



## **CASE STUDY - Invest Hong Kong**

Invest Hong Kong is a Hong Kong Government agency set up to attract business investment – companies, jobs, economic spin off – to Hong Kong. In the past year IHK assisted 246 companies from around the world, creating more than 3000 jobs and adding HK\$10 billion to the economy.

Trio Communication's challenge as New Zealand consultant for Invest Hong Kong is to find companies that are ready to establish their business in Hong Kong, often as a launch pad to China and the rest of the North East Asia region.

Many think of New Zealand companies as too small and/or Hong Kong's overheads too rich. This is not true because of Hong Kong's ease of doing business. It is possible for offshore directors to register a company and start up in a serviced office with one expat and a local hire, or to target outside prime CBD space to begin. The challenges are to get the opportunity to demonstrate that, coupled with the need to be proficient in cross cultural communications.

Trio's tactics included:

- Target companies that have publicly expressed a desire to grow offshore
- Work Trio's established business networks to identify other less visible targets
- To engage with the HKNZ Business Association, NZTE, China Trade Association, Asian NZ Foundation and other organisations and private companies to maximise the NZ offering to launch NZ companies in Hong Kong

Invest Hong Kong on its own has assisted several NZ companies – from Jane Mason artist, to The Hyper Factory, Orca and even Canadian corporation Methanex (relocation of Asia Pacific HQ from NZ). It also assisted NZTE with the establishment of the NZ Focus Centre in Causeway Bay, HK Island. Trio most recently (August '07) arranged for Invest HK Director General Mike Rowse to visit a variety of companies in Canterbury, three of which are now visiting Hong Kong with a view to setting up there.