

# HONG KONG VIBES MAGAZINE

Your itinerary brought to you by WHub

SPECIAL  
EDITION  
**RISE**

**KPMG**

**WHub**  
#StartupPassion

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# Editorial

These are exciting times for Hong Kong. This major financial hub is seeking to further strengthen its global presence by positioning itself as a technology and innovation drive city.

We are witnessing great commitment by the Hong Kong Government to drive the development of its New Economy through policies that will strengthen the start-up ecosystem.

Hong Kong's New Economy will be further driven by the Greater Bay Area and the Belt and Road initiative - a platform that will further expand Hong Kong's capabilities on a global scale.

On behalf of KPMG, we are glad to be back here at RISE together with our partners WHUB; and we look forward to meeting all of you to witness the Rise of the New Hong Kong!

Hong Kong is playing host this week to a global gathering of tech executives, entrepreneurs, investors, startups at RISE conference and becoming Asia's Tech capital.

It's unique position within the Greater Bay Area and Belt and Road initiative opens the possibility for rapid expansion throughout Asia and globally.

Hong Kong is not only a FinTech hub but a diverse, growing and sector agnostic tech hub with startups in various verticals such as: IoT and Hardware, Logistic, TravelTech, Gaming/VR, EdTech, TextileTech and PropTech just to name a few.

One of the biggest assets of Hong Kong is the people - a great way to get to know the warm and welcoming spirit of Hongkongers is to take part in a pub crawl in Lan Kwai Fong.

Immerse yourself in this vibrant and exciting city, discover the concrete jungle, but also take advantage of the beautiful beaches and countless mountains.

Build meaningful connections and join our community of 2,100+ startups with WHub.io. Reach out to discover inspiring startups, passionate talent and tech aficionados.

Your WHub Team  
[www.whub.io](http://www.whub.io)  
[@whub\\_io](https://twitter.com/whub_io)



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## #StartupPassion



**Karena Belin**  
Co-Founder & Chief Executive, WHub  
Board member, WoW of AWA HK



**Karen Contet Farzam**  
Co-Founder & Chief Hustler, WHub  
Founding Board Member  
FinTech Association of Hong Kong



# UNLEASH STARTUPS' FULL POTENTIAL

## SHOW YOUR STARTUP PASSION

"Few things are as sexy as a person who's passionate about something." - Colin Wright



## UPLOAD YOUR STARTUP PROFILE



### SHOWCASE

Show your Passion! Highlight your mission, values and team, give us the story behind the founder(s).

### THE TEAM

Together Everyone Achieves More! The best way for startups to attract the right talent is to talk about their crusade, team spirit and all the perks they can offer: We call them WHubber factors.



### WHUBBER FACTORS

Flexibility in roles and responsibilities, working hours, working location, compensation and impact on society.

## CONNECTING TO



### TALENT

POST JOB OFFERS AND GROW YOUR TEAM



### STARTUPS

GET SUPPORT FROM THE STARTUP COMMUNITY



### INSIGHTS

TRAIN, DISCOVER AND STAY UPDATED



### JOB BOARD

Post job offers for free: Co-founder, part-timer, full-timer, intern or mentor



### INTERNAL MESSAGING

Maximise synergies and build collaboration



### CONSULTANCY SERVICE

Become investor-ready. We help strengthen business strategies, prepare pitch decks and crunch your financials



### TALENT BASE

Access 6,100+ talent profiles and reach out to like-minded, passionate individuals



### RESOURCES

A Testmarket-meets-Discounts from Startups for Startups



### EVENT PAGE

Discover the latest events and trends in the startup scene; if you organise events, showcase them to the community



### WHUBBERS' BLOG

Exchange and benefit from learning and experiences



### TOOLBOX

Depp dive into the ecosystem through our white papers



# JOIN



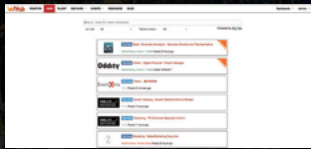
## Why should you work in a startup?

For the adventure, the hustle, the fun, the un-security, the flexibility, the downs, the ups, the change, the excitement, tons of things to do, the team work, the little things, the disruption, starting small, but becoming big ... in short: For making a true impact, to you, your startup and the world!

**"Everybody deserves a job they really care about!"**



1. CREATE YOUR PROFILE



2. DISCOVER 5,100+ JOBS



3. FIND YOUR STARTUP

# DISCOVER

## Never miss an Event from the Startup Ecosystem again !

Meet Startup Founders, learn new Skills, gain Insights or just mingle and network with passionate Talent or motivated Investors. On WHub's Event Page, discover what's going on in the scene - all in one place!

**Showcase your Startup Events on WHub!**

Make sure you let the community know: The Event Page is open for everyone - just register for your event!



## WHUB TOOLBOX



HONG KONG **STARTUP**  
ECOSYSTEM TOOLBOX V.4



HONG KONG **FINTECH**  
ECOSYSTEM TOOLBOX 2018





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# GLOBAL STARTUP ECOSYSTEM REPORT 2018



## Ecosystem Demographics

Metropolitan GDP

**\$430 bn**

Global Avg: \$267 bn

Metropolitan Population

**7.4 m**

## Ecosystem Performance

Ecosystem Value

**\$2.2 bn**

Global Median: \$4.1 bn

Startup Output

**450 - 850**

Global Avg: 1,700

Growth Index

**4.3**

## Funding

Early-stage Funding per Startup

**\$340 k**

Global Avg: \$252 k

Funding activity in Hong Kong has drastically increased over the last few years, growing 11 times from 2012 to 2016, and crossed \$1 billion in 2016. Recent funding rounds demonstrate that HK is able to produce scaleups, i.e. SenseTime raising \$637 million in series B & C, or LalaMove raising \$100 million Series C. Local startup support organizations include Hong Kong Cyberport, HKSTP, StartmeupHK, FAHK, Startup-SHK and WHub, a startup community that has been helping startups source talent and build connections, leveraging its vast network in Hong Kong.



# The Rise of the New Hong Kong

Hong Kong as one of the major global financial hub is now gearing up for the next wave of transformation with the emergence of the New Economy.

## Hong Kong is fostering technology and innovation

In her first policy address, Chief Executive Carrie Lam said that the office will build on the various measures aimed at boosting innovation, and is aiming for the city to double its expenditure on research and development (R&D) to 1.5 percent of GDP within five years. She also announced an overhaul of higher education’s research support and funding allocation mechanisms, and that the government would grant more than HK\$10 billion to fund research at the local public universities, and HK\$3 billion to the city’s research endowment fund to pay for studentships.

To help start-ups, some 60,000 square feet will be made available to young entrepreneurs in revitalised industrial and commercial buildings at no more than one-third the market rate.

The Hong Kong 2018-2019 Budget has also set aside HK\$50 billion to support innovation and technology development in the region, with HK\$20 billion earmarked for the first phase of the Hong Kong-Shenzhen Innovation and Technology Park (HSITP).

## Hong Kong is transforming to enable New Economy growth

A host of further smart city initiatives were unveiled in the government’s Smart City Blueprint, released in December 2017. Announcing the goal of making Hong Kong a world-class smart city in the next five years, the report listed a series of short-, medium- and long-term recommendations across six areas -- Smart Mobility, Smart Living, Smart Environment, Smart People, Smart Government and Smart Economy.

*KPMG Insights: Connecting Hong Kong*



Hong Kong, one of China’s most developed cities, can both benefit from and contribute to this phenomenal project. But first, it must figure out its own ways to harness the opportunities to re-shape city living created by the rise of smart technology.

