

Mainland barbecue chain leverages Hong Kong's international status to expand overseas (with photos)

Invest Hong Kong (InvestHK) announced today (April 9) that its client, Mainland barbecue chain Muwu BBQ, will officially open its debut store in Mongkok next Monday (April 15) and is planning to open a second one in Western district next month, as part of a global expansion.

The Associate Director-General of Investment Promotion for InvestHK, Dr Jimmy Chiang, welcomed Muwu BBQ's opening of two stores in the city. He said, "It shows not only the company's confidence in the city's vibrant food and beverage industry, but also its commitment to expand globally via Hong Kong."

Established in 2003 in Shenzhen, Muwu BBQ offers barbecue and skewers at affordable prices. It is one of the popular restaurants for Hong Kong food lovers when they visit Shenzhen. Muwu BBQ's Hong Kong representative, Ms Chen Huijun, said that the company decided to establish its foothold in Hong Kong to attract more Hong Kong customers and visitors from all over the world. The first barbecue store in MongKok will officially open on April 15, while another store in Shek Tong Tsui in Western district will open in May.

Ms Chen said, "Hong Kong has a wide range of cuisine from all over the world and barbecue is the most basic and common cooking method. Our stores in Shenzhen have been well received by Hong Kong customers and they love our food and service. We decided to open a new store in Hong Kong, so that more Hong Kong customers and visitors from around the world can try our best barbecue and craft beer.

"Hong Kong has a simple, low and transparent tax system. Its friendly and vibrant business environment gathers talent from all over the world. This is the international platform for us to go global. Having our first store in Hong Kong is not only the company's first step to go global, but also an important springboard to achieve our vision to open thousands of stores in the world," Ms Chen continued.

Muwu BBQ has successfully opened more than 400 chain stores in 20 cities on the Mainland, including Beijing, Shanghai, Guangzhou and Shenzhen. The Hong Kong store is mainly responsible for planning a business model and taking its brand to the international level by accumulating international experience and assets, as well as using the city as a base to nurture international talent.

To obtain a copy of the photos, please visit www.flickr.com/photos/investhk/albums/72177720316089780.

For more information about Muwu BBQ, please visit www.muwubbq.com.

