



**How Hong Kong Tells its Story and  
Implement its Strategy to Attract  
and Encourage Business**

**Edith Wong**  
*Chief Marketing Officer*





INVEST where the world's most prominent international brands are flourishing. 0:17 / 1:57





# OVERVIEW

- Core Advantages
- New Opportunities
- How We Tell Our Story
- Co-ordinated Approach

# CORE ADVANTAGES ■

- “One country, Two systems”
  - Rule of law
  - Clean and efficient government
  - Strong public finances
  - One of the safest cities in the world
  - Freest economy by Heritage Foundation for 24 consecutive years
  - Strong international talent pool
- Tax regime: low, simple and competitive
    - Two-tiered profits tax: 8.25% for the first HK\$2million profits, thereafter at 16.5% (effective from 1 April 2018)
    - Salaries tax: maximum 15%
    - Property tax: 15%
    - “Super deductions” on specific areas, e.g. R&D, Corporate Treasury Centre, aircraft leasing
    - No sales tax or VAT, withholding tax, capital gains tax, tax on dividends, estate tax, wine duty

# SECTOR OPPORTUNITIES & PRIORITIES ■



■ Business & Professional Services



■ Financial Services



■ Innovation & Technology



■ Consumer Products



■ Transport & Industrial



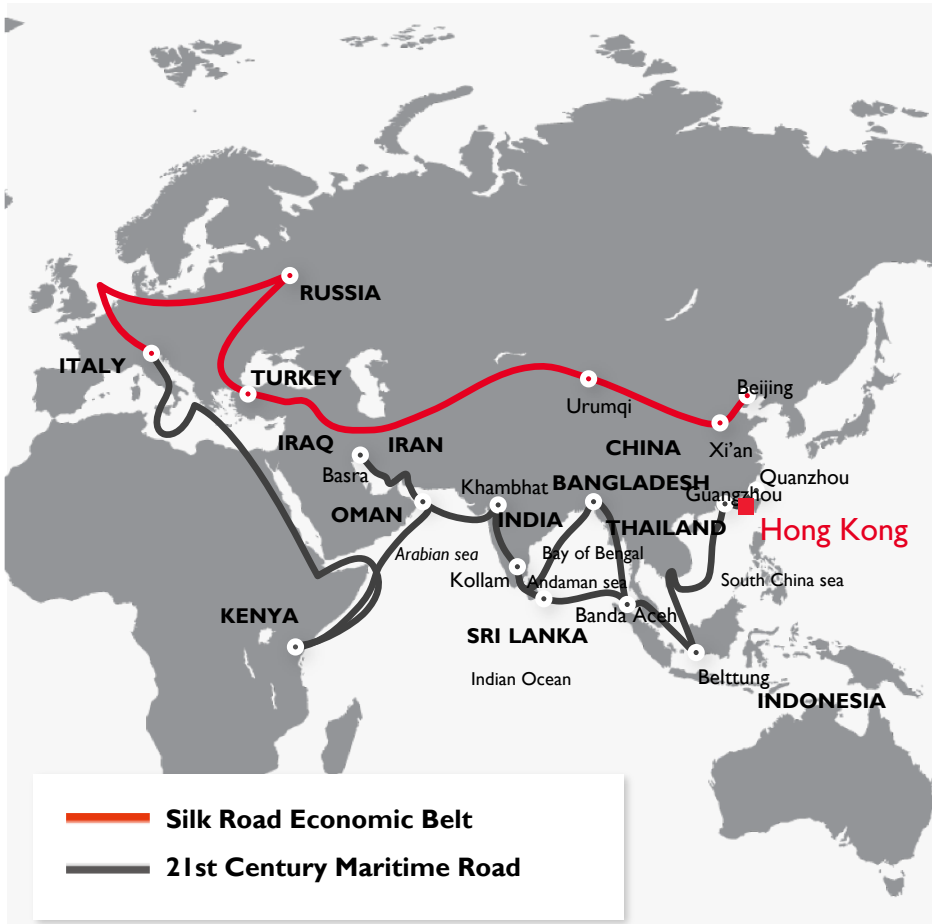
■ Creative Industries



■ FinTech



■ Tourism & Hospitality



# BELT & ROAD ■

- About 31% of global GDP
- About 62% of the world's population
- About 33% of the world's total merchandise trade



