



HONG KONG

Business Opportunities and the Sector Market Outlook

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Director-General of Investment Promotion
19 March 2024



Hong Kong 2023



+3.2%



+7.3%

**Private
Consumption**



+10.8%

**Investment
Expenditure**



+25.4%

Import of Services



+0.4%
to reach
7.5 MM

Population

Hong Kong

continues to grow sustainably
in the next 5 years

In 2024:

Up to **+3.5%**
GDP growth

During 2024-2028:

+3.2%
Annual GDP growth



Asia and Mainland
market



Return of
travelers



Global interest
rate cut



Developing
infrastructures



Attracting Strategic
Enterprises



Talent
attraction



Hong Kong's Unparalleled Advantages



Companies with
parent companies outside
Hong Kong

9,039

Regional headquarters
in Hong Kong

1,336

Strong Global Business Community

Major sources of the parent companies



Mainland
China



Japan



US



UK



Singapore

Major lines of business



Import/export trade,
wholesale and retail



Financing and
banking



Professional, business
and education services

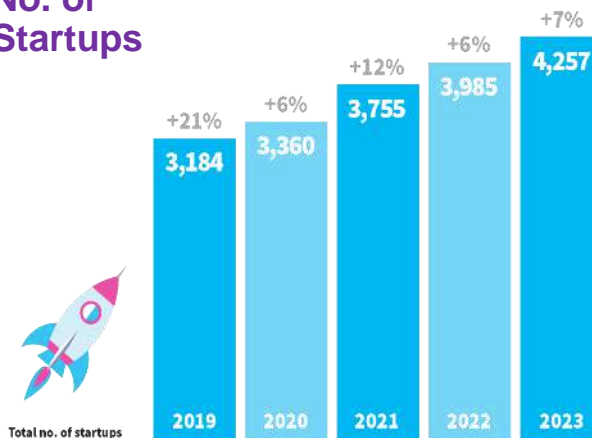


Transportation,
storage and courier
services

Dynamic Startup Ecosystem

4,257 startups, +34% vs 2019

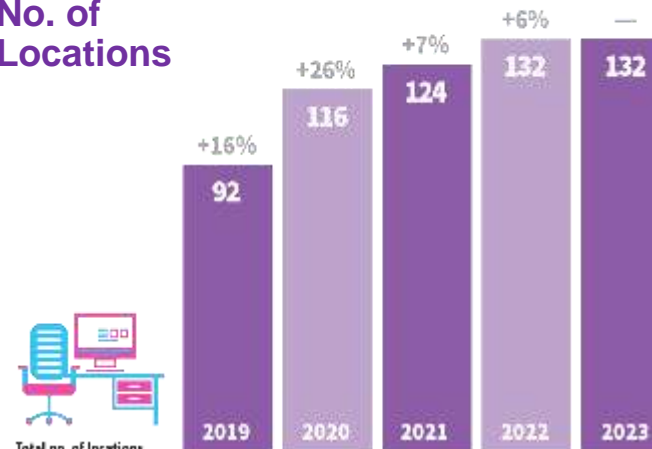
No. of
Startups



Total no. of startups

