

THINK **BUSINESS**,  
THINK **HONG KONG**



**YOUR TRUSTED PARTNER**

2026

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## About the HKTDC

Over the course of six decades, the Hong Kong Trade Development Council (HKTDC) has been facilitating growth and collaboration opportunities for businesses.

Amid global challenges, the HKTDC remains committed to helping businesses navigate the changing trade landscape and transform, while reinforcing Hong Kong's status as an international finance, business and investment hub as well as its dual role as superconnector and super value-adder.

This booklet presents a collection of success stories highlighting the comprehensive support we provide businesses, large and small, via our anchor fairs and conferences,

support programmes and promotions around the globe – all to help them realise their growth and expansion plans via the dynamic Hong Kong platform.

Our work covers a wide range of traditional industries and today's key growth sectors, including innovation, sustainability and wellness, to enable businesses to upgrade and transform in order to be competitive and future-ready. The stories herein reflect the diverse assistance we can offer across sectors.

As the gateway to the ever-growing Guangdong-Hong Kong-Macao Greater Bay Area and vast Chinese Mainland

market, Asia's World City links China with the world. Coupled with its fundamental strengths and advantages, Hong Kong is the go-to platform for businesses keen to expand across Asia or go global.

The HKTDC is a statutory body established in 1966 to promote, assist and develop Hong Kong's trade. With 51 offices globally, including 13 in the Chinese Mainland, the HKTDC promotes Hong Kong as a two-way international business and investment hub.

We organise international exhibitions and conferences as well as business missions to create opportunities year-round for businesses, particularly SMEs, in the

mainland and overseas markets via Hong Kong.

In addition, the HKTDC provides a variety of SME and start-up support services as well as the latest market insights and product information via research reports and digital news channels to help businesses capture opportunities worldwide.

# Redefining smart and seamless care

Leading healthcare provider IHH Healthcare is expanding internationally with the HKTDC's support.

In recent years, the Hong Kong Trade Development Council (HKTDC) has been facilitating connections and deal-making for IHH Healthcare, one of Asia's leading and largest multinational healthcare providers, as it continues to grow its international footprint.

The HKTDC first introduced Gleneagles Hospital Hong Kong, part of the IHH Healthcare multinational network, to PanopticalAI – a Hong Kong healthtech firm associated with The Hong Kong University of Science and Technology (HKUST) – at the *Asia Summit on Global Health (ASGH)* in 2022, initiating several rounds of meetings between the two parties.

On HKTDC's advice, Gleneagles signed a memorandum of understanding (MoU) with the medical-grade health monitoring tech provider to apply its

research results in its Hong Kong hospitals and provide next-gen digital healthcare solutions to the public.

The success of the MoU has led to another agreement with PanopticalAI in 2025, this time to introduce SmartCare Technology.

A healthtech firm nurtured by HKUST, SmartCare Technology provides advanced multimodal large language models to deliver a seamless consultation experience.

A cooperation agreement, facilitated by the HKTDC, was signed by the three parties in 2025 at *ASGH*, organised every May by the Hong Kong SAR Government and the HKTDC to bring together leading voices in healthcare from around the world to engage in dialogue and find partners and investors.



***“We have found a fantastic partner in the Hong Kong Trade Development Council. We appreciate their steadfast support of Gleneagles’ vision. They have connected us with new partners and projects, enabling us to grow further.”***

Kenneth Tsang

*Regional CEO, IHH Healthcare North Asia  
CEO, Gleneagles Hospital Hong Kong*

The collaboration involves the integration of AI technologies of PanopticAI and SmartCare to develop Smart Clinic solutions and AI-assisted digitalisation of clinical workflows, to be piloted at the

Gleneagles MediCentre, which opened last October.

At **ASGH** 2024, we introduced Dr Kenneth Tsang, IHH Healthcare North Asia Regional CEO and Gleneagles Hospital Hong Kong CEO, to Emerging Viral Diagnostics Limited (EVDL) Co-Founder and President Prof Terence Lau.

Biotech firm EVDL focuses on the R&D and commercialisation of diagnostics products and services based on genetics and molecular biology.

They started to engage in discussions and agreed to kickstart a three-month proof of concept program by June 2024. EVDL’s diagnostics machine was installed at Gleneagles Hospital Hong Kong the following month.

The initial partnership proved to be a success, which, upon HKTDC’s advice, led to an agreement being signed by the two entities at **ASGH** in May last year to adopt the innovative diagnostics system developed by EVDL for Gleneagles Hospital Hong Kong’s laboratory and telemedicine services.

Also at **ASGH** 2025, Gleneagles and longevity biotech firm GUTolution made

initial contact, which led to the signing of an MoU at the **Belt and Road Summit** in September to incorporate personalised gut health interventions – including GUTolution’s advanced microbiome testing – into the services to be offered by a Gleneagles’ wellness institute.

Gleneagles Hospital Hong Kong has been a long-time supporter of **ASGH** as Future Private Health Partner. IHH Healthcare Group CEO Dr Prem Kumar Nair is an Honorary Advisor, while Dr Tsang serves on the **ASGH** Steering Committee. Both have spoken at the event to share their insights on the latest industry innovations and trends.