- 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

# BAY AREA ■

## POPULATION

68 million

>UK, Italy, South Africa

## LAND AREA

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

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

## GDP

US\$ 1.5 trillion

>Indonesia, Netherlands, Turkey

# FREE TRADE AGREEMENT WITH ASEAN ■



## Tariff reduction

Customs duties on goods of HK origin reduced or even eliminated

Trade in Goods



## Fewer restrictions

on HK service providers, e.g. lifting the cap on foreign ownership to

**≥50%**

in many sectors of individual ASEAN markets

Trade in Services



## Facilitating entry & stay

for business purposes, e.g. permission for HK business visitors to stay up to **90 days**

in individual ASEAN markets

Entry and Stay of Business Persons



## Fair treatment

on HK investments and enhanced protection against non-commercial risks

Investment Protection





HOW WE TELL OUR STORY .

# WORLD CLASS EVENTS ■



HK Art Basel  
(March)



Hong Kong Sevens  
(April)

Forbes Under  
30 Asia  
(July)



RISE 2018  
(July)



# HK FINTECH WEEK 2018 ■

## HONG KONG FINTECH WEEK

29 OCT - 2 NOV 2018 | HK & Shenzhen

First cross-border fintech event



# 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**

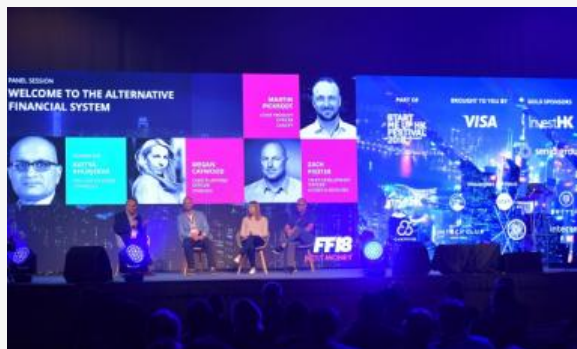
Conferences | Panel Discussions | Fireside Chats | Workshops | Demos | Hackathons | Job Fairs | Services Marketplace  
Investor Pitches | Networking Meets

Sponsors

InvestHK startmeup.hk

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

[f startmeuphk](https://www.facebook.com/startmeuphk) [@startmeuphk](https://twitter.com/startmeuphk) [in Invest Hong Kong](https://www.linkedin.com/company/invest-hong-kong)



# CASE STUDIES ■

Creative industries

Mainland China to Hong Kong

## Mainland Tech Giant Using Hong Kong to Go Global

Further to its listing on Hong Kong Stock Exchange, Mainland Chinese mobile internet company and smart-hardware maker Meitu plans to use the city as its international headquarters for global expansion.

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.



Tourism & Hospitality

Japan to Hong Kong

## Expand Japanese Dining into a Broader Horizon

Having established in Hong Kong for more than 15 years, Watami International Co Ltd has established a wealth of successful brands with 28 outlets in Hong Kong while planning to expand their footprint to a broader horizon with more new concepts