**132 locations of co-work spaces/
incubators/ accelerators, +43% vs 2019**

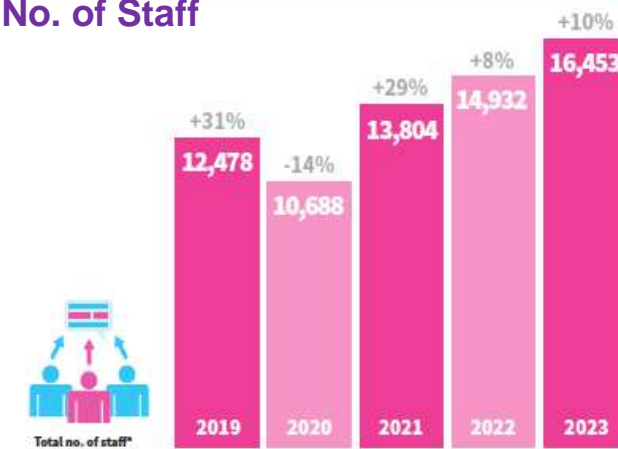
No. of
Locations



Total no. of locations

16,453 employees, +32% vs 2019

No. of Staff

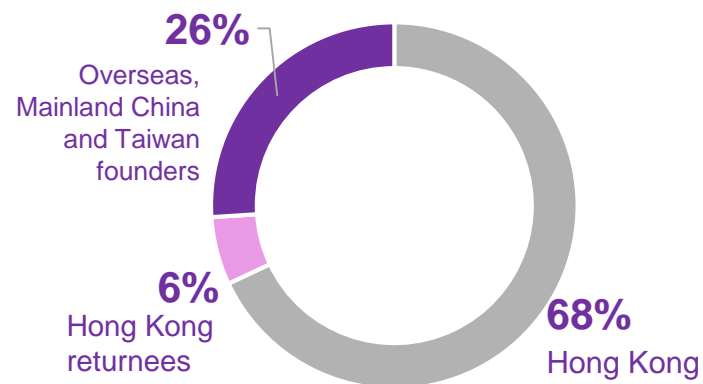


Total no. of staff*

Top 5 Industries of Startups

- FinTech
- E-Commerce/ Supply chain management/ LogTech
- Information, computer and technology
- Education and learning
- Data Analytics

Origin of Founders



Home-grown Unicorns



Hong Kong's Distinctive Status and Advantages

'One Country, Two Systems'

Hong Kong
is the ideal gateway for
international companies
to access China



"There is no reason for us to change such a good policy and we must adhere to it in the long run."

President Xi's keynote address on 1 July 2022



An international **financial, shipping and trading centre**



Free, open, and regulated business environment



Common law legal system



Close connection with the world market and strong support from the motherland

Competitive & Simple Tax System

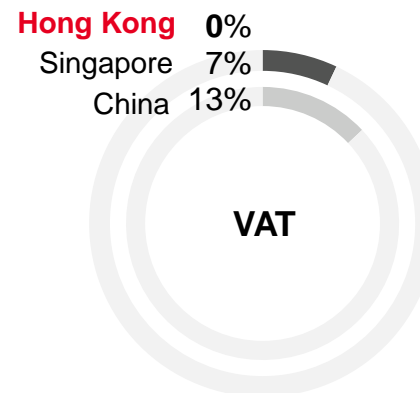
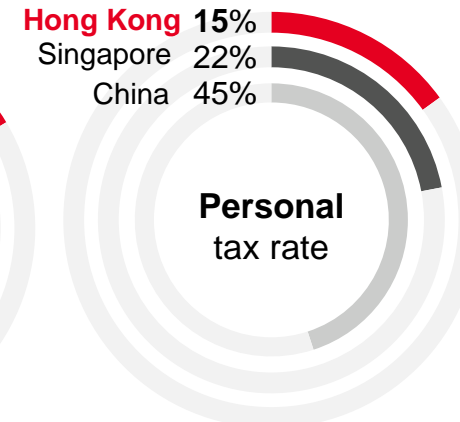
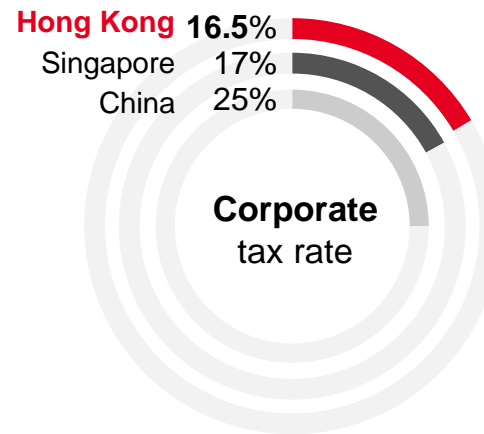
Reducing tax burden on enterprises and fostering a favourable business environment with **two-tiered tax system**

