

Canada

Success Stories

Reaching Your Goal in Hong Kong



InvestHK

The Government of the Hong Kong
Special Administrative Region



Foreign Affairs, Trade and
Development Canada

Affaires étrangères, Commerce
et Développement Canada



**The Canadian
Chamber of Commerce**
in Hong Kong

La Chambre de Commerce Canadienne & Hong Kong
香港加拿大商會

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Hong Kong is your ticket to Asia - and the world.

As a major innovation hub in Asia, Hong Kong offers everything your business needs to succeed: a wide range of finance options, vast regional markets, world-class technology infrastructure, tech-savvy workforce and stringent intellectual property protection.

Discover what InvestHK can do to help you set up smoothly in our city.

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InvestHK

The Government of the Hong Kong
Special Administrative Region

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Message from the Director-General of Investment Promotion

Hong Kong and Canada have a long history of friendship and strong economic links. Canadian businesses in Hong Kong have contributed significantly to the development of our economy and the growing Canadian community is a testament to our cultural diversity.

It is easy to do business in Hong Kong and our simple and low tax regime permits those who produce the wealth through their energy and creativity to keep a fair share of the rewards. Under the "One Country, Two Systems" principal, Hong Kong continues to be a free and open business hub and a unique city of Mainland China. We continue to maintain our own currency and there is no restriction on the flows of capital, information and talent. We also maintain our trusted common law system with an independent judiciary.

Hong Kong is one of the world's major financial centres in which banking and insurance play a vital role. There are five Canadian banks in Hong Kong and seven Canadian or Canadian-controlled insurance companies authorised to operate in Hong Kong. Canadian companies in other business sectors also flourish here, a selection of which are cited in this booklet jointly published by InvestHK, the Consulate-General of Canada and the Canadian Chamber of Commerce in Hong Kong.

Hong Kong is not just a gateway to Mainland China but also an important platform for Mainland companies to "go global". Mainland Chinese companies make use of our advantages as an international financial centre and seize the opportunity to "go global" using the professional services of many local and international firms in Hong Kong. This presents an opportunity for Canadian banks, legal firms, consultants, branding and design consultancies to come to Hong Kong to support Mainland Chinese firms with their global expansion.

InvestHK's mission is to explain the advantages of Hong Kong as a business hub, and to help companies



of all sizes set up quickly and smoothly to enjoy the benefits. We launched the StartmeupHK global marketing campaign in 2013 to promote Hong Kong as one of the world's leading startup hubs. It consists of a global business plan competition, a pitching event, a flagship forum and a week-long programme for startups (StartmeupHK Week). We support individuals and entrepreneurs to set up their business here and bring inspiration, innovation, ideas, talent and technology transfer to our city.

We warmly welcome you to Hong Kong and strongly encourage you to take advantage of our city's potential to reach your goals.

Simon Galpin

Director-General of Investment Promotion

About InvestHK

Established in July 2000, Invest Hong Kong (InvestHK) is the Hong Kong Special Administrative Region (HKSAR) Government Department responsible for Foreign Direct Investment. Its mission is to confirm and strengthen Hong Kong as Asia's leading international business and financial centre by attracting economically and strategically important overseas, Mainland and Taiwanese companies to invest in Hong Kong.

As at December 2014, InvestHK has completed more than 3,440 investment projects, creating in excess of 37,500 new jobs in the first year of operation or expansion and over HK\$91 billion of investment.

InvestHK has industry specialists in Hong Kong's priority sectors: Business and Professional Services, Consumer Products, Creative Industries, Financial Services, Information and Communications Technology, Innovation and Technology, Tourism and Hospitality, and Transport and Industrial plus an overseas network of staff and representatives based in 29 key business cities worldwide covering its target markets. The Department's staff based in Hong Kong and overseas work seamlessly to support the successful set up and expansion of clients' businesses in Hong Kong.

You can access InvestHK's free, customised and confidential services in any stage of your business:

03

Planning

Information to aid planning and evaluation

Set up

Advice on business location, facilitation of visa applications, license applications, schooling etc

Launch

PR and marketing support

Expansion

Networking events, introduction to service providers etc

Message from the Consul General of Canada in Hong Kong and Macao

Bonjour de Hong Kong!

I am delighted to participate in this important initiative organised by InvestHK to showcase the many Canadian success stories in this dynamic city.

The Government of Canada's Global Markets Action Plan identifies Hong Kong as a priority market for the advancement of Canada's commercial interests. This will come as no surprise given Hong Kong's longstanding reputation as "Canada's City in Asia".

Le Canada et Hong Kong jouissent d'une relation riche en partenariats dans plusieurs domaines tels que le commerce, l'éducation et la gouvernance. Présentement, il y a presque 300 000 canadiens qui vivent à Hong Kong et environ 16 % de la population de Hong Kong ont des parents proches au Canada. Chaque année, il y a un grand nombre de déplacements entre Hong Kong et le Canada que ce soit pour des raisons familiales, d'affaires ou simplement pour le tourisme.

Eighty-six years after the opening of a Canadian trade mission in 1929, Hong Kong is now home to an impressive Canadian business community, with a 1,000 member-strong Canadian Chamber of Commerce and over 200 Canadian companies with offices in the city. In 2014, Canada's merchandise exports to Hong Kong totalled HK\$28.6 billion (C\$4.6 billion), making Hong Kong Canada's sixth largest merchandise market globally. Beyond pursuing opportunities in Hong Kong's lucrative market, many Canadian companies also are successfully leveraging Hong Kong as a platform into Mainland China and southeast Asia.

During my time as Consul General, I also have been pleased to witness the continued growth of Hong Kong as a key investment partner for Canada. Thanks to the support of organisations like InvestHK, the stock of Canadian direct investment in Hong Kong continues to expand, as companies take advantage of the unique



attributes of this vibrant city to base their operations in Asia. In turn, numerous Hong Kong companies are investing or looking into investment opportunities in Canada, drawn by our reputation for innovation, a sound banking system, low taxes and outstanding talent. The Canada-Hong Kong Avoidance of Double Taxation Agreement and the recently announced renminbi (RMB) hubs for Canada are important elements of this sound relationship.

