

[HKETO, Brussels participates in South Summit in Madrid, Spain \(with photos\)](#)

The Hong Kong Economic and Trade Office, Brussels (HKETO, Brussels), together with Invest Hong Kong (InvestHK) and the Hong Kong Trade Development Council (HKTDC), joined the South Summit held on October 2 to 4 (Madrid time) in Madrid, Spain.

Speaking as one of the panellists of a session on "Clues on how to do business in Asia", Deputy Representative of HKETO, Brussels, Mr Sam Hui, said that the free and open trade regime, business-friendly culture, rule of law, and good connectivity has enabled Hong Kong to grow into one of the major start-up hubs in the region. Despite the recent challenges, the fundamentals of Hong Kong remain strong and the critical mass of talents and funds available in Hong Kong has made the city an ideal launch pad for young European entrepreneurs.

A Hong Kong booth was set up at the South Summit, at which InvestHK and HKTDC distributed information about Hong Kong to international participants and provided them with advice on investing in or doing business with Hong Kong. A "Hong Kong corner" was also organised on October 3 for young Hong Kong entrepreneurs to share their experience with South Summit visitors.

Started in 2012, the South Summit is one of the major events in Europe which connect start-ups with investors and corporations.

