

Start Me Up Hong Kong!

Innovation and Entrepreneurship

Hong Kong has long been known as a global financial center, but in recent years, it has also emerged as a hub for innovation and entrepreneurship. With its strategic location, favorable tax policies, simplified regulation and vibrant startup community, it's no wonder that more and more founders are looking to launch or expand their startups in Hong Kong. And with the help of StartmeupHK, an initiative by InvestHK, it's easier than ever to do just that.

Start Me Up Hong Kong

[StartmeupHK](#) is a platform designed to help founders of innovative and scalable startups from overseas set up and expand in Hong Kong. It's a one-stop-shop for all things startup-related, from company incorporation and funding to mentorship and networking opportunities.

StartmeupHK's objectives are to:

- Empower and enable startups to establish and expand their presence in Hong Kong, with a comprehensive range of support services and resources to help them grow in Hong Kong
- Help build a vibrant startup ecosystem to foster a culture of entrepreneurship in the city
- Enhance the international reputation of Hong Kong as a premier location for tech companies, investors, and entrepreneurs, promoting the city's strengths in key sectors such as fintech, smart city, and biotech.

Startup Ecosystem in Hong Kong, what kinds of companies are there?

Hong Kong has a thriving [startup ecosystem](#), with a diverse range of companies across [various industries](#).

Some of the most prominent sectors for Hong Kong startups include:

- **FinTech:** Hong Kong has emerged as a hub for financial technology (fintech) startups. These companies leverage technology to offer innovative financial products and services, such as mobile payment solutions, digital wallets, and peer-to-peer lending platforms.

- **E-commerce:** Hong Kong is also home to several e-commerce startups, which offer a wide range of products and services online. These companies have leveraged the city's strategic location and well-developed logistics infrastructure to expand their operations across the region.
- **Education Technology (EdTech):** Hong Kong has a large student population and a strong education system, making it a fertile ground for EdTech startups. These companies offer innovative solutions for teaching and learning, such as online learning platforms, educational games, and tutoring services.
- **HealthTech:** With an aging population and rising healthcare costs, Hong Kong has seen a growing number of HealthTech startups. These companies offer innovative solutions for healthcare providers, patients, and consumers, such as telemedicine, health monitoring devices, and digital health records.
- **BioTech:** The biotech startup scene in Hong Kong is rapidly growing and has gained significant attention in recent years. Hong Kong's biotech industry is particularly focused on developing innovative treatments for diseases, including cancer and rare genetic disorders.
- **Sustainability and GreenTech:** Hong Kong is also taking steps towards becoming a greener city, and there are several startups working towards this goal. These companies offer solutions for energy efficiency, waste management, and sustainable transportation.

The Connection between Greater Bay Area and Mainland China

The [Greater Bay Area](#) (GBA) is a Chinese government project to connect 11 cities in the South of China: Hong Kong, Guangzhou, Shenzhen and Macau plus another seven supporting cities on Mainland China into a single economic and business hub. The goal of the GBA is to create an integrated economic and innovation hub that will rival other global bay areas such as the San Francisco Bay Area. Hong Kong is an essential part of the GBA, serving as a gateway to Mainland China and playing crucial role of an international financial hub. The city's strategic location, well-established infrastructure, and business-friendly

environment make it an attractive destination for foreign companies looking to expand their operations in the region.

Why in Hong Kong?

There are several reasons why Hong Kong is an attractive destination for startups. First and foremost, it's strategically located at the heart of Asia, making it a gateway to the region's massive market for over 4 billion people. It also has a favorable tax regime, with a simple and low tax system, simplified regulation and dedicated support by Hong Kong government that makes it easy for startups to set up and operate. Additionally, Hong Kong has a strong culture of entrepreneurship and innovation, with a thriving startup ecosystem that includes incubators, accelerators, co-working spaces, and more.

And finally...

If your startup industry is similar to one of the thriving industries in Hong Kong's startup ecosystem, it might be a good opportunity for you to consider expanding your business to Hong Kong or collaborating with local startups! At JETRO we await your contact.

To get your started, take a look at the following case studies:

Case Studies:

[Longbridge – The next generation of internet brokerage](#)

[MAD Gaze's AR smart glasses](#)

[For AI and Robotics Startup Dorabot](#)

What can JETRO do for you?

JETRO Hong Kong can help companies navigate the Hong Kong innovation ecosystem by providing them with consulting and business matching.

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