

InvestHK Foreign Direct Investment



Consumer IoT

Fintech

Digital Health

Data Analytics

StartmeupHK Festival 23-30 January 2016

InvestHK is hosting the StartmeupHK Festival on 23-30 January 2016, a week-long celebration of the Hong Kong startup ecosystem

The signature event of the week, InvestHK's StartmeupHK Venture Forum on 26 January, will feature renowned founders and investors such as Fritz Demopoulos, Fred Mouawad, Mitch Presnick, Eric Gnock and Paul Tomes, among others, who will share stories about their entrepreneurial journeys, and the advice they have for aspiring entrepreneurs.

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France



KRDS Hong Kong Ltd, part of the Paris-headquartered KRDS Group, opened its doors in Hong Kong in September 2014. KRDS is a full service digital agency and is one of the few creative agencies which is identified as an official Facebook Marketing Partner in the region.

With over 150 employees worldwide, KRDS develops social media strategies integrating application and microsite development, community building and management, along with social ads management. Since its launch in 2008, KRDS has done more than 1,500 campaigns

in 15 different countries for more than 400 brands so far including among others Unilever, L'Oréal, Nestlé, Air France, DBS, AIA and LVMH. KRDS has a strong focus on Asia with six other offices across Singapore, Shanghai and India. Hong Kong was the natural market to bring KRDS' seven years of digital expertise to advertisers.

Digital Marketing
www.krds.hk

L B B Asia
Luxury Brand Building

Based in Hong Kong, **LBB Asia** is a management consulting firm that specialises in the premium and luxury markets in Greater China. The firm, founded by Aude Bousser in 2011, benefits from her 20 years of working experience in marketing and retailing for Cartier, Boucheron and Van Cleef & Arpels in Paris and Hong Kong, for which she successfully opened 25 stores in Asia. Over the past five years, LBB Asia team has expanded with local experts and consultants specialised in cosmetics, perfume, accessories and F&B.

Its brand development team, LBB Asia Development, is ready to help brands or innovative retail concepts enter Greater China by building both their brand

image and distribution networks rapidly. Its personalised services, deep knowledge of the luxury industry and retail landscape in Asia as well as extensive professional network will enable you to establish and strengthen your footprint in Greater China rapidly, and at a fraction of the costs of setting up your own subsidiary.

Brand Development
www.lbbasia.com

PALO IT
Innovation & Transformation

Created in 2009, **PALO IT** is a consulting firm and innovative software development company. Located in France, Hong Kong and Singapore, PALO IT is a team of 180 passionate experts representing more than 20 nationalities. The PALO IT customer base includes multinational leaders, investment funds and those startups needing to accelerate their time-to-market dramatically and to transform their business from a traditional to digital model. Its core services include introducing disruptive technology innovation, and organising to ensure collective success by fostering a startup mindset and delivering innovative, high value-added software.

Thanks to its geographical position, infrastructure and quality of life, Hong Kong was the natural choice for PALO IT to locate, strengthening its ability to support customers in Asia and to attract new talent. PALO IT offers many international jobs opportunities and plans to hire 60 new recruits in 2016 for its Hong Kong and Singapore offices.

IT Consulting and Software Development
www.palo-it.com



Founded by Kevin Davy, **Sommelier at Home** is a company providing sommelier services for private and corporate clients, e.g. sommelier animation, wine-tasting sessions, wine-training workshops, event organisation, wine menu design for restaurant and wine sale. Its corporate clients include banks, luxury brands and international corporations. As the name suggests, Sommelier at Home specialises in holding sommelier-guided wine-tasting sessions at clients' homes. Serving the most discerning clients in town, these sessions provide an alternative to traditional wine schools, offering a combination of wine education and

entertainment. Sommelier at Home allows wine lovers to discover, taste and learn about wines in the intimacy of their very own homes, and is tailored both to their lifestyles and schedules.

Private Sommelier Services
www.sommelierathome.hk