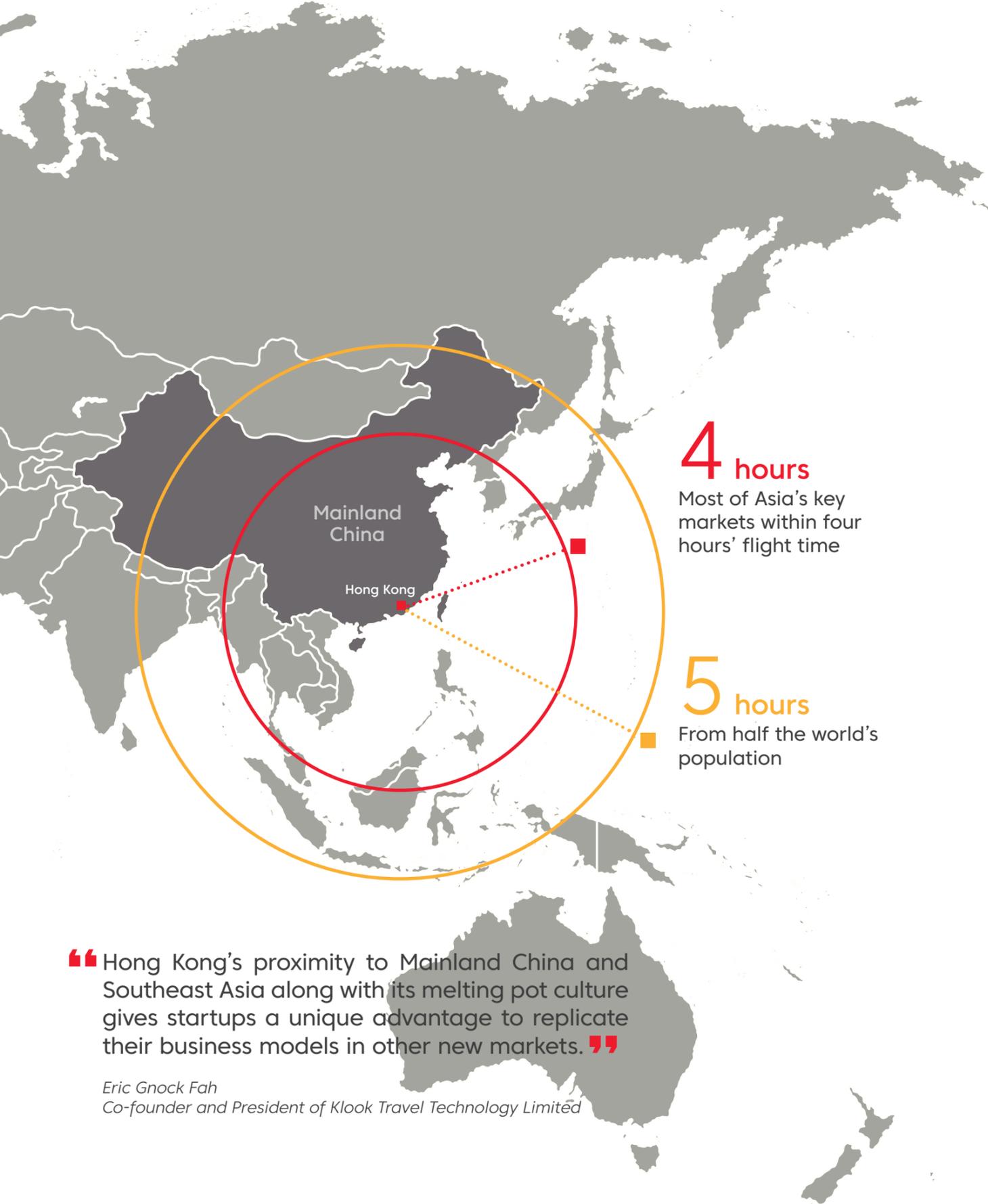


# HONG KONG: WHERE BUSINESS GOES TO GROW



Invest**HK** 投資推廣署  
The Government of the Hong Kong  
Special Administrative Region

## 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.



# Helping You Step-by-Step

# Free, Customised, and Confidential Services

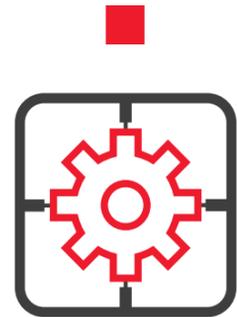
Setting up a company in Hong Kong is easy and inexpensive and is made even easier with the ongoing support of InvestHK.

