

# Swiss delegation begins China visit in Hong Kong to deepen digital innovation ties (with photos)

A Swiss delegation comprising over 25 representatives from academia and the private sector arrived in Hong Kong on May 10 to commence a week-long visit across Hong Kong, Shenzhen, and Shanghai. The mission aims to foster international partnerships, enhance bilateral exchanges, and gain in-depth insights into the Greater China innovation ecosystem. This visit also coincides with the 75th anniversary of diplomatic relations between China and Switzerland, symbolising a shared commitment to further collaboration in technology, education, trade, and sustainable development.

The delegation's first stop in Hong Kong featured a thematic seminar titled "Hong Kong – Gateway to China and Asia" organised by Alliance Digital Security Switzerland ADSS, focusing on digital transformation in the age of AI, cybersecurity, and cross-border investment. The event was officiated by representatives from both Swiss and Hong Kong governments and business communities, including the Consul-General of Switzerland in Hong Kong, the Alliance Digital Security Switzerland ADSS, and the Swiss Chamber of Commerce in Hong Kong.

In his opening address, the Acting Director-General of Investment Promotion at Invest Hong Kong (InvestHK), Mr Arnold Lau, highlighted Hong Kong's strategic advantages as a launchpad for global tech companies.

"Switzerland is one of Hong Kong's most promising partners in Europe. Its strengths in life sciences, deep tech, fintech, education, and creative industries align closely with Hong Kong's innovation priorities," he remarked. "Hong Kong is embracing new opportunities for international business, driven by robust digital and regulatory advancements. The recent passage of a new cybersecurity law strengthens the protection of critical infrastructure, giving companies greater confidence to operate in a secure environment. Additionally, the launch of the GBA Standard Contract for cross-boundary data flow enables businesses to transfer personal data safely and efficiently within the Greater Bay Area, promoting seamless collaboration and digital service delivery across borders. These developments position Hong Kong as a trusted, future-ready hub for digital innovation, offering tremendous opportunities for Swiss and global companies."

The President of the Alliance Digital Security Switzerland ADSS and member of the Foreign Affairs Committee of the Swiss Parliament, Mr Franz Grüter, said, "We are in Hong Kong not only to showcase Switzerland's excellence in digital innovation, cybersecurity, and education, but more importantly, to establish robust and sustainable partnerships. As a bridge between international markets and Mainland China, Hong Kong holds immense strategic value for Swiss businesses. Our collaboration will drive shared

growth in the digital economy."

The Deputy Commissioner (Digital Infrastructure) at the Digital Policy Office (DPO), Mr Daniel Cheung, shared Hong Kong's digital policies and strategies on digital infrastructure and AI ecosystem development during his keynote address. He said, "In the digital age, governance models must evolve in tandem. As a global digital hub, Hong Kong is making advances not only in technology but also in policy innovation. We are actively promoting data interoperability, process re-engineering, and the adoption of AI and other cutting-edge technologies to deliver more efficient and user-friendly digital services."

The seminar also featured a panel discussion moderated by the Head of Information and Communications Technology at InvestHK, Miss Wendy Chow. Experts from Thales, Swire Coca-Cola, and the Hong Kong-Shenzhen Innovation and Technology Park explored cybersecurity challenges in the era of artificial intelligence.

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InvestHK will continue to collaborate closely with the Consulate General of Switzerland in Hong Kong, the Swiss Chamber of Commerce in Hong Kong, and Swiss enterprises to support their business establishment and expansion in the region. It will also strengthen partnerships with the DPO, the Hong Kong-Shenzhen Innovation and Technology Park, and other departments to drive the development of the local innovation and technology ecosystem. Through cross-sector and interdepartmental co-operation and continuously strengthening international exchange and collaboration, InvestHK is committed to enhancing enterprise support, promoting technology adoption, and reinforcing the city's status as a leading international innovation hub and smart city.

