

# Leading Mainland data intelligence service unicorn uses Hong Kong as regional headquarters (with photo)

Invest Hong Kong (InvestHK) announced today (January 14) that a leading Mainland data intelligence service provider, TalkingData, has established its regional headquarters in Hong Kong, leveraging the city's vibrant innovation and technology (I&T) ecosystem and friendly business environment to expand overseas.

Associate Director-General of Investment Promotion at Invest HK, Mr Charles Ng said, "The Chief Executive's 2024 Policy Address unveiled numerous initiatives to reinforce Hong Kong as an international I&T centre, and the Government will continue to strengthen investment in I&T to accelerate the cultivation of new quality productive forces. The city is an emerging epicentre of the global artificial intelligence and big data industry with outstanding research and commercialisation capabilities, a well-educated and diverse talent pool, and world-leading digital infrastructure. It is an ideal place for TalkingData to go global."

The Founder and Chief Executive Officer of TalkingData, Mr Cui Xiaobo, said, "Hong Kong as an international financial centre has its geographic advantage, well-developed business environment, and deep pool of international talent. The city is the best place for us to go global. Its robust legal system and intellectual property protection also provide us a safe environment to operate our business here. Together with its open market and free trade policies, it is more convenient for us to expand overseas."

He added, "We will use Hong Kong as our regional headquarters to manage and co-ordinate our business operations here and other regions. It will also play a key role in facilitating the company's business expansion and market penetration in the Asia-Pacific region and globally."

According to Mr Cui, TalkingData plans to co-operate with local enterprises and universities to explore cross-sector and cross-industry data intelligence applications, enabling clients to achieve data-driven transformation and accelerate their digitisation development. The company will also co-operate with AI and big data research teams from local universities to jointly develop advanced data solutions to promote the development of digital innovation in various industries.

Founded in 2011, TalkingData is a leading Mainland data intelligence service unicorn. It specialises in using data and AI algorithms to provide various industries with in-depth solutions for achieving digital upgrading and transformation. The company has provided its services to more than 2 000 customers.

For more information about TalkingData, please visit [www.talkingdata.com](http://www.talkingdata.com).

To get a copy of the photo, please visit [www.flickr.com/photos/investhk/albums/72177720323161274](http://www.flickr.com/photos/investhk/albums/72177720323161274).