Please Scan QR code to access full report

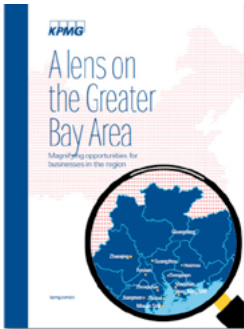


## Hong Kong's New Economy will be further driven by its positioning

We are living in exciting times for Southern China. Nowhere is this seen more clearly than in the ambitious plans being drawn up for the Greater Bay Area (GBA) initiative, and its goal of building a world-class city cluster across the Guangdong-Hong Kong-Macau region. By 2030, the region is expected to play a leading role in advanced manufacturing, innovation, shipping, trade and finance.

The GBA is well-positioned to become the most diversified city cluster in the world - by leveraging its strengths in financial and professional services, high-tech manufacturing, technology and innovation, and tourism and leisure - and provides significant opportunities for companies in China.

*KPMG Insights: A lens on the Greater Bay Area*



The transformation of the GBA into an innovation and technology hub remains a key priority.

This presents a number of opportunities for businesses, innovators and other key stakeholders to develop and test their ideas, deepen the talent pool, connect with strategic partners, and drive innovative and digitally-driven growth.

Please Scan QR code to access full report



As the area develops, its influence is likely to extend beyond the geographical boundaries of its city cluster to play a key role in China's Belt and Road Initiative, serving as a key link connecting countries along the 21st century Maritime Silk Road.

*KPMG Insights: Collaborating along the Belt and Road*



Since its launch in 2013, China's Belt and Road Initiative (BRI) continues to present significant opportunities to promote economic cooperation and connectivity between countries, companies and people across the globe.

As an international finance centre, a global super-connector of trade and investment, and a leading city within the Greater Bay Area, Hong Kong is set to play a prominent role in supporting the delivery of the BRI.

Please Scan QR code to access full report



## Financial services in China will be further strengthened through fintech

Technological innovation is also driving enhanced service quality in China's financial services sector. In addition, fintech innovation is promoting interaction, cooperation and integration between financial institutions and fintech start-ups.

*KPMG Insights: 2017 China Leading Fintech 50*

Closer collaboration between financial institutions and fintech firms is expected in 2018, as banks continue to seek to digitise and adopt advanced technologies to improve their product and service offerings and increase efficiency, KPMG forecasts.



## Positioning for Growth in the New Economy



From seed to maturity, we are here to help businesses and investors along the growth journey.

KPMG's New Economy team is dedicated and focused on the the unique requirements for start-ups, emerging businesses, and investors in Hong Kong.

Our team has extensive knowledge and experience working in the start-up ecosystem with in-depth understanding on the complex challenges start-ups and emerging growth companies face.

Whether you are looking to establish your operation, raise capital, expand abroad, or simply comply with regulatory requirement if you are an investor seeking to assess the state of your investments, we can help.

Our key areas of services are focused on establishing strong fundamentals to enable growth, with key focus on:

- Attracting investors from seed to exit
- Enhancing financial management
- Talent sourcing and employee services
- Fostering trust through accountability
- Determining the ideal company structure
- Getting government incentives
- Growing into new markets, or looking for new investments
- IPO or transitioning

To find out more about services for New Economy businesses and investors, please feel free to contact Jin Ng at [jin.ng@kpmg.com](mailto:jin.ng@kpmg.com) / +852 39275993





# KPMG Insights

July 2018



Hot Topics



China  
FinTech 50



Fintech:  
A game  
changer



Connecting  
Hong Kong



Biotech  
start-ups  
filing for  
HKEX IPOs



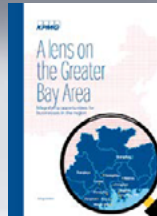
2018 China  
CEO Survey



China  
Outlook 2018



The Greater  
Bay Area  
Initiative



A lens on  
the Greater  
Bay Area



Collaborating  
along the Belt  
and Road



Consumer  
Markets



No normal  
is the new  
normal



China's  
Connected  
Consumers



Me, My Life,  
My Wallet



kpmg.com/cn/social media





# KPMG Insights

July 2018



## Technology & Innovation



Tech disruptors outpace the competition



The Changing Landscape of Disruptive Technologies



The Changing Landscape of Disruptive Technologies



## Financial Services



Hong Kong Banking Report 2018



2018 Hong Kong Banking Outlook



China and Hong Kong IPO Markets Update



## Automated & Tech



Hong Kong's Automated Future



Transforming the in-house Tax Function in China through Technology



Global Automotive Executive Survey 2018



## Additional Insights



Equity-based compensation for new-economy companies



Revenue for the life sciences industry



Demystifying Blockchain for Life Sciences



[kpmg.com/cn/social media](http://kpmg.com/cn/social media)



# Zapzapmath

Adam Goh, Max Teh, John Ng  
Winners of PITCH at RISE 2017



Zapzapmath aims to change the way kids think about and learn math, at home and at school. We do this by taking every math topic from kindergarten to grade 6 and gamifying them so that kids can learn whilst having fun without feeling the normal chores or fear of practicing math. We do more than just gamifying normal school syllabus by adding higher order thinking math skills into the content. The addition of an analytical and reporting dashboard for teachers and parents and multiplayer games makes Zapzapmath the most engaging gamified math ecosystem in the world.

## Before RISE, how did you get your brand out there?

In the past we have relied on online reviews and word of mouth and just the weight of the quality of our games to propel us forward. As we grow and received more recognition from the market and schools, we have also participated in a number of edtech exhibitions in the US and Europe. In 2017 summer, we were featured in the Apple App Store in 185 countries which helped us reach the top spot in the education category in the US.

## What has been happening since winning at RISE last year?

We received more recognitions and accolades, we raised another round of funding, we grew and launched our new series of games, 'Zapzapmath Home' which takes all the games from the original Zapzapmath and transforms them into a more digestible home experience with a greater emphasis on fun that keeps kids playing and learning on their own outside school! Early traction is showing a strong double digit % WOW growth. We have also been working with various international partners to roll out in China, Russia, Vietnam amongst others.

## Any tips for other startups that want to pitch at RISE 2018?

Follow the format strictly and keep within the time given to get your core story out. Practise hard so that the story is told through your heart and shows your true passion to solve whatever it is you want to solve. Make the judges not just hear you but FEEL you! In the Q&A session, anticipate and answer their questions without beating around the bush. It's OK to say you don't know when you don't know, don't BS! Getting these 2 right is the recipe for success.

## To what extent do you think RISE can affect the Hong Kong startup scene?

RISE is a great platform not just for HK, but for the surrounding regions. It has many international participants and is a great platform for Hong Kong start-ups and entrepreneurs to network and connect with Hong Kongers and international entrepreneurs and partners and investors. RISE brings together all these elements to form a strong hub connecting the world with an emphasis on Hong Kong start-ups.