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. ■



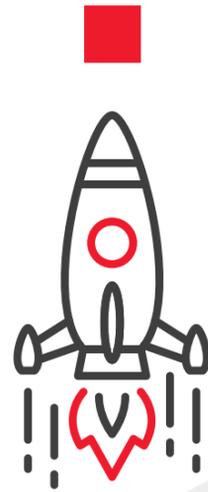
## Planning

Information to aid planning and evaluation



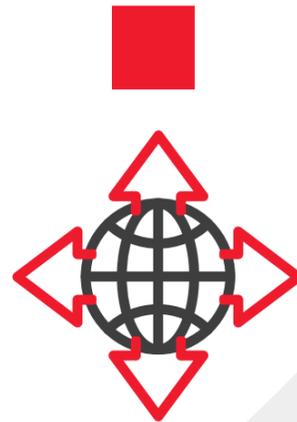
## Set-up

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



## Launch

Public relations and marketing support



## Expansion

Networking events, introduction to service providers, etc

### Latest Business Information

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

### Introductions to Service Providers

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

### 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

### 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

### Publicity/Networking

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

# InvestHK's Worldwide Network



■ Investment Promotion Units in  
Hong Kong Economic and Trade Offices

■ Consultants

Note:

<sup>1</sup> Beijing Office

<sup>2</sup> Hong Kong Economic, Trade and Cultural Office (Taiwan)

Office locations are subject to change. For the latest version, please refer to InvestHK's website.

# 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.

## Pre-eminent Bridge between China and the World

Hong Kong plays a pivotal role in national development strategies including the Guangdong-Hong Kong-Macao Bay Area and far-reaching Belt and Road Initiative. The Mainland-Hong Kong Closer Economic Partnership Arrangement (CEPA) provides tariff free access to the Mainland for Hong Kong manufacturers and enhanced access for Hong Kong service providers.

## 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 2020 Report rated Hong Kong as the third easiest place in the world to do business. The city's general competitiveness is also widely recognised.

## Sophisticated Infrastructure

Hong Kong is a global transport and information hub completely plugged into global markets and networks. Hong Kong International Airport is one of the busiest in the world in terms of air cargo and passengers. The city also has one of the world's busiest and most efficient container ports. The Express Rail Link connects Hong Kong into the Mainland's high-speed rail network while the Hong Kong-Zhuhai-Macao Bridge is the world's longest bridge-tunnel sea crossing.

Its telecommunications infrastructure is very advanced, with 93.2 percent household broadband coverage and 260 percent mobile penetration rate while the sophisticated ICT infrastructure includes 11 submarine cable systems and 12 satellites for external communications.

## 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.

## World-class Professionals and Talent

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, together with range of schemes to facilitate overseas and Mainland China talent to work and live in Hong Kong.

## Low and Simple Tax Regime

Hong Kong has a simple, transparent and stable taxation system. The city also has a growing network of comprehensive double taxation agreements (CDTAs) with major jurisdictions.



## Two-Tiered Tax Rates

The profits tax rate for the first HK\$2 million of profits of corporations is 8.25 percent. Profits above that amount is subject to 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.

“ 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



## 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 and regions in areas of policy co-ordination, facilities connectivity, unimpeded trade, financial integration and people-to-people bonds.
- As a key link and the prime platform for the B&R, and with the Central Government’s support, Hong Kong can capitalise on its unique advantages to connect the Mainland with other B&R regions, in areas such as international project financing, offshore Renminbi (RMB) business, professional services, as well as economic and trade co-operation.
- Infrastructure projects such as the Hong Kong-Zhuhai-Macao Bridge, Guangzhou-Shenzhen-Hong Kong Express Rail Link and the three-runway system of the Hong Kong International Airport will further strengthen connectivity between Hong Kong and the Mainland, and the world.
- Hong Kong companies operate and manage railways, airports, ports, power and gas supply and other infrastructure projects to international standards. Coupled with a rich pool of professional expertise in mergers and acquisitions, financing, accounting and taxation, legal services, construction and more, Hong Kong can provide premium support for infrastructure and other developments in the B&R regions.

## 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 71 million and GDP of about US\$1.6 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.

## Living in Hong Kong

There’s no other place in the world like Hong Kong. The Asia’s world city is an open, cosmopolitan and pluralistic society that seamlessly blends east-and-west, new-and-old. ■

### International Schooling

There are over 50 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. Expatriates enjoy an easy, convenient and vibrant lifestyle in Hong Kong.

“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.”

*Parry Ravindranathan  
Managing Director – International of Bloomberg Media Group*

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

*Florian Simmendinger  
CEO of Soundbrenner*

“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.”

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

# Hong Kong is...



## An International Finance and Business Hub

- Fully convertible currency, free flows of capital, goods and information
- Consistently ranked among world leaders in terms of stock market capitalisation, IPO, fund-raising, asset management, banking and insurance
- World's largest centre for offshore Renminbi business
- More than 70 of the world's top 100 banks are operating in Hong Kong
- Over 600 FinTech companies operating in Hong Kong
- Eight virtual banks, two virtual insurers and 15 stored valued facilities in operation or granted licensees

## An Innovation and Technology Hub

- Promoting eight major areas: increasing resources for R&D, pooling technology talent, providing investment funding and I&T infrastructure, reviewing existing legislation and regulations, opening up government data, leading changes to procurement arrangements, and popularising science education. Over HK\$100 billion has been committed for different initiatives in these eight areas
- 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
- Implement HK\$2 billion re-industrialisation funding scheme to subsidise manufacturers, on a matching basis, to set up smart production lines in Hong Kong

