

# [InvestHK encourages Russian companies to expand in Mainland China via Hong Kong](#)

Invest Hong Kong (InvestHK) co-organised a webinar with Moscow Chamber of Commerce and Industry (MCCI) today (April 7) to update Russian companies on Hong Kong's latest business environment under the new normal, and encourage them to tap the business opportunities arising from the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) development.

Speakers at the webinar provided Russian companies with the latest information on business opportunities in Hong Kong regarding retail, e-commerce and import trade. They also highlighted how the city can tap opportunities amid rapid changes related to the world's digital transformation in the face of the global pandemic.

The event started with welcoming remarks by the Vice President, MCCI, Mr Suren Vardanyan, followed by a video presentation on Hong Kong under the new normal. This included business opportunities, challenges and prospects from the Associate Director-General of Investment Promotion at InvestHK, Dr Jimmy Chiang.

Dr Chiang said that the pandemic has fuelled a digital transformation globally and Hong Kong is ready to benefit. The Hong Kong SAR Government is committed to promoting the development of innovation and technology (I&T), with a special focus on research and development, state-of-the-art I&T infrastructure, a tech talent pool, investment funding and other support measures to improve the ecosystem for startups. Russian companies can leverage the city's sophisticated technology ecosystem to meet the growing demand for digital marketing and technology related services in the Mainland and across the region.

He added that the GBA development offers huge business opportunities to Hong Kong in various areas. He urged Russian companies to set up a presence in Hong Kong and make use of the city's status as an international finance centre, the low and simple tax regime, its robust common law legal system and vibrant business environment to expand into the lucrative Mainland market.

InvestHK's Principal Consultant in Moscow, Mr Leonid Orlov, told the webinar, "Through this webinar, we aspire to unveil the unparalleled advantages that Hong Kong grants to all sorts of entrepreneurial minds and daring corporations eager to expand into Asia and globally with all our expertise and care. I do envy those who are about to start this exiting journey to the future."

Entrepreneur, Founder and Managing Director, Uvecon (Hong Kong) and Co-Founder of Digital Week Online, Business Development Specialist, Mr Ivan

Ivanov, also shared his experience in doing business in Hong Kong, highlighting the business opportunities in retail, e-commerce and importation to Hong Kong.

#### 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](http://www.investhk.gov.hk).

For a photo of the webinar, please visit [www.flickr.com/photos/investhk/albums/72157718877981076](http://www.flickr.com/photos/investhk/albums/72157718877981076).

