

Press Release
For Immediate Release

Cyberport Signs Collaboration Agreement with Asia's Largest Smart Retail Platform DMALL

**First Leading Enterprise to Set Up Operations at Cyberport after Promulgation of
Innovation and Technology Development Blueprint to Promote Smart Retail**

Hong Kong, 4 January 2023 – Cyberport today signed a collaboration agreement with “DMALL”, the largest Smart Retail solution provider and SaaS platform in China and Asia. “DMALL” will set up a world-class retail technology experience centre at Cyberport to promote smart retail, and with Cyberport jointly drive the digital transformation of SMEs in Hong Kong and the Greater Bay Area. The collaboration agreement was signed by Peter Yan, CEO of Cyberport, and Dr. Zhang Wenzhong, Founder of DMALL, and witnessed by Professor Sun Dong, Secretary for Innovation, Technology and Industry; Charmaine Wong, Deputy Secretary for Innovation, Technology and Industry; Simon Chan, Chairman of Cyberport, Mao Zhenhua, Founder of China Chengxin Credit Rating Group, and Wu Guangze, Executive Director of OCI International Holdings.

DMALL is the first leading company introduced to Cyberport since the promulgation of the “Hong Kong Innovation and Technology Development Blueprint” last month. It is an important step forward in the development of the technology industry and actualisation of “new industrialisation” in Hong Kong.

Professor Sun Dong, Secretary for Innovation, Technology and Industry, said, “The 14th Five-Year Plan indicates clear support for Hong Kong's development into an international innovation and technology hub. I am delighted to see DMALL setting up operations at Cyberport. I hope that DMALL will inject new impetus into Hong Kong's e-commerce ecosystem and lead a new chapter for the technology exchange, and research and development of the digital economy between the Mainland and Hong Kong.”

Simon Chan, Chairman of Cyberport, said, “Cyberport has been promoting smart living and leveraging technology to enhance consumer experiences. The collaboration with DMALL, integrating its long-established and advanced sales technology and AIoT, as well as their extensive logistics network with collaborative partners, injects a powerful force to the development of Smart Retail and promotion of Smart Living. It is also an encouraging response to the Government's newly promulgated “Hong Kong Innovation and Technology Development Blueprint” and helps improve the I&T ecosystem by introducing leading enterprises to our community.”

Dr. Zhang Wenzhong, Founder of DMALL, said, “We are pleased to formalise our collaboration with Cyberport, Hong Kong's digital technology flagship, as we welcome in the

new year. As a leading Smart Retail company, DMALL's digital business is already established in Hong Kong, Southeast Asia, and Europe, and our international business is developing in leaps and bounds. The cooperation with Cyberport will further accelerate our market expansion in Hong Kong and the Greater Bay Area, as well as enabling us to expedite international development with Hong Kong as our base. DMALL will increase investment in Hong Kong and attract more outstanding digital technology talents from Hong Kong and the world to join. DMALL will also leverage our advanced and long-established digital solutions to help promote the development of Hong Kong's digital economy, build a smart Hong Kong, and enhance convenience to the people by enriching smart living. In addition, with DMALL's experience and technology capabilities, we can connect with Cyberport's robust local I&T network and support programs to assist digital economy related I&T companies and SMEs, expand their room for development and promote the development of the digital economy chain in Hong Kong.”

The Cyberport community gathers over 1,900 members including 770 start-ups devoted to the development of smart living and smart city-related technologies, covering a wide array of fields in our daily living. Of these start-ups, 300 are committed to helping the industry improve efficiency and sales all round by focusing on the research & development of Smart Retail and e-commerce, marketing technology, Internet of Things and robotics solutions in product procurement, data analysis, customer rewards as well as smart marketing and customer service platforms. The collaboration agreement signed by Cyberport and "DMALL" will, in addition to establishing a world-class retail technology experience centre in Cyberport and holding industry events to promote digital transformation among SMEs in Hong Kong and the Greater Bay Area, also uplift Smart Retail development through the Cyberport Enterprise Network (CEN) and Cyberport Technology Network (CTN), as well as providing funding for participating companies of the DMALL accelerator to foster start-up development and help them expand into overseas and mainland markets.

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The collaboration agreement was signed by Peter Yan, CEO of Cyberport (front left), and Dr. Zhang Wenzhong, Founder of DMALL (front right), and witnessed by Professor Sun Dong, Secretary for Innovation, Technology and Industry (back middle); Charmaine Wong, Deputy Secretary for Innovation, Technology and Industry (back second right); Simon Chan, Chairman of Cyberport (back second left), Mao Zhenhua, Founder of China Chengxin Credit Management (back right) and Guangze Wu, Executive Director of OCI International Holdings (back left).



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Simon Chan, Chairman of Cyberport, said, “The collaboration with DMALL, integrating its long-established and advanced sales technology and AIoT, among others, injects a powerful force to the development of Smart Retail and promotion of Smart Living. It is also an encouraging response to the Government's newly promulgated "Hong Kong Innovation and Technology Development Blueprint" and helps improve the I&T ecosystem by introducing leading enterprises to our community. ”



Dr. Zhang Wenzhong, Founder of DMALL, said, “We are pleased to formalise our collaboration with Cyberport, DMALL will leverage our advanced and long-established digital solutions to help promote the development of Hong Kong's digital economy, build a smart Hong Kong, and enhance convenience to the people by enriching smart living.”

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About Cyberport

Cyberport is an innovative digital community with over 1,900 members including over 800 onsite and 1,000 offsite start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, 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, fostering industry development by promoting strategic collaboration with local and international partners, and integrating new and traditional economies by accelerating digital transformation in public and private sectors.

For more information, please visit www.cyberport.hk