

[New Zealand-based information technology solutions provider opens regional office in Hong Kong \(with photo\)](#)

Invest Hong Kong announced today (January 8) that New Zealand-based information technology (IT) solutions provider, OptimaTech, has officially opened its regional office in Hong Kong, leveraging the city's strategic location as the base to expand in the region.

Associate Director-General of Investment Promotion Mr Charles Ng congratulated OptimaTech on the opening of its regional office in Hong Kong. He said, "Hong Kong, as a premier business hub in Asia, has rigorous protection of intellectual property and tech-savvy consumers. It provides an excellent base for technology solution businesses to flourish. In fact, many of the world's leading software services companies base their regional operations in the city to mirror their client's preferences." Hong Kong is the perfect sandbox where innovative companies can adopt and test tailor-made solutions before their product launch in the local and global markets, he added.

The Business Development Director of OptimaTech, Mr Jeremy Cheng, said, "We saw Hong Kong as a strategic location for expanding our business thanks to its dynamic business environment, world-class infrastructure, and status as an international financial and technology hub. As a gateway to the Asia-Pacific region, the city offers unparalleled access to markets in Mainland China and Southeast Asia, which aligns perfectly with our growth strategy."

He added, "Hong Kong's strong legal framework, availability of skilled professionals, and extensive network of multinational businesses and local enterprises add further appeal to establish our presence here. We will use the Hong Kong office to drive the development of innovative solutions that protect sensitive information and support businesses in navigating an increasingly digital and interconnected world."

Founded in New Zealand in 2023, OptimaTech specialises in advanced data security solutions, collaboration applications, and managed IT services. By setting up its regional office in Hong Kong, it aims to contribute to the region's growth as a global technology hub while delivering secure, reliable, and efficient services to local and international clients.

For more information about OptimaTech, please visit www.optimatech.com.hk.

For a copy of the photo, please visit www.flickr.com/photos/investhk/albums/72177720323020787.