Dr. Tsang remarked: “We have found a fantastic partner in the Hong Kong Trade Development Council. We appreciate their steadfast support of Gleneagles’ vision. They have connected us with new partners and projects, enabling us to grow further.”

Hong Kong has been an important part of IHH Healthcare’s growth trajectory.

Last October, the healthcare provider officiated the opening of its first ambulatory care centre in Hong Kong, Gleneagles MediCentre.

To bring smarter, more accessible healthcare to the community, the MediCentre – the first private day medical centre in Hong Kong offering a pre-anaesthesia clinic – delivers a range of ambulatory services, including oncology outpatient consultation and chemotherapy, endoscopy, minor surgeries and medical aesthetics.

Its seamless integration of AI and augmented reality (AR) technologies – from digital registration and voice-to-text clinical notetaking to AR navigation that guides patients effortlessly throughout their journey – is what makes the centre unique.

Dr Nair said: “The Centre marks another milestone in our out-of-hospital new care model, bringing high-quality day treatments and specialist services closer to where people live and work.”

# Opening global avenues for Philippine cinema

FILMART proves to be the ideal platform for taking content global.

The accessibility and international reach of the HKTDC'S *FILMART* exhibition have made it a must-attend forum for Filipino producers and filmmakers and turned Hong Kong into a “key gateway for advancing Philippine content in the global marketplace”.

This is according to Jose Javier Reyes, Chairman and CEO of the Film Development Council of the Philippines (FDCP), which has been participating in the region's premier film and video trade exhibition for 10 years.

Over this time, the film body – representing over 1,200 Philippine filmmakers and over 100 production companies – has been joined by a steadily growing number of Philippine production companies, using *FILMART* to promote their latest releases and

pursue international distribution and sales collaboration.

Now in its 30th edition, *FILMART* attracts producers and creators from across the region, including a strong contingent from the Philippines.

For the first two decades of the event, the FDCP supported such producers' participation on an individual basis, related Mr Reyes, while the body's staff also attended the fair as part of its market scoping efforts.

This approach evolved in 2016, when the organisation mounted a dedicated pavilion bringing together Filipino producers keen to land international distribution deals and supporting creators taking part in the concurrent *Hong Kong-Asia Film Financing Forum*, co-organised by the HKTDC.



**“The growth in both participation and business potential highlights FILMART’s increasing value as a strategic gateway for elevating the visibility and competitiveness of Philippine content within Asia’s leading content and project marketplace.”**

Jose Javier Reyes

Chairman and CEO  
Film Development Council of the Philippines

The move delivered immediate benefits. The pavilion helped the FDCP address issues faced by individual participants, such as inadequate preparation, unfamiliar deal structures and evolving content trends.

Through coordinated measures such as pre-departure briefings and setting minimum selection criteria for participating companies, the film body was able to present a credible and unified proposition to global distributors. This approach not only maximised the impact achieved by each company, but also enhanced external perceptions of the nation’s film industry.

Since then, the Philippines’ presence at the HKTDC’s anchor film event has continued to evolve. In 2026, the FDCP brought together 12 production companies at the Philippines Pavilion, among them many returnees.

“This growth signals both heightened industry readiness and the effectiveness of FDCP’s targeted market support and selection mechanisms through **FILMART**,” observed Mr Reyes.

The HKTDC’s strong partnership with the film body played a pivotal role in helping participating companies secure deals

and generate attention. For example, the Philippine thriller *Moonglow*, directed by filmmaker and actor Isabel Sandoval, received an invitation to take part in the 2025 **Hong Kong-Asia Film Financing Forum**, co-organised by the HKTDC.

These initiatives helped the organisation deliver a significant expansion in the business pipeline for its delegation companies.

“Overall, the growth in both participation and business potential highlights **FILMART**’s increasing value as a strategic gateway for elevating the visibility and competitiveness of Philippine content within Asia’s leading content and project marketplace,” said Mr Reyes.

Looking ahead, the growth of cross-border productions – driven by increasing fluidity in film financing and production incentives – has positioned **FILMART** as a vital hub for Asia’s creators to explore and develop co-production projects.

Philippine companies, in particular, are keen to tap into this potential.

Danzen Santos Katanyag, producer at Digital Dreams International and exhibitor in 2025, praised **FILMART**’s

value beyond showcasing and knowledge-sharing: “**FILMART** opened meaningful opportunities to connect with potential partners, particularly from Thailand and Malaysia, strengthening our regional network and paving the way for future co-production and distribution collaborations.”

Mr Reyes expressed strong enthusiasm about the FDCP’s return to the event, as it is not only one of its major overseas promotional platforms of the year, but also a pillar in the organisation’s long-term strategic vision.

“Hong Kong has proven to be the hub for Asian cinema, cutting across genres, platforms and innovative developments. The FDCP hopes not only to be part of this forward thrust, but to help define the character and potential of a truly Asian cinema,” he concluded.

The 30th edition of **FILMART**, alongside the concurrent **EntertainmentPulse**, welcomed some 8,000 industry professionals from 53 countries and regions, and over 790 exhibitors from 38 countries and regions.