16.5%
Profits above
HK\$2M

8.25%
First HK\$2M of
profits

NO

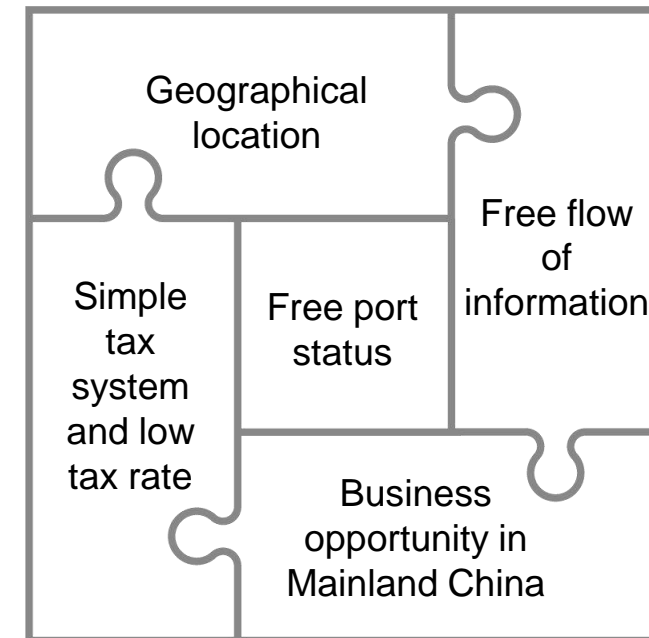
- VAT/GST/Sales tax
- Capital Gains tax
- Withholding tax on investments
- Estate duty
- Global taxation
- Wine duty



Hong Kong has signed Comprehensive Double Taxation Agreements (CDTAs) with **47** jurisdictions including **VIETNAM**

