



For Immediate Release

IBM Teams Up with Hong Kong Cyberport to Boost Digital Transformation Efforts in Hong Kong

The “Startup with IBM” program, coupled with Cyberport’s full-range entrepreneurial support, helps accelerate growth of startups and entrepreneurs

Hong Kong – 20 October 2020 IBM China/Hong Kong Limited (IBM) and Hong Kong’s leading digital technology hub, Cyberport, today announced a collaboration to strengthen the support and resources for Hong Kong startups. Selected Cyberport startups will have priority admission to [Startup with IBM](#), in order to leverage IBM’s advanced technologies and global client network.

Startup with IBM, formerly IBM Global Entrepreneur, is the premier IBM program providing startups with access up to \$120,000 USD* of cloud credits, leading experts and enterprise-grade cloud, data, Internet of Things (IoT), blockchain and artificial intelligence (AI) technologies to help solve real problems, and ultimately get their innovative solutions to market faster.

“Startups and entrepreneurs find value in IBM’s open approach to cloud computing which, coupled with our deep industry expertise, provides the flexibility, access to innovation and services they need as they grow and transform,” said **Francis Ngai, General Manager of IBM China/Hong Kong Limited**. “By choosing IBM Cloud, organizations are able to do much more than just cut costs. By tapping exciting cloud-based services like AI, blockchain and IoT, they are able to innovate new business models and develop new services on the fly that help them differentiate from the competition.”

“Cyberport encourages its start-ups to leverage proven platform tools in latest technologies such as artificial intelligence, big data, blockchain and cybersecurity to shorten their go-to-market time. Thanks to the support from leading technology services providers, we have set up the Cyberport Technology Network (CTN) to provide a complete suite of technology platform tools and services for our start-ups. We are proud to present IBM as CTN’s latest key member, and under the collaboration, each qualified Cyberport start-up will receive annual free credits of up to USD 120,000 to utilise IBM tools and services. We are confident this will help them create the best version of their solutions,” said **Peter Yan, Chief Executive Officer of Cyberport**.

With IBM’s scalable solutions, startups can revolutionize their build. They can use the IBM Cloud credits to access more than 190 services including:

- **IBM Watson** can learn from small data sets, protect businesses’ insights and help them reimagine workflows to provide AI where and when they need it.
- **IBM Blockchain** can cut out the middleman and improve the time it takes to execute business transactions.

- **IBM Analytics** helps businesses make their data simple and accessible. Organize their data into a trusted, business-ready foundation with the built-in protection and compliance controls.
- **IBM Security** helps businesses work with clients to accelerate and assess threats with security innovation that incorporates cognitive, cloud and collaboration.

Startup with IBM will offer premium-tier startups opportunities to connect with IBM Developer Advocates through Architecture Review and Whiteboarding Sessions. In Hong Kong, IBM will also organize meetings for those startups to directly engage with IBM’s enterprise clients, facilitating technology exchanges and business matching support – with an emphasis on banking, financial services and insurance applications.

Startup with IBM eligibility:

	Builder	Premium
Credits	\$1,000 USD /month in IBM Cloud credits for one year	*\$10,000 USD /month in IBM Cloud credits for up to one year
Qualifications	<ul style="list-style-type: none"> • The applicant’s business revenue in the last 12 months is less than \$1M USD • The applicant’s business has been in business for fewer than five years • The applicant has previously received no IBM technology credits • The applicant is not a paying IBM Cloud customer 	<ul style="list-style-type: none"> • The applicant is in an approved VC/accelerator/incubator • The applicant is working with innovative technologies like blockchain, AI and etc

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Francis Ngai, General Manager of IBM China/ Hong Kong Limited believes that startups and entrepreneurs are able to innovate new business models and develop new services with IBM's state-of-the-art cloud-based services including AI, blockchain and IoT.



Peter Yan, CEO of Cyberport believes that the multi-faceted collaboration with IBM will enable Cyberport startups to develop new solutions with a shorter development time and lower cost.



ubiZense and Wizpresso are among the Cyberport startups which are selected as "Startup with IBM" participants. In the photo are Jerrel Leung, Founder and Chief Architect, ubiZense (left) and Calvin Cheng, Founder and CEO, Wizpresso (right).

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About IBM

For more information about IBM Hong Kong, please visit <http://www.ibm.com/hk> and the Facebook page at <https://www.facebook.com/IBMHongKong>.

About Cyberport

Cyberport is an innovative digital community with close to 1,600 start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, which is wholly owned by the Hong Kong SAR Government. With a vision to be the hub for digital technology thereby creating a new economic driver for Hong Kong, Cyberport is committed to nurturing a vibrant tech ecosystem by cultivating talent, promoting entrepreneurship among youth, supporting start-ups on their growth journey, fostering industry development by promoting strategic collaboration with local and international partners, and integrating new and traditional economies by accelerating digital transformation in the public and private sectors. For more information, please visit www.cyberport.hk