# Invest Qatar looks to Hong Kong

The HKTDC is working with the Middle Eastern country's investment promotion body to strengthen economic ties between Hong Kong and Qatar.

In recent years, in their quest to diversify, businesses from the Middle East have shown growing interest to do business with Asia's World City.

The HKTDC is seeing a surge in the number of Middle Eastern government and business leaders at its events in Hong Kong to engage in dialogue, secure new partners and investors and find ways to collaborate for success.

One of them is the Investment Promotion Agency Qatar (Invest Qatar).

As part of its long-term strategy to bolster ties with the rest of Asia, the agency has long envisioned opening an office in the Special Administrative Region.

With the city's unique strengths and advantages, including its robust

financial and business infrastructure, the Qatari investment promotion body saw opening an office in Hong Kong as a strategic move to attract investment opportunities to its country.

Invest Qatar's Hong Kong office opened in July 2024, with the support of the HKTDC.

The office serves as a regional hub targeting investors from not only Hong Kong and the Chinese Mainland, but also Southeast Asia.

This is Invest Qatar's first overseas office to attract more foreign direct investment into the country to fuel its diversifying, growing economy.

From continuous engagement and insight sharing on Hong Kong's advantages, latest developments and opportunities



**“The HKTDC is a close and trusted partner, consistently supporting Invest Qatar in raising awareness of Qatar’s potential among Hong Kong businesses.”**

Mohammed Ibrahim Al Mulla

Head of Asia Pacific  
Invest Qatar

to facilitating connections with key Hong Kong business stakeholders, the HKTDC played an instrumental role.

The Council's connection with Invest Qatar goes back to June 2019, when the country's investment promotion arm first became operational.

Our **Dubai office** – which spearheads the HKTDC's work in the Middle East

and Africa – remains in regular contact with the government body, including its Director of Investor and Stakeholder Relations Jeroen Nijland to exchange views on investment opportunities and Hong Kong's regulatory and business environment.

Potential areas of cooperation across sectors are often discussed, including identifying investment opportunities in Qatar for Hong Kong and Chinese Mainland businesses.

Thanks to the HKTDC's efforts, Hong Kong companies from a range of sectors – such as financial services, logistics, professional services and innovation and technology – have shown increasing interest to explore opportunities in the Arab state.

For the Hong Kong SAR Chief Executive-led **mission to Qatar** in May last year, Invest Qatar and the HKTDC co-organised a business luncheon, enabling local leaders to engage with the mission's Hong Kong and Chinese Mainland business delegates.

On this occasion, the investment promotion agency and the Council took their partnership a step further with the signing of a memorandum of

understanding to boost bilateral trade and investment cooperation.

The Qatari entity also leverages HKTDC's conferences in Hong Kong to promote its investment potential, network with government and business leaders from the city and around the world and attract investment interest.

As an example, Invest Qatar partnered with the Consulate General of the State of Qatar in Hong Kong to organise the Qatar Pavilion in the Global Investment Zone at the 10th **Belt and Road Summit** in Hong Kong last September.

Its delegation included their Director for Greater China Junjie Si and Investor Relations Senior Specialist Nasser Ali Al-Kaabi.

During the Summit, Mr Ali Al-Kaabi delivered a presentation on the country's role as a partner in advancing global trade, connectivity and sustainable development.

“Our participation at the Summit provided us with a valuable platform to present Qatar's investment opportunities to a global audience,” remarked Invest Qatar's Head of Asia Pacific Mohammed Ibrahim Al Mulla.

The agency is keen to attend future HKTDC events to capitalise on the internationally diverse audience and advantageous business connections to be made.

“The HKTDC is a close and trusted partner, consistently supporting Invest Qatar in raising awareness of Qatar's potential among Hong Kong businesses. Their role as a facilitator has been central in expanding our dialogue and deepening bilateral cooperation,” concludes Mr Al Mulla.

# HKTDC champions Asia's robotics rise

Malaysian innovator Robopreneur is expanding in the region via Hong Kong.

AI advancements are driving rapid progress in robotics worldwide, with autonomous robots now operating across a range of sectors, from manufacturing and logistics to healthcare and agriculture.

With much of this dynamism centred in Asia, and China rising as an innovation hotspot, the HKTDC has pushed robotics to the forefront in its anchor innovation and technology (I&T) events.

At our latest I&T fairs – *InnoEX* and *Electronics Fair (Spring Edition)* – in April this year, robotics technology applications took centre stage to showcase Hong Kong as a leading international I&T hub and advance the development of the robotics ecosystem in the region and beyond.

More than 100 robots performed a dazzling variety of tasks in the inaugural *RoboPark* zone, drawing widespread admiration and acclaim.

Attracting more than 88,000 buyers from 155 countries and regions for high-value connection-building and business matching, the two annual events connect global I&T by assisting Chinese Mainland firms to go global and international companies to enter the Asia market via Hong Kong.

Among the buyers the HKTDC has facilitated connections and deal-making for is Dr Hanafiah Yussof, Founder and CEO of Malaysia-based Robopreneur, who is a regular *Electronics Fair* attendee.