The impressive trade and investment links between Canada and Hong Kong are built in no small part on the excellent collaboration that the Consulate General of Canada enjoys with such partners as InvestHK and the Canadian Chamber of Commerce in Hong Kong. My colleagues and I look forward to working with companies in both Canada and Hong Kong to help them find success through this robust commercial relationship.

J. Ian Burchett

Consul General of Canada in Hong Kong and Macao

Everywhere you do business

The Canadian Trade Commissioner Service

Partout où vous faites des affaires

Le Service des délégués commerciaux du Canada



We know international markets Nous connaissons les marchés mondiaux

We are the Canadian Trade Commissioner Service.

We help Canadian companies successfully navigate the complexities of international markets. Through our offices across Canada and our on-the-ground presence in more than 150 cities worldwide, we offer market intelligence and an unmatched network of contacts to help you succeed abroad.

Nous sommes le Service des délégués commerciaux du Canada.

Nous aidons les entreprises canadiennes à naviguer à travers la complexité des marchés étrangers. Avec des bureaux au Canada et une présence sur le terrain dans plus de 150 villes du monde, nous offrons des renseignements commerciaux et l'accès à un réseau hors pair de contacts pour faciliter votre réussite à l'étranger.

Connect with us
tradecommissioner.gc.ca/ourservices

Restez branchés
deleguescommerciaux.gc.ca/nosservices



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Foreign Affairs, Trade and
Development Canada
Trade Commissioner Service

Affaires étrangères, Commerce
et Développement Canada
Service des délégués commerciaux

Canada

Message from the Chairman of The Canadian Chamber of Commerce in Hong Kong

“Success is a journey, not a destination”

For over 35 years, at the core of the Canadian business community in Hong Kong, The Canadian Chamber of Commerce in Hong Kong has had the privilege of accompanying many Canadian companies on their journey as they make their mark in Asia and build thriving businesses. Like Canada itself, the Chamber's strengths are built on the diversity of its members, ranging from blue-chip Canadian names such as Manulife, Sun Life and Royal Bank of Canada through to local SMEs and startups, many led by Canadians.

“If you want to go fast, go alone. If you want to go far, go together”

These companies leverage the support that the Hong Kong and local Canadian business communities have to offer. In Hong Kong, organisations such as InvestHK are great starting points for companies who want to expand their market reach and operations into this dynamic region, be it in China or in the countries which form the ASEAN bloc.

As one of the largest Canadian chambers of commerce outside Canada, our capacity to connect our members to one another provides the opportunity to harness the collective wisdom of the Canadian business community in Hong Kong. With eight active committees and over 120 business networking events, speaker presentations and roundtable discussions per year, the Chamber helps equip members with the network and business intelligence needed for success.

Events range from the “Seed to Exit Series” organised by our **Entrepreneur and Small Business Committee** to our ever-popular “China Series” initiated by our **China Business Committee**. Forums at the Chamber are about sharing what has worked and what has not. Other Chamber forums are predominately social – a celebration of our strong and vibrant community.



“Fortune favours the brave”

There are over 180 Canadian companies operating in Hong Kong – those featured in this publication are just the tip of the iceberg of the many who have taken the leap to launch their businesses in Hong Kong and have succeeded.

Opportunities for Canadian companies coming to Hong Kong abound. But executing well, as ever, requires market intelligence, strong networks, capital and considerable perseverance. If your company is thinking of taking the leap, InvestHK and the Chamber are here to support you on your journey.

Find **CANCHAM ONLINE** at: www.cancham.org.

See you in Hong Kong!

John R. Witt

Chairman of The Canadian Chamber of Commerce in Hong Kong

About The Canadian Chamber of Commerce in Hong Kong

Our Chamber

The Canadian Chamber of Commerce in Hong Kong (CanChamHK) is a proactive, non-government body that provides an extensive networking platform for some 1,100 members with business interests in Canada, Hong Kong, Mainland China, and the broader Asia-Pacific region. Celebrating over 35 years in Hong Kong, CanChamHK is the largest Canadian business organisation outside of Canada, one of the most active international chambers in Hong Kong, and an influential business group in Asia Pacific.

Our Members

Open to Canadian and non-Canadian members alike, the Chamber represents businesses of every size across the widest spectrum of activities. Its members include managing directors of small and medium-sized companies and multinational corporations, as well as government officials, business professionals and hi-tech entrepreneurs brought together with the common purpose of fostering trade, and addressing related issues with a collective voice.

Our Vision

To be Hong Kong's pre-eminent business organisation for networking and policy representation.

Our Mission

The Chamber's mission and goals can be summarised as follows:

- To promote commerce between Hong Kong and Canada and among its members
- The Chamber will connect its members with each other and with outside partners to enable them to prosper from the opportunities they pursue in the marketplaces of Hong Kong, Canada, China and across Asia
- The Chamber will effectively represent members' views on relevant policy issues to the governments of Hong Kong and Canada
- The Chamber aims to make both Hong Kong and Canada stronger, more competitive and more connected to each other

Building Green

B+H Architects is an award-winning full service design firm recognised for sustainable design and technical expertise. It provides a one-stop solution to clients, including master planning, architecture, landscape and interior design.

While the firm already has an office in Shanghai, it opened its Hong Kong office in 2013 and has experienced an exciting journey since. The growth in the Mainland Chinese economy has fuelled business growth for the firm. "Hong Kong is in the best position to bridge the gap for local developers going into the Mainland market and for Mainland developers going overseas," Catherine Siu, Managing Director, B+H Architects (Hong Kong) Ltd, said.

