

[Hong Kong's booming gaming market draws Japanese amusement facility operator to city \(with photos\)](#)

Invest Hong Kong (InvestHK) announced today (December 14) that it has supported a Japanese company, TAITO CORPORATION (TAITO), which has over 40 years of experience in running amusement facilities, to open its first franchised outlet, TAITO STATION, in Hong Kong.

InvestHK, the department that is tasked to assist Mainland and foreign companies setting up or expanding in Hong Kong, welcomed the company joining the city's dynamic entertainment industry. The Associate Director-General of Investment Promotion, Dr Jimmy Chiang, said that it shows a vote of confidence in Hong Kong as an ideal destination for doing business.

Dr Chiang said, "We are happy to see another Japanese premium brand secure its foothold in Hong Kong. It brings not only the newest gaming expertise from Japan but also creates partnership opportunities for local companies. We wish it every success and beyond."

Established in 1953, TAITO is a Tokyo-based amusement facility operator with 158 outlets in Japan. To mark its 70th anniversary, the company decided to extend its reach to Hong Kong, according to the General Manager of Franchise and Entertainment Rental Business Division at TAITO, Mr Hiroshi Kunimatsu.

He said, "We believe that Hong Kong is a very attractive market with great potential for growth in the future. Hong Kong customers' spending power is very high and they love Japanese animation. There are many Japanese brands and businesses that have already set up their presence in the city. We want to seize the opportunities to raise the awareness of the TAITO STATION brand in Hong Kong and the region so that our customers can enjoy our quality services in Hong Kong, and when they visit Japan in the future, they will play and have fun at our amusement centres in Japan as well."

The first Hong Kong outlet is located in a landmark shopping mall in Tsuen Wan and occupies around 3 500 square feet. Mr Kunimatsu said that it offers more than 40 game machines with prizes featuring characters from popular animation and games, bringing happiness and joy to children and families in the city.

To get a copy of the photos, please visit www.flickr.com/photos/investhk/albums/72177720313318414.

For more information about TAITO, please visit www.taito.co.jp/en.

