

Leading Mainland travel mobile apps developer sets up regional headquarters in Hong Kong (with photo)

Invest Hong Kong (InvestHK) announced today (April 12) that its client, Mainland travel mobile apps developer Huoli Tian Hui Technology Co Ltd (Huoli), opened its regional headquarters in Hong Kong to tap into the huge international market.

The Associate Director-General of Investment Promotion Dr Jimmy Chiang of congratulated the opening of Huoli's regional headquarters in Hong Kong. He said, "The city is a business hub for multinational companies and small and medium-sized enterprises. It has a sophisticated high-tech infrastructure with tech professionals, attracting leading software services companies to set up its regional base here. We wish Huoli every success in Hong Kong and beyond."

Established in 2005 in Shenzhen, Huoli is a national high-tech enterprise that has launched its travel mobile apps and big data solutions across flight, railway and shuttle services. The Director of Marketing and Public Relations Department of Huoli, Mr Zhou Menghao, said, "As the global economy is gradually recovering, and as our operation continues to grow, there is an increasing demand for overseas travel products. We believe that this is the right time to use Hong Kong to expand our overseas business."

He said, "Hong Kong as an international city has unique competitive advantages in globalisation and innovation. The city is one of the world's leading capital markets with its well-developed financial, trade, tourism and information industries. It is not only an ideal place for us to develop global tourism products by using artificial intelligence, but also the best springboard for Mainland enterprises to go global."

"We will use Hong Kong as our regional base to smoothen overseas procurement processes, diversify overseas transaction and channels, as well as enhance procurement bargaining power. This will be very helpful in stabilising our supply, assuring quality, and reducing cost," he added.

To get a copy of the photo, please visit www.flickr.com/photos/investhk/albums/72177720316145593.

For more information about Huoli, please visit www.huoli.com.

