

Invest Hong Kong promotes Hong Kong's business advantages in Beijing and Tianjin (with photos)

Acting Associate Director-General of Investment Promotion at Invest Hong Kong (InvestHK) Ms Loretta Lee is visiting Beijing and Tianjin from May 27 to 30 to promote Hong Kong's business advantages and new opportunities to local food and beverage (F&B) and retail enterprises as well as industry associations. The visit is aimed to facilitate mutually beneficial co-operation between Mainland and Hong Kong businesses, supporting joint efforts to tap into international markets.

During her visit, Ms Lee met with numerous companies to understand their overseas strategies, while promoting Hong Kong business opportunities. She highlighted Hong Kong's unique role as a "super connector" between the Mainland and global markets under the "one country, two systems" framework. She will also follow up with Beijing-based companies that recently joined the Business Delegation led by the Chief Executive of the Hong Kong Special Administrative Region (HKSAR) to the Middle East.

In Beijing and Tianjin, InvestHK held thematic discussions with organisations such as the China Alcoholic Drinks Association to showcase the immense opportunities for liquor businesses following Hong Kong's reduction in liquor duty. InvestHK also co-organised a series of promotional activities with industry associations, including policy exchange sessions and seminars on global expansion for F&B enterprises.

InvestHK yesterday (May 28) hosted a thematic roundtable event in Beijing with F&B industry representatives to exchange views on overseas expansion and Hong Kong's investment policies. Ms Lee explained that Hong Kong serves as a vital bridge between the Mainland and international markets, offering unparalleled business advantages for Mainland enterprises to expand overseas.

"As a world-renowned culinary capital, Hong Kong is an ideal testing ground for F&B brands aiming to internationalise," said Ms Lee. "The city's diverse consumer base enables brands to validate product acceptance across cultures. With a robust influx of international visitors, brands can also benefit from strong word-of-mouth marketing. Hong Kong's mature F&B ecosystem provides an ideal platform for innovation, while local talent with international prospective and global experience offers a solid foundation for international expansion," she said.

The Head of Tourism and Hospitality at InvestHK, Ms Cindy Wong, gave a detailed overview of Hong Kong's F&B market advantages and how the city can support Mainland enterprises in scaling their overseas presence. The Associate Director of the Office of the HKSAR Government in Beijing (Beijing

Office) , Ms Eunice Chan, delivered welcome remarks at the event.

InvestHK today (May 29) visited Tianjin to engage with major local wine companies to promote Hong Kong's latest policies on the alcohol industry. A seminar entitled Leveraging Hong Kong's Advantages to Support Tianjin F&B Enterprises Going Global was held, co-organised by Hong Kong Bauhinia College and the Tianjin General Chamber of Commerce, and supported by the Tianjin Liaison Unit of the HKSAR Government, the Hong Kong and Macao Affairs Office of Tianjin Municipal People's Government, and the Tianjin Federation of Industry and Commerce.

In her welcome remarks, Ms Lee said, "Tianjin and Hong Kong have long enjoyed close economic and trade ties. Hong Kong is Tianjin's largest source of foreign investment and a vital platform for local enterprises to go global. With its unique advantages of having the staunch support of the country while maintaining unparalleled connectivity with the world, Hong Kong's thriving culinary economy presents opportunities for Mainland brands to grow their brand influence. Tianjin enterprises can leverage Hong Kong's open and internationalised environment to accelerate their global expansion. "She highlighted Hong Kong's role as a vital international gateway, capable of helping Tianjin culinary brands set sail for overseas markets and expand their global presence.

Ms Wong shared an in-depth analysis of Hong Kong's market environment, along with practical case studies, and the HKSAR Government's latest policies to attract businesses, encouraging them to utilise the Hong Kong platform for outbound investment.

The Chairman of the Tianjin General Chamber of Commerce, Ms Han Xiuyun, delivered welcome remarks, pledging to deepen economic, trade, and investment co-operation, particularly in the catering sector, between Tianjin and Hong Kong, enabling enterprises from both places to capitalise on their respective strengths for mutual development.

During the professional services sharing session, Deputy Director of the Management Committee of Beijing Yingke (Hangzhou) Law Firm and Director of Yingke Global Catering Enterprise (outbound investment) Service Center, Mr Chen Shaojun, and the Chief Immigration Officer of the Beijing Office, Mr Xarier Wong, delivered keynote speeches on Hong Kong's professional services and talent schemes to attendees. Vice President of Xiabu Xiabu Group, Ms Zhang Yanmei, shared experiences on the company's business set-up and growth in Hong Kong, encouraging catering businesses to strongly consider Hong Kong's platform for brand internationalisation.

The seminar also featured a Q&A session for enterprises interested in setting up in Hong Kong. Hong Kong representatives addressed their queries in detail. The event attracted more than 80 representatives from Tianjin businesses, institutions, and media.

For photos of the seminar, please visit www.flickr.com/photos/investhk/albums/72177720326484438.

