

## [HKETO, Brussels promotes business opportunities in Hong Kong at Web Summit \(with photo\)](#)

The Hong Kong Economic and Trade Office in Brussels (HKETO, Brussels) participated in the Web Summit on November 2 (Lisbon time) in Lisbon, Portugal to promote Hong Kong as an ideal place in Asia for start-ups to grow their business and talents to scale new heights in their career.

Speaking at a Masterclass titled "Grow your tech venture with top talent in Hong Kong and Shenzhen", the Special Representative for Hong Kong Economic and Trade Affairs to the European Union of HKETO, Brussels, Mr Eddie Cheung, said, "Hong Kong is the place-to-be for start-ups, especially those in the mature stage of commercialisation all the way to initial public offering. According to the World Intellectual Property Organization's Global Innovation Index 2021, Hong Kong was ranked the first in 'Creative Outputs' and the third in 'Market Sophistication'."

According to the same index, Hong Kong-Shenzhen-Guangzhou is the second biggest innovation cluster after Tokyo-Yokohama cluster. Mr Cheung added, "Hong Kong is a gateway to Mainland China and Asia. It is a safe and fun place for talents from different corners of the world to live and work."

The Masterclass was moderated by the Head of Investment Promotion of Invest Hong Kong London Office, Mr Andrew Davis. Other speakers included the CEO of Mezzo Labs, Mr Adrian Kingwell, and Executive Board Member of Bison Bank Mr Francisco de Valente Oliveira.

The Web Summit is a major international technology conference, which aims to bring together the people and companies that are redefining the global tech industry. It attracts over 700 speakers from around the world, as well as 40 000 participants, including entrepreneurs, investors and professionals in the field of technology.