The firm has studios in Toronto, Vancouver, Calgary, Seattle, Shanghai, Beijing, Hong Kong, Singapore, Ho Chi Minh City, Delhi, Dubai and Jeddah. The Hong Kong office has around 20 staff and through its network of offices, can leverage on resources across Asia. The local team itself has an international composition, with staff coming from Japan, Spain and Canada, each with their own international expertise.

"There is no lack of talent in Hong Kong. Compared with other jurisdictions in the region, the import of talent is fairly simple and straightforward," Siu said.

The first year was about testing the market, and the firm is now in full swing, leading a variety of projects, for example, in the hospitality sector and interior design, capturing the growing market for an architectural firm that excels in both design and technical aspects.

B+H Architects is a strong advocate of green architecture and has compiled a database to help clients source green

“ Hong Kong is in the best position to bridge the gap for local developers going into the Mainland market and for Mainland developers going overseas. ”

materials. It also hopes to make use of architecture to help people rediscover their identity by taking into account local context and culture and using materials that people can associate with.

Siu appreciates the ongoing support and networking opportunities from InvestHK. "Hong Kong is a blessed city - it has a lot of talent and a supportive government. Some people focus only on their own domestic market and may not be inclined to go further afield because they are not fully aware of opportunities in distant continents. InvestHK should keep up its efforts to promote Hong Kong as an international city and a gateway to Asia," she concluded.

www.bharchitects.com





When Modern Architects Meet Classical Chinese Opera

“ Hong Kong is the centre of Asia Pacific and we plan to be here for decades. We see this as our launchpad for Asia Pacific and the focal point for all our work within the region. ”

Bing Thom Architects (BTA) is a firm of architects and planners who share a belief in the power of great architecture to transform the physical, economic and social conditions of a community. Founded in Vancouver, Canada in 1982, the firm has executed a global spectrum of work with a particular focus on cultural and institutional projects.

The West Kowloon Cultural District Authority (WKCD) invited international architectural firms to enter a design competition for “Xiqu Centre”, the first building to be unveiled in the West Kowloon Cultural District (WKCD). With roots in Hong Kong, both BTA Principal, Bing Thom and BTA Asia Ltd Managing Director, Francis Yan, were passionate about designing the landmark architecture for Xiqu (Chinese opera) performances.

“Winning the competition is extremely exciting for our firm,” Bing Thom, Founder of BTA and an internationally renowned architect, said. “Our design symbolises the importance and rich heritage of Xiqu. The centre is conceived to support and promote Xiqu as a contemporary art form and preserve this precious Chinese heritage for future generations.”

The Xiqu Centre project is being carried out as a joint venture with a local architectural firm. While the Vancouver head office is spearheading the main design work, BTA Asia Ltd, which is being established and headed by Yan, will work with its local partner and be responsible for design and implementation of the project, and liaison with its head office, WKCD and local consultants.

“Hong Kong is the centre of Asia Pacific and we plan to be here for decades. We see this as our launch pad for Asia Pacific and the focal point for all our work within the region,” Thom said.

Both Thom and Yan enjoy living and working in Hong Kong as they find it a fascinating, dynamic and welcoming

city. Thom appreciates the proactive support from InvestHK during the setting up process.

Featuring four core design principles – the gateway and performance pavilion; the courtyard; nature and the urban landscape; and a journey of transition and flow – the Xiqu Centre is designed with sustainability in mind, using wind to provide natural ventilation and recycled cooling from air-conditioned spaces. It will be built with an innovative top-down and bottom-up approach to speed up the construction pace.

With these unique features, Thom believes a deep understanding of the culture and community here is equally important. “We’ve been following the WKCD for more than 10 years. To become a part of the community, you must invest your time in Hong Kong. You must have the ability to develop your roots here and invest in the region on a long-term basis,” he concluded.

www.bingthomarchitects.com



Photos by Nic Lehoucq, courtesy of Bing Thom Architects

Your Link to Art and Commerce

“Hong Kong has the potential to be a regional art and cultural hub.”



ChicZando is an arts consultancy specialising in cross-platform art collaboration in Hong Kong and Mainland China. Its mission is to link art and commerce by offering sustainable solutions through creative marketing and innovative programming with a “one-stop shop” model from inception to execution. Its services include arts consultancy, music/performance production, event management and music distribution.

The name ChicZando derives from the Italian musical term “sforzando”, which indicates a sudden, accented boldness and a “chic” creative team. The team has now grown to seven members and they possess expertise in arts management, music production, commercial and property management, marketing, branding, curating, event management and production skills.

Sheryl Lee, Founder and Creative Director of ChicZando, was born in Hong Kong and moved to Canada when she was 12 years old. As a returnee, she saw a disconnect between art and commercial institutions. From managing a music distribution company to creating arts marketing solutions, she wants to play a role in bridging the gap between art and business.

“Artists may not know how to position themselves and commercial institutions may not know how to maximise the value of art. For each project, we study

the client’s DNA and at the same time make sure the ROI (return on investment) is evaluated and measured,” she explained.

Lee’s vision is to pave the way for creative industries and to help Hong Kong make a greater mark in the global art and cultural scene. The studio aims to create a platform for artists, especially home-grown and regional artists, to showcase their work. “Hong Kong has the potential to be a regional art and cultural hub,” she said.

Midtown POP

As the creative consultant for Soundwill Plaza II - midtown in Causeway Bay - “Midtown POP”, a pop-up multi-functional creative space on the 17th floor of the building, was launched during Art Basel Week in May 2014. Midtown POP has since become a popular venue for local and world-class arts and cultural development. Upcoming projects include M+ museum in March and Le French May.

Lee grew up in Wanchai and is delighted to set up ChicZando in the same neighbourhood. The studio is spacious and designed with an open plan to create a cosy and collaborative atmosphere. It brings back many good memories and she particularly treasures the local cuisine which cannot be found elsewhere.

www.chiczando.com

A Go-to Guide for Greener Living

First launched in Hong Kong in May 2014, Ecozine is a magazine devoted to sustainable living. It offers a weekly e-newsletter, quarterly magazine and daily updates online. The e-newsletter is distributed to about 20,000 readers every week.