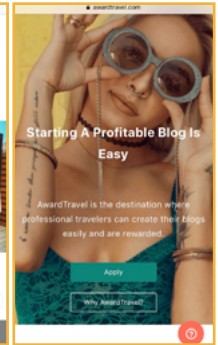
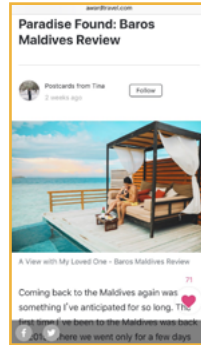


# Pointimize

Launched in 2016, unlike many other search engine platforms, Pointimize has its eyes set on the award travel market by helping the consumers quickly search their favorite flight, hotel and credit card platforms to compare the best deals for their rewards points on a single page. In 2018, we launched AwardTravel to connect hotel, airline, and restaurant brands with travel influencers to create targeted promotional content and maximize sales conversions. So far, we have partnered with approximately two hundred influencers who have shared their authentic travel content and participated in sponsored campaigns that has allowed their journeys to be monetized, resulting in a win-win for all parties.



**AwardTravel**  
STARTS HERE !



## What has been happening since winning BREAKTHROUGH HK at Rise last year?

2017 was a great year following our success at the RISE BREAKTHROUGH, we gained quite a lot of media attention including offers from some international well-known accelerators which we had sadly turned down because of our preexisting long-term plans. In 2018, Pointimize focuses on the system upgrades to provide more localization and customized tools - AwardHunt and AwardTravel to create a beginning to end rewards travel experience for both travelers and travel brands.

## What keeps your team going? What do they value most?

Knowing our products and actually helping people when planing trips is what matters the most to our team. We also value user experience a lot and we try to stay close to our users. Whenever receiving feedback from users, we make adjustments and updates to our product accordingly, that's how we keep up with the industry. I mean when a product changes to fit your needs, wouldn't you just be addicted to that product?

## Any tips for startups wanting to pitch at Rise 2018?

I have to be honest, pitching is not easy at all. Especially facing a crowd of more than hundred people with CEOs, VCs, competitors... and potential Investors. I will say - grab every chance you get, because it might just be a gleam of chance that your product might catch someone's attention.





Founded in Beijing in 2013, **AppInChina is a platform that enables clients to publish, localize and monetize their apps in China.** Their aim is to help individual developers, digital agencies and established brands to fulfill their potential in the Chinese market by providing the tools and support needed to succeed.



USD 51 Billion

USD 35 Billion

1.54 Billion

0.77 Billion



### What is the biggest challenge you have encountered? How did you overcome it?

Our biggest challenge so far has been scaling up the business. We've always had a solid customer base, but once you're already speaking with the clients who most need your service it can be challenging to then reach out to everyone else and explain to them why they need your service, too. I'm pleased to say that we're now achieving that, mainly through hiring new people to focus on marketing and partnerships.

### What opportunity do you see in the Hong Kong startup scene?

We're based in Beijing but can see that Hong Kong's startup ecosystem is growing rapidly. I believe that there are likely to be big opportunities, particularly in Fintech and as a hub for providing services to China and South East Asia.

### What keeps your team going? What do they value most?

We've done our best to carefully choose people who are smart, hardworking and self-motivated. This also means that we enjoy working together and try to help each other as much as possible.

### To what extent do you think RISE can affect the Hong Kong startup scene?

I believe it must already be having a big effect. Bringing some of the world's most innovative people to Hong Kong once a year, and thus encouraging more people to consider either opening an office or founding their own startup in Hong Kong.

### Any tips for startups wanting to pitch at RISE 2018?

We're pitching for the first time this year, so I'll give you some tips after we win it.

*Rich Bishop, CEO of AppInChina*

# 10 tips for successful pitching

BROUGHT TO YOU BY



Most of us hate it, but we often have to go through it at least once in our startup lifetime: PITCHING! But as the saying goes: if you didn't get dirty, you didn't play! Here are some tips that can help you hit a home run.

## 1) The project and the team

There are only two parts to a pitch: the project and the team! You need to get both right to convince an investor. It is important to know that the team often has more than 50% weight in the decision-making.

## 2) Get your team right

Be clear on your team's skill set, experience and capacity. Fill in the blanks via your mentors, advisors or your board! Looking for an Asian investor? Talk about your past success cases. Looking for a US-based investor? Recognise your failures and what you learned from them.

## 3) Explain the problem

Don't only focus on your product – explain your mission and values through a story. Investors need to know what the problem is you are solving and why. It's not your love for your product that counts – it's the love of the potential thousands of consumers for your product that will matter!

## 4) Seeing is believing

A photo or demo can speak more than a thousand words. Or a customer testimonial. You don't have your MVP yet? Focus on the nitty-gritty, but don't get lost in the details! Keep it simple and impactful.

## 5) Traction & milestones

Have your hockey stick chart ready! If you do not have proof of concept yet, at least show that you know exactly where you are going – and be ambitious!

## 6) What's your competitive advantage?

Breakthrough technology (you'd better have it protected) or network/scale? Be clear about how/where you are going to be superior, as well as how similar elements compare with competitors in order to successfully stand up against other players!

## 7) Present a clear monetisation model

The more detail the better – you can always pivot further down the line. Don't say "There are plenty of ways to monetise" and list advertising, selling big data and subscription services. To an investor, this says, "I have no clue how to monetise my product and have not even thought about it!"

## 8) Inspire trust

Be honest. You don't know everything and it is OK not to know everything. But don't make things up! Get back to the investor and show that you are reliable and able to follow up.

## 9) Practice

Practice. Practice. Practice. Every day, everywhere, to your team and to people that know nothing about what you do. One more time: Practice. Practice. Practice.

## 10) Questions

Prepare for questions and know how to deal with tough ones! Never start by answering an investor's question with "good question". Instead, take a deep breath, and answer with stats and numbers, where applicable. Show confidence and direct the conversation to the key points you want to highlight. Don't be defensive – feedback is a gift! Put each and every single ounce of energy you have into your pitch. Remember, investors invest in people.



#StartupPassion

Karen Contet Farzam & Karena Belin  
WHub  
Whub.io



# LOOKING TO LAUNCH IN HONG KONG?

Kristi offers straight-forward, no-nonsense legal advice to clients looking to set-up in Hong Kong, and works with start-ups in financial technology through to charitable organisations. Kristi appreciates that all business starts with a passion, and also understands that success stems from solid foundations. Her practice focusses around SFC-related matters to include licensing through to investigations. Kristi's experience in SFC enforcements enables her to provide you with a 360 degree overview of your business to help you put in place the infrastructure to flourish.

“ Working with innovative, emerging companies brings me great joy. I believe in making my client's business, my business in order to reach shared goals ”

- Kristi L Swartz

To find out how Kristi can help you, please contact her at [kristi.swartz@bryancave.com](mailto:kristi.swartz@bryancave.com)



<https://www.linkedin.com/in/kristiswartz/>



# Align #passion with profession

Did you know that Hong Kong was nominated the 5th fastest growing startup ecosystem in the world and it's the 2nd best city to startup in Asia? The Hong Kong Startup scene has grown tremendously in the past few years, attracting entrepreneurs, talent and investors from all over the world. The HK Tech & Startup Job Fairs led by WHub aim to connect the best startups with talented job seekers ready to make a difference. At least twice a year, the Job Fair brings together undergraduates, graduate students, and seasoned professionals in one event, exclusively for startups. WHub has organized more than 10 Job Fairs, some in collaboration with HKTDC during Entrepreneur's Day, with InvestHK during the annual StartmeupHK Festival or as a satellite event to RISE.