**“The fair [Electronics Fair] serves as a great bridge between the Chinese Mainland and the rest of the world, especially within the robotics sector, which has seen significant growth in recent years.”**

Hanafiah Yussof

Founder and CEO  
Robopreneur

After first going into business as a start-up back in 2015, the robotics specialist has grown dramatically to become a market leader in Malaysia and the wider ASEAN region.

The firm's initial focus was on robotic systems providing therapy and education for autistic children, commercialising

research that Dr Yussof had worked on at Malaysia's prestigious MARA University of Technology.

The pioneering company still works on social applications, but now serves a wide variety of commercial and industrial sectors as well, including healthcare, hospitality, energy and agriculture, after identifying significant unmet demand for robotics services in Malaysia.

Today, Robopreneur counts major multinationals, including BMW, Google, Hitachi and Nestlé, as well as some of Malaysia's biggest corporates, such as AirAsia, Hong Leong Bank, Maxis and Petronas, among its clients.

The HKTDC's *Electronics Fair* helps Dr Yussof and his team stay ahead of the curve, keeping pace with the latest trends and developments, while connecting with a myriad of suppliers and production partners.

Thanks to the fair's appeal, the pricing is competitive, while the range of top-quality products, especially from China, is second to none.

“The fair serves as a great bridge between the Chinese Mainland and

the rest of the world, especially within the robotics sector, which has seen significant growth in recent years,” Dr Yussof remarks.

He anticipates spending US\$2 million annually with companies he has met at the fair.

“I plan to return to source new products for launch in the future. This is definitely the event I will attend.”

Aside from attending the HKTDC's anchor fairs in Hong Kong, the robotics specialist benefits from the Council's ongoing support via its *office in Malaysia*.

Our *branch office in Kuala Lumpur* not only helps Hong Kong firms enter the Malaysian market, but also offers assistance to Malaysian entities to expand internationally via the dynamic Hong Kong platform.

It continues to help Dr Yussof and his team understand the latest developments in the Hong Kong and wider China market and connect him with key players.

Most recently, this included helping facilitate new business leads at a major *Hong Kong Dinner* in Kuala Lumpur

earlier this year, which was attended by Hong Kong and Malaysian government and business leaders.

An HKTDC-facilitated meeting with Prof Sun Dong, Hong Kong SAR Secretary for Innovation, Technology and Industry, enabled Dr Yussof to learn about the latest robotics trends and opportunities in Hong Kong and the ways in which the Hong Kong platform can facilitate his company's ongoing expansion.

Dr Yussof plans to attend the HKTDC's next major I&T event, the *Electronics Fair (Autumn Edition)*, which returns on 13-16 October at the Hong Kong Convention and Exhibition Centre.

# Turning business matching into market access

Smart building tech firm Neuron Digital finds foothold in Bangkok.

A delegation to Thailand organised by the HKTDC has enabled Hong Kong tech firm Neuron Digital to secure a major collaboration with a Thai reseller, paving the way for the company's software to be deployed at a major Bangkok medical centre.

Tailored for Hong Kong firms in the infrastructure development and real estate-related services (IRES) sector, the *mission to Bangkok* last year included meetings with government bodies, industry associations and major developers as well as visits to key urban development sites.

Incubated by renowned built environment consultant Arup before becoming independent in 2021, Neuron's software harnesses sensors and data analytics to improve building operation efficiency, from digitalising building data

to building AI analytics, and predictive maintenance and control.

Its systems are deployed in iconic Hong Kong buildings, such as the International Finance Centre, One Taikoo Place and more.

## *Mission sparks strategic partnership*

The visit proved timely, as the company was embarking on a major strategic push into international markets, according to Neuron's Chief Commercial Officer Serena Pau.

After initial forays into Singapore, Indonesia and Thailand, the tech firm recognised that a successful overseas strategy would hinge on strong partnerships with local players, enabling it to scale globally, while maintaining the flexibility to meet diverse market needs.



***“The IRES mission had an immediate business impact, helping Neuron not only to sell its software as a service, but also to lay an important foundation for its marketing footprint in Thailand.”***

Serena Pau

*Chief Commercial Officer*  
**Neuron Digital**

The strategy depended on finding the right partner, however, and the HKTDC's mission arrived at an opportune time.

“I knew about HKTDC through my father who took part in missions to the Middle East and Europe, long before the internet,” she said.

“As Neuron is a digital-first organisation, we initially questioned whether a face-

to-face mission could still compete with digital business platforms.”

“But I soon changed my mind after discovering the value of HKTDC's mission in opening doors and building trust across international markets.”

During a networking lunch, Ms Pau met Jose Lai from Comnatz, a Thailand-based systems integrator company with expertise in fire safety.

Ahead of the *IRES mission*, the *HKTDC Bangkok office* had identified Comnatz through market research drawing on its on-the-ground resources and networks – including the Thai-Hong Kong Trade Association – and matched the company with Neuron as a high potential contact.

The meeting soon led to a reseller arrangement, with Comnatz providing on-site installation of the sensors and systems powered by Neuron's software.

One of the partners' initial projects has been the installation of the system at a Bangkok medical training centre to cut emissions and improve space utilisation.

The collaboration has delivered clear benefits for both sides, with Neuron gaining access to the Thai market

through Comnatz, while the latter has benefited from the tech company's marketing efforts in Thailand.

