

# InvestHK promotes Hong Kong business opportunities in Middle East

Invest Hong Kong (InvestHK) announced today (November 13) its latest Middle East promotion initiatives, including a major conference in Dubai targeting leading enterprises, which introduces the new opportunities Hong Kong has to offer.

The conference, entitled Opportunity Asia – Destination Hong Kong: Growth Opportunities in the New Era, will be co-organised with Asia House, a leading London-based think tank, on November 14. It aims to explore opportunities and forge closer economic ties between Hong Kong and member states of the Gulf Cooperation Council (GCC) targeting audience across various sectors including financial services, capital markets, technology, and sustainability.

The Under Secretary for Financial Services and the Treasury, Mr Joseph Chan, will deliver a keynote address and host a question-and-answer session. The Associate Director-General of Investment Promotion at InvestHK, Dr Jimmy Chiang, will deliver welcome remarks. The Chief Executive of Asia House, Mr Michael Lawrence, will moderate two panel discussions on Hong Kong's financial opportunities for GCC investors and the latest developments of the city's technology ecosystem.

Dr Chiang said that given the "one country, two systems" principle and the tremendous support from the motherland, Hong Kong is positioned as a premium global centre connecting the country and the rest of the world. The city offers enduring advantages including a free-market mechanism comprising the free flow of information and capital, a common law legal regime, plus an international lifestyle, ideal for global companies to launch. Hong Kong's growing ties with emerging Association of Southeast Asian Nations markets adds further to its global appeal.