

# InvestHK and AustCham to cohost seminar on Hong Kong's vibrant tourism and hospitality sector

Invest Hong Kong (InvestHK) announced today (March 6) it will cohost a seminar with the Australian Chamber of Commerce in Hong Kong (AustCham) on Friday (March 8) with top speakers sharing on a series of tourism, retail and food and beverage (F&B) business opportunities Hong Kong has to offer.

The seminar entitled "Unleashing Success: Tourism and Hospitality Business Opportunities in Hong Kong 2024" aims to offer audience an insight into the evolving landscape of Hong Kong's tourism and hospitality sectors in terms of recent trends and business opportunities, plus government assistance available.

The Director-General of Investment Promotion at InvestHK, Ms Alpha Lau, said, "Australia is one of the top five source markets in InvestHK's portfolio. The event will offer Australian companies the latest about the various developments in Hong Kong's business landscape, helping them to make informed decisions in setting up or expanding their businesses in Hong Kong."

The Chief Executive of the AustCham, Ms Stefanie Evennett, said, "This event will be a fantastic chance to gain expert insight and understanding on the changing trends and opportunities in the food, beverage, tourism, hospitality and retail sectors. There is already a strong Australian presence within these sectors in Hong Kong and many of our members play an important part in the city's vibrant F&B scene, but with new key infrastructure projects in the pipeline and a host of events planned for the year ahead I would encourage anyone with an interest in these areas to come along, ask questions and find out more."

At the seminar, the Head, Tourism and Hospitality at InvestHK, Ms Cindy Wong, will give updates on the Enhanced Supplementary Labour Scheme and various forms of government assistance available to foreign investors. Consultant of Euromonitor Ms Prudence Lai will talk about inbound Hong Kong tourism, retail and dining trend, visitor spending, travel pattern, and consumer insights across Hong Kong and the Guangdong-Hong Kong-Macao Greater Bay Area, while the Head of Valuation and Advisory Services of Colliers, Ms Hannah Jeong, will share on the opportunities for restaurants, shopping malls and retail space in Northern Metropolis.

For event details, please visit [www.investhk.gov.hk/en/events/unleashing-success-tourism-and-hospitality-business-opportunities-in-hong-kong-2024/](http://www.investhk.gov.hk/en/events/unleashing-success-tourism-and-hospitality-business-opportunities-in-hong-kong-2024/).