

## Mainland enterprise resource sharing platform operator TOJOY expands overseas business via Hong Kong (with photo)

Invest Hong Kong (InvestHK) announced today (June 28) that its Mainland client, TOJOY Shared Smart Enterprise Services Co Ltd, officially opened its international headquarters in Hong Kong leveraging the city's unique position as a gateway between the Mainland and the world.

Associate Director-General of Investment Promotion Dr Jimmy Chiang congratulated on the opening of TOJOY's international headquarters in Hong Kong. He said, "The city, as an international business hub, attracts many overseas and Mainland companies to set up their presence here. It is an ideal place for TOJOY to expand its overseas business."

The Chairman of the Board and CEO of TOJOY, Mr Ge Jun, said that TOJOY has a widespread business presence across multiple regions, including Beijing, Shanghai, and Shenzhen. The company has designated its Hong Kong office as the headquarters for its overseas business development, aiming to further extend its impact and competitive advantages in the international market.

He said, "Recognising Hong Kong's unique position as a gateway between the Mainland and the world, as well as its unrivalled status as an international financial hub, we intend to use the city as a vital conduit to the world. Through this strategic positioning, we aim to drive the growth of our domestic and overseas business operations, with the goal of realising mutually beneficial development."

"Hong Kong, as one of the leading capital markets in the world, provides extremely favourable business conditions, including world-class financial market infrastructure, an abundant talent pool, and a prime geographical location," he added.

Established in 2011, TOJOY has been providing precise resource matching for innovative enterprises and offering solutions for business expansion and marketing promotion over the years. The company is dedicated to fostering co-creation, sharing, and mutual success between traditional and innovative enterprises, as well as helping traditional businesses transform and seize market opportunities.

To get a copy of the photos, please visit [www.flickr.com/photos/investhk/albums/72177720318217526](http://www.flickr.com/photos/investhk/albums/72177720318217526).

For more information about TOJOY, please visit [en.tojoy.com](http://en.tojoy.com).

