

# London ETO and InvestHK promote Hong Kong business opportunities at PropTech Connect 2024 (with photos)

The Hong Kong Economic and Trade Office, London (London ETO) and Invest Hong Kong (InvestHK) sponsored the pre-show VIP reception of PropTech Connect 2024 in London, the United Kingdom, on September 3 (London time) to promote business opportunities in Hong Kong.

Giving his welcome remarks, the Director-General of the London ETO, Mr Gilford Law, pointed out the growth potential of proptech in Hong Kong with its sophisticated real estate sector and its strategic location in Asia-Pacific, which is expected to be the fastest growing area in the proptech market by 2030. He also promoted the various business advantages of Hong Kong including its position as one of the world's freest economies, a low tax regime, excellent infrastructure, a business-friendly environment, and its connection with Mainland China.

Highlighting Hong Kong's thriving innovation and technology ecosystem supported by different measures rolled out by the Government, Mr Law said, "Two years ago, we launched the InnoHK initiative to set up two research clusters with one of them focusing on artificial intelligence and robotics, which is already contributing to our contech ecosystem. In July, we rolled out the patent box tax incentive, offering tax concessions for qualifying intellectual property income. At the same time, Hong Kong has a world-leading dynamic start-up environment, supported by a strong network of incubators, accelerators, angels and venture capital funds."

The Head of Business and Talent Attraction/Investment Promotion of InvestHK London Office, Ms Daisy Ip, also spoke at the reception, highlighting the business opportunities presented in Hong Kong by the city's sustainability goals and the development of the Northern Metropolis project. Ms Ip said, "Whether you are an investor, a start-up, or an established business, there is a role for you to play in shaping the future of the proptech industry in Hong Kong."

Over 130 participants, mostly top executives, from the property, innovation and technology, and business sectors joined the reception.