Job Fairs

8500+

ATTENDEES

200+

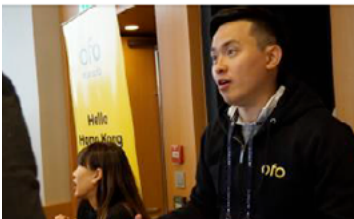
STARTUPS

STARTME UP FESTIVAL  
+  
ENTREPRENEUR DAY

SPECIAL DAYS

HKTDC  
+  
HK EXHIBITION CENTER

VENUES



# Starting up in Hong Kong

Hong Kong is shaping up to become the place to be for aspiring entrepreneurs from around the world. Karena Belin, co-founder of WHub, explains how and why.



## The Startup boom

Hong Kong's startup ecosystem is booming: With a startup ecosystem value of US\$2.2BN, ranked the 2nd biggest innovation cluster in the Global Competitiveness Report by the World Economic Forum in 2018, giving birth to the world's most valued AI company, the largest ICO, the largest Fintech Series A and 90% of the world's electronics produced less than 3 hours away, and the list goes on. Although Hong Kong's startup scene only started growing significantly three years ago, Hong Kong is now a leading global startup ecosystem: Co-working spaces have mushroomed from less than 10 to nearly 100, and acceleration programs have joined the government backed incubation programs<sup>1</sup>, including world's first Artificial Intelligence accelerator zeroth.ai, one of Asia's finest hardware accelerators brinc.io and Asia's leading FinTech accelerator Supercharger, as well as multiple corporate acceleration programs<sup>2</sup>.

## “Fostering the community by unleashing startup's full potential”

**WHub**

### Neighbourly relations

Hong Kong is in a 5 hours flight radius of half of the world's population. In addition, Hong Kong is referred to as being on the 'doorstep'

of China. From a supply side point of view for example, the manufacturing hub of Shenzhen is just a one-hour drive from central Hong Kong, and the variety of products and the speed of production are unrivalled. What might take three months in other parts of the world, can be done within three weeks. Start-ups can go from prototyping to production in less than a month. From a demand point of view, WeLab and SenseTime have both successfully conquered the Chinese market and consumers. Moreover, the governments of The People Republic of China, Macao S.A.R and Hong Kong S.A.R signed the “Greater Bay Area” agreement in 2017, paving the way for close collaboration and exchange in this economic powerhouse region. Opportunities will be plenty, be it for example talent exchange, where very tech-savvy resources from Shenzhen synergise with (financial) service and business development talent from Hong Kong possessing global acumen. Or combining the manufacturing power of the Pearl River Delta with access to a global financial centre in Hong Kong. The Lok Ma Chau Loop Technology Park is only one concrete example of how this may all play together by creating the largest tech business park in the future.

### Easy & safe ride

Setting up a business in Hong Kong is very simple – including for foreigners. You can register your business within a day, even electronically, from abroad. As English is an official language here, you can do business without knowing any Cantonese or Mandarin. Hong Kong's many

1HKSTP - Hong Kong Science and Technology Park and Cyberport.  
For example in the area of Smart City, HealthTech and FinTech.

advantages also include an efficient public sector and straightforward regulations, with rule of law and protection of intellectual property – not to mention the abundance of professional services such as legal, accounting and virtual office services. In addition, taxes are low and simple (there are no capital gains taxes, there is a flat corporate tax rate of 16.5%, and the highest personal tax bracket is 17%).

Focus on concentration

The small size of Hong Kong’s population (7.3 million) may be considered a disadvantage when it comes to market size and sales potential, but it allows startups to penetrate the market and prove their concept quickly. In addition, Hong Kong welcomes various cultures and nationalities, as a true melting pot where East meets West, ideal to build - measure and learn fast from a diverse customer base, with more than one third of founders that are non Hong Kong nationals.

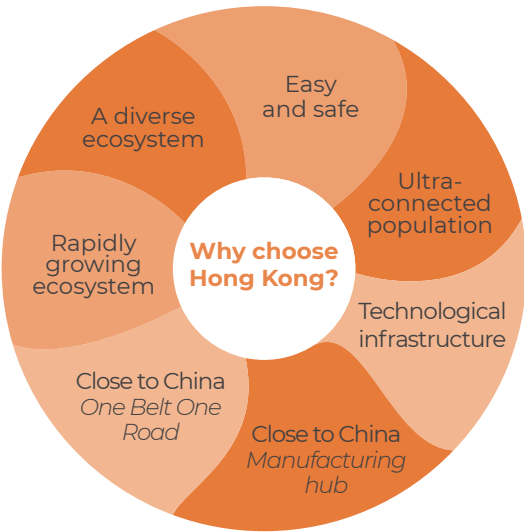
Most importantly, Hong Kong is the most connected place in the world, highly digital and highly mobile. Hong Kong has 93.2% household broadband penetration and the second fastest average peak connection speed. With 5.5 million active internet users (75% of the population), Hong Kong has the highest smartphone penetration rate in the world with over 235%. More than 72% of the population is on Facebook, with an average of 768 Facebook friends, which is nearly eight times the world-wide standard.

Unicorns in Hong Kong

Facebook, Google, PayPal in the US, Free, Meetic and VentePrivée in France, Rocket Internet in Germany: Unicorns help accelerate the development of the ecosystem by generating buzz and attention. And by creating trust in the ability of the hub to grow startups that scale regionally and/or globally. Currently, SenseTime, Welab, GoGoVan, Lal-

amove and Tink Labs are the homegrown stars and unicorns in Hong Kong. The city is capable of nurturing successful startups, on a diversity of verticals: SenseTime focusing on innovative technologies in AI, who raised a total of \$1.6B and is the highest valued AI company in the world, Welab, a fintech startup that revolutionized traditional credit services raising a total of \$425M, Lalamove and GoGoVan last-minute intra-city delivery platform technologies who both raised a total of \$26.5M and \$160.5M, and Tink Labs a travel technology startup, raising a total of \$160M.

Hong Kong is also the city in which the world record for the biggest ICO in history was made, by the blockchain startup Block.one who is said to have raised \$4 billion in less than a year, twice the private sale by Telegram. [7] add one more sentence: And FinTech startup TNG wallet has raised the highest Series A in FinTech world-wide with 115M\$ USD funds raised.



**Karena Belin**  
Co Founder & CEO  
WHub



# RISE CONFERENCE PARTICIPANTS

RISE is produced by the team behind Web Summit and is the biggest tech conference in Asia, attracting over 10,000 attendees. For the fourth year, RISE is coming to Hong Kong and the following startups will be exhibiting during the event. Make sure you visit their stands to see their innovations!



## Accrue

Accrue is a stealth next-generation financial analytics platform, augmenting investment management & financial news through big data insights.

<https://whub.io/startups/accrue>

<https://www.accrue.com/>



## Aromeo Diffuser

To be the first and largest IoT aroma provider for in-room hospitality.

<https://whub.io/startups/aromeo-diffuser>

<http://www.aromeodiffuser.com/>



## Biorna Quantics

We bring a revolutionary new quantitative and holistic approach to wellness and performance to Asia-Pacific. Informed by our multi-level holistic approach to the quantified body, our range of easy-to-do home-collection lab tests and technology will identify your unique genetic, metabolic and nutritional biomarkers, and quantify crucial aspects of your psycho-physiology to optimise your diet, lifestyle, and performance like never before. We give you the future of health now.

<https://whub.io/startups/biorna-quantics>

<https://www.biorna-quantics.com/>



## BloomMe

Hong Kong's one-stop app for beauty booking & pampering!

<https://whub.io/startups/bloomme>

<https://bloomme.com.hk/>



### **Branch8 - Y Combinator company**

One powerful system to manage all your stores across various marketplaces. Branch8 is connected to some of the world's biggest marketplaces such as Amazon, Tmall, Lazada, and many others.

