

InvestHK

Client Profiles

Argentina



Madmouse Toys is a new startup company founded by Latin Americans. It is fully engaged in toys development and distribution. It chose Hong Kong as its headquarters to be close to its factories and designers, and to assure the best quality for its products. Madmouse has its own office and

showroom in Kwun Tong and expects to hire two additional staff in coming months.

Toys Distribution
www.madmousetoys.com

Australia



Introtainer Ltd is a mobile-first company providing deep insight and expertise in mobile strategy and marketing. Establishing its headquarters in Hong Kong in 2014 has enabled the company to tap into the growth in Asia and stay close to its customers in the region. Introtainer provides mobile development consultation service and app marketing strategy. It helps clients accelerate growth beyond their markets in Asia-Pacific and western countries via its unique channels and partnerships. It has established a trusting

relationship with a number of clients and major game publishers in the regions.

PlanDo is a mobile app developed by Introtainer Ltd as a platform to share and join gatherings instantly with people nearby easily. It represents its vision of facilitating interpersonal interactions in the mobile-centric world.

Digital Marketing
www.plando.so



Tai-Pan Beer Co focuses on the importation and distribution of the best Australian Craft Beers and Ciders into Hong Kong, Macau and the wider Asia region. The products are supplied to the restaurant and bar industry, hotels, grocery stores, corporate customers and retail purchasers.

aims to be the premier distributor of Australian Craft Beers and Ciders in Asia, delivering excellent products efficiently.

Distribution of Australian Craft Beer and Cider
taipanbeer.com

Tai-Pan is expanding the range of brewers that it works with and the products it offers. The firm

Canada



Established in June 2015, **Munchies** is a startup aiming to serve handcrafted organic and GMO-free desserts to Hong Kong people. It offers do-it-yourself ice cream sandwiches that can be customised with donuts and cookies. Munchies wants to bring back the love and joy of food, the good stuff that people grew up with. That's why everything is handcrafted in store with love, just like feeding one's own family. To improve the sense of community in Hong Kong, Munchies wanted to create a place where people

can come together and enjoy the simple things - to "chillax." Founder Michelle Wong describes her vision of the experience at Munchies: "People in Hong Kong are supposed to work at such a "go-go-go" pace, but Munchies want to allow them to slow down and enjoy the simple pleasures in life."

Food and Beverage
Munchies.hk

Denmark



Mindzet Hong Kong Ltd was established in April 2015. Headquartered in Denmark, MindZet delivers professional services and innovative Microsoft infrastructure solutions that lower the cost of IT operations and increase productivity for customers like MAERSK and PANDORA. The company also delivers 24/7 managed services for customers worldwide and is a Microsoft Gold Partner in several competencies.

MindZet has 70 employees in Denmark and now also operates in Hong Kong. MindZet delivers each project or managed services with very high customer satisfaction and has been awarded Microsoft Partner of the Year with Best Customer Satisfaction for several years.

Information Technology Services
www.mindzet.com

France



Calypso Trading Ltd is a Hong Kong-based company which trades manufactured goods from Asia to Europe. It mostly deals on the promotional market, with high expertise on electronic products.

Thanks to a wide and reliable sourcing database, Calypso has a complete range of products to fulfil client requirements and offers global services to ensure a smooth and simple follow-up on the client's side. Propelled by a strong desire for

growth, Calypso plans to broaden its horizons with new markets in southeast Asia, the US and Latin America in the coming years. Its goal is to find only a few distributors per country and to work with them hand-in-hand to ensure a win-win business relationship.

Trading of Manufactured Goods
www.calypso-trading.com



Harbour Rights is an international TV distribution company based in Hong Kong. Its parent company is AMPERSAND. Its core business is to serve the ever-growing demand for factual content around the world and especially in Mainland China, where the genre is new and very popular. With documentaries and magazines from Europe, North America or Asia, it distributes its programme beyond simply television, as it is active in Inflight, DVD, VoD (video-on-demand), closed-circuit TV and new media in general.

