

InvestHK and HKCEA commence a series of seminars for Mainland enterprises to “go global” (with photo)

Invest Hong Kong (InvestHK) and the Hong Kong Chinese Enterprises Association (HKCEA) today (April 27) held the first of a series of thematic seminars offering practical business tips and covering the latest industry trends for Mainland enterprises in Hong Kong to "go global" via the city.

The joint seminars series aims to support Mainland enterprises in Hong Kong with up-to-date business information and first-hand experience sharing, especially under the new normal, to expand their business globally by using Hong Kong as their gateway. The first seminar on communications strategies for Chinese enterprises to "go global" was supported by PRHK, which is an industry organisation for public relations and communications professionals in Hong Kong.

The event began with welcoming remarks by the Director-General of Investment Promotion at InvestHK, Mr Stephen Phillips, and the Vice Chairman and President of the HKCEA, Mr Zhang Xialing, followed by three presentations from PRHK speakers.

Mr Phillips talked about the significance of Hong Kong's international platform, which offers convenience for Mainland enterprises to tap into opportunities in various channels. "One thing about Hong Kong that is particularly relevant is our international status – making Hong Kong an ideal platform for Mainland enterprises to reach the rest of the world," he said.

Mr Phillips added that the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), with its focus on innovation and financial services, can also be served from Hong Kong. Many multinationals use Hong Kong to tap into growing trade and investment flows to and from the GBA and the Association of Southeast Asian Nations, and others use the city's funding hub role to set up and finance joint ventures in countries along the Belt and Road.

Mr Zhang said of the increasing trend of Mainland enterprises using Hong Kong to "go global", "As of 2020, nearly 2 000 Mainland enterprises have set up a presence in Hong Kong, of which nearly 600 used Hong Kong as regional headquarters or regional offices, which rose by over 60 per cent compared to three years ago." As the country continues to push forward national strategies such as the GBA and Belt and Road initiatives, he foresees more Mainland enterprises will establish offices in Hong Kong and seek global expansion via their Hong Kong bases.

In terms of marketing communications, Mr Phillips said that a good communications strategy is the prerequisite for profit and growth and using social media skilfully often puts companies ahead of competitors. Mr Zhang added that digitalisation of media has enhanced the transparency of

information, contributing to a growing demand for professional services in public relations and communications.

Speakers at the seminar also included the Account Director of BlueCurrent Group Hong Kong, Ms Cheryl Pan; the Chief Digital Officer of Asia-Pacific Burson Cohn & Wolfe, Mr Joe Peng; and Director of Edelman Hong Kong Ms Angela Hui. They shared their insight into communications opportunities and challenges of Chinese brands "going global", the communications opportunities with digitalisation and the importance of crisis management.

Apart from communications strategies, the topics of the upcoming thematic seminars include fintech; environmental, social and governance strategy; green finance; and net zero.

About InvestHK

InvestHK is the department of the Hong Kong Special Administrative Region Government responsible for attracting foreign direct investment and supporting overseas and Mainland businesses to set up or expand in Hong Kong. It provides free advice and customised services for overseas and Mainland companies. For more information, please visit www.investhk.gov.hk.

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