<https://whub.io/startups/branch8-y-combinator-company>  
<https://www.branch8.com/>



### **Canopy**

Canopy is an online platform that pipelines candidates with proprietary algorithms, so companies can find potential matches on demand. Candidates remain anonymous until there is a match - so even if they're just keeping their options open, they can do so confidentially.

<https://whub.io/startups/canopy>  
<http://www.canopycareers.com/>



### **Datum**

Datum turns structured data into tradeable commodities, creating the first global data marketplace.

<https://whub.io/startups/datum>  
<https://datum.org/>



### **Dezoo Ecommerce Limited**

B2B platform for professionals of furniture design & home décor industry.

<https://whub.io/startups/dezoo-ecommerce-limited>  
[www.dezoo.com](http://www.dezoo.com)



### **EverSince**

Unique experiences with Celebrities, Trendsetters and Top Local Talents.

<https://whub.io/startups/eversince>  
<https://www.eversince.club/>



### **FinFabrik**

FinFabrik is a Financial Technology Solutions Builder. We develop technology. We connect startups and established companies. We provide strategic advice. Our ultimate mission is to help companies provide better Financial Services to their clients.

<https://whub.io/startups/finfabrik>  
<http://www.finfabrik.com/>



### GalleryGO

GalleryGo™ has built a robust image distribution platform, delivering content. We position us as a bridge to merge art culture from mainland China into the world. Buyers from all around the world, artwork collectors, auction buyers, home investors.

<https://whub.io/startups/zyntauri>

<http://www.heskeyo.com/>



### Gifts Less Ordinary

Marketplace for personalized gifts.

<https://whub.io/startups/gifts-less-ordinary>

<http://www.finfabrik.com/>



### Gritus Technology Limited

Gritus is more than just a Vending Machine company - We help good products find the right customers. We focus on creating an O2O retail experience by working with data, one that allows products to find the right customers without wasting marketing spends and relying on the inefficient manual effort.

<https://whub.io/startups/gritus-technology-limited>

<https://www.gritus.com/>



### Holdex

We provide a technical solution which let startups to run their crowdfunding campaign in a matter of days.

Secure, simple & affordable.

<https://whub.io/startups/holdex>

<https://holdex.io/>



### Hong Kong X Foundation

Hong Kong X-Tech Startup Platform and X Technology Foundation aim at exploring the potential of technological innovations among Hong Kong young entrepreneurs and supporting the knowledge transfer from university laboratories to real market. They are co-founded by Sequoia Capital China ("Sequoia") represented by Mr. Neil Shen, Founding and Managing Partner of Sequoia, Prof. Zexiang Li of The Hong Kong University of Science and Technology ("HKUST") and Prof. Guanhua Chen of The University of Hong Kong ("HKU") together with more than ten "Super Professors" in Hong Kong.

<https://whub.io/startups/hong-kong-x-foundation>

<http://www.hkxtech.com/press-release-719/?lang=en/>



hubfolio

### hubfolio

We collate, aggregate, localise, host and distribute the most up to date, rich multilingual hotel & multimedia content to global travel partners.

<https://whub.io/startups/hubfolio>

<http://www.hubfolio.co/>

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### iBebot Limited

Intelligent environmental well-being IOT products with the focus on social communities.

<https://whub.io/startups/ibebot-limited>

<https://www.ibebot.com/>

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### Imago Software Limited

A platform to collect and package AI training data which are optimized for real-life applications and software-independent.

<https://whub.io/startups/imago-software-limited>

<https://www.imago.ai/>

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### imimr systems

We help you to do Chat Commerce. Deploying with specific industry operation intelligence, popular chat app platforms, speech recognition, NLP and AI, we provide you with the right chat commerce solution that best fits your operation needs and budget.

<https://whub.io/startups/imimr-systems>

<https://www.imimr.biz/>

---



### InstaReM

InstaReM is a leading digital cross border payments company which enables consumers, Small and Medium Enterprises and financial institutions to make international money transfers at a low cost.

<https://whub.io/startups/instarem>

<https://www.instarem.com/en-hk/>

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### KintoHub

We build online tools to make developers' lives easier. You code microservices - we take care of hosting, infra, CI / CD, discovery, compatibility, documentation and dependencies.

<https://whub.io/startups/kintohub>

<https://www.kintohub.com/>

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### KorumLegal

A boutique legal solutions firm providing flexible, innovative and client-centric legal solutions across the Asia Pacific region.

<https://whub.io/startups/korum-legal>

<https://www.korumlegal.com/>



### LCCS

Setup & operate a company with an online Low Cost Corporate Services provider. DIY with professional backup & expertise.

<https://whub.io/startups/lccs>

<https://lccs.com.hk/>



### Master Dynamic Ltd

Master Dynamic (MD) is an engineering company specializing in the Research & Development of various technologies, including Authentication and Marking, Material Analysis, Biomedical Technology, Precision Engineering and Smart Retail Solutions.

<https://whub.io/startups/master-dynamic-ltd>

<http://www.master-dynamic.com/>



### MesSouvenirs

Record the mood with your family, friends you love by postcard.

<https://whub.io/startups/messouvenirs>

<http://yajantech.com/>



### MyiCellar

MyiCellar is your best wine guide that tells you all about wines, events, and stories.

<https://whub.io/startups/myicellar>

<https://www.myicellar.com/>



### NexChange

NexChange is an innovation ecosystem-as-a-service, specializing in fintech, insurtech, blockchain, AI, healthtech, and smart cities. By creating a global O2O community, we create, market and invest in innovative products.

<https://whub.io/startups/nexchange>

<https://www.nexchange.com/>



### Nowwwhat

Understand a stock within 10 seconds. Big data stock research platform with social community.

<https://whub.io/startups/nowwwhat>

<https://nowwwhat.com/>

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### OK Care Limited

OK CARE defines a new lifestyle through our brand new healthcare platform. We wish to extend medical and rehabilitation beyond traditional medical institutions, providing the best healthcare service to our clients.

<https://whub.io/startups/ok-care-limited>

<https://okcare.com.hk/>

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### Piktochart

No complex design software. No heavy designer fees. Just a simple, intuitive tool that helps you tell your story with the visual impact it deserves.

<https://whub.io/startups/piktochart>

<https://okcare.com.hk/>

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### Qualife

Qualife is an Intelligence Healthcare Company to provide a platform to drive medication innovations.

<https://whub.io/startups/qualife>

<https://www.qualife.com.hk/>

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### Set Sail Software - Chatbot.com.hk

A.I. Platform to Build Conversation Robot, A Personal and Intelligent Assistant for Your Brand.

<https://whub.io/startups/chatbot-com-hk>

<https://chatbot.com.hk/>

---



### Shoeline

Shoeline is a localized e-commerce solution for merchants in Asia to quickly and easily launch their self-branded online shop. We are capitalising on the growth of e-commerce in the region as merchants in places such as Hong Kong, Taiwan and Southeast Asia, are all racing to build a presence online.

<https://whub.io/startups/shoeline>

<https://shoelineapp.com/>

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### Sourcibo

Redefine Your Buy and Sell Experience. An effortless way to find your potential clients in just a few steps.

<https://whub.io/startups/sourcibo>

<http://www.sourcibo.com/>



### Spincle

Spincle is a mobile app to capture 360 animated panorama and content for virtual reality.