Being in Hong Kong enabled Harbour Rights to source the best factual productions from Asia and expand regionally and internationally by featuring content that appeals to international audience. Hong Kong's strategic location enables its success in TV distribution in Asia, especially when it was given the opportunity to represent French national broadcaster France Television as its exclusive agent in Asia Pacific in 2013.

Media and Television
www.harbour-rights.com

Jean
Louis
David

Jean Louis David Paris opened its Asian flagship salon in Hong Kong in June 2015. The salon is led by Lorena Severi, Jean Louis David's Asian artistic director and salon resident World Champion of Hair Design.

Being the largest up-market hair salon group in Europe and second largest in the world with over 1,200 salons in 24 countries, Jean Louis David Hong Kong operates two salons located in the heart of Central: Manning House and New World Tower on

Queen's Road. Severi will personally introduce you to the latest, exclusive Jean Louis David haircut trends direct from Paris, along with its signature highlighting techniques: "Balayage" and "Maches" that are unique in Hong Kong, giving customers the most natural-looking hair colour.

Hair Services
www.jeanlouisdavid.com.hk



Ubudu Asia is the Asian digital agency of Ubudu, a French technology company that specialises in contextual communications by bringing digital to the physical world. In Europe, it has been working with different retailers, such as Decathlon, Monoprix, L'Occitane or Carrefour.

Integrating its technology into mobile apps, Ubudu Asia will drive in-store traffic and increase conversion rates by reaching the right shopper with the right message at the right time and place. Similar to e-commerce websites, you will also

collect detailed customer shopping behaviour data and track your mobile marketing campaigns' conversion rates. To do this, Ubudu Asia uses its own all-in-one iBeacon solution, developed by its mother company in Europe. According to a study by DigitasLBI, "Ubudu appears to be the most complete solution due to its detection accuracy, the security of its beacons and its battery management system".

Digital Agency for Offline Retailers
www.ubuduasia.com

Israel



Sarine™ has inspired confidence in the diamond industry for more than 25 years, with cutting-edge technologies that touch a majority of the world's diamonds, and are used by most gem labs and manufacturing plants.

With the expansion of its trade and retail solutions, Sarine began operations in Asia Pacific with the opening of **Sarin Hong Kong Ltd** in April 2015 to better cater to local customers in this strategic growth area. Hong Kong was selected as its base, as the city is ideally positioned as a trading and retail hub, and is a gateway to key Asian economies. It also

allows exposure to local and visiting trendsetting Asian consumers, as these strongly influence its customers. Millennial consumers create demand for more transparency, and for scientifically sound imagery and information to support their decision-making process. Sarine will help retailers create a new buying experience to cater to these consumers.

Scientific and Technical Instrument
www.sarine.com

Italy



L'Immagine Ritrovata Asia is a wholly owned subsidiary of L'Immagine Ritrovata of Bologna, Italy, a highly specialised laboratory and leader in the field of film restoration. The opening of the Hong Kong office enables the laboratory to build closer ties with its Asian archives and film libraries, and to foster new opportunities in the region. In

addition to liaison with archives and film libraries, the laboratory in Hong Kong will focus on film digitisation of picture and sound.

Film Restoration
www.immagineritrovata.asia

Japan

RIZAP株式会社

Personal training gym RIZAP was established in Japan in 2012. Its first gym centre opened in February 2012. Different from other general sports gyms, RIZAP provides man-to-man training in a single private room. It only chooses the most talented and matched trainers to join its team and to guide customers through intensive trainings. It uses training methods based on scientific evidence and offers dietary counselling based on nutritional science to provide personalised programmes to meet individual customer needs. It aims to create

a strong, committed bond with each customer to establish a lifetime relationship. **RIZAP Hong Kong Ltd** has set up in Hong Kong and its first gym centre was opened in June 2015 in Central.

Personal Training Gym
www.rizap.hk

Shoeian Kyoto Bakery is based in the middle of Kyoto's food district, near the central food market in the Kyoca Food Laboratory. From there it sources the fresh, high-quality ingredients that are used in its high-end bread. Believing that bread should be free of harmful substances, Shoeian Kyoto does not use any artificial colourants or preservatives.

