

## Invest Hong Kong opens consultant office in Izmir (with photo)

â€œIn a strategic move to strengthen its presence in fast-growing markets, Invest Hong Kong (InvestHK) announced today (January 10) that it has opened a new consultant office in Izmir, the third largest city in Türkiye. Positioned at the crossroads of Europe and the Middle East, this expansion underscores InvestHK's commitment to leveraging Izmir's strategic location to penetrate emerging markets across the region.

The Director-General of Investment Promotion at InvestHK, Ms Alpha Lau, said, "Türkiye is part of the Belt and Road Initiative and is one of our target markets with growing economic potential. It has long been recognised as a strategic hub for global trade, logistics and manufacturing. The opening of our second office there signifies our enhanced efforts to promote the opportunities Hong Kong has to offer for Turkish corporates looking to expand in the region."

She added, "The new office in Izmir will work closely with our Istanbul office to create synergies in attracting more Turkish corporates to establish their businesses in Hong Kong and to further strengthen the business and economic ties between the two places."

The Principal Consultant of the Istanbul office at InvestHK, Ms Nese Secer, said, "InvestHK set up its first consultant office in Istanbul back in 2006, supporting the department in Türkiye to bring in corporates and investment into Hong Kong. With the huge economic potential in Türkiye, especially the highly developed sectors in Izmir, such as renewable energy, software and IT services, maritime and biotechnology, we will step up our efforts to bring in more corporates and investment to Hong Kong."

The opening of the new office in Izmir is part of the plan mentioned in the 2024-25 Budget to strengthen Hong Kong's economic and trade relations with the Middle East.