"The idea is to empower consumers to make smart, sustainable choices in their daily lives and purchases, and we do this by making them more aware of brands that are environmentally aware," Lisa Christensen, Publisher and CEO, said.

"Hong Kong is well positioned right now in terms of environmental growth and sustainability. More companies are becoming progressive and environmentally conscious. Hong Kong people are educated, have high purchasing power and their spending power can transform the market. The growing popularity of electric and hybrid cars is a very good example," Christensen added.

One of the reasons that Ecozine has chosen Hong Kong to be the launchpad for its regional expansion is its freedom of expression. "Hong Kong is lagging Canada in terms of environmental efforts but is catching up quickly. Hong Kong is a hub for innovation and it is amazing to see the increasingly sustainable technology being created," Nissa Marion, Ecozine's co-founder and Editor-in-Chief, said.

"More and more consumers are determined to buy from responsible companies. And business is taking note. According to an Accenture study, sustainability has

moved from a philanthropic programme to the heart of business, and is a source of long-term economic and brand value," she added.

Ecozine has a fast-growing team covering design, content creation, sales, events, and management. As the event organiser of the region's largest volunteer environmental event, "The Hong Kong Cleanup Challenge", it works very closely with partner NGO, The Nature Conservancy's team. Looking ahead, Ecozine has plans to launch in other Asian cities such as Taiwan, Singapore, Mainland China and even back to Canada.

The company is an active member of the Canadian Chamber Hong Kong and sits on the chamber's Sustainability Committee. "The Canadian community here is very strong and InvestHK is a friendly, approachable, professional and pro-active government department," Christensen said.

Christensen found Hong Kong a great place to start up a business because of the ease of setting up. She is also delighted to see that the government is putting in more resources and attention on social enterprises. Her advice to any aspiring startup is "go for it". "Don't try to do it on your own. Leverage on the networking opportunities, work with people you trust and build a strong team," she concluded.

www.ecozine.com

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“ Hong Kong is well positioned right now in terms of environmental growth and sustainability. ”



GuestLogix Brings New Inflight Shopping Experiences to Asia-Pacific Passengers



“ Hong Kong’s strong legal, finance and banking systems give GuestLogix confidence, especially when data security and payment system reliability are the heart of our business. ”

GuestLogix Inc is the leading global provider of onboard store technology and merchandising solutions, which help airlines and other travel operators create, manage, and control onboard retail environments tailored to the needs of their customers. Serving about 90 percent of the North American and 40 percent of the global airline passenger traffic through 260 cities worldwide, GuestLogix also provides business intelligence to help airlines understand travellers’ purchasing behaviour.

“With average airfares dropping year on year, airlines have to look for other income sources to balance the books. This provides an excellent market opportunity for GuestLogix,” Tony Sit, Senior Vice President and General Manager Asia Pacific, GuestLogix Asia Pacific Ltd, explained.

“Following our success in North America and Europe, it’s time for us to explore the fast-growing Asia-Pacific aviation market. To do so, it is critical for us to have a strong presence in the region,” Sit said. It didn’t take long for GuestLogix to conclude that Hong Kong was the obvious choice for the location of its Asia-Pacific regional headquarters (RHQ).

“Hong Kong’s strong legal, finance and banking systems give GuestLogix confidence, especially when data security and payment system reliability are the heart of our business,” Sit said. “Thanks to the proximity to Mainland China and its central location in Asia, Hong Kong serves as a solid base for us to seek partnership deals in Mainland China and the rest of Asia.”

“The city’s reputation as an aviation hub and the availability of talent with international exposure all count,” he added.

Having a foothold in Hong Kong also helps GuestLogix to position itself as a truly global company. Together with its American RHQ in Dallas, Texas, and the European RHQ

in London, the company now has comprehensive global coverage.

New technology is changing the way airlines sell products and services to their passengers. “We aim to make purchases happen earlier in the air before landing at a destination, which in return creates new revenue streams and improves bottom-line profit for airlines,” Sit explained.

It is also noted that in Asia the average transaction value is higher than in the west, as most Asian passengers travel for business or vacation and tend to spend more. Accordingly, GuestLogix is planning to set up a solutions delivery team in Hong Kong to provide seamless customisation and supporting services for its Asian clients.

www.guestlogix.com



Original date of publication: September 2012

Building Bridges between Canada and Asia

McMillan is a Canadian law firm in Hong Kong and has a deep understanding of bridging cultures and the dynamics of merger and acquisition deals involving Canada and Asia. It assisted Century Iron Mines, which maintains an office in Hong Kong, with its funding arrangements involving WISCO (Wuhan Steel) and earlier with its listing on the Toronto Stock Exchange.

“Hong Kong has a legal system second to none. We focus on using the city as a jumping off point for investment into Canada, using the Hong Kong-Canada tax treaty and leveraging off the connections between Hong Kong and Mainland China to facilitate inbound work,” Stephen Wortley, Partner and Chair of Hong Kong office, McMillan, said.

These connections involve both relationships and the growing financial connectivity between Hong Kong and Shanghai, including through the Shanghai-Hong Kong Stock Connect, a trading portal between the stock exchanges of the two cities.

“Canadian businesses are awakening to the opportunities to partner with Mainland businesses. We are routinely assisting Ontario-based businesses on how to structure Sino foreign joint ventures or to even consider listing on the Hong Kong Stock Exchange,” Wortley added.

McMillan’s office in Hong Kong focuses on outbound investment into Canada, and the sectors it covers are

diverse, including natural resources, power, agriculture, automotive, aviation, entertainment and technology. Two partners and three other staff members are stationed in Hong Kong and the firm is actively looking for a senior merger and acquisition (M&A) lawyer and an associate.