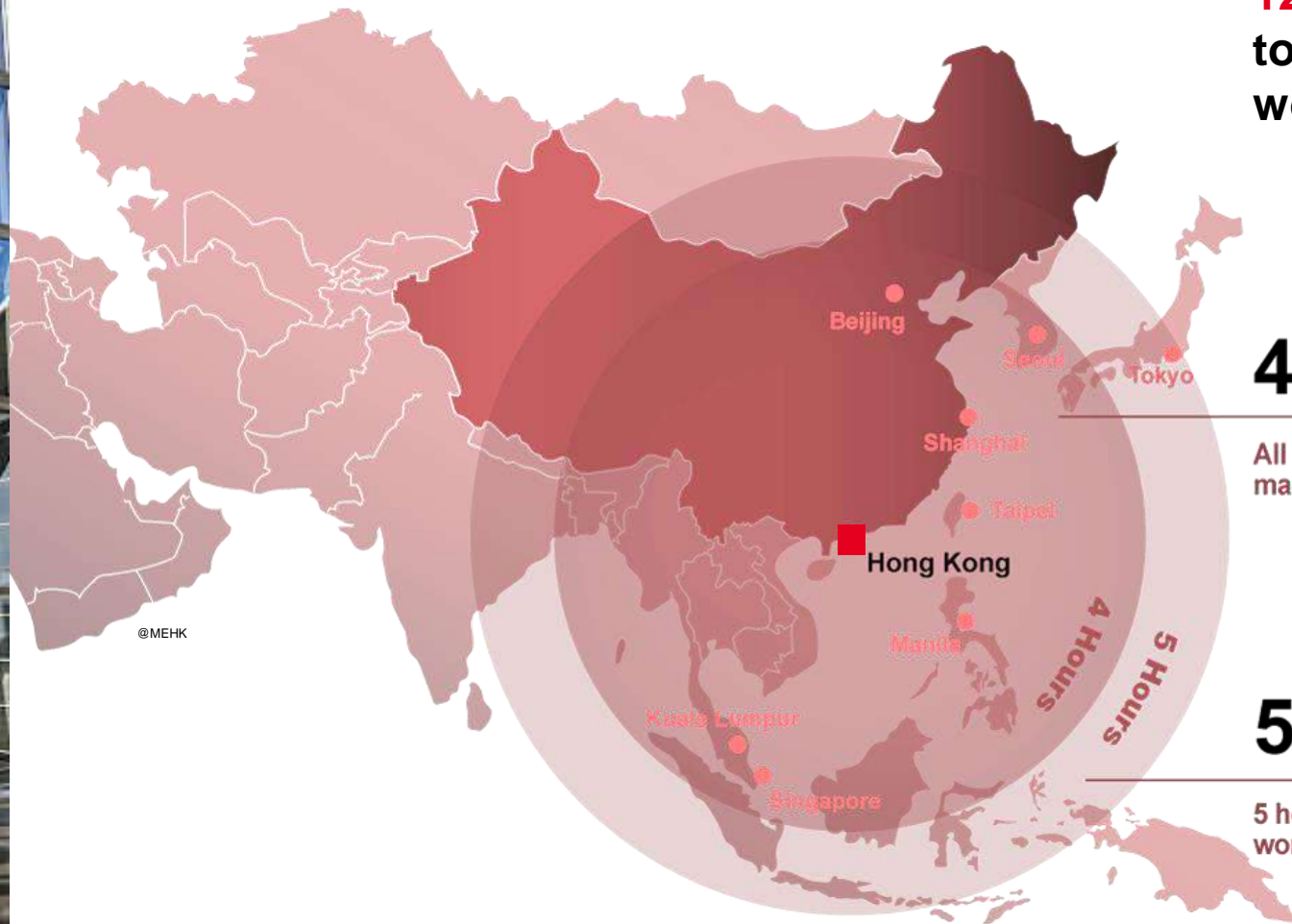


Favourable factors





Heart of Asia



120 airlines operate flights
to **220 destinations**
worldwide

4 HOURS

All of Asia's key
markets within 4 hours

5 HOURS

5 hours from half the
world's population

@MEHK

Vibrant Lifestyle

A VIBRANT CITY



A **nature-filled city** with many stunning yet easily accessible hiking trails and beautiful beaches



A **global foodie feast** with a diverse array of international cuisines and options



World-class events of sports, arts and culture

AN ACCESSIBLE CITY



Reliable and low-cost **World #1 Public Transit System***, and well-established network of roads, ports and airport

A CASHLESS CITY



98% penetration rate of E-payment (Octopus cards/ credit cards/ e-wallets)

A MULTI-CULTURAL CITY



An **open society** embracing different ethnicity, religion and background

Hong Kong as a Gateway to China and Greater Bay Area

**Guangdong-Hong Kong-Macao Greater Bay Area*

An important economic cluster comprises of
9 Cities + 2 Special Administration Regions



Population¹
86 million



Land Area²
56,098km²



GDP³
US\$1.9 tr
(~11% of China's total)

- ¹ Larger than that of Germany
- ² Greater than Ireland, Latvia, Panama
- ³ Larger than Australia, Spain





Hong Kong's Sector Market Outlook

FASHION MARKET



Hong Kong reclaimed its position as No.1 in per capita spend on luxury goods in 2023, followed by Switzerland and Singapore



Hong Kong was the largest spender on luxury goods in 2023



Clothing and Footwear

6.2 billion USD
Retail sales

+41% YoY market growth
from 2022

+5% CAGR
2024-2028



Jewelry, Watches, Clocks and valuable Gifts

7.7 billion USD
Retail sales

+54% YoY market growth
from 2022

+4% CAGR
2024-2028

F&B MARKET



Hong Kong market is full of opportunities for **Vietnamese premium food and pet food products**



Opportunities for Premium Food and Pet Food



Food and
Beverage

4.8 billion USD
Market value

+4.2% YoY market growth
from 2022

+4.8% CAGR
2024-2028



Pet Food and
Pet Care

1.9 billion USD
Market value

+4.9% YoY market growth
from 2022

+3.5% CAGR
2024-2028



Hong Kong as a Hub for Fintech Innovation




Highly diverse range of Fintech companies

- WealthTech
- Blockchain application / software
- Payments and remittance
- Digital asset & cryptocurrency software
- Fintech enterprise solutions
- InsurTech
- Fintech private investment
- Compliance & RegTech

Home to 10 Fintech Unicorns in Hong Kong

Highlights:



Fintech Innovation

Hong Kong as a Hub for Financial Innovations



HASHKEY
GROUP



Hong Kong is **open and inclusive** towards the global community of innovators engaging in **Virtual Assets (VA) businesses**.

Green and Sustainable Finance

- ▶ 80 billion USD green and sustainable debt has issued in Hong Kong
- ▶ The government will launch subsidy scheme for green fintech aiming to encourage more financial technology to support corporates dealing with carbon neutrality

Licensing Regime for Virtual Assets Service Providers

- ▶ 2 VA trading platforms are formally licensed by the Securities Futures Commission (SFC) since June 2023
- ▶ 21 Applicants waiting for approval

Task Force on Promoting Web3 Development

- ▶ Chaired by the Financial Secretary with 15 non-official members from relevant market sectors
- ▶ To provide recommendations on the sustainable and responsible development of Web3 in Hong Kong

Family Office

Hong Kong as a Hub for Family Office

The Government issued the **Policy Statement** on 24 March 2023 to set out its stance and measures on developing a vibrant ecosystem for global family offices and asset owners.

