

## Hong Kong attracts award-winning digital marketing agency to set up regional office (with photo)

Invest Hong Kong (InvestHK) today (October 12) announced that it has brought to the city United States-based NP Digital, which will leverage Hong Kong's international status to expand the company's digital marketing coverage across the region.

The company is the latest addition to the diverse portfolio of the department that is tasked to assist Mainland and foreign companies settling in Hong Kong. The Acting Director-General of Investment Promotion of InvestHK, Dr Jimmy Chiang, said that as Hong Kong plays a key role as the international gateway to the Mainland and Asia, it provides a solid ground from which NP Digital can capture the growth potential of digital marketing in this part of the world.

Dr Chiang said, "Hong Kong has world-class internet connectivity with excellent online and mobile platforms for digital marketers. It is an ideal place for NP Digital from which to expand in the region. We wish it every success and beyond."

Co-founded by best-selling author and marketing guru Mr Neil Patel, NP Digital is a global award-winning digital marketing agency that provides performance-based marketing strategies to companies. The company's general manager in Hong Kong, Mr Gary Cheung, said that the agency is committed to giving back to the marketing community via thought leadership, cutting-edge technology, and world-class client satisfaction. It brings the company's proven best practices and local expertise in paid media, earned media, performance creative, and data and analytics to help brands in Hong Kong and across Asia. He said that the opening of the Hong Kong office is the company's natural next step in its Asia-Pacific (APAC) expansion.

Mr Cheung said, "Hong Kong is home to many multinational brands, making it a centre of gravity for advertisers and marketers. The city has always been a strategic location and an ideal connecting point between the East and West, a regional hub where businesses build a strong foundation before expanding operations to the Mainland or other parts of APAC. Our Hong Kong office is not only a local office but also acts as the North Asia headquarters, covering business for Mainland China and other prime markets."

He continued, "NP Digital's services are in high demand in Hong Kong, driven by a fast-growing base of digital consumers. To meet this demand, NP Digital recognises the importance of offering a full-funnel expertise, from search engine optimisation, data, analytics, consumer insights and programmatic advertising services that can connect brands in Hong Kong with their customers."

For a copy of a related photo, please visit [www.flickr.com/photos/investhk/albums/72177720311816476](http://www.flickr.com/photos/investhk/albums/72177720311816476).

For more information about NP Digital, please visit [npdigital.com/hk](http://npdigital.com/hk).