Shoeian Kyoto Bakery's goals go way beyond customer satisfaction, and are rooted in the deep belief that it can raise the awareness of customers and bread producers when it comes to healthy and

delicious bread. In May 2015, it opened a central kitchen/training facility in Chai Wan, Hong Kong, and on 15 June, its first flagship store began selling bread in North Point. It intends to open several stores in Hong Kong and Mainland China in the next few years together with investors and franchisees.

Bakery
www.shoeian-kyoto.com



Sumitomo Osaka Cement Co Ltd opened a representative office in Hong Kong in April 2015. The company has a joint venture with a Hong Kong company that has four factories in Mainland China. Established in 1907, Sumitomo Osaka Cement Co Ltd comprises seven business divisions, including cement, mineral resources and products, cement-related products, optoelectronics business, advanced materials, battery materials business and technical reports.

The Hong Kong representative office is responsible for researching and reporting useful information relating to cement to the head office. It will also build a good relationship with business partners, and follow up with potential projects for Japan.

Cement Research
www.soc.co.jp

 SUMITOMO OSAKA CEMENT CO., LTD.

Established in April 2015, **Takara International (Hong Kong) Ltd** is a subsidiary of Takara Printing Co Ltd, a Japan-based company listed on the Tokyo Stock Exchange. Being one of the largest financial printing companies in Japan, it provides a wide range of information disclosure services related to both financial transaction and compliance, including IPO preparations, listing applications and investor relations. With its newly established Hong Kong office, it extends its services to support Japanese companies considering listing in major Asian and US stock markets.

It also provides high-quality language and printing services to its global clients, including translation, simultaneous/consecutive interpretation, commercial printing and financial printing. It aims to expand its services in Mainland China and other Asian markets, and seeks new opportunities to diversify its products.

Financial Communications and Printing Services
www.takara-print.co.jp

 TAKARA INTERNATIONAL (HK) LTD.

Korea



Founded in 2005, **Jeju Air** is South Korea's first and largest low cost airline, and the country's third-largest airline. In 2010, as it spotted business opportunities in Hong Kong, a core hub in East Asia, the company developed air routes to Hong Kong, and has been operating a scheduled route between Incheon and Hong Kong with 14 flights per week. The company joined the Billing and Settlement Plan (BSP) for travel agencies and airlines in Hong Kong in April this year. It also sells cabin seats through the global distribution system, Abacus. Jeju Air prioritises passenger safety and was awarded certification of the world's highest flight

safety standards by The IATA Operational Safety Audit (IOSA) programme. The company owns 20 Boeing 737-800 passenger aircraft and operates 18 international air routes. The company adheres to five core values: reliability, clarity, affordability, team work and caring. Jeju Air provides stable, safe and comfortable global transportation services for its passengers.

Aviation
www.jejuair.net

Luxembourg



Established in March 2015, **Degroof Asset Management (HK) Ltd** (DAMHK), a Type 9 asset management company approved by the SFC, is the latest asset management subsidiary of Banque Degroof Luxembourg. The bank established a representative office in 2011, and the decision to expand and add an asset management subsidiary was reinforced by the pace of financial and regulatory initiatives taking place in the region. It also reflects the bank's commitment and confidence towards Hong Kong and in Asia's economic growth prospects. Its parent, one of the oldest banks in Belgium, has long cultivated business and relationships based on trust, partnership and financial acumen.

The asset management operation will facilitate investment and help the bank to better understand and crystallise opportunities in the Asian markets. It has the depth of experience in asset management and infrastructure to provide operations support, fund corporate governance, and risk management to managers.

Asset Management
www.degroof.com

Mainland China



CDP Group Ltd was established in Shanghai in 2004. CDP is dedicated to providing comprehensive and flexible human resource solutions and innovative management platforms to help enterprises optimise management processes, increase efficiency and reduce costs. CDP's mission is to "advance the businesses and benefit the employees". To this end, its solutions of employee data management, employee benefit management, payroll services, vacation, redeployment and relocation management, etc, all serve the business needs with equal concerns for staff welfare.

