

# Japanese creative project design company extends reach to Hong Kong

Superstation Inc, a Japanese creative project design company, officially opened a Hong Kong branch, Superstation International Ltd, at Cyberport today (February 27). The company's Hong Kong presence will leverage its connections with local partners with the aim of exploring new business opportunities in the city.

Superstation offers creative project development and consultancy services to its clients. One of its signature projects is "Knowledge Capital" in Osaka – an innovative hub comprising about 100 companies, universities and research organisations to create new and innovative ideas through the exchange of knowledge. The company plans, designs, organises and operates various kind of events and international festivals at the Knowledge Capital, says the CEO of Superstation International Ltd, Mr Takuya Nomura.

Mr Nomura said, "We gained support for our Knowledge Capital project from Hong Kong partners even before its inauguration. We want to build on our existing connections as well as explore new business partnerships and opportunities in the fields of technology, art, science and culture through the Hong Kong office.

"Hong Kong boasts a strong locational advantage with easy access to other parts of Asia and the world. Having a base here will help us expand our business to Mainland China and other parts of Asia and, in the future, to Europe. Also, we can introduce Japanese cutting-edge technology and various aspects of culture and content to the city and throughout Asia."

Associate Director-General of Investment Promotion, Dr Jimmy Chiang, welcomed the opening of Superstation International Ltd in Hong Kong. "It will not only provide companies with other choices for creative project development and consultancy services but also bring and stimulate new concepts and ideas through co-operation with local partners," he said.

## About Superstation Inc

Established in 1997 in Osaka, Japan, Superstation Inc started by planning and producing TV programmes and digital content. It has undertaken a number of demonstration experiment projects, such as better utilising high-speed fibre-optic networks and creative industry promotion projects led by the Japanese government in collaboration with industry, government and academia. For more information, please visit [www.superstation.co.jp/en/](http://www.superstation.co.jp/en/).

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