<https://whub.io/startups/spincle>

<https://www.spincle.com/>



### Terminal 1

Terminal 1 connects talented people with fast growing startups and strong engineering cultures in Hong Kong.. Apply machine learning and software automation to provide affordable and personalised recruitment for all.

<https://whub.io/startups/terminal-1>

<https://my.tty1.co/?referrer=https%3A%2F%2Fwhub.io%2F%2Fstartups%2Fterminal-1>



### theDesk

theDesk – co-working, events and community space.

<https://whub.io/startups/thedesk>

<https://www.thedesk.com.hk/>



### Tourgether

Tourgether is an iOS dating app, targeting travelers.

<https://whub.io/startups/tourgether>

<https://www.tourgetherapp.com/>



### TravelFlan

An on demand AI travel Chatbot for outbound Chinese Traveler. TravelFlan delivers its signature AI Chatbot Travel Concierge Service by utilizing most popular instant-messenger systems like Facebook Messenger and WeChat. Users can enjoy services including itinerary planning, restaurant booking, transport directions and instant translation without needing to download extra apps.

<https://whub.io/startups/travelflan>

<https://www.travelflan.com/>



### [uFinance Asia Limited](#)

A Hong Kong Fintech startup providing financial support to university students using alternative credit scorecard.

<https://whub.io/startups/ufinance-asia-limited>

<https://www.ufinance.co/>

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### [Vin Buddies Co. Ltd.](#)

Trust your taste, rate your wine. Vin Buddies is a “WineTech” startup engineering a big data, AI-driven platform. With our ingenious machine learning curation, consumers will become more empowered.

<https://whub.io/startups/vin-buddies-co-ltd>

<http://www.vinbuddies.com/>

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### [Virtue](#)

Virtue App is an exclusive delivery solution to Cake Shops, Flower Shops and SMES in Hong Kong.

<https://whub.io/startups/virtue>

<https://www.govirtue.com/>

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### [weesper](#)

Weesper is a platform that allows you to refer connections, earn cash rewards and make your network happy.

<https://whub.io/startups/weesper>

[www.weesper.com](http://www.weesper.com)

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### [YBEX](#)

YBEX is a Hong Kong based marketplace platform for money exchange services. There are over 100 money exchange providers on YBEX, offering competitive rates for popular currencies such as Hong Kong dollar, US dollar, Japanese Yen, Taiwan dollar, Singapore dollar, Chinese yuan (renminbi) and more.

<https://whub.io/startups/ybex>

<https://www.ybex.io/>

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### [Yourcar Technologies Limited](#)

YourCar provides a fully automated, member exclusive carsharing service.

<https://whub.io/startups/yourcar-technologies-limited>

<https://www.yourcar.com.hk/zh/>

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### Zegal

Zegal is the cloud legal software solution for businesses and law firms.

<https://www.whub.io/startups/zegal>

<https://zegal.com/about-us/>



### Zencode (Hong Kong) Limited

ZenCode Technologies is a full service implementer of IDEAS. We make your technology ideas come alive. We take the time to learn about you, how you operate, why you're great, and what your goals are. We work with you to solve the challenges that prevent business growth.

<https://whub.io/startups/zencode-hong-kong-limited>

<https://www.zencode.guru/>



### ZuBlu

ZuBlu helps scuba divers discover, compare, and book their ideal underwater experiences in Asia.

<https://whub.io/startups/zublu>

<https://www.zubludiving.com>



Aimviva - TravelTech  
[www.aimviva.com](http://www.aimviva.com)

Automate - Mobile App  
[www.automate.com.hk](http://www.automate.com.hk)

Big Dipper Studio - EduTech  
[www.bds.hk](http://www.bds.hk)

botzup - Chatbot  
[www.botzup.com](http://www.botzup.com)



CoverGo - InsurTech  
[www.covergo.com](http://www.covergo.com)

Fluencer - MarTech  
[www.vfluencer.com](http://www.vfluencer.com)

FundKernel - Fintech  
[www.fundkernel.com](http://www.fundkernel.com)

KaChick - Lifestyle  
[www.kachick.com](http://www.kachick.com)



Mediconcen - InsurTech  
[www.mediconcen.com](http://www.mediconcen.com)

oneCharge - Energy  
<https://onechar.ge/>

Powered by Radix, The Startup League is a unique initiative which rewards our most promising, early-stage startup clients. It is a program designed to provide a wide range of support, through a bouquet of free goodies, marketing support and sponsorships. Those startups are going to Rise thanks to the sponsorship of Startup league



#### **chatcampaign.tech**

Hong Kong based chatcampaign.tech replaces spammy promotions and emails with meaningful automated marketing conversations and messages.



#### **gobybus.online**

Hong Kong based gobybus.online is an end-to-end intercity coach ticketing platform and bus search engine to make trip-planning and travel a pleasant experience.



#### **Mamahelpers.tech**

Hong Kong based Mamahelpers.tech is the world's largest foreign domestic helper network.



#### **Canvos.tech**

Hong Kong based canvos.tech provides Digital Out-Of-Home Advertising solutions for media owners, agencies, OOH suppliers, and brands.



#### **Stamplet.tech**

Hong Kong based stamplet.tech is an app that gives you cashback and rewards on your shopping receipts.

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# Stop talking about Innovation Make it happen!

We believe in the power of combining startup agility and corporate scale. Corporates crave innovation and speed, to develop new products & services or to disrupt their traditional business model. Startups need access to customers, opportunities for POC (Proof Of Concept) and value know-how on infrastructure and back-office support.

**“Innovation isn’t all about technology, but rather about solving problems in an elegant manner.”**



WHub curates and executes initiatives that bring both sides together to deliver tangible, actionable and sustainable results with a “win” for all involved. WHub helps translates the needs of both sides into concrete, meaningful programs and events, reaches the appropriate audience in the ecosystem and curates the selection of participants for an optimal outcome.

## **Our secret sauce**

- Experienced team with longstanding involvement in both worlds (Corporates and Startups)
- Large curated database of over 2,100 registered startups
- International network of community builders, accelerators, government organisations and ecosystem stakeholders
- Coverage of all verticals & industries
- Profound understanding of most recent trends, technologies and methodologies

Every company is unique! Depending on your specific objectives, readiness towards innovation and organisational structure & culture, we help assess, create and implement in collaboration with you tailor-made innovation strategies and programs for you.

## **How can success look like**

- Educate & Inspire: Bring Startup Mindset into your organisation
- Startup scouting and Ecosystem Connection
- Open Innovation challenges
- Hackathons
- Local or regional Innovation Road-shows
- Internal and/or Open Corporate Acceleration or Incubation Programs

**Karen Contet Farzam & Karena Belin**  
WHub  
Whub.io



# Discover Founder Stories



All interviews will be available on [whub.io/rise2018](http://whub.io/rise2018)  
Follow KPMG, Befast and WHub on social media to see the other Founders stories that will be produced during Rise Conference !



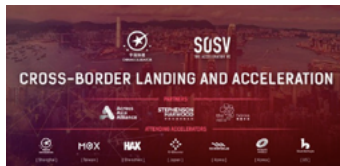
**Alex Kong** TNG Wallet  
**Juliette Gimenez** Goxip  
**Catherine Tan** Notey  
**Maxine Ryan** Bitspark  
**Mathias Helleu** 8 Securities  
**Jens Nielsen** Silentmode  
**Bradley Young** Silentmode  
**Paul Lugagne Delpon** Easyship  
**Florian Simmendinger** Sounbrenner  
**Max Von Poelnitz** Nosh  
**Alex Medana** FinFabrik  
**Stanley Sy** Sanomics  
**Jennifer Liu** Coffee Academics  
**Alexis Wong** Mobijuice

and more to come....



