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A graphic of a globe composed of blue puzzle pieces, with one piece in the center highlighted in white and glowing, is positioned on the left side of the slide.

Opportunities For IT Startups

SETUP YOUR IT STARTUPS COMPANY OR BRANCH IN HONG KONG ? WHY?

- ◎ Hong Kong (“HK”) is an International City, and it welcome all IT Startups from all over the world. You just need to open a local HK Company with simplest steps in the world
- ◎ English is one of the major official language in Hong Kong
- ◎ Hong Kong, is the gateway for marketing to Mainland China, providing you have a suitable product or solution
- ◎ Traditionally, HK is a testing field for new ICT products and solutions, especially for commercial solutions, before they are launched to Mainland China
- ◎ The Common Law System in HK can protect your Intellectual property

SETUP YOUR IT STARTUPS COMPANY OR BRANCH IN HONG KONG ? WHY?

- ◎ There are many Virtual Capital Fund in HK, which will invest for Startups with products & solutions target to China market
- ◎ Huge numbers of programmers who can manage English + Chinese language, who can help to produce localized Chinese Language solutions
- ◎ Hong Kong Governments offer great support to all HK Registered IT Startup Companies, no matter which countries the shareholders come from – services via HK Science and Technology Park (www.hkstp.org) and HK Cyberport (www.cyberport.hk)
- ◎ There are quite a number of Unicorn IT Startup based in HK

WHAT KIND OF PRODUCTS OR SOLUTIONS ARE MORE SUITABLE?

- ◎ Solutions for Vertical Market
 - eg: Online Lending (www.welend.hk)
 - eg: Transport APP (www.gogovan.com.hk)
- ◎ Solutions for Leisure or Entertainment
 - eg: Travel Booking Site (www.klook.com)
 - eg: Cooking (www.daydaycook.com)
- ◎ Tools
 - ◎ eg: SQL Tools (www.navicat.com)

Thank You !