

[InvestHK and Korean Chamber hold seminar on Hong Kong's F&B business opportunities \(with photo\)](#)

Invest Hong Kong (InvestHK) held a seminar today (September 11) with the Korean Chamber of Commerce in Hong Kong (Korean Chamber), the Association of Korean Restaurants in Hong Kong and the Korean Food Promotion Institution, aimed at promoting Hong Kong's business advantages and opportunities in the food and beverage (F&B) sector.

The seminar, entitled Unlocking Tourism and Hospitality Potential to Capture Business Opportunities in Hong Kong 2024, was held in a hybrid format and offered updates on various aspects in the F&B industry, including latest trends and business opportunities, licensing issues, sustainability regulations and initiatives, plus employment visa and government funding schemes.

The Head of Tourism and Hospitality at InvestHK, Ms Sindy Wong, said, "This is our first co-operation with the Korean Chamber to hold a seminar for Korean companies and entrepreneurs, offering them the latest opportunities in the F&B business in Hong Kong. We will continue to work closely with the Korean Chamber and other stakeholders to attract more Korean companies to build footholds in the city."

The Vice Chairman of the Korean Chamber of Commerce in Hong Kong and the Chairman of the Association of Korean Restaurants in Hong Kong, Mr Jongseok Lee, said, "Thanks to ongoing interest of Korean pop culture and cuisine in Hong Kong, more and more Korean F&B companies have shown an interest in setting up or expanding their business in the city. I am sure that the seminar will give Korean companies better insights into the Hong Kong market and help them become more successful in their business here."

For seminar photos, please visit www.flickr.com/photos/investhk/albums/72177720320224908.

