

Press Release
For Immediate Release

Cyberport ICT delegation visits France and the UK

Leveraging its well-established global network to offer delegates the opportunities to expand internationally

Hong Kong, 7 November 2014 – Hong Kong Cyberport Management Company Limited (Cyberport) recently led a Hong Kong ICT delegation to France and the UK from 27 October to 1 November offering the delegates opportunities to cultivate international partnership via its global network. The delegation visit, along with the series of business events that were organised, allowed tech entrepreneurs from Europe and Hong Kong to exchange innovative ideas. European tech experts learned a handful hints from the delegates on tapping into the Asian markets, while the delegates increased their knowledge on European markets.

The delegation comprised 19 delegates, including representatives from Cyberport, the HKSAR Government, ICT start-ups, investors, as well as executives from Cyberport and Knowledge and Innovation Community (KIC) Management Company, the trip's supporting organisation.

Mr. Herman Lam, CEO of Cyberport and Delegation Chair, said, “This delegation visit aptly complements Cyberport’s work in nurturing local ICT start-ups and expanding the perspectives of entrepreneurs. London and Paris are both thriving ICT ecosystems and are well-served by angel investors. Leveraging our well-established global network, our delegates had the chance to meet with global investors and learn about the latest industry trends, which helps them expands their businesses on a global level.”

The delegation first visited Paris, where e-commerce, fashion and auxiliary apps serving the fashion industry are popular among the media and fashion consumers. Delegates were able to explore opportunities in the ICT ecosystem and meet with the entrepreneurs in France. Cyberport also arranged the delegates to participate in the “think ASIA, think HONG KONG” events, not only showcasing Hong Kong’s exemplary start-ups but inviting investors and venture capitalists to take note.

“More than 2,300 business people from France and Italy took part in ‘think ASIA, think HONG KONG’, the biggest Hong Kong promotion ever launched in those countries by the Hong Kong Trade Development Council (HKTDC),” said Raymond Yip, Assistant Executive Director of HKTDC. “We are pleased to have partnered with Cyberport in bringing an ICT mission to join ‘think ASIA, think HONG KONG’ in Paris, followed by a visit to London. The mission has promoted Hong Kong’s strong ICT sub-sectors and award winning solutions, inviting European businesses to collaborate with mission delegates in order to tap the Asian market”.

FinTech is probably the hottest sector in global finance in recent years. Being one of the world’s largest financial centres and the fastest-growing region for FinTech investments, UK offers many specific market opportunities in FinTech. The delegation travelled to London for the latter part of the trip to attend various business matching sessions and meet with accelerators and financial institutions. Cyberport and Tech City, the third and rapid-growing tech cluster worldwide, also co-hosted a business matching and networking session for the delegates. The visits and business contacts established during the trip will be instrumental to these start-ups when they wish to gain a foothold in the European market or seeking funding.

"Being a social and commercial platform focused on fashion and lifestyle, it is always our dream to have our footprint in Paris and London. This trip gave us an opportunity to meet with Invest Paris, UK Trade and Investment and various accelerators like Microsoft and Google, and has been a truly eye-opening experience for everyone at Viss Me. We would like to extend our sincere thanks to Cyberport for inviting us to the delegation trip. Without their support, it would have been tough for us to break out of Hong Kong and connect with our European peers as well as explore these global opportunities," said Ms. Ivy Wong, Founder of Viss Me.

"Building on the success of this trip, we look forward to connecting with more international organisations and investors to pave the way for Hong Kong start-ups to go global," Mr. Lam concluded.

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About Cyberport

Cyberport is a creative digital community with a cluster of 300 technology and digital tenants. It is managed by Hong Kong Cyberport Management Company Limited which is wholly owned by the Hong Kong SAR Government. With a vision to establish itself as a leading information and communications technology (ICT) hub in the Asia-Pacific region, Cyberport is committed to facilitating the local economy by nurturing ICT industry start-ups and entrepreneurs, driving collaboration to pool resources and create business opportunities, and accelerating ICT adoption through strategic initiatives and partnerships. Equipped with an array of state-of-the-art ICT facilities and a cutting-edge broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, and a retail entertainment complex.

For more information, please visit www.cyberport.hk or follow us on Twitter [@cyberport_hk](https://twitter.com/cyberport_hk).

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