# WORK HARD, PLAY HARD

**Monday 9<sup>th</sup> July 2018**



## **Chinaccelerator Cross-border Landing and Acceleration**

7:00-10:00pm.

<https://www.eventbrite.com/e/chinaccelerator-cross-border-landing-and-acceleration-tickets-47205528005>

**Tuesday 10<sup>th</sup> July 2018**



## **Startup Ferry**

8:30pm and 9:30pm.

Organized by Collab Asia  
<https://startupferry2018.eventbrite.hk>



## **Startup Kitchen:**

**From concept to shelf**

Time: 6:00-10:00pm

Organized by BiteUnite  
<https://biteunite.com/event.php?id=14577>

**Wednesday 11<sup>th</sup> July 2018**



## **Startup Hike**

Hike to Hong Kong's peak

Time: 7:00-8:30am.

<https://www.eventbrite.com/e/out-blaze-morning-hike-rise-2018-tickets-46787914913>



## **Startup Grind**

Time: 6:30-8:30pm.

<https://www.startupgrind.com/events/details/startup-grind-hong-kong-presents-how-to-fund-your-startup-with-jay-kim/#/>



## **Smart Learning: Now and Beyond**

Time: 1:00-5:00pm

<https://smartlearning2018-july11.eventbrite.com>

**Thursday 12<sup>th</sup> July 2018**



## **#thursdaysocial: Rise to a sustainable future**

Time: 6:00-9:00pm.

<https://pelago.events/event/#!/4816/4816-94d94ea35a04d4dca2a62031cf8be799662f72e0>



## **IndiaTech Pitch Night**

Time: 6:00-9:00pm.

<https://www.ticketflap.com/indiatechhk-pitchday/>

## Monday 9<sup>th</sup> July 2018

### "Nail Your Pitch" over Breakfast!

Time: 8.00-9.30am  
<https://www.eventbrite.hk/e/nail-your-pitch-over-breakfast-tickets-46871695503>



### Rise kickoff reception

Time: 6.30-8.30pm  
 Contact: [hello@whub.io](mailto:hello@whub.io)



### Belgian Startup Mission

Time: 4:00-6:00pm  
<https://www.eventbrite.co.uk/e/belgian-meetup-tickets-46929998890>



## Tuesday 10<sup>th</sup> July 2018

### Brinc IoT Founders & Investors Night

Time: 6:30-10.00 pm  
<https://www.eventbrite.hk/e/brinc-iot-founders-investors-night-tickets-47048068038>



### Startup happy Hour

Time: 7:30-9.30 pm  
<https://www.eventbrite.com/e/startup-happy-hour-tickets-47458605968?ref=eios&aff=eios>



### Venture from the Cloud, Showcasing New Zealand Tech Companies

Time: 5:30-8.30pm  
[https://mail.nzte.co.nz/campaigns/Mailout/viewonline/H\\_cFx1SS1UWJBQjVytuG8A/kaKxapOO2k-ATAjVwYt8BA](https://mail.nzte.co.nz/campaigns/Mailout/viewonline/H_cFx1SS1UWJBQjVytuG8A/kaKxapOO2k-ATAjVwYt8BA)



## Wednesday 11<sup>th</sup> July 2018

### Austrian Startup Nite

Time: 6.30am  
 Contact: [Hongkong@advantageaustria.org](mailto:Hongkong@advantageaustria.org)



### RISE Community Night: Canadian Entrepreneurs in Hong Kong

Time: 7.00-9.00am  
<https://www.eventbrite.hk/e/rise-community-night-canadian-entrepreneurs-in-hong-kong-tickets-46752238203>



### Evening at the races

Time: 6.30-10.30pm  
 HKJC, Happy Valley  
 Contact: [hello@whub.io](mailto:hello@whub.io)



## Thursday 12<sup>th</sup> July 2018

### IoT in the GBA with HAX Global

Time: 5.00-7.30pm  
 Contact: [hello@whub.io](mailto:hello@whub.io)



### #TaiwanRocksHK

Time: 6.30-9.00pm  
<https://www.eventbrite.hk/e/taiwanrockshk-demo-day-tickets-47100115714>



# 8 Steps to become eco-friendly in Hong Kong

Brought to you by Zero Waste Life  
<https://www.zerowastelife.com.hk/>



Hong Kong is a highly wasteful city. An average Hongkonger sends 1.41kg waste to the landfill every day. That's 2.34 million tons of domestic waste annually! How to stop this madness and become eco-friendly with a twist? It's much easier than you might think!

## Step 1 | **Bring your reusable essentials everywhere**

It's easier to go green when you are prepared. Equip yourself with these 4 essentials: a simple cloth bag, a reusable cup and/or bottle, a cutlery set, and a cloth napkin. It's easy to get them - you probably have most of these items at home already. They don't take much space in the bag and can save you money at some coffee shops.

## Step 2 | **Say no to plastic straws, cups**

To avoid plastic straws, you can simply refuse them or bring your own made of bamboo, paper or metal. Some restaurants and bars already provide sustainable straws to their customers. LILY FLD offers sustainable drinking straws that are completely biodegradable and quickly compostable.

## Step 3 | **Buy in bulk and invest in sustainable brands**

Vote with your dollar and buy from responsible brands. Kouture Kapsule and WOMB curate ethically manufactured goods and sustainable fashion designers. Buying in bulk is possible at Live Zero in Sai Ying Pun and PMQ; Edgar (K11 in TST and their new location in Wan Chai); and SEED in Sai Kung. You can also go to the numerous wet markets in any neighbourhood and get locally produced veggies.

## Step 4 | **Buy secondhand!**

Do you really need new clothes? Why not buy pre-loved ones and give them a second life? Green Ladies shops have a big choice of female fashion and also accept your used clothes. Apps like Vestiaire, Carousell, and Facebook groups are a great solution to find interesting and often designers' brands. You can also join swap clothing events or borrow clothes from your friends.

## Step 5 | **Join eco-friendly activities!**

Country parks take up over 70% of Hong Kong territory. Explore Hong Kong through its hiking trails

and water activities. You can use Trail Watch and HK Running apps to find the maps and routes that suit you best. Another alternative is joining the regular beach cleanups. Litterati is an app where you can input your efforts on cleaning up the beaches and forests. Don't forget to download Water For Free app to find the nearest fountain to refill your bottle.

## Step 6 | **Recycle**

Recycling is still a challenging and complicated process in Hong Kong but you can do it easily with a few apps. Waste Less has a map with all the recycling points and their opening hours. Don't know where to dispose of your rechargeable batteries, e-waste and different types of plastic? HK Recycles and ALBA can help you to get rid of your recyclables responsibly.

## Step 7 | **Donate your unwanted clothes and gadgets**

Don't like your old dress or shoes? Don't throw them away! You can donate your clothes to the Salvation Army or Green Ladies. Additionally, you can advertise them on Facebook (Free HK, HK furniture and other groups).

## Step 8 | **Go vegetarian once per week**

Reducing meat consumption is a huge step to be more eco-friendly. You don't have to turn vegetarian or vegan. Try to have one day per week when you only eat veggies. Hong Kong is getting more options, with Mana and Green Commons as the pioneers and many other restaurants to choose from.

If you want to find more locations and start zero waste or low waste lifestyle, join the Zero Waste Life bootcamp on 21 July.