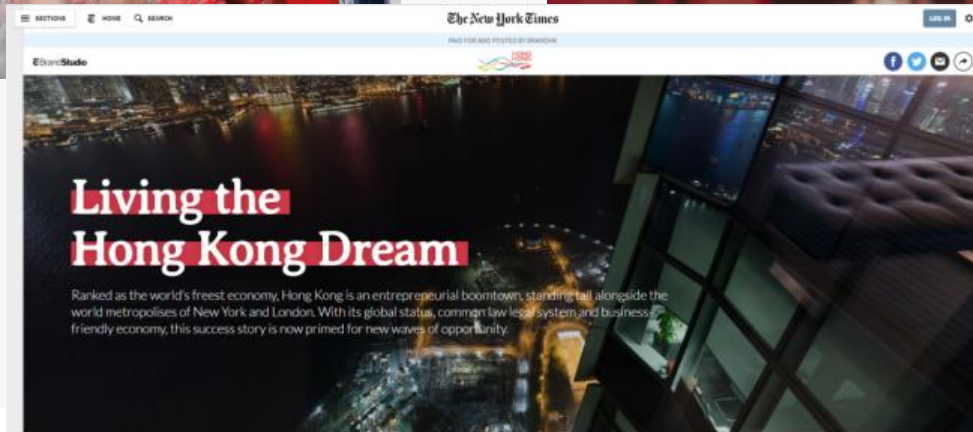
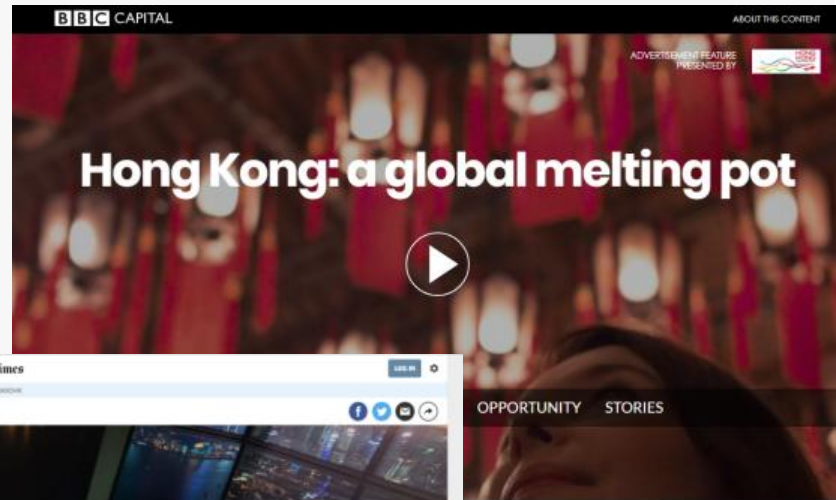
It is important for me to be based in Hong Kong in order to receive first-hand feedback from customers, follow the food trends, understand the concerns of our staff and adapt to this fast-moving market.



Yutaka Kuwabara  
President of Watami  
International Co Ltd



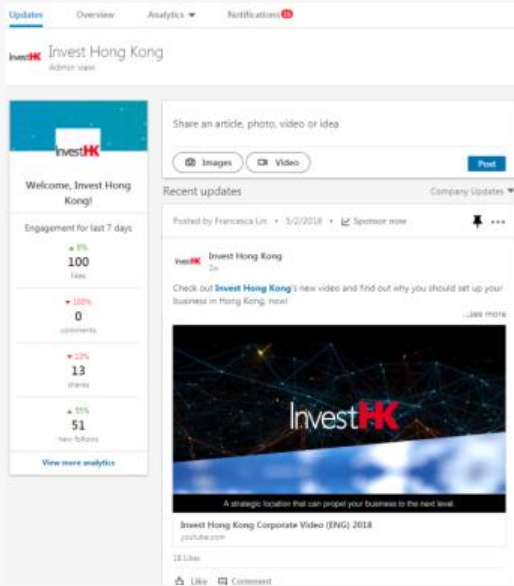
# INTERNATIONAL MEDIA ENGAGEMENT



*lectic mix of individuals and cultures from all parts of the thriving and densely populated metropolis has cultivated a attribute of the city's success.*

