

London ET0 greets Year of Snake in Norway (with photos)

The Hong Kong Economic and Trade Office, London (London ET0) and the Norway-Hong Kong Chamber of Commerce hosted a Year of the Snake reception in Oslo, Norway, on March 5 (Oslo time).

The Director-General of the London ET0, Mr Gilford Law, delivered a virtual welcome speech at the reception. He highlighted that Hong Kong is an unparalleled destination for businesses and investors, thanks to its free and open investment environment, as well as its simple and low tax system. Mr Law said, "The number of companies in Hong Kong with overseas or Mainland parent companies rose to 9 960 in 2024, while the number of start-ups in Hong Kong increased to 4 694, both reaching record highs. These figures demonstrate that Hong Kong is becoming increasingly attractive to businesses and remains an ideal place for Mainland and overseas enterprises to set up or expand their operations. "

Mr Law added, "On top of attracting businesses, Hong Kong is also attracting tourists with its dynamic calendar of world-class events. In 2024, Hong Kong welcomed close to 45 million international visitors, a 31 per cent increase from 2023. Stepping into 2025, Hong Kong, as the 'Events Capital of Asia', is set to host an array of high-profile business, sports, arts, and cultural events."

The reception was well attended by over 80 guests in Norway from the Ministry of Trade, Industry and Fisheries, the Ministry of Foreign Affairs, and the business, academic and cultural sectors. The London ET0 will continue to celebrate the Year of the Snake among the countries under its purview.