CDP has 12 branches in Mainland China and the Asia Pacific, covering enterprises employing 550,000 staff in more than 230 cities to offer one-stop, international quality services and localised solutions. In 2015, CDP set up in Hong Kong to provide enterprises with innovative, cutting-edge services and a user-friendly management platform, marking its expansion into the regional markets.

Human Resources Outsourcing
www.cdpgroupltd.com



Founded in 2006 and headquartered in Shenzhen, **DJI** manufactures commercial and recreational unmanned aerial vehicles for aerial photography and videography. The company has grown from a single small office to a global workforce of over 3,000. Along with offices in the US, Germany, the Netherlands, Japan, and Mainland China, the company has opened an R&D office in Hong Kong Science Park in 2015.

camera placement and motion. Professionals in filmmaking, agriculture, conservation, search and rescue, energy infrastructure trust DJI to bring new perspectives to their work and help them accomplish feats safer, faster, and with greater efficiency than ever before.

Unmanned Aerial Vehicles
www.dji.com

DJI's technology platforms empower users to capture images that were once out of reach. Its flying and camera stabilisation systems redefine



Hong Kong Yi Hung Industrial Group Ltd is a wholly owned subsidiary of Liaoning Hongtai Pharmaceutical Company Ltd in Mainland China. Its main business comprises sales and international market development for Active Pharmaceutical Ingredients (API), raw material and intermediaries of Pharmaceutical Chemicals. Established in 2000, its parent company, Liaoning Hongtai Pharmaceutical Company Ltd, is a modernised pharmaceutical chemical enterprise accredited by Good Manufacturing Practice (GMP), and its

products are sold to Mainland China and exported to Europe and America.

The Group is committed to developing new businesses. Recently, Natural Nourish (Hong Kong) Ltd was established in Hong Kong, and will focus on developing nutritious health products.

Pharmaceutical Intermediates
www.yihung.com

New Zealand



Founded in 1983, Active Components is an award-winning, privately-owned New Zealand company headquartered in Auckland. Since inception, Active has grown to be a major supplier of passive electronic components to OEMs throughout Australasia. There are thousands of items in Active's product range, which are sourced from world renowned manufacturers. Most are used in the production of printed circuit boards. Active's strength lies in providing customers with unique and often challenging customised solutions.

Active Components (HK) Ltd was established in May 2015 to serve its customers. Instead of suppliers

being 11 hours away by air, the majority of Active's Asian suppliers are now within easy reach. The main reason for establishing a presence in Hong Kong is to forge stronger supplier relationships, and allow more effective freight solutions. Active plans to move into larger premises and employ local worker to fill roles in sourcing, product management, logistics and website management.

Distribution of Electronic Components
www.activecomponents.com

Singapore



eSynchrony is a hybrid online and offline dating service with four years of experience in Hong Kong. Its parent company, Lunch Actually Group, is the first and largest dating company in Asia, with five branches including Singapore, Malaysia (Kuala Lumpur and Penang), Hong Kong and Jakarta. It aims to help single, busy professionals find love.

Based on its 16 compatibility matching analysis drawn from 11 years of offline matchmaking

experience in Lunch Actually Group, the company is confident that it can help singles to find the most compatible partner. By providing ID checking, it ensures that its members can enjoy its one-on-one dating service in an effective, convenient, secure, and private way.

Online and Offline Dating
www.esynchrony.com



The Uncharted Co is a boutique accommodation management company. It houses separate brands, each with its individual identities, catering to modern-day explorers, seeking different experiences. The Uncharted Co has recently expanded operations to Hong Kong with its first designer boutique hotel, **Cue Hotel**. Located within walking distance from Admiralty and Wan Chai MTR stations and Hong Kong Convention and Exhibition Centre, Cue Hotel draws upon the characteristics of the Wan Chai district. Its interior

reflecting Hong Kong's unique east meets west culture. Cue Hotel is located at 83 Queen's Road East, Wanchai, Hong Kong.