The firm's positive experience with the HKTDC led the company to return to Bangkok in March this year, as part of the HKTDC's *GreenBiz HK* campaign.

Highlighting the city's expertise in green finance, green tech and smart city solutions, the visit culminated in a high-level forum attended by the Governor of Bangkok and over 550 government and business leaders.

This visit helped Ms Pau develop contacts, which have progressed into two successful key pilot projects delivered, with in-depth discussions on several more promising ones, while strengthening the firm's foothold in Thailand.

***On-the-ground value***

The outlook for Neuron's platform in Southeast Asia is encouraging, observed Ms Pau, with building owners increasingly aware of how smart building technologies can enhance efficiency and asset value.

She acknowledged, however, that language and cultural differences, along

with market knowledge and regulatory awareness, remain key challenges.

This is where the HKTDC's worldwide network and services, such as missions and business matching, play a vital role in supporting market entry and long-term success through tailored advice and local expertise.

“The IRES mission had an immediate business impact,” Ms Pau said, “helping Neuron not only to sell its software as a service, but also to lay an important foundation for its marketing footprint in Thailand.”

# Liver health firm taps into rising demand overseas

Hong Kong's Eieling Technology is anticipating an international boost.

Around 30% of adults globally suffer from steatotic liver disease, commonly known as fatty liver, a potentially life-threatening condition linked to unhealthy diets and lifestyles.

Few people exhibit visible symptoms in the disease's initial stages. Early screening can make a big difference, enabling timely treatment and lifestyle changes.

Eieling Technology has developed a palm-sized diagnostic tool, Liverscan, that costs about half as much as conventional methods and is quicker and easier to use, lowering the barriers to mass testing.

Liverscan made its overseas debut in April 2025 in Vietnam, where the scanner has been installed in hospitals and clinics in Ho Chi Minh City and Da Nang.

Eieling secured its foothold in its first overseas market with the support of the *HKTDC's Ho Chi Minh City office*.

From facilitation connections and arranging meetings with healthcare product distributors to providing detailed updates on the latest market and industry developments, the HKTDC has been providing wide-ranging support.

An increasing number of hospitals and clinics – mainly in the Chinese Mainland, Hong Kong and Macao so far – are now using this groundbreaking device.

Liverscan has also been approved for use in China and the US. Executives expect to secure the green light from European Union regulators soon and are engaging with authorities in India and Pakistan.



**“The HKTDC helps Eieling Technology overcome geographical limitations, deepen technological cooperation and capture growth opportunities.”**

Ginger Jiang

Global Product Lead  
Eieling Technology

Distribution discussions are underway in 30 markets.

“We anticipate a surge in Liverscan’s overseas revenue in 2026,” Eieling Technology’s Global Product Lead, Ginger Jiang, says.

As personal health monitoring becomes more common, the liver health specialist is expanding into the consumer market.

In May last year, it unveiled FattaLab, a lightweight medical-grade device that can be used at home as well as in clinics and community centres.

Eieling presented FattaLab and Liverscan to an international audience at the *Asia Summit on Global Health*, a health innovation and investment platform co-organised by the Hong Kong SAR Government and the HKTDC, and the HKTDC’s *Medical and Healthcare Fair*.

Both events took place at the same time as FattaLab’s launch.

The product is already on sale in Hong Kong and Macao, with approvals for major overseas markets anticipated this year.

“We hope that FattaLab will one day appear on our bedside tables, just like thermometers and blood pressure monitors, becoming a gateway to home health management,” Ms Jiang remarks.

Participating in the HKTDC’s events has enabled the company to ramp up its business expansion and engineering breakthroughs.

These and other HKTDC events, such as the next-gen tech fair *InnoEX*, helped it link up with multiple partners from around the world, including buyers, distributors, investors and research institutions, Ms Jiang explains.

“The HKTDC helps Eieling Technology overcome geographical limitations, deepen technological cooperation and capture growth opportunities.”

In January this year, the innovator presented FattaLab at *CES* in Las Vegas, as part of the Hong Kong Tech Pavilion organised by Hong Kong Science and Technology Parks Corporation and the HKTDC.

FattaLab won a prestigious Innovation Award at the tech fair.

The HKTDC has been providing support for Eieling Technology’s growth trajectory through not only its overseas offices, but also its business support programmes, such as *GoGBA*, which facilitates access to the dynamic Guangdong-Hong Kong-Macao Greater Bay Area.

We also helped them foster partnerships and identify new possibilities in high growth medtech markets, including ASEAN, the Middle East and US.

During *GITEX Global* in Dubai in October last year, for example, the *HKTDC’s Dubai office* facilitated key introductions with stakeholders in the healthcare ecosystem, including government authorities, medical equipment traders and hospitals, opening doors to future expansion in the United Arab Emirates.

The HKTDC-organised business matching, media interviews and networking events provide a solid foundation for entry into new markets, Ms Jiang notes.

The company spun out of The Hong Kong Polytechnic University in 2018, led by Prof Zheng Yongping, a biomedical engineer and Director of the university’s Research Institute for Smart Ageing.

