

Joint report by InvestHK and PwC finds Hong Kong's ever-growing digital ecosystem impacts every aspect of life for its people

Invest Hong Kong (InvestHK) today (October 18) released a joint report with PricewaterhouseCoopers (PwC) that details Hong Kong's digital evolution in eCommerce, food services and creative industries. The report highlights how Hong Kong facilitates business between the world and Asia Pacific, as well as the agility that Hong Kong's digital ecosystem has developed following the disruptions brought about by COVID-19.

The report, entitled "Explore Opportunities in Hong Kong's Digital Ecosystem", draws on the knowledge, data and experience of PwC professionals, industry experts and leading market players to examine the current state of digital services in Hong Kong.

The Director-General of Investment Promotion at InvestHK, Mr Stephen Phillips, said, "The digital trend dominates almost every business across the economy and is set to continue to grow in importance. Our report shows that this digital emphasis permeates Hong Kong's lifestyle cluster including vibrant areas like eCommerce, food services and creative industries."

"The report shows global investors that Hong Kong indeed is the number one location choice in Asia that provides a dynamic digital landscape at the very leading edge of world trends. By being in Hong Kong, companies can easily connect with the whole of Asia and beyond, particularly the high-potential Mainland China economy, in particular the Guangdong-Hong Kong-Macao Greater Bay Area that promises exciting business opportunities."

PwC Hong Kong Consulting Leader, Mr Edmund Lee, said, "Hong Kong has solidified itself as one of the world's most exciting and dynamic markets today. As an international business hub powered by a robust digital infrastructure, Hong Kong's eCommerce market, food services industry and creative industries are rapidly growing, innovating and adapting to changing consumer preferences. There are rich opportunities for digitalisation, and Hong Kong's central location in Asia gives businesses prime position to expand across the region."

The report clearly showcases Hong Kong as a complex market, exhibiting signs of strong growth, and as a business destination that continues to create fresh opportunities for all industries. The analysis within this report outlines three of the most exciting industries the city has to offer, focusing on Hong Kong's eCommerce sector, food services, and creative industries.

About the report

The report, "Explore Opportunities in Hong Kong's Digital Ecosystem", analyses the business environment of three sectors that contribute to the city's status as an international business and technology hub, accelerated by the mature digital ecosystem of Hong Kong: consumer products, food services and creative industries. The report defines the current sector drivers, reviews latest consumer trends and predicts the future opportunities for investment that help eCommerce, creative industries and food businesses scale their growth.

The report can be downloaded from the InvestHK website as below: www.investhk.gov.hk/en/why-hong-kong/whats-happening-hong-kong/explore-opportunities-hong-kong-s-digital-ecosystem.html