With Chinese speaking professionals, McMillan, the only Canadian national law firm with an office in Hong Kong, is well-versed in Chinese legal matters and current issues facing Mainland companies. “The success of our Hong Kong office has allowed us to plan for expansion, as well as to consider other associations and ventures in Mainland China. Our experience in Hong Kong has been extremely positive as we have become an integral part of the business community locally and in the Mainland,” Wortley said.

He finds the Canadian business community in Hong Kong very supportive; he noted that the Canadian Trade Commission and the Canadian Chamber of Commerce in Hong Kong continually go out of their way to support Canadian businesses. With the increase in trade between Hong Kong and Canada, he sees a much more diverse Canadian business community and a very robust investment banking scene, all of which are positive for McMillan’s business.

Wortley feels privileged living in Hong Kong. “When it came to establishing an office, the choice of Hong Kong was easy and we were supported by InvestHK in the establishment of our office, including the facilitation of visas. There are two very distinct sides of Hong Kong – the business side focused in the central business district with a multitude of opportunities, and the other side that you really only come to appreciate when you live here and that includes the phenomenal country parks at Central’s back door,” he enthused.

www.mcmillan.ca

“The success of our Hong Kong office has allowed us to plan for expansion, as well as to consider other associations and ventures in Mainland China.”



Life in a Different Light

“Hong Kong is an international city that fits our global marketing strategy.”



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Green technology startup Nanoleaf was founded by three University of Toronto graduates Dr Tom Rodinger, Gimmy Chu and Christian Yan in 2012. The three young Canadian entrepreneurs walked away from their high-paying corporate jobs and dedicated their efforts to creating innovative green products. The company's mission is to create a more sustainable future through continued innovations of highly energy-efficient products.

To expand its energy-efficient light bulb globally, the company set up in Hong Kong in 2014. Its products, including what it claims to be the first dimmable LED bulb that doesn't need a dimmer, are extensively available in many consumer electronics chain stores and supermarket outlets throughout Hong Kong. Nanoleaf products are said to save up to 88 percent more energy



in comparison to traditional incandescent light bulbs and lower the overall carbon footprint of consumers. The company's flagship product, Nanoleaf One, doesn't look like an ordinary light bulb. It is not only the first light bulb to be made of PCB and folded origami style into its unique shape, but it also contains advanced patented technology to ensure the highest energy efficiency.

“Hong Kong is an international city that fits our global marketing strategy. By basing here, we can showcase our technology to the world easily, given the millions of international and Mainland travellers that visit Hong Kong. Increasing environmental awareness in the Hong Kong market also offers us added business opportunities,” Nanoleaf Co-founder and CEO Gimmy Chu, said.

With China's energy reduction targets set out in the current 12th Five-Year Plan (2011-2015), the country is expanding on previous policies, adding new ones and aiming to encourage companies to use energy efficient best practices and best available technologies. This gives immense opportunities for companies like Nanoleaf. In fact, an increasing number of green tech companies have been using Hong Kong as a base from which to scale globally and tap into the vast Mainland market.

During Nanoleaf's inception in Hong Kong, InvestHK provided market information and publicity support as well as networking opportunities to help fuel the future of this innovative startup, which offers sustainable and environmentally friendly products for a greener world.

www.nanoleaf.me

National Bank of Canada Uses Hong Kong to Expand Capital Markets Operations in Asia

NBC Financial Markets Asia Ltd (NBCFMA) was established by the National Bank of Canada (NBC) as a wholly owned subsidiary in Hong Kong. NBC is already a leader in Canadian fixed income products both in Canada and in international financial markets such as New York and London. By establishing NBCFMA in Hong Kong, the company is turning its focus to Asia where it plans to extend its successful platform to institutional clients across the region.

"We chose Hong Kong for its first-in-class reputation as an international financial centre. Its world-class business infrastructure, whether in transport, telecommunications or connectivity, was an important criterion in our decision to establish a new facility. Hong Kong's central location in Asia was also a key component. Many major Asian markets are in the same time zone and less than four hours' flight away. All these are big advantages in choosing Hong Kong as a regional head office," Martin Legault, CEO, NBC Financial Markets Asia Ltd, said.

The company has a team of four in the Hong Kong office, including three sales and trading staff and one focused on operations and compliance discipline. Legault expects to hire more staff in the near future to cope with business development.

The team leverages on NBC's leadership in fixed income products in Canada to offer a range of Canadian investment solutions to clients across Asia. Clients will also be offered extensive research coverage of many Canadian public companies. NBC will continue to identify long-term opportunities in Asia wherever the group might be able to draw upon its expertise and competitive advantages.

Legault is impressed not only by the size of the Canadian community in Hong Kong but also its vibrancy. He finds Hong Kong a very dynamic and cosmopolitan city where people not only work hard but also play hard. "The opportunities for outdoor sports like tennis, hiking and water sports are great, and the restaurant scene is extraordinary," he said.

InvestHK assisted Legault in setting up its Hong Kong operation and facilitated his networking when he relocated to Hong Kong.

www.nbc.ca



“ We chose Hong Kong for its first-in-class reputation as an international financial centre. ”



Canadian Digital Marketing Firm Going from Strength to Strength

Headquartered in Victoria, British Columbia, Canada, Neverblue & Pulse Mobile are GlobalWide Media businesses. GlobalWide is a leading digital marketing company group based in Los Angeles, specialising in generating online sales and transactions for clients from various industries, including travel and online retail. The company drives e-commerce transactions by harnessing the internet's top web and mobile inventory via a full spectrum of online marketing channels. Its clients are mostly large brands with a global presence.

"Asia is the largest and fastest growing digital market in the world. Our Hong Kong office positions us to meet and exceed our client demand and deepen our existing Asian relationships," Jeff Kwok, Director of Business Development, Asia, Neverblue & Pulse Mobile, said.