# Leading Saudi investment firm sets foot in Hong Kong

ewpartners is supporting the expansion of the city's top 100 leading tech companies into the Middle East.

In May last year, ewpartners extended its physical presence in East Asia, opening an office in Hong Kong.

Founded in Riyadh in the Kingdom of Saudi Arabia (KSA) in 2017, they specialise in cross-border investments linking Chinese companies with Belt and Road markets, particularly the Gulf Cooperation Council, Southeast Asia and Central Asia.

Backed by reputable sovereign wealth funds and international investors, the firm has made more than 20 cross-border investments. While investments are industry-agnostic, key sectors of interest include digital infrastructure, advanced manufacturing, energy transition, supply chain logistics and healthcare.

Hong Kong was an obvious choice for the company.

The city's fundamental advantages – including the rule of law, free flow of capital, open business environment, world-class infrastructure and a low and simple tax system – attracted ewpartners to set up an office in Asia's World City.

Managing Partner, and the firm's representative in Hong Kong, Cliff Chau believes his firm's "investment philosophy aligns perfectly with Hong Kong's positioning as a superconnector and super value-adder, and our Hong Kong office will play a key role in driving cross-regional collaboration, fostering innovation and promoting growth."

With their Hong Kong office, the aim is to "facilitate the expansion of Hong Kong's top 100 leading tech companies to the Middle East over the next 10 years," said Jessica Wong, Founding and Managing Partner.



## “The HKTDC’s support has helped enhance our investment strategy in Asia and strengthened capital market ties between Middle East and Asia.”

Jessica Wong

Founding and Managing Partner  
ewpartners

What led ewpartners to expand their footprint to Hong Kong started back in 2023.

Founding and Managing Partners Jerry Li and Ms Wong first connected with the HKTDC in February that year during a *high-level mission to the United Arab Emirates and KSA*, the first mission the HKTDC organised post-pandemic.

Led by the Hong Kong SAR Chief Executive John Lee, the delegation comprised over 30 business leaders from finance, logistics, technology and professional services.

ewpartners became acquainted with the HKTDC and the delegation during their stop in Saudi Arabia. Those interactions led the firm to build strong relations with the upper echelons of the Hong Kong SAR Government and business leaders.

Since the mission’s conclusion, the HKTDC in Hong Kong and *our Middle East regional office in Dubai* have been in regular communication with ewpartners.

We have been providing them broad support, including sharing the latest regulatory and market developments of as well as business and investment opportunities in Hong Kong and the wider Guangdong-Hong Kong-Macao Greater Bay Area.

We also facilitated vital connections for the company via our Hong Kong-based events, including the *Belt and Road Summit* and *Asian Financial Forum (AFF)*, enabling them to make connections and explore growth and collaboration opportunities.

At recent editions of the *Belt and Road Summit*, ewpartners reinforced its visibility, with the firm’s leadership – Mr Chau and Executive Director Calvin Li – networking and sharing their insights, including on opportunities to cooperate under the Belt and Road Initiative, with government and business leaders from the Belt and Road and beyond.

Deal-making meetings at the *AFF* earlier this year – the HKTDC’s anchor financial conference co-organised every January with the Hong Kong SAR Government – gave the investment firm an opportunity to connect and engage in conversation with key voices in finance and business from across the globe.

“The HKTDC’s support has helped enhance our investment strategy in Asia and strengthened capital market ties between Middle East and Asia,” remarked Ms Wong.

The launch event celebrating ewpartners’ new Hong Kong office – co-hosted by ewpartners, Capital Markets Forum Hong Kong, Saudi Tadawul Group and HKEX – marked a milestone in boosting ties between the Middle East and Hong Kong.

The event gathered over 100 representatives from Hong Kong and Saudi Arabia’s government agencies, investment institutions and entrepreneurs.

At the same event, ewpartners and Tahaluf, the creators behind LEAP, announced a partnership for LEAP East.

The Asia-Pacific edition of KSA’s flagship tech event takes place on 8-10 July in Hong Kong, a testament to the city’s strategic role as a connector to facilitate cross-border exchange and cooperation in this important high-growth sector.

# Building the security layer for the digital economy

HKTDC is helping OneDegree leverage momentum in fintech, AI and digital assets to drive growth.

Hong Kong tech pioneer OneDegree, which specialises in digital insurance, describes its services as the security layer of the future.

Through its OneInfinity business line, which focuses on B2B customers, and with support from the HKTDC, the group has established a strong foothold in East Asia and in the Middle East, where fintech tools and markets are gaining traction.

“As digital assets become more and more integral to global financial systems, the market for specialised risk management is growing at a fast pace,” remarks Robin Scott, General Counsel and Middle East General Manager.

Meanwhile, the digital risk specialist continues to invest in the Middle East,

despite the current instability in the region.

“While there is short-term disruption, we believe the Gulf countries remain ideally placed to capitalise on the global megatrends we are currently experiencing, such as AI and Web3,” Mr Scott asserts.

OneInfinity set up its regional office in Dubai in 2023, soon after the city's Virtual Assets Regulatory Authority published its first rulebooks to license Web3 companies.

These rules require applicants to hold comprehensive insurance, which was not available in Dubai at the time. That opened a window of opportunity for the firm.