Apart from Hong Kong, The Uncharted Co has expanded successfully to Macau via Singapore's largest boutique budget accommodation chain, 5footway.inn. Casual and energetic, this is where adventure and exploration begin.

Hotel
theunchartedco.com



Founded in August 2014 and headquartered in Singapore, SUGAR is a unique lifestyle and discovery app designed to help people discover their cities. Hong Kong is a colourful and dynamic city. Its social fabric includes many small local businesses that are hidden away in walk-up buildings or little alleys that people can walk past them every day and still miss out. The only way to find out about such hidden gems is by word of mouth. As such, **Sugar Technologies (Hong Kong) Ltd** launched its mobile discovery app for the Hong Kong market in April 2015 and has swiftly enlisted

a few hundred merchants and users. It intends to expand its merchant list beyond food and beverage to fashion and lifestyle with events, entertainment and sports.

Its mission is to help small merchants get discovered without hefty spending on advertising and marketing costs, and helps users to discover their own city while supporting small merchants.

Advertising and Marketing
hk.wewantsugar.com

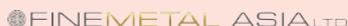


Established in 1992 and headquartered in Singapore, with offices in Hong Kong and Thailand, The Activation Group (TAG) was formed to synergise the expertise of three established creative agencies in Singapore: VMSD, Oomph and Luminart. Through this amalgamation, TAG has strategically positioned itself as a multi-disciplinary creative agency offering 360-degree retail and brand activation solutions. These include a huge breadth of services such as retail space design and build, experiential marketing, events management and manpower solutions.

Under TAG's business direction, VMSD has carved an unparalleled niche in the global travel retail, luxury, fashion, FMCG and entertainment industry as well as the government sector in the Asia-Pacific market. **VMSD HK** was set up in Hong Kong to establish a strong local presence in order to extend its creative services for clients in Mainland China. TAG boasts strong clientele records which include global brands such as Nike, Adidas, DFS and Unilever.

Retail Space Design
www.vmsd.com.sg

Switzerland



In 2013, three Swiss partnered with one German, with an established track record in Asia, to open a specialist Swiss precious metals trading house in Hong Kong: **Finemetal Asia**. The company has Swiss roots and a Hong Kong home, trading physical precious metals produced by Argor Heraeus in Switzerland throughout Australasia from Hong Kong.

Hong Kong acts as headquarters for all its activities throughout Asia Pacific and is where most of its trades are carried out, as well as being home to the majority of its inventory. Since establishing itself in

very competitive local market, as liquidity provider of choice, Finemetal Asia has set up presence in a number of other jurisdictions, like Taiwan, Malaysia and Japan. The world-class infrastructure and business friendly environment encountered in Hong Kong are the backbone of its ability to serve customers' needs and demands with turnaround times as short as "same day" delivery throughout the region.

Precious Metals Trading
www.finemetalasia.com



IPGPAY Ltd was established in early 2012 and has been growing steadily in Hong Kong in recent years. The company provides direct-to-merchant solutions using the IPG gateway technology. Its Hong Kong-based team of experts is committed to providing its merchants with high-quality support to ensure the success of

their online businesses.

IPGPAY's headquarters is located in Hong Kong with offices in Singapore and Sydney, Australia.

eCommerce Solutions
www.ipgpay.com

Taiwan



Accuvally Inc's main business is "Accupass", a widely trusted, independent event-ticketing platform in Taiwan. Accupass allows businesses or individuals to publish events and sell electronic tickets, while supporting other related services. Event attendees can easily enroll for events or purchase tickets by using mobile phones or computers. Tonnes of event information is also available with over 10,000 events posted on the Accupass platform annually. Accupass has joined hands with its sister website "Huodongxing" in Mainland China to become the independent online event ticketing platform with the greatest number of events and organisers per month in Asia.