NEW

1. New Capital Investment Entrant Scheme (CIES)

Min. HK\$30M investment

- Including HK\$3M in CIES investment Portfolio and HK\$27M in financial assets
- Open for foreign nationals, Chinese nationals, Macao SAR residents and Chinese residents of Taiwan
- Application opens from 1 March 2024

2. Offering Profit Tax Concessions

Concessionary tax rate of 0% for eligible FIHVs

- No pre-approval required
- Min AUM >=HK\$240M
- FIHV managed by SFO in Hong Kong
- Min. 2 full-time employees required
- Min. HK\$2M operating expenditure
- Max. 50 eligible FIHVs per each SFO

3. Hong Kong Academy for Wealth Legacy

Launched in Nov 2023 as a training hub to bolster the sustainable growth of the entire family office ecosystem in Hong Kong

4. Dedicated FO team in InvestHK

FamilyOfficeHK
香港家族辦公室

5. A new network of Family Office Service Providers

Established in June 2023, with professional service providers including private bankers, trustees, lawyers, accountants, and wealth management professionals

6. Art Storage facilities at the airport

7. Market Facilitation Measures

8. Hong Kong as a Philanthropic Centre



Highlights of Vietnamese Companies in Hong Kong



FPT Software
ICT



NTQ Solution Co., Ltd
ICT



Q Fit
I&T



Finko Architect
C&I



**InvestHK is
Here to Help**

We organise Flagship Event to Promote Family Office



SAVE THE DATE!

Wealth for Good in Hong Kong Summit 2024
27 March 2024

Wealth for Good in Hong Kong Summit | March 2023

- ❖ Showcased Hong Kong's appeal as a **world-leading family office hub**
- ❖ Well-attended by **100 influential decision makers** from global family offices



We organise Flagship Event to Promote Fintech



Save the Date:
2024 Hong Kong Fintech Week
28 October – 1 November 2024

Asia's flagship financial technology conference brings together FinTech founders, banking executives, VCs, regulators and FinTech-savvy audiences, who are shaping the future of financial services by driving a technological revolution in the industry across Asia and globally.

2023 Highlights

Theme: Fintech Redefined

35,000+

From 100+ economies
Visitors

5.5 Million+

Video views

800+

Speakers

700+

Sponsors & Exhibitors

30+

Mainland & International
delegations

250+

Media coverages

Learn more:

 fintechweek.hk



We organise Flagship Event to Promote Innovation

STARTMEUPHK FESTIVAL

SAVE THE DATE!

21-25 OCTOBER 2024


A unique platform for startups, investors, industry leaders, tech enthusiasts and government officials to exchange ideas, make connections and chart a course for the future.

2023  **STARTMEUPHK
FESTIVAL
IN NUMBERS**

Event Highlights:

- 8 main activities with discussions around hot topics such as **Web3, HealthTech, PropTech, sustainability**, etc.
- Pitching Competitions
- Startup-investor Matchings

Learn more:

 startmeup.hk



16,000+
ONLINE
VIEWERS 



12,000+
PARTICIPANTS 



85
COUNTRIES/
TERRITORIES 



604
SPEAKERS 



800+
BUSINESS
MATCHINGS 



We help you enter and expand in Hong Kong



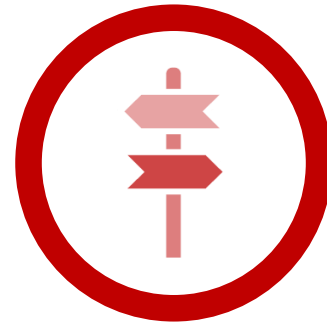
PLANNING

- Guidance in strategic implementation and evaluation of business decisions, including opportunity identification
- Connecting with relevant Consulates, Chambers of Commerce and business associations
- Advising on living and working in Hong Kong (bank accounts, housing, healthcare, schooling and networking, etc)



SET-UP

- Providing support with business licences, visa applications, trademark registration, IP and trade regulations, etc
- Informing on tax and business regulations
- Arranging meetings with service providers, professional associations and government departments
- Advising on sector-specific industries and opportunities



LAUNCH

- Connecting with lawyers, accountants, human resource specialists, consultancies, designers, interior specialists and real estate companies, etc
- Providing marketing and public relations services




EXPANSION

- Tools for continuous expansion
- Support in identifying growth opportunities
- Ensuring a sustainable foundation for growth
- Continuing to support across marketing and public relations

Get In Touch


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Hong Kong: The **world's** super connector

where opportunities **converge**



InvestHK
The Government of the
Hong Kong Special Administrative Region
of the People's Republic of China