**“HKTDC has also been extremely proactive in introducing us to relevant companies in their network.”**

Robin Scott

General Counsel and Middle East General Manager  
OneInfinity

With time being of the essence, OneInfinity contacted the *Dubai office of the HKTDC* in 2023, which is providing ongoing assistance to the insurtech firm.

To help the firm hit the ground running, we have been connecting the digital innovator with relevant ministries and government authorities.

These include Dubai Chambers, the Ministry of Finance, Ministry of Economy

and Dubai Economy and Tourism in the United Arab Emirates (UAE) as well as the Ministry of Investment Saudi Arabia, Oman Investment Authority and Invest Qatar.

This network delivered invaluable insights and facilitated important introductions to key players in the region.

Among them was future partner Dubai Insurance Company, which joined forces with OneInfinity to launch digital asset insurance in the region for the first time in December 2023.

OneInfinity today counts fintech players, such as digital exchanges, custodians, broker-dealers and asset managers as its clients, though Mr Scott anticipates diversifying revenue by attracting more traditional customers, including financial services, energy and telecoms clients.

The partnership with Dubai Insurance Company turned out to be a successful collaboration. In August 2024, OneInfinity became the first insurer in the UAE to obtain Central Bank of the UAE approval for custodial risks insurance, covering digital assets that financial institutions hold on behalf of their clients.

In December that year, Dubai Insurance Company Board Chairman Obaid Buti Almulla joined the group's Board of Directors, further deepening their partnership.

At the same time, the HKTDC's backing has also helped accelerate OneInfinity's trajectory across East Asia, facilitating critical connections to open up new pathways for growth.

The tech company has broadened its exposure to stakeholders through flagship HKTDC events in Hong Kong, such as the *Belt and Road Summit* and *Asian Financial Forum (AFF)*. Mr Scott spoke on an industry leaders' panel reflecting on the future of fintech at *AFF's* most recent edition in January this year.

The HKTDC's annual conferences attract key voices in government and business from around the world to Hong Kong to engage in forward-looking conversation, network and seize cross-border, cross-sector collaboration opportunities – all to accelerate the growth of businesses large and small, helping them capture opportunities and markets previously out of their reach.

“Since expanding to the Middle East, we have received excellent support from the HKTDC team,” Mr Scott says.

“HKTDC has also been extremely proactive in introducing us to relevant companies in their network.”

OneInfinity and its key UAE regional partner Dubai Insurance Company continue to roll out new products together, most recently introducing a new cyber insurance product that covers AI risks to the UAE market, to address growing demand for protection against AI-specific risks and support AI innovation in the region.

# Healthcare services firm pursues cross-border opportunities

Interomni Plus targets GBA expansion after opening an office in Qianhai.

Interomni Plus, which develops digital tools to make it easier to find and book medical services, is looking to capture more business opportunities in the vibrant Guangdong-Hong Kong-Macao Greater Bay Area (GBA).

More than 100 hospitals, clinics and other medical institutions from Guangzhou, Hong Kong, Macao and Shenzhen are already using the Hong Kong tech firm's appointment management system to reach more people and sign them up more efficiently.

The company aims to further boost its profile and presence in the GBA, after opening an office in Shenzhen's Qianhai district last September.

"Qianhai's geographical location at the heart of the Greater Bay Area makes

daily commutes to Hong Kong, Macao and Guangzhou extremely convenient," highlights Leung Kin-yan, CEO of Interomni Plus.

"In the future, we will continue to expand our R&D and operations teams in Qianhai, using it as a bridgehead to develop the Greater Bay Area market."

Mr Leung was convinced about setting up an office in Shenzhen's special economic zone, while taking part in *GoGBA Development Day* in February last year, which is part of the *GoGBA* business support programme run by the HKTDC.

*GoGBA*, which was launched in June 2021, offers a wide range of in-person and online support – including advising on the latest regulatory and market



**“Through the event [GoGBA Development Day], we learned about the investment and support policies of both Hong Kong and Shenzhen ..., enabling us to make an efficient decision to establish a presence there.”**

Leung Kin-yan

CEO  
Interomni Plus

updates and organising networking events, workshops, missions and more – to help businesses keen to explore growth and collaboration opportunities in the ever-expanding GBA.

Our **GoGBA** business support centres in all major GBA cities enable us to provide comprehensive on-the-ground support to businesses large and small.

Last year's **GoGBA's** event **GoGBA Development Day**, which focused on new quality productive forces, comprised seminars, one-on-one consultations and networking activities, to foster connection and collaboration among the over 300 attendees.

We co-organised the event with the Guangdong-Hong Kong-Macao Greater Bay Area Development Office, part of the Hong Kong SAR Government's Constitutional and Mainland Affairs Bureau.

“Through the event, we learned about the investment and support policies of both Hong Kong and Shenzhen and gained a deeper understanding of the development opportunities in Qianhai, enabling us to make an efficient decision to establish a presence there,” Mr Leung explains.

As part of the ongoing advisory support we have been providing, the **GoGBA** team has been helping Interomni Plus apply for Qianhai's BUD 1:1 Package Incentive scheme.

