

# Advertising technology company Adcore Inc sets up regional headquarters in Hong Kong (with photo)

â€‹Canadian-listed advertising technology company, Adcore Inc, announced today (June 23) that it has officially opened its regional headquarters in Hong Kong as part of its strategic expansion in the Greater China region.

Adcore Inc is one of the leading providers of machine-learning powered marketing technologies used by digital agencies and advertisers to maximise online advertising. The company is eyeing the growing trend of digital marketing in Asia, especially in the areas of e-commerce, education, fintech and travel.

The General Manager of Adcore Greater China, Mr Gal Itkin, said, "Adcore Inc understands the growing importance of online marketing in Asia, especially in the Greater China region. As consumer behaviour changes and online marketing is projected to grow rapidly over the next five years, a need for the marketing technologies which Adcore Inc provides becomes vital. Therefore, we have identified Greater China as a strategic market to capture additional business opportunities and to better serve our existing Asia-Pacific (APAC) clients."

He added, "Hong Kong companies are tech-savvy and keen on using digital marketing solutions to scale up their business. In addition, the city is close to the Mainland market with many companies setting up regional headquarters here. Having Hong Kong as our regional base will enable us to have better communication with clients and partners in the region as part of our Asia strategy."

Associate Director-General of Investment Promotion Dr Jimmy Chiang said, "Hong Kong is the regional hub for digital advertising companies to support their clients and business partners in the APAC region. Many companies are increasingly willing to invest in technology to build up their digital capabilities to connect and engage their customers. This is an opportune time for Adcore to expand to China, and we wish the company every success in Hong Kong and beyond."

## About Adcore Inc

Adcore Inc is one of the leading providers of machine-learning powered marketing technologies. By combining extensive industry knowledge and experience with its proprietary artificial intelligence engine, Adcore offers a unique digital marketing platform. Adcore has offices in Canada, Australia, Hong Kong and Israel, and was named numerous times on Deloitte's Technology Fast 50 list. Adcore Inc is a certified Google Premier Partner, Microsoft Partner and TikTok Partner. For more information, please visit

[www.adcore.com](http://www.adcore.com).

## About Invest Hong Kong

Invest Hong Kong is the department of the Hong Kong Special Administrative Region Government responsible for attracting foreign direct investment and supporting overseas and Mainland businesses to set up or expand in Hong Kong. It provides free advice and customised services for overseas and Mainland companies. For more information, please visit [www.investhk.gov.hk](http://www.investhk.gov.hk).

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