Entrepreneur Magazine selected Accuvally as one of the top 100 innovative growth companies in Mainland China in 2014. The company has received Series A venture capital funding from top international venture capitalists such as Softbank Asia Infrastructure Fund (SAIF), DCM, Qualcomm Ventures, etc. The company was founded in Taipei, with offices in Beijing, Shanghai, Shenzhen and Hong Kong.

Event Information and Ticketing
www.accuvally.com

UK



Eames Consulting decided to invest in Hong Kong to provide an access point to North Asia with a notable focus on Hong Kong and China. It has been operating in Singapore for five years and its vision is to provide its client base a seamless regional service.

Its business works with some of the most prestigious names in insurance, banking, asset management, brokerage and private banking, as well as leading professional services firms. Not only does it

specialise by sector, it also aligns itself to functional disciplines including broking, claims, underwriting and actuarial, risk, audit and compliance, finance and IT, and change. Its office network covers Hong Kong, Singapore, London and Zurich.

Recruitment and Executive Search
www.eamesconsulting.com

eicó

Founded in London in 2009, eicó is an eco-friendly paint manufacturing company. Hong Kong is a key market for eicó, which plans to expand across Asia. Where Hong Kong leads, the rest of Asia follows, and here consumers are demanding non-toxic, high quality paints for their homes, offices, schools and hospitals. Established in January 2015, **eicó hk Ltd** is working on a number of projects across Asia.

Eicó paints are manufactured in Iceland and Sweden where the energy used in the factory

comes from geothermal and hydropower sources. This keeps production costs low and as Europe is a net importer, the ships returning to Hong Kong are up to 90 percent empty. By using this unfilled space to export paint, eicó is not adding to its carbon footprint. Founder Joakim Cimmerbeck has a background in investment banking and runs a niche team from eicó's offices in Wong Chuk Hang.

Paint Manufacture
eico.hk



First Derivatives (FD) is a UK-based company quoted on the London Stock Exchange. As part of its expansion in Asia, it has established a regional office in Hong Kong for both sales and marketing and provision of local support to clients. It also has offices in Singapore and Tokyo.

FD provides software products and consulting services to the capital markets globally. Its software solutions are used in high-volume and velocity trading environments, such as algorithmic trading, risk management, market surveillance and FX trading. Its consulting services assist clients in

implementing, enhancing and operating both FD's and third-party trading solutions, as well as providing services for regulatory compliance, software development and data management. It has enjoyed a number of recent contract wins in the region and believes the expansion to Hong Kong, and the commitment it displays will further promote its business.

Financial Software Development and Consulting Services
www.firstderivatives.com

US

aivvy™

Founded in Silicon Valley in 2014, Aivvy is committed to pushing the boundaries of user experience by continuously innovating to make devices smarter and simpler to use. The company recently completed a successfully funded Kickstarter campaign with its first product, Aivvy Q - the world's first Internet of Things smart headphones, and met the crowdfunding goal of US\$125,000 in just 26 hours.

The company set up **Aivvy (HK) Co Ltd** in Hong Kong in July 2015. Its vision is to bring users a brand

new lifestyle through exquisitely designed devices combined with intelligence and intuitive data analysis. Its IoT smart headphones can learn the users' music tastes over time and automatically cache users' favorite songs when charging. Aivvy recently joined Hong Kong Science Park's incubation programme and set up a research and development team in Hong Kong.

Smart Headphones
www.aivvy.com

brinc

Brinc Ltd was established in 2014 to accelerate connected technology hardware product startups from the ideation stage through business development, consumer validation, manufacturing support and distribution. Based in Hong Kong with offices in Shenzhen and Guangzhou, Brinc is now an investment fund and acceleration platform built specifically to support a new generation of hardware entrepreneurship.

Its platform offers Internet of Things (IoT) startups investment, services and access to a unique ecosystem of partners in production, sourcing, logistics, manufacturing and distribution, to ensure on-time delivery of order fulfilment.