"Hong Kong is at the heart of Asia, within roughly three hours' flying time to other Asian cities. With more than seven million inhabitants, the city is a market in itself and has attracted companies from all over the world to set up their regional offices here. Hong Kong is famous as a fast-paced business environment and for digital marketing; we need this speed and efficiency to grow our market," he added.

With more than 10 years' of experience in digital marketing, Neverblue & Pulse Mobile's new strategy is to focus on e-commerce and mobile commerce transactions for clients. Alibaba, Taobao and Expedia Group are some of the company's key clients. To cope with business expansion and increase operation efficiency, the staff size has grown from two to 10 since its establishment in Hong Kong.

Neverblue & Pulse Mobile's business model is based on cost per acquisition, i.e. the advertiser only pays when an advert generates a sale or creates a new user. This "get before you pay" concept enables advertisers to minimise overheads and maximise returns.

"People are the key to our success in Asia Pacific and there is no other place like Hong Kong in terms of talent pool."

Mobile Growth

Kwok is particularly impressed with the growth of mobile devices in the city. "Hong Kong people are spending more time on their mobile phones than personal computers, partly because of the limited space at home, and partly because they like to shop and dine out, which increases the demand for mobile internet," Kwok said.

Kwok attributed the company's rapid growth to a unique vision, a clear strategy to support that vision, the commitment to long-term success, and the right talent to support the operations. "People are the key to our success in Asia Pacific and there is no other place like Hong Kong in terms of talent pool," he said.

Neverblue & Pulse Mobile found InvestHK's support very helpful, ranging from introductions to potential business partners in the industry to practical issues such as visa applications.

www.neverblue.com
www.pulsemobile.com

A Hotelier's Vision for Development

In 2006, Calvin Mak, Founder & CEO of Rhombus International Hotels Group, followed his vision to expand from Canada into Asia by establishing its presence and operations based out of Hong Kong.

Since launching in Asia five years ago, this North American based company now operates five unique hotels in Hong Kong and China; Hotel LKF by Rhombus, Hotel Panorama by Rhombus, Hotel Bonaparte by Rhombus and Hotel de EDGE by Rhombus which opened in May 2011. Rhombus Fantasia Chengdu Hotel also opened in late 2011. Despite its operational youth in Hong Kong, Rhombus International Hotels Group and its operating hotels have received in excess of 20 awards and numerous accolades from across the globe.

One of the company's key factors to its success is its people. Rhombus International Hotels Group provides a six-month training programme for new recruits allowing them to learn all aspects of operations and be crosstrained, so that they have the tools and knowledge to build their career on a long-term basis and be equipped for internal promotion opportunities.

The other key factor is location. "As a hotel operator, we are always looking for prime locations and welcome more choice in land use," Mak said. Thus, the HKSAR Government's implementation of plans to revitalise industrial buildings and to increase land supply for hotel and commercial development is good news for hoteliers.



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The Hotelier's Vision in Hong Kong and China

Hong Kong's unique geographic location combined with its established business infrastructure and advantages makes it a natural gateway into the rapidly expanding Chinese market.

Rhombus International Hotels Group's mission is to operate hotels in international cities and key destinations within China, with an emphasis in the Greater Pearl River region.

"Hong Kong's culture is not identical to that of the Mainland, but for an overseas investor, presence and success in the Hong Kong marketplace always bode well for further development and expansion into China," Mak said. He added that Rhombus International Hotels Group will continue to expand in Hong Kong and China by following a thorough strategic step-by-step approach, as and when opportunities arise. Mak's recommendation to overseas companies planning to expand in the region is to find an experienced and knowledgeable bridging partner to assist in understanding the local market and culture.

For Rhombus International Hotels Group, InvestHK fits the bridging partner role well with its advice and diverse understanding. Over the years, InvestHK's team has provided a variety of professional support services, including hotel licensing and visa applications for staff.

www.rhombusinternational.com

Connectivity for a Smarter World

The Internet of Things, or IoT, is an essential application to connect basically everything in a smart city. The technologies that power IoT include wireless solutions, cloud computing and big data. Sierra Wireless, a leading Canadian company specialising in wireless machine-to-machine (M2M) devices, is seizing the opportunities in IoT, bringing intelligent wireless solutions to Asia through Hong Kong.

"Our wireless solutions are comprehensive, scalable and secure, offering a complete solution from the device to the cloud," Pierre Teyssier, Regional General Manager, APAC, Sierra Wireless, said. "As Hong Kong is taking on smart city initiatives, we see a great opportunity for us to work with partners to provide innovative solutions that meet the city's needs."

Sierra Wireless' comprehensive range of 2G, 3G and 4G wireless modules are widely applied in various applications, including industrial, automotive, mobile computing, energy, healthcare, transportation and payment, among others. The company works closely with OEMs, enterprises and mobile network operators to deliver customised wireless solutions.

Located in Hong Kong Science Park, Sierra Wireless has more than 140 local employees, and 60 percent of them are involved in research and development (R&D). To cope with business expansion, it will move to a bigger office nearby and take up the entire floor of the building. "Hong Kong will continue to be our regional headquarters with major R&D presence and all corporate functions represented, including marketing, finance, human resources, quality and operation," Teyssier said.

When choosing its regional HQ, Teyssier said that the most crucial factor for the company was intellectual property (IP) protection. "Hong Kong is a very safe city; it has all the favourable factors to do business, including strong

IP protection, a business-friendly environment, excellent transportation and infrastructure as well as its central location with close proximity to neighbouring markets," he said.

Award-winning Hong Kong R&D Team

Teyssier is very proud that Sierra Wireless' Hong Kong R&D team has successfully developed several projects for the Asia-Pacific region. One of these was the global smart meter deployment for EDM, a market leader in the provision of smart energy meters and advanced metering solutions, which saw EDM and Sierra Wireless hailed as "Best Mobile Innovation for Utilities" in the 2011 GSMA Mobile Innovation Awards. Another was the 2013 Hong Kong Awards for Industry: Technological Achievement Certificate of Merit, which recognised Sierra Wireless' AirPrime® WS6318 as the world's smallest wireless module providing essential connectivity for M2M communications.

