hongkong-eu.org

 Hong Kong Economic and Trade Office (Brussels)  
Rue d'Arlon 118, 1040 Brussels, Belgium

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# InvestHK



WeChat ID: INVEST\_HK



e.weibo.com/investhk



@InvestHK



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www.youtube.com/user/investhk



www.flickr.com/photos/investhk

# HOW WE CAN HELP



Information to aid planning  
and evaluation

Facilitation of visa  
applications, schooling



Networking events,  
introduction to service providers

PR and marketing support for  
launch/ expansion

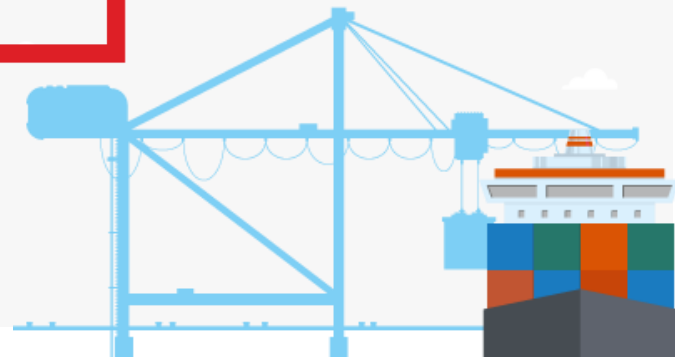


# Policy Address 2018

## New Maritime Initiatives ■

The Chief Executive, Mrs Carrie Lam, released new moves in maritime on 10<sup>th</sup> Oct 2018, such as:

- Formulate tax measures to foster ship leasing business;
- Provide tax concessions for the marine insurance sector;
- Support Hong Kong to provide dispute resolution services to the global maritime industry;
- Inject HK\$200 million into the Maritime and Aviation Training Fund (MATF)



# COMPARISON WITH THE WORLD'S MAJOR BAY AREAS

	Guangdong-Hong Kong- Macau Bay Area	San Francisco Bay Area	New York Metropolitan Area	Tokyo Bay Area
Land area (sq km)	<b>56,000</b>	17,900	21,500	36,900
Population (mn)	<b>69.6</b>	7.6	20.2	44.0
GDP (US\$ bn)	<b>1,513.4</b>	781.2	1,657.5	1,774.2
Real GDP growth (%)	<b>7.0</b>	5.3	0.9	1.9
Per-capita GDP (US\$)	<b>21,750</b>	102,230	82,050	40,360
Stock Market Capitalisation (USD Trillion)	<b>7.6</b>	N.A.	30.5	5.7
Air passenger traffic (mn passenger-times)	<b>201.7</b>	81.3	132.2	123.9
Air freight traffic (mn tonnes)	<b>7.96</b>	1.18	2.16	3.58
Port container throughput (mn TEUs)	<b>66.48</b>	2.42	6.25	7.76
GDP share of tertiary industry (%)	<b>65.6</b>	71.9	83.3	77.0

Source: Government statistical departments in the relevant jurisdictions, TDC