## A Regional Education Hub

- Top-notch universities and the greatest number of international schools in Asia
- Three Hong Kong universities are ranked in the world's top 50 by the Quacquarelli Symonds (QS) World University Rankings 2020
- Renowned international institutions have established bases in Hong Kong

## An Art and Cultural Metropolis

- Year-round calendar of world-class arts, cultural and sporting events
- The 40-hectare West Kowloon Cultural District (WKCD) is a world-class hub for arts and culture
- About 40 percent of the city is protected countryside with rich biodiversity

## A Premier Visitor Destination

- Nearly 56 million visitors in 2019
- 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

# InvestHK's Worldwide Network

## Head Office

Hong Kong

## Americas

Lima

Mexico City

New York

Rio de Janeiro

San Francisco

Santiago

Toronto

## Asia Pacific

Bangkok

Beijing

Chengdu

Guangzhou

Jakarta

Mumbai

Osaka

Seoul

Shanghai

Singapore

Sydney

Taipei

Tokyo

Wuhan

## Europe and Middle East

Berlin

Brussels

Dubai

Gothenburg

Istanbul

Jerusalem

London

Milan

Moscow

Oslo

Paris

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Invest Hong Kong  
Head Office

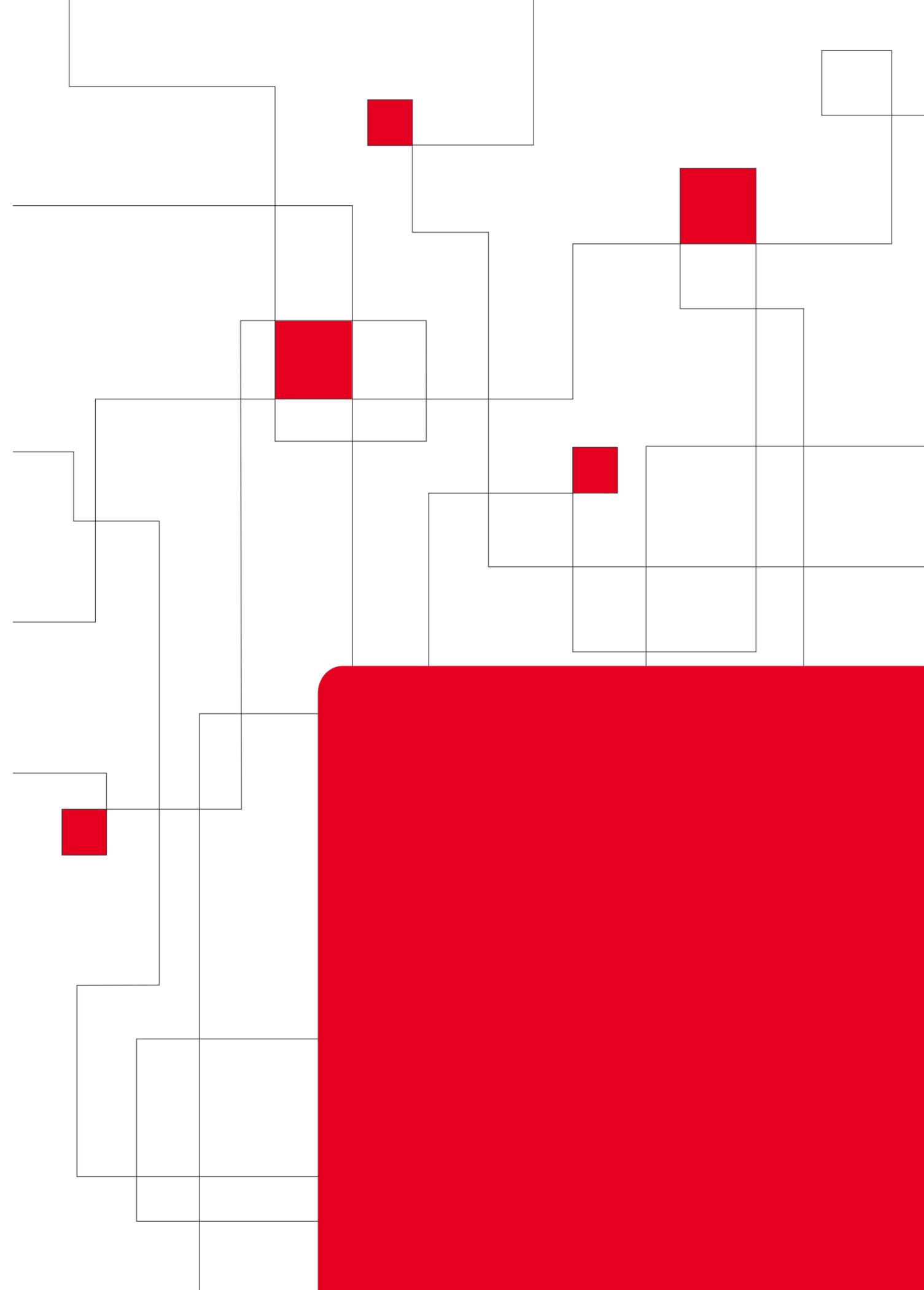
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