

[Hong Kong's strategic location attracts UK-based content production network to set up first office in Asia \(with photo\)](#)

Invest Hong Kong (InvestHK) announced today (December 8) that one of its assisted companies, UK-based content production network Casual, has expanded in Asia by setting up its first Asian office in Hong Kong, leveraging the city's strategic location to tap into the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) and Asian market.

The department welcomed the company's landing in Hong Kong. The Associate Director-General of Investment Promotion, Dr Jimmy Chiang, said, "Hong Kong is not only situated in the heart of Asia, but is also on the doorstep of Mainland China and part of the GBA. We are happy to see that Casual leverage the city's business advantages to expand in the region."

Dr Chiang added, "Hong Kong as an international business hub is home to many multinational companies, generating genuine demand for content production services from corporates and marketers. The city is an ideal place for Casual to serve its clients in the region."

The Founder and CEO of Casual, Mr Nick Francis, said that the company acquired long-standing Hong Kong content strategy and production agency APV last year, and rebranded it as Casual operating in a new office in Hong Kong with new facilities and equipment and an expanded team. He said, "They represent not just our brand, but our confidence in Hong Kong as a hub for Asia and doing business in the Asia-Pacific."

He added, "We have worked in Hong Kong a number of times over the past 10 years and so have knowledge of the market. A significant proportion of our work is with business services and financial firms, many of which have offices in Hong Kong. The city is also multilingual with a strong English-speaking business community and as such is easier than many other regions in Asia for us to operate in, while giving us a foothold for further expansion throughout the Asia-Pacific and into Mainland China."

He explained, "From our extensive market research into Hong Kong and surrounding regions, we found that the business and local capability would serve our plan for growth, not just within Hong Kong but also the GBA and Asia as a whole. As we operate in a truly global marketplace, Hong Kong also acts as the perfect connector between our offices in Australia, Europe and the United States, offering us wider coverage and ease of accessibility for our global clients."

To get a copy of the photo, please visit

www.flickr.com/photos/investhk/albums/72177720313211828.

For more information about Casual, please visit www.casualfilms.com.

