

London-based architecture and interior design firm set up new base in Hong Kong to expand into Asia and Mainland China (with photo)

London-based architecture and interior design firm, Design Haus Liberty (DH Liberty), announced today (August 20) that it has opened its global office in Hong Kong to realise opportunities in the growing Asia-Pacific and the Guangdong-Hong Kong-Macao Greater Bay Area markets.

Although the company was established only six years ago with its headquarters in London, it has quickly gained a reputation as a "young, up-and-coming" leader with an emphasis on maximising users' experiences in its design philosophy, according to Founder, Ms Dara Huang. She said that over the past two years, her company has been engaged in design projects in the Greater Bay Area, hence having a base in Hong Kong with its international recognition offers a lot of convenience and efficiency to their operation.

Ms Huang said, "We have provided design work in the Greater Bay Area on several significant projects over the past two years. Our clients are based in Hong Kong, so we have been flying from the United Kingdom to Hong Kong every month. In order to provide better services to existing clients and reach out new ones in the region, we are moving to Hong Kong to build our local team, oversee current projects and maintain close relationships with local clients."

She added, "Hong Kong's open-for-business attitude, financial flexibility with overseas banks, open-mindedness as well as the efficiency and speed at which the city operates make it an easy and efficient place to set up a company. The tax savings offered and its welcoming presence is also appealing for Western companies trying to establish themselves out East."

Associate Director-General of Investment Promotion, Dr Jimmy Chiang, said, "We are happy to see that DH Liberty has set up its global office in Hong Kong. While the Greater Bay Area will boost the overall business and economic integration of its cities, Hong Kong is already recognised as its international hub. The sooner companies decide to build a base in Hong Kong, the more first-mover advantages they will enjoy vis-à-vis their competitors as they secure a foothold in this massive lucrative market."

About Design Haus Liberty

Founded in 2013, the award-winning London-headquartered Design Haus Liberty has been broadening the definition of architecture culture to include new build, interior design, lighting and branding. Design Haus Liberty

manages interior and exterior projects that range from private to public. Its clients include hotel groups Four Seasons and Starwood Capital, and companies such as Emaar Properties, Knight Dragon, LVMH and Cartier. For more information, please visit www.dhliberty.hk.

About Invest Hong Kong

Invest Hong Kong is the department of the Hong Kong Special Administrative Region Government responsible for attracting foreign direct investment and supporting overseas and Mainland businesses to set up or expand in Hong Kong. It provides free advice and customised services for overseas and Mainland companies. For more information, please visit www.investhk.gov.hk.

For an event photo, please visit www.flickr.com/photos/investhk/albums/72157710342475406.