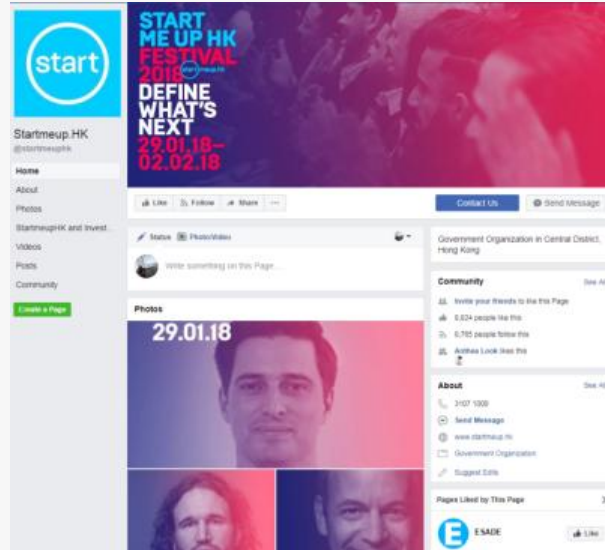
*more about Hong Kong: a global melting pot.*

# SOCIAL MEDIA ■



The screenshot shows the LinkedIn profile for InvestHK. The header includes navigation tabs for Updates, Overview, Analytics, and Notifications. The profile name is 'InvestHK' with the tagline 'Attract investment'. A post from Francesca Lim, dated 5/2/2018, is featured, titled 'Check out **Sevent Hong Kong**'s new video and find out why you should set up your business in Hong Kong, now!'. The video thumbnail shows the InvestHK logo over a cityscape. On the left sidebar, engagement statistics are displayed: 100 likes, 0 comments, 13 shares, and 51 new followers. A 'View more analytics' link is at the bottom of the sidebar.

InvestHK LinkedIn



The screenshot shows the Facebook page for Startmeup.HK. The cover photo features the text 'START ME UP HK FESTIVAL 2018' and 'DEFINE WHAT'S NEXT 29.01.18 - 02.02.18'. The page is categorized as a 'Government Organization in Central District, Hong Kong'. The 'Photos' section is active, showing a photo of a man with the date '29.01.18'. The page has 462 photos and videos, 1,107 likes, and 1,000 followers. A 'Community' section lists people who like the page, including 'ESADE'.

StartmeupHK Facebook



The screenshot shows the Twitter profile for HongKongFinTech. The header includes the profile picture, name 'HongKongFinTech', and statistics: 1,307 tweets, 339 following, 5,226 followers, and 825 likes. The 'Tweets' section shows a tweet from May 11, 2018, about the 'HONG KONG FINTECH WEEK 2018 Global Roadshow'. The tweet includes a video thumbnail for the event and a link to the event page. Below the tweet, there are retweets and replies, including one from 'techasia.com' about another Asian country opening its borders for tech talent.

HK FinTech Twitter

# CO-ORDINATED APPROACH ■





# INVEST HONG KONG ■

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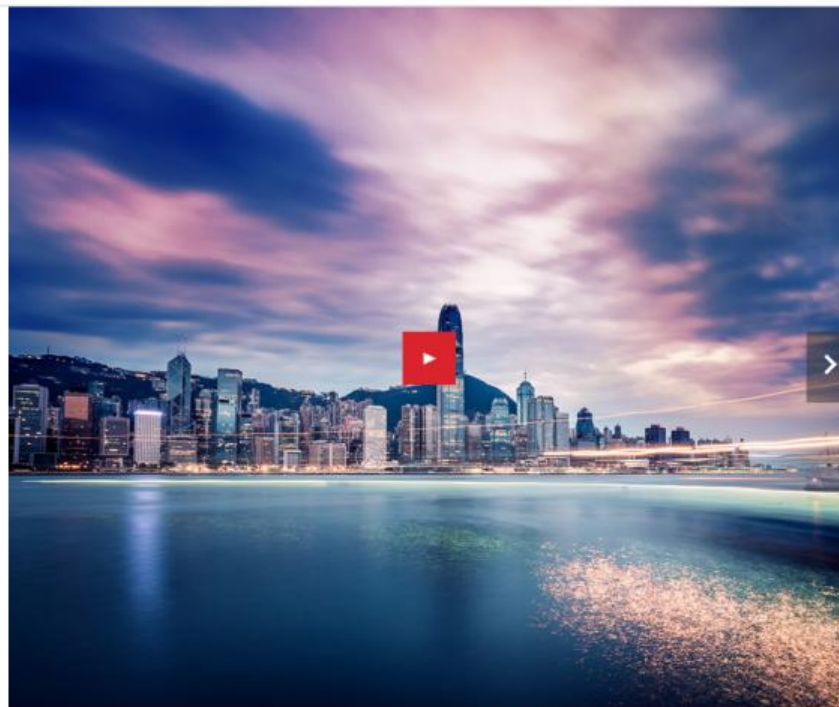
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# DISCOVER HONG KONG ■

