

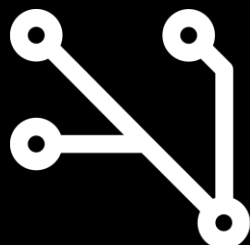
TECH
WEST ENGLAND
ADVOCATES



Mission to Hong Kong

‘Your Tech Gateway to Asia Pacific’

13 – 17 November 2023



GLOBAL
TECH
ADVOCATES

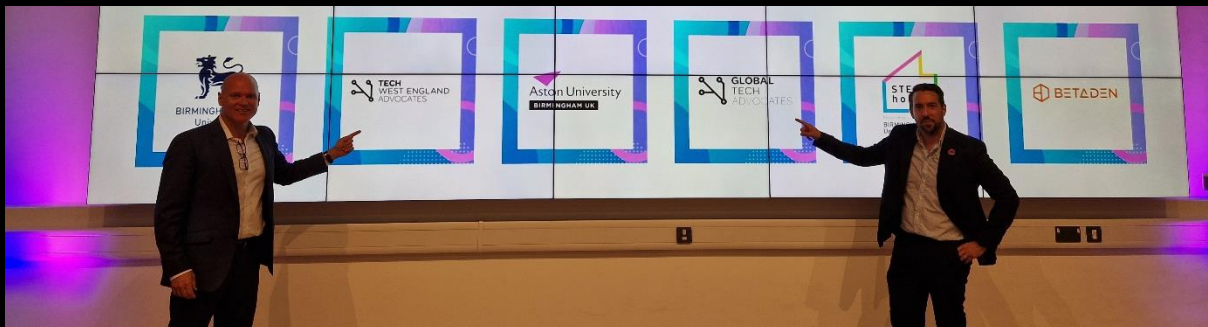
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1. About Tech West England Advocates



Tech West England Advocates is a not-for-profit organisation and a licensed branch of Global Tech Advocates, an inclusive network around the world with tens of thousands of Tech Entrepreneurs, Investors and Experts. Together we support Start Ups, Scale Ups and established Tech companies to connect across our international Tech eco-systems.



Our Purpose

‘We are the go-to network for West England Techs to Scale Up and to Grow Globally, connecting and enabling Tech innovation from West England to reach international markets to meet the challenges of tomorrow.’

Our Values

- Connect
- Collaborate
- Create

[Join us](#) and connect with our [LinkedIn community](#).

2. Introduction

Thank you for taking an interest in our Mission to Hong Kong – Your Tech Gateway to Asia Pacific.

We began working on our Tech mission after conducting a series of Roundtable events during 2022 where we invited Tech Founders, Investor and stakeholders across West England to come together to share their challenges for scaling up to grow globally.

We presented our finding at our official launch during Bristol and Birmingham Tech Festivals in October 2022. One of the key challenges from Techs we listened to, was access to soft landing opportunities to expand into new international markets. This became a driving force to organise our first Tech West England Advocates trade mission.



We are delighted that Russ Shaw CBE, Founder of Tech London Advocates & Global Tech Advocates and Yiannis Maos MBE, Tech West England Advocates Ambassador for Birmingham will accompany our Mission to Hong Kong.

We invite you to join fellow Tech Founders and Investors to explore Hong Kong's exciting Tