

Director-General of Investment Promotion concludes visit to Japan and Korea (with photos)

â€‹The Director-General of Investment Promotion at Invest Hong Kong, Ms Alpha Lau, today (February 21) concluded her visit to Japan and Korea, which was aimed at promoting Hong Kong's business advantages and exploring new opportunities for collaboration.

During the trip, Ms Lau met with representatives from various corporations, including leading global enterprises, long-established trading companies, influential local businesses and industry associations, as well as entrepreneurs in both countries. The discussions focused on Hong Kong business opportunities in areas such as financial services, trade, innovation and technology, advanced manufacturing, as well as opportunities arising from the Northern Metropolis development. She also took the opportunity to meet with the local media to elaborate on the latest business advantages in Hong Kong.

Ms Lau said, "Both Japan and Korea are facing the issue of an aging population. For corporates looking for growth, they have to expand into overseas markets. Hong Kong, as a 'super connector' and a 'super value-adder', serves not only as a gateway to the Mainland market, but also as the perfect platform for Japanese and Korean companies to expand into the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) and the entire ASEAN (Association of Southeast Asian Nations) market.

"The Hong Kong Government is committed to promoting the development of innovation and technology. With our sophisticated innovation and technology ecosystem, Hong Kong provides huge business opportunities for Japanese and Korean start-ups that want to expand overseas. At the same time, the city is actively promoting the silver economy, and Japan and Korea have solid experience in this area. We can further cooperate with Japan and Korea to address the issue of an aging population," she added.

The President of the Hong Kong Japanese Chamber of Commerce and Industry, Mr Kiichiro Takanami, said, "Hong Kong is the ideal platform for Japanese businesses to expand internationally. Apart from being the culinary and movie capital of Asia, the city also plays a vital role in the innovation development of the GBA, offering unmatched connectivity, a business-friendly environment and skilled talent. Japanese companies can leverage Hong Kong's business advantages to scale their operations and tap into Mainland China and new markets across Asia."

The Director General of the Korea Trade-Investment Promotion Agency in Hong Kong, Mr Jaesun Uh, said, "Hong Kong is an unparalleled gateway for Korean corporates and start-ups looking to expand globally. With its crucial

role as an international financial centre, its investor-friendly policies and strategic access to the GBA, Hong Kong provides an ideal launchpad for innovation-driven businesses seeking international expansion."

He added, "For Korean start-ups aiming to go global, Hong Kong presents an exceptional opportunity. With its vibrant start-up ecosystem, easy access to venture capital, deep connections to international markets, and a business-friendly regulatory environment, it is a strategic choice for scaling innovation."

The visit culminated in a commitment to continue dialogues and explore further avenues for collaboration, reinforcing Hong Kong's status as a premier business destination for corporates and entrepreneurs from Japan and Korea.