The screenshot shows the homepage of the Discover Hong Kong website. At the top, there is a navigation bar with links for Home, About Us, and a search bar. Below this is a red menu bar with categories: THINGS TO DO, DINE & DRINK, SHOP, PLAN YOUR TRIP, CRUISE, and BEYOND HONG KONG. The main banner features a scenic view of a bay with mountains and a beach, overlaid with the text "BEST OF ALL IT'S IN HONG KONG" in large red characters and "Hong Kong's Natural Treasures, Uncovered. Check Out the Hiking Tours" with a right-pointing arrow. Below the banner are two columns: "Happening in Town" with an advertisement for "e-coupons" showing a hand holding a smartphone displaying "HONG E-COUPONS KONG", and "News" with a headline about "Refurbishment works on the Central-Mid-Levels Escalator". A "Sponsored" section shows an advertisement for "The Salisbury - Mid-Levels Hong Kong" with the text "Book Direct for 10 Extra Privileges worth HK\$800!". At the bottom, there is a cookie consent banner and a "Chat" button in the bottom right corner.

Home About Us Type keywords to search English

THINGS TO DO DINE & DRINK SHOP PLAN YOUR TRIP CRUISE BEYOND HONG KONG

**香港 BEST OF ALL IT'S IN HONG KONG**

Hong Kong's Natural Treasures, Uncovered  
Check Out the Hiking Tours

Happening in Town

Enjoy offers at your fingertips with e-coupons!

HONG E-COUPONS KONG

News

Refurbishment works on the Central-Mid-Levels Escalator will be carried out in phases between 2018 and 2022. Pedestrians can continue to use the staircases and walkways next to the escalator to travel to nearby areas.

Sponsored

The Salisbury - Mid-Levels Hong Kong  
Book Direct for 10 Extra Privileges worth HK\$800!

By continuing to use this site, you agree to its use of cookies. Find out more about cookies here.

Accept Cookies

Chat

# BRAND HONG KONG ■





# GET IN TOUCH ■



[hk.linkedin.com/pub/edith-wong/49/6a0/16b](https://hk.linkedin.com/pub/edith-wong/49/6a0/16b)



(852) 3107 1003



[ewong@investhk.gov.hk](mailto:ewong@investhk.gov.hk)



25/F, Fairmont House, 8 Cotton Tree Drive, Central, Hong Kong

A screenshot of a LinkedIn profile card for Edith Wong. The card features a blue header with a network diagram, a circular profile picture of Edith Wong, and a green 'online' status indicator. Below the photo, her name 'Edith Wong' is followed by '1st' and her title 'Chief Marketing Officer at Invest Hong Kong' and location 'Hong Kong'. There are 'Message' and 'More...' buttons. To the right, a list of connections is shown: 'Invest Hong Kong', 'The Hong Kong University of Science and Technology', and 'See connections (500+)'. The 'See contact info' option is disabled.



THE BEST IS YET TO COME.