

Mainland karaoke chain brand Mei KTV opens first Hong Kong flagship store (with photo)

Invest Hong Kong announced today (February 14) that Mainland karaoke chain brand Mei KTV opened its first Hong Kong flagship store in Lan Kwai Fong, Central, bringing another valuable addition to Hong Kong's vibrant leisure and entertainment industry. The Hong Kong flagship store will be managed by their design team from Singapore, blending local characteristics to craft an entertainment space that caters to Hong Kong people's preferences. The venue features luxurious karaoke rooms, a full-screen display and performance stage alongside innovative and interactive facilities such as a virtual DJ mixing station.

The Director-General of Investment Promotion for Invest Hong Kong, Ms Alpha Lau, said, "We welcome Mei KTV for choosing Hong Kong to open its flagship store and using the city as a platform for international expansion. Many companies choose to establish in Hong Kong to enhance their brand's international standing. The operational experience gained here can also be replicated in other markets to support their further expansion. I wish Mei KTV great success in Hong Kong and beyond."

Co-founder and the Chief Executive Officer of Mei KTV, Mr Tang Hong Wei, explained the rationale behind choosing Hong Kong. "Hong Kong is an important market and the birthplace for Chinese pop music; opening a store in Hong Kong will provide a music-themed social space for more music enthusiasts. Hong Kong, as an important bridge connecting the Mainland with international markets, will make Mei KTV's flagship store a benchmark for its overseas business. We plan to use this as a base to gradually expand into Southeast Asian markets like Vietnam, Malaysia, and Singapore, and establish a regional office here in the future."

He added, "As of 2024, Mei KTV has opened nearly 800 stores nationwide, covering over 100 cities on the Mainland. Our parent company also plans to be listed in Hong Kong, which is a significant driving factor behind our investment in the region."

Mei KTV is a karaoke chain brand which strives to blend innovative technology with entertainment experiences, primarily targeting the young market. With a core mission to "create joy through technology", Mei KTV has integrated cutting-edge technologies such as AI and virtual reality into traditional karaoke, and launched innovative features such as AI-powered sound correction and metaverse music video production to provide customers with an immersive entertainment experience.

For more information about Mei KTV, please visit www.meiktv.com.

For a copy of the photos, please visit
www.flickr.com/photos/investhk/albums/72177720323789874.

