

# Global market research company establishes foothold in Hong Kong (with photo)

Global market research company Euromonitor International officially opened its Hong Kong office today (May 17) with the aim of capturing new business opportunities, including those arising from the Belt and Road Initiative.

Euromonitor International provides in-depth market research, analysis and consulting across 100 countries. The Hong Kong office is the company's 14th office worldwide and will manage business in Hong Kong, Macao and Taiwan, including a focus on new services that are related to financial technology, digital and e-commerce sectors, according to the General Manager in Hong Kong, Mr Agilson Valle.

"We see a lot of growth potential coming from the Belt and Road Initiative, as well as significant infrastructure investment gaining momentum in Hong Kong. The city has always been and will continue to stay strong in logistics, construction and real estate, and will always be the financial centre and service hub for the Asia region. We are confident in the vast development in the Asian continent where abundant opportunities can be found, and we want to be part of it.

"The expansion not only addresses the growing demand in serving long-term customers, but also strengthens Euromonitor International's research in Hong Kong with analysts on the ground. Our new office demonstrates our commitment to growing in Asia as well as our desire to support customers locally," said Mr Valle.

The Associate Director-General of Investment Promotion, Dr Jimmy Chiang, said, "With the Central Government's Belt and Road Initiative there are tremendous opportunities for business and professional services including legal, accounting, human resources, consultancy, education and training and more. We are happy to see Euromonitor International seizes the opportunities and makes use of Hong Kong to expand its business in the region."

## About Euromonitor International

Euromonitor International is the one of the world's leading providers of global business intelligence and strategic market analysis. It has more than 40 years of experience publishing international market reports, business reference books and online databases on consumer markets. For more information, please visit [www.euromonitor.com](http://www.euromonitor.com).

## About Invest Hong Kong

Invest Hong Kong is the department of the Hong Kong Special

Administrative Region Government to attract foreign direct investment and support overseas and Mainland businesses to set up or expand in Hong Kong. It provides free advice and customised services for overseas and Mainland companies enrolled as its clients. For more information, please visit [www.investhk.gov.hk](http://www.investhk.gov.hk).

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