

Korean restaurant brand Samsic establishes foothold in Hong Kong (with photos)

Invest Hong Kong announced today (April 3) that Korean restaurant brand Samsic has opened its first outlet in Hong Kong, offering authentic Korean cuisine to customers in the city.

Associate Director-General of Investment Promotion Mr Arnold Lau said, "Korean food and pop culture are popular in Hong Kong and there is a strong Korean community in the city. Together with its worldwide reputation as a culinary capital in Asia, Hong Kong is an ideal place for Samsic to expand in the region. I wish it every success and beyond."

He added, "Further to the visit by our Director-General of Investment Promotion, Ms Alpha Lau, to Seoul and a delegation of Korean food and beverage companies visiting Hong Kong to explore business opportunities last month, we are delighted to see the positive outcome from our investment promotion efforts."

The Executive Director of BMJ Samsik HK Limited, Mr Chan Hyung Hwang, said, "Hong Kong has a sophisticated customer base with high purchasing power. Its status as a global trading hub and friendly business environment also appeals to us to set up our presence in the city."

Mr Chan added, "We target to establish a strong presence in Hong Kong and plan to open more than 10 Samsic Korean Soup Restaurants in key areas throughout Hong Kong, including Tsim Sha Tsui and Wan Chai. Hong Kong is an international city with a dynamic culture. We aim to take the lead in promoting traditional Korean cuisine globally via the city."

Located on Shelley Street in Central, the new restaurant offers a variety of authentic Korean dishes, including pork bone soup, blood sausage soup rice, stone pot rice, braised pork bone and hangover soup. Its dishes originate from a region in Korea called Byeongcheon-myeon, which is famous for the traditional Korean dish called black pudding soup, a favourite among many Koreans.

For a copy of the photos, please visit www.flickr.com/photos/investhk/albums/72177720324814422.