If a Hong Kong business has already received funding from the Hong Kong SAR Government under the Trade and Industry Department's Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund), eligible applicants can receive an additional subsidy of up to HK\$1 million after approval.

“These subsidies provide our Hong Kong colleagues with living and rent subsidies while working in Qianhai, significantly reducing the company's operating costs,” Mr Leung says.

Last May, the Hong Kong company exhibited at the HKTDC's **Medical and Healthcare Fair**, an annual trade fair for the global medical and healthcare sector, meeting potential partners from Hong Kong, Shenzhen, Guangzhou, Shanghai and beyond.

These discussions led to a link-up with another Hong Kong firm, SureCare Medical, whose patients can now book medical services using Interomni Plus's platform. Negotiations are underway with other possible partners. These collaborations are primarily focused on attracting more patients from the Chinese Mainland.

Over the past year, close to 100,000 people from the mainland have used the Hong Kong healthcare services firm's appointment management system to book their medical services in Hong Kong and Macao.

Mr Leung also sees potential to market health supplements to this group and is exploring logistics and warehouse procurement to make this happen.

“We hope to leverage our user network to sell high-quality, reputable health supplements from Hong Kong to the mainland market.”

“In the future, we will continue to deepen our presence in the Greater Bay Area and consider expanding into Southeast Asia, Japan and South Korea.”

# A smarter way to source electronics

How SMD Enterprises grew from African SME into global developer via Hong Kong.

Hong Kong has long served as an unrivalled hub for the sourcing and development of consumer electronics products.

This holds true for South African firm SMD Enterprises (SMD), whose core business centres on delivering seamless factory-to-shelf sourcing solutions for retailers, e-commerce players and distributors.

The company has now become a major force in the consumer electronics outsourcing and distribution sector worldwide and boasts an extensive portfolio of brands, including Volkano, Amplify and Bounce.

Their story began far more modestly as a distributor supplying electronics products to retailers across the African continent. Company Founder Clive

Sacks recalls selling calculators from university parking lots in Johannesburg some decades ago to continuously grow his business network.

With robust sales and a strong client base built over many years, in 2011, the electronics distributor pivoted to product development and positioned itself as a trusted bridge between manufacturers and retailers seeking high-quality electronics products.

In the following years, the company set up offices in Shenzhen and Hong Kong to facilitate direct access to its growing number of manufacturing partners. The business rapidly expanded, emerging as a credible developer of products, such as audio accessories and PC peripherals, for leading global retailers.



**“The HKTDC’s electronics shows deliver an excellent return on investment, generating serious, high-quality sales leads, while also enabling us to reconnect with existing customers seeking new and innovative products.”**

Clive Sacks

Founder  
SMD Enterprises

Mr Sacks credits Hong Kong as a vital commercial hub that naturally serves as the company’s global headquarters, citing its exceptional connectivity, ease

of doing business and the free flow of capital, goods, talent and information.

With a keen interest to continue growing its international business via Hong Kong, the global developer sought out industry events to seize more sales opportunities, specifically eyeing the HKTDC’s trade exhibitions.

Among the city’s many business advantages are its dense calendar of world-class international trade fairs, such as the HKTDC’s *Electronics Fair (Spring Edition)* and *Electronics Fair (Autumn Edition)*.

SMD Enterprises have regularly exhibited at these two fairs since 2023 to make valuable connections, network and secure orders from buyers around the globe, enabling them to continuously grow their business.

Such participation led to concrete results. These include contracts with major retailers in Latin America after meeting at the *Electronics Fair (Autumn Edition)* in 2024. Opening orders for several containers were sent to countries in the region, which helped build the relationship and stronger exposure of SMD’s products to a wider audience.

Furthermore, the South African electronics distributor reached a major deal with a European distributor at the *Electronics Fair (Spring Edition)* in 2025 to distribute SMD’s Volkano electronics range throughout the European Union.

“The HKTDC’s electronics shows deliver an excellent return on investment, generating serious, high-quality sales leads, while also enabling us to reconnect with existing customers seeking new and innovative products,” said Mr Sacks.

The two electronics fairs are among the innovation and technology focused fairs the HKTDC organises every year, enabling industry players from around the world to connect, share insights and make deals via the dynamic Hong Kong platform.

The fair’s spring edition is a flagship event of *Business of Innovation & Technology Week*, co-organised by the Hong Kong SAR Government and the HKTDC.

Looking ahead, the company is focused on expanding its overseas client base via Hong Kong, while accelerating product and brand innovation into more categories, including domestic appliances, healthtech and hardware.

“With an expanding number of partnerships worldwide, we see strong growth ahead alongside continued momentum in developing innovative products that stay ahead of the curve and enable our customers to succeed in their respective markets,” Mr Sacks concluded.

And the South African company’s continued attendance at the HKTDC trade fairs ensures they will realise their strong growth.

The HKTDC’s *Electronics Fair (Spring Edition)* is held every April, alongside *InnoEX*, an exhibition, seminar and networking platform centred on cutting-edge technologies and disruptive innovations.

Our *Electronics Fair (Autumn Edition)* takes place in October each year, together with *electronicAsia*.



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Designed by the Creative Department, Hong Kong Trade Development Council