IoT Accelerator
brinc.io

floship

Floship was founded in Hong Kong in 2015 and chose to establish an eCommerce logistics technology company here to take advantage of the city's status as the world's number one hub for air cargo. This enables Floship to offer fast and cost-effective parcel delivery from Hong Kong to end-customers worldwide. Floship is very well positioned to serve crowdfunding clients and boutique hardware brands that manufacture in China and sell around the world via eCommerce. Other major industries it serves include flash sales sites, regional marketplaces, and subscription based eCommerce businesses.

Floship also offers a cloud-based eCommerce

Warehouse Management System to local third-party logistics providers that enables them to fulfill ecommerce orders with their existing staff and infrastructure on Floship's platform.

Floship has established its headquarters in Hong Kong with an office in Kwai Chung for centralised access to both the airport and the container terminals. Floship has raised over HK\$8 million in outside funding and employs eight staff in Hong Kong, with plans to more than double its staff by 2016.

SaaS Solution for eCommerce Logistics
www.floship.com



GTT is the world's leading cloud-networking provider. Headquartered in the US, GTT has 18 offices located around the world including a regional office in Hong Kong. The Hong Kong office serves GTT's existing client base, while actively pursuing new clients looking for global connectivity.

GTT operates a global Tier 1 IP network offering fast, reliable and secure connectivity to any location in the world, and with any application in the cloud. Its private network solutions include Layer-2 Ethernet

and Layer-3 MPLS IP-VPN architectures for private, public and hybrid cloud-networking solutions. It also offers a portfolio of the most advanced and comprehensive suite of managed services, including multi-layered security solutions to protect data networks from unwanted intrusions. Clients trust GTT to deliver solutions with simplicity, speed and agility so they can compete effectively in today's global economy.

Telecommunications
www.gtt.net



Little Adventures in Hong Kong connects international chefs and global culinary professionals with Hong Kong's famed food culture and its dynamic food and beverage sector. The six-year old company boasts an expert team of top, multilingual Hong Kong food journalists, entrepreneurs, and a Cordon Bleu trained chef. Leveraging their deep knowledge and contacts in the food world, it provides customised educational, research and familiarisation programmes that give culinary professionals and corporate food industry clients the local intelligence they need to succeed in Hong Kong.

Curated culinary immersion programmes target the needs of chefs and mixologists who come

to Hong Kong to learn about and be inspired by the flavours and techniques of its vibrant Cantonese cuisine. Little Adventures also designs programmes for restaurateurs and consultants seeking an efficient, cost-effective and unbiased introduction to Hong Kong's ever-evolving dining scene. The company's innovative "palate education" programme helps clients discover the subtleties of local tastes and preferences, so they may better understand the local market as well as adopt local flavours and foods for overseas.

Food Consultancy
www.littleadventuresinhongkong.com



Sam the Local is a peer-to-peer platform that connects overseas people to locals in Hong Kong for customised, interest-based outings. Its vision is to enable people to experience the world with a human touch. Sam the Local started in Hong Kong in 2014, but both of the co-founders are from the US. It chose Hong Kong as its launch city because the tourism sector is flourishing, the startup community is extremely supportive, and it is easy

to start a business here. Even though Hong Kong will be home to its headquarters, it plans to expand to several other Asian cities within the next year and to many more cities the year after.

Travel and Leisure
www.samthelocal.com



Yelp is a user-generated review site and app that connects people with great local businesses. Founded in San Francisco in July 2004, people can now find vibrant Yelp communities in 31 international markets. Launched in September 2014 in Hong Kong, Yelp helps urban adventurers explore Hong Kong in a new light. Boasting one of Asia's highest concentrations of restaurants per capita, that means a lot of tasty Yelp reviews.

But you can find a lot more on Yelp beyond restaurants: Yelp can be your local guide for real

word-of-mouth reviews on everything from boutiques and salons to parks and dentists. Log on to yelp.com.hk or download Yelp's mobile app for iOS or Android to find great local businesses. Businesses can get in on the action too at biz.yelp.com.hk by claiming their page for free and building their Yelp business page.

User-generated Review Website and Application
www.yelp.com.hk



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The Government of the Hong Kong
Special Administrative Region