

London ETO greets Year of Snake in Finland (with photos)

The Hong Kong Economic and Trade Office, London (London ETO) and the Finland-Hong Kong Business Association cohosted a Year of the Snake reception in Helsinki, Finland, on March 26 (Helsinki time).

The Director-General of the London ETO, Miss Fiona Chau, reaffirmed the office's commitment to enhancing its Nordic partners' understanding of Hong Kong's unique role as a dynamic hub for business, culture, and innovation. As the final stop of all Chinese New Year receptions for the Year of the Snake in the Nordic region, the reception served as a platform to strengthen business ties and reinforce Hong Kong's position as a global gateway for trade and finance.

Miss Chau further highlighted Hong Kong's institutional advantages under the "one country, two systems" principle, noting that the city remains a "super connector" between China and the rest of the world. She remarked that Hong Kong is an unparalleled destination for businesses and investors, citing that in 2024, the city hosted a record 9 960 non-local companies, representing a 10 per cent year-on-year increase.

Looking ahead, Miss Chau stressed that the London ETO will continue deepening its engagement with Finnish businesses and organisations, strengthening partnerships across business, investment, and cultural exchange to unlock new opportunities.

The reception was well attended by over 100 guests, including representatives from the Ministry for Foreign Affairs of Finland, as well as from the local business, academic and cultural sectors.