*Aigul Safullina, Co-founder Zero Waste Life*



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# RESTAURANT RECOMMENDATIONS

brought to you by Foodie



In Hong Kong, you will find an overwhelming array of delectable food from all over the world. **Foodie** [www.afoodieworld.com](http://www.afoodieworld.com) brings together people with a real passion for all things food and drink related. It curates and creates heaps of fresh restaurant reviews, delicious dining guides and food features and mouth-watering recipes in its award-winning magazine and on its website and social media pages. The Foodie team have selected some of their favourite spots around town.

## Restaurants



### The Flying Elk

2/F, Wyndham Mansion, 32 Wyndham Street, Central  
2565 6788

Sweden's first three-Michelin-starred chef, Björn Frantzén, opened fine-dining Frantzén's Kitchen in Sheung Wan last year, to almost unanimous praise. And he's now just opened The Flying Elk in Central, a Swedish gastropub offering elevated and elegantly crafted pub food at pub prices.



### Mercato

8/F, California Tower, 30–32 D'Aguilar Street, Central  
3706 8567

Jean-Georges Vongerichten's Italian restaurant Mercato has been wildly popular since it opened its doors in Hong Kong a few years back. Boasting fresh, innovative menus that are ever changing with the seasons yet still relatable and down to earth enough to be craved on a regular basis, it walks the narrow line between fine dining and casual comfort food. Weekend brunch and the daily aperitivo hour are particularly recommended.



### New Punjab Club

34 Wyndham Street, Central  
2368 1223

This sweetly theatrical eatery is designed in the theme of post-colonial, liberated Punjab. The restaurant is a source of pride for the staff, who hail predominantly from India and Pakistan and knowledgeably narrate the dishes as they are served. The food ranges from popular street-food snacks to traditional recipes from the owner's father's restaurant, cooked in the original tandoori ovens brought over from Lahore.

## Healthy eating



### Grassroots Pantry

108 Hollywood Road, Sheung Wan  
2873 3353

After a meal at this charming plant-based restaurant, you will not feel overstuffed and gluttonous – instead, you'll feel positively pious about what you have put into your body, without sacrificing one iota of flavour. Grassroots Pantry is the upper echelon of clean, clear-conscious eating.



### Locofama

13 Fuk Sau Lane, Sai Ying Pun  
2547 7668

This laid-back restaurant – along with sister eatery Sofofama in SoHo – serves up modern Chinese cuisine using all chemical-free, locally grown, organic ingredients. It was founded to support local farming, manufacturing and consumption.

## Bars



### COA

LG/F, Wah Shin House, 6–10 Shin Hing Street, NoHo, Central  
2813 5787

This new bar is simple, moody and chic with its trendy industrial design, but it's the people tending bar, and the Mexican-inspired cocktails they whip up, that really elevate the vibe. A special section allows the curious to develop a greater appreciation for meticulously crafted cocktails using agave spirits like tequila, mezcal and raicilla.



### The Iron Fairies

LG/F, Chinachem Hollywood Centre, 1–13 Hollywood Road, Central  
2603 6992

From the design wizardry of Ashely Sutton comes this mesmerising bar that centres around a group of miners who create iron-fairy figurines. Giant iron doors and accents in wood, brick and leather forge the space, while more than 10,000 preserved butterflies are suspended from the ceiling to resemble fairy dust. Sutton is also the man behind captivating HK watering holes Dear Lilly, Ophelia and J.Boroski.



### The Old Man

LG/F, 37–39 Aberdeen Street, SoHo, Central  
2703 1899

The warm interior of The Old Man is more stylish living room than the usual dark nightlife venues around town and provides the perfect place to drop in and flop down. Named for Hemingway's short novel that turned him into a literary giant, this bar is also the ideal place to get your creative juices flowing while sipping on reasonably priced (in this city), well-made and edgy cocktails.

# EXPLORE HONG KONG

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## Artistry of Mahjong Tiles

Even though playing mahjong is still an iconic and integral part of Hong Kong culture, hand-carved mahjong tiles are now a dying art because of the invention and rise of electronic mahjong tables with magnetic tiles. Meet one of the few remaining artisan mahjong tile carvers and carve your own tile!



## The Lion Spirit

Derived from martial arts, lion dancing is a Chinese tradition that has been used to bring good fortune and keep away evil spirits for more than 2,200 years. Now you have the rare opportunity to learn the difference between traditional and modern lion dancing from an association member and try it for yourself!



## Classic Chinese Instrument

For more than 2,500 years, this classic Chinese string instrument has captured the hearts of people around the world. This is a once-in-a-lifetime opportunity to learn from an award-winning guzheng master and have the beautiful sounds of the guzheng pluck at your heart's strings.



## Milk Tea Mastery



As one of Hong Kong's Intangible Cultural Heritages, Hong Kong-style milk tea cannot be denied as a core part of this city's identity. This hands-on experience will have an award-winning Hong Kong-style milk tea master teach you the art of crafting the perfect cup of milk tea.

## Pursuit of Balance



Traditional Chinese medicine's holistic approach to wellness teaches that the mind, body, and spirit should be perfectly balanced. Learn how to maintain the harmonious rhythm among them from a seasoned practitioner in this interactive experience.

## Uncharted Village



Contrary to the fast-paced city life and skyscrapers that Hong Kong is famed for, there is a different side that is often unexplored: life in a village. Journey through this village with the Deputy Director of Welfare who will give you access to areas not open to the public.

# Start your experience!

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## TRANSPORTATION

Hong Kong has a great public transport network that is convenient and easy to use. Subways and buses both cross the harbour. If you have any difficulty finding transport, you can easily find a taxi day or night.

Octopus cards are an easy and convenient method of payment in Hong Kong. They are available for purchase in MTR stations. You can use an Octopus card to pay for all kinds of public transport (trains, buses, trams) as well as to pay in convenience stores, supermarkets, and even certain shops and restaurants.

- Tourist Octopus: HKD 39

*(No initial stored value; no deposit; you cannot have a negative value)*

- Standard Octopus: HKD 50 (deposit)

*(Initial stored value HKD 100; you can have a negative value up to HKD 35)*

- MTR Tourist Day Pass: HKD 65

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2. Except the Airport Express, the MTR bus, East Rail Line First Class, and travel to/from Lo Wu station and Lok Ma Chau station

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## CONTACTS

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(police, fire, ambulance)  
**999**

Police Hotline  
**+852 2527 7177**

Hong Kong Observatory  
(for weather information)  
[www.hko.gov.hk](http://www.hko.gov.hk)



## CANTONESE 101

English	Pronunciation	Characters
hello	nei hou	你好
good morning	zou san	早晨
how are you?	nei hou maa	你好嗎?
good/fine	hou/gei hou	好/幾好
excuse me	m hou ji si	唔好意思
please	qing	請
thanks (for a service)	m goi	唔該
thanks (for a gift)	do ze	多謝
you're welcome	m sai hak hei	唔使客氣
subway	dei teet	地鐵
bus	ba sih	巴士
telephone	din wah	電話
bus stop please	jao lok m goi	有落唔該
bill please	mai dan m goi	埋單唔該



# Contact KPMG

KPMG has the expertise and insights to bring a range of perspectives. We work with a variety of clients, including emerging start-ups, family owned businesses, venture capital and private equity funds, leading multi-national companies, listed companies, state-owned enterprises, and governments.

To find out how KPMG can help you, please feel free to reach out to any our New Economy Team members.

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