

Turkish creative advertising and brand consulting agency builds stronghold in Hong Kong

Turkish creative advertising and brand consulting agency Dantatsu Creative Agency Limited announced today (April 15) that it has officially opened its Hong Kong office, as the city offers a strategic point for the company to leverage the buoyant Mainland market.

With the establishment of the Hong Kong office, Dantatsu aims to help Turkish and European brands to enter the China market, and also offer its creativity and know-how to help Chinese and international brands expand their business overseas. It has formed a team in Hong Kong with expertise in Chinese social media platforms.

The company, founded in 2012 in Turkey, offers all-round marketing communication and creative strategies to a portfolio of more than 100 brands, including many global household names in the hospitality, food and beverage and automotive sectors, among others. More than 70 design and creative professionals in the three offices in Hong Kong, Istanbul and Ankara work together round the clock in a synergised approach to serve clients, while the Hong Kong office also takes up a core role in devising China marketing strategies for clients. "The addition of an office in Hong Kong allows us to offer multicultural creativity to our clients, as well as speed and cost-effectiveness," the Director and Chief Creative Officer of Dantatsu, Mr Cankat Kalyoncu, said.

Mr Kalyoncu added that as China's economy continues to grow and dominate the global economy, they expect that business ties between China and Turkey will only increase exponentially, creating a good niche. Hong Kong is in the middle of this growing tie and hence his company's timely presence here is to tap the new opportunities that arise.

"We foresee a very strong growth in business, trade and investment between Turkey and China in the coming decades and we want to become a digital marketing and creative advertising partner for companies and brands on both sides. Hong Kong has a very privileged position. It is not only a direct gateway to the Mainland but also a superb trade, aviation and services hub well connected with the rest of the region. In addition, the city is strategic in the Guangdong-Hong Kong-Macao Greater Bay Area, so going forward we will watch the development closely to reap any business opportunities that will arise for us in the Bay Area," Mr Kalyoncu said.

Associate Director-General of Investion Promotion at Invest Hong Kong Mr Charles Ng said, "Dantatsu has made a very good decision to build a base in Hong Kong to enjoy privileged access to the Mainland market, as China's latest dual circulation development mode will see huge growth potential of

its domestic consumer market. China will continue to attract global brands who will need marketing and creative consulting services such as those offered by Dantatsu. I am confident our talents in Hong Kong will help Dantatsu achieve its business goals."

About Dantatsu

Founded in 2012, Dantatsu is a full-service creative advertising and brand consulting agency from Turkey. Dantatsu has its namesake in the Japanese word "Dantotsu", which means outstanding. The company name is integral to the company's mission, namely to help its clients become the very best in their industries. Dantatsu has offices in Ankara, İstanbul and Hong Kong with around 70 full-time designers, along with brand directors, copywriters and production teams. For more information, please visit dantatsu.co/.

About Invest Hong Kong

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