

US visual analytics software company seeks to help Hong Kong businesses capitalise on Greater Bay Area opportunities

Tableau, a visual analytics software company from the United States (US), opened an office in Hong Kong today (June 13) to meet the growing analytics needs of local businesses and help them tap opportunities arising from the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). The Hong Kong office will serve Hong Kong, Taiwan and Macao.

Tableau's Head of Greater China, Mr Thomas Yap, said that the company's end-to-end analytics platform is widely used around the world by corporates and government organisations to provide flexibility and choice in adapting to businesses' environments. The platform uses visuals and natural language so people of different skill levels are empowered to use analytics.

Mr Yap said, "Hong Kong will be an important node in the development of the GBA, and Tableau's presence in the market demonstrates our commitment to help businesses here harness the value of data and capitalise on the opportunities presented by the GBA. We have also recently launched our product in traditional Chinese to make it easier for businesses that operate in the local language to seamlessly draw insights from their data to inform decision making.

"Hong Kong presents great opportunities as businesses are increasingly looking to utilise their data to navigate the era of disruption and manage its susceptibility to changes in the global economy. Our presence in the market will enable us to better serve our customers and partners locally, as well as in Taiwan and Macao, to meet their aims and help companies accelerate their journey towards fostering a data-driven culture."

Associate Director-General of Investment Promotion, Mr Charles Ng, said, "Hong Kong, as a leading business hub in Asia Pacific region, has a fast-growing data-driven culture and the necessary infrastructure to support this trend. The city also plays a leading role in the GBA development, providing an ideal place for global data analytics companies from which to extend their reach to the Bay Area and the region."

About Tableau

Tableau aims to help people see and understand data. Tableau pioneered self-service analytics with a leading analytics platform that empowers people of any skill level to work with data. From individuals and non-profits to government agencies and the Fortune 500, tens of thousands of organizations around the world use Tableau to get rapid insights and make impactful, data-

driven decisions. For more information, please visit www.tableau.com.

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