"The synergy and the ecosystem for IoT-related development are very good at Hong Kong Science Park. Science Park offers a clustering effect around its labs, partner programme, recruitment platform, and sponsorship, which is fostering connections between key actors in this industry," Teyssier enthused. He was also complimentary about Sierra Wireless' staff attrition rate, which is low, partly because of the work-life balance staff can enjoy at Science Park - they can go swimming during lunch time at the wellness centre nearby, or even ride their bicycles from home to work.

Since setting up in Hong Kong 17 years ago, Sierra Wireless has received ongoing support from InvestHK, including location and business advice, updates about new initiatives and other marketing support.

www.sierrawireless.com

“As Hong Kong is taking on smart city initiatives, we see a great opportunity for us to work with partners to provide innovative solutions that meet the city's needs.”





Championing Canadian-Asian Educational Collaboration

The University of British Columbia's (UBC) regional office in Hong Kong reflects the importance of the region and the level of engagement the university has in Asia Pacific, according to Grace Wong, UBC's Senior Advisor International, Office of the Provost and Vice President Academic.

"Our alumni organisation in Hong Kong is the largest and most active outside Canada and our Tokyo, Taipei, Seoul, Beijing and Shanghai chapters continue to grow. It was therefore logical to locate our Asia Pacific regional office in Hong Kong," she said. "Hong Kong's strategic location and excellent transport links also make it easy to travel around the region."

UBC's Asia Pacific regional office was set up five years ago to manage and support the university's alumni relations in the region, build partner relationships with local universities and other organisations, facilitate incoming university faculty visits and recruit more Asian students. UBC alumni in Asia Pacific now total 5,000 with 2,400 members based in Hong Kong. The university's strategic relationship with The University of Hong Kong (HKU) continues to grow and HKU is a key academic partner in the city. Recent advances between UBC and HKU include the joint legal education programme and the establishment of the Dr Simon K Y Lee-HKU House at UBC.

Strong Asian Ties

UBC has always had strong ties with Asia; the university launched its Asian Studies programme more than 50 years ago. It now enjoys multiple academic connections with Asia and especially China across a number of its faculties including medicine, law, education, forestry and business. To help foster student exchange and learning, the university has academic partnerships with over 190 universities worldwide including five in Mainland China, four in Hong Kong and a further 29 in the rest of Asia. UBC is also the sole Canadian member of the Association of Pacific Rim Universities, a consortium of 42 leading

"Given the university's extraordinary alumni base, continuing strong family ties and relative ease of contact, Hong Kong will continue to be a primary base for it in Asia."

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research universities in the Pacific Rim that promotes scientific, educational and cultural collaboration.

"Given the university's extraordinary alumni base, continuing strong family ties and relative ease of contact, Hong Kong will continue to be a primary base for it in Asia," Wong said.

www.ubc.ca



Vancouver Airport Authority Comes to Hong Kong



“ Hong Kong is strategically located, within the same time zone or one hour’s time difference of our business partners in Asia, making it very convenient for us to communicate with them on a regular basis. ”

Vancouver Airport Authority is a community-based organisation that manages Vancouver International Airport (YVR), the second busiest airport in Canada. To further expand its air network in this region, YVR opened an Asia office in Hong Kong in October 2014. Its goal is to increase passenger and cargo traffic between Canada and the region, which ultimately contributes to economic growth and job creation on both sides of the Pacific.

“The Asia Pacific region is a key strategic market for Vancouver Airport Authority as we further develop Vancouver International Airport as the preferred gateway airport between Asia and the Americas,” said Craig Richmond, President & CEO, Vancouver Airport Authority. “It is crucial to maintain regular contact with decision makers of the airlines that currently operate at YVR and the potential new carriers. Being on the ground in Hong Kong enables us to be fully aware and in constant contact with Asia-based carriers and tourism entities.”

Asia-Pacific’s air transport industry represents the world’s fastest growing airline market. Hong Kong International Airport is also the world’s busiest cargo gateway and one of the world’s top 10 busiest passenger airports. Coupled with the city’s enduring advantages, including its central location in the region, efficient air, land and sea transport, simple tax regime and a large pool of multilingual talent with experience in the airline and travel industry, Hong Kong has become the most desirable base for the airport operator.

“Hong Kong is strategically located, within the same time zone or one hour’s

time difference of our business partners in Asia, making it very convenient for us to communicate with them on a regular basis,” Richmond explained.

With a small team headed by Dora Kay, Director Asia, who has been working with InvestHK to bring new air services to Hong Kong, the company found setting up in Hong Kong relatively simple and manageable. There is also a good choice of companies which offer world-class professional services in Hong Kong. “We have found InvestHK to be very helpful, efficient and responsive to our needs. Its staff are pro-business and experienced in assisting foreign companies to set up offices in Hong Kong,” Richmond commended.

www.yvr.ca



Hong Kong – A Significant Gateway for Leading Canadian Customer Intelligence Company



“Hong Kong’s international competitiveness seeks the most innovative solutions that drive businesses to succeed.”

In 2012, Vision Critical opened its Asian headquarters in Hong Kong to extend its reach into the region. With over 16 offices around the world, including four in Asia Pacific, Vision Critical is committed to expansion in the region as the demand for customer driven decision-making continues to increase.

“Hong Kong allows Vision Critical to be closer with customers in Asia’s international business centre. The city is a preferred location for overseas companies to manage their operation in Asia, mainly because of its simple and low tax regime, free flow of information and geographical location. Hong Kong’s international competitiveness seeks the most innovative solutions that drive businesses to succeed,” Peter Harris, Managing Director of Vision Critical Asia-Pacific, said.

