

# Xiaohongshu opens first office outside Mainland in Hong Kong to accelerate cross-border commercialisation business development (with photos)

Invest Hong Kong (InvestHK) announced today (June 7) that lifestyle community Xiaohongshu has opened an office in Hong Kong. This marks Xiaohongshu's first office outside the Mainland, facilitating enhanced services for cross-border brands and users.

Xiaohongshu held an opening ceremony today for its Hong Kong office, with the Financial Secretary, Mr Paul Chan, officiating and delivering a speech. He said: "We warmly welcome Xiaohongshu to establish an office in Hong Kong. Xiaohongshu's presence in Hong Kong carries significant values. First, it fosters closer connections with the Hong Kong community, offering new perspectives and channels for local businesses in product design, marketing and promotion. Second, as an international finance, trade and innovation and technology centre, Hong Kong can help Xiaohongshu grow its business and expand its global footprint. Third, leveraging Hong Kong's unique East-meets-West cultural characteristics and our global networks, Xiaohongshu can promote Chinese culture and products to the world, sharing the good stories of China. We also look forward to strengthening our collaboration with Xiaohongshu to enhance the experience of Mainland tourists visiting Hong Kong, enhance the visibility of Hong Kong's tourism, retail, dining and creative industries, and allow visitors to have an enjoyable experience that makes them want to return."

InvestHK actively attracts digital economy and cultural and creative enterprises from both the Mainland and global markets to establish their presence in Hong Kong. In the '2025-2026 Budget', the Financial Secretary proposed that the Office for Attracting Strategic Enterprises (OASES) will also strategically bring in more innovation-driven cultural and creative businesses to the city.

The Director-General of Investment Promotion at InvestHK, Ms Alpha Lau, said, "We are delighted to welcome Xiaohongshu's first office outside Mainland in Hong Kong, which fully demonstrates the city's strategic role as a 'super-connector'. As a leading lifestyle community from China, Xiaohongshu's presence will foster creative collaboration among local content creators, brands and organisations, and promote East-meets-West cultural exchanges and content marketing development among Hong Kong, the Mainland and the global markets."

Director-General of the Office for Attracting Strategic Enterprises, Mr Peter Yan, said: "Xiaohongshu's rapid establishment of its Hong Kong office demonstrates the speed of China's business adaptability. As a leading enterprise in creative industries and technology, Xiaohongshu is expected to

integrate innovative technologies to accelerate the growth of the local creative industries ecosystem."

Xiaohongshu is not just a highly engaged lifestyle community; it has become users' major hub for consumption decision-making. Through images, texts and short videos, users share and discover inspirations related to fashion, beauty, travel, food and more, creating a seamless experience from product discovery to purchase.

The Chief Marketing Officer of Xiaohongshu, Ms Zhiheng, stated, "When Xiaohongshu was first founded in 2013, it established a deep connection with Hong Kong. Among the first seven guides on cross-border shopping we released, one was dedicated to Hong Kong. If we say Xiaohongshu has crafted a narrative of the era for the development of online communities, Hong Kong marks the beginning of this story."

The General Manager of Global Business Solutions at Xiaohongshu, Ms Qianyue, said, "By establishing our office in Hong Kong, we aim to better serve more clients, while accelerating the development of our brand marketing businesses."

Ms Qianyue added, "Hong Kong is not only an important market for us but also a vital bridge. The global business solutions team plays a dual role – helping overseas brands connect with Chinese consumers, while also supporting Mainland Chinese brands to expand into Hong Kong and global markets. In addition to serving local users, some team members will take on regional responsibilities to support business development across Asia and beyond. We are also partnering with local universities to offer job and internship opportunities, nurturing young talent with cross-cultural marketing expertise."

For more information about Xiaohongshu, please visit:  
[www.xiaohongshu.com](http://www.xiaohongshu.com).

To download photos, please visit:  
[www.flickr.com/photos/investhk/albums/72177720326653416](http://www.flickr.com/photos/investhk/albums/72177720326653416).