“The city has a high concentration of international Asia-based regional headquarters. It is an ideal geographic location for business travel, access to talent, and convergence of international east meets west lifestyle and culture,” he added.

Headquartered in Vancouver, Vision Critical provides a cloud-based customer intelligence platform that allows companies to build engaged, secure communities of customers they can use continuously, across the enterprise, for ongoing, real-time feedback and insight. Designed for today’s always-on, social and mobile savvy customers, Vision Critical’s technology helps large, customer-centric enterprises discover what their customers want so they can deliver what they need. Unlike traditional customer research, which is slow,

expensive and gathers dust on a shelf, Vision Critical’s customer intelligence platform replaces static data and cumbersome reports with real-time actionable customer intelligence that companies need to build better products, deliver better services and achieve better business outcomes.

More than 700 high-performance organisations use Vision Critical’s technology across North America, Europe, Asia, Australia and South Africa. Following success with several Asian-based customers and partners, Vision Critical opened its Asia headquarters in Hong Kong with tenured and experienced leadership.

InvestHK has supported the launch of Vision Critical’s operations in Hong Kong and provided visa assistance for senior managers moving from Canada to Hong Kong.

www.visioncritical.com

Multimedia Solutions Innovator Casts a Vote of Confidence in Hong Kong's R&D



Less than two years after entering its new facility in Hong Kong Science Park, ViXS Systems Inc, a multimedia solution innovator from Canada, has expanded its R&D team and moved into larger premises to house its continuous growth. A global leader of fabless semiconductors based in Toronto, Canada, ViXS has been enjoying phenomenal growth in revenue. This growth has been fuelled, in part, through its rapid expansion in Hong Kong, according to Hugh Chow, Chief Operating Officer and co-founder of ViXS Systems Inc.

"Hong Kong's world-class infrastructure and environment attract the best and the brightest. The city has an excellent talent pool, and ViXS has found people with the technical depth and breadth we require to continue to advance our industry leading technologies," Chow said.

"We are very excited to be part of the technology community here. We hope by raising the profile of the fabless semiconductor industry in Hong Kong, we will attract more young talent to join us," he added.

ViXS Systems Inc supplies advanced system-on-chip (SoC) and software solutions to top-tier manufacturers world-wide for digital TVs, DVDs, set-top boxes, personal video recorders, computers, Blu-Ray players and recorders.

Chow, a Hong Kong-born and educated entrepreneur, pursued his interest for semiconductor research in North America, and realised his dream by co-founding the semiconductor company, ViXS Systems Inc in 2001. By 2006, ViXS had also opened its first office in the Hong Kong Science Park.

"We started with just one person, and today our R&D team in Hong Kong has grown close to 50, making the

"Hong Kong's world-class infrastructure and environment attract the best and the brightest."

Hong Kong team second in size only to the R&D centre at ViXS Toronto headquarters," Chow said. "The quality of the engineers in Hong Kong competes with the best in the world, with the universities here offering excellent engineering programmes."

Chow said that the R&D centre in Hong Kong has been instrumental in growing ViXS' market share in Japan where the company is enjoying a leadership position. Going forward, ViXS Hong Kong will play an important role when ViXS continues to diversify its business further afield to the US, Europe and Mainland China.

In 2009, ViXS successfully applied for government funding support to carry out an R&D project under the Hong Kong SAR Government's Innovation and Technology Fund (ITF). In addition, the company received a 10 percent cash rebate on its R&D expenditure related to the ITF-funded project under the Research and Development Cash Rebate Scheme, and a monthly allowance to subsidise the salary of two of its staff under the Internship Programme.

www.vixs.com

Original date of publication: July 2011

Engineering Growth from Hong Kong

In late 2014, Montreal-based WSP Global Inc acquired Parsons Brinckerhoff and created one of the world's largest multidisciplinary engineering consulting firms worldwide, with about 32,000 employees in 500 offices across 39 countries.

WSP | Parsons Brinckerhoff's Greater China operation now counts 2,600 employees and is headquartered in Hong Kong. The group's presence in Hong Kong began in the early 1970s and has since grown to be one of the group's largest offices, with over 1,400 employees. The office has established a reputation for engineering excellence in the industry, buildings, transport and infrastructure, environment and water, and power and energy sectors.

"Hong Kong has a strong and educated workforce, excellent social infrastructure, and great business networks," said Dr Don Pan, Managing Director, Buildings, Greater China.

Pan foresees that Mainland China will continue to be a growth engine in the near future. In this respect, Hong Kong remains a very important base to tap into opportunities in this important market.

"In a nutshell, we're a people business. We sell the expertise of our people," he said. The availability of local talent plays a key role in the group's ability to grow, and the city continues to produce top graduates from its universities while still attracting seasoned professionals from overseas.

The company's project portfolio includes some of the region's largest, tallest and most technically challenging projects, such as Hysan Place in Causeway Bay, the South Island Line for the MTR Corporation and the Shanghai Tower - China's tallest skyscraper.

Originally from Shanghai, Pan has lived in Hong Kong for more than 20 years. "Hong Kong is undoubtedly a great place to do business and enjoy life. It will continue to attract some of the world's best and brightest," he concluded.

www.wspgroup.com
www.pbworld.com



“ Hong Kong will continue to attract some of the world's best and brightest. ”

“ We have found InvestHK to be very helpful, efficient and responsive to our needs. Its staff are pro-business and experienced in assisting foreign companies to set up offices in Hong Kong. ”

**Craig Richmond, President & CEO
Vancouver Airport Authority**

“ When it came to establishing an office, the choice of Hong Kong was easy and we were supported by InvestHK in the establishment of our office. ”

**Stephen Wortley, Partner and Chair of Hong Kong office
McMillan**



InvestHK's Office in Canada

The InvestHK team in Canada helps companies from all sectors and of all sizes, from large multinationals to startups, to set up and expand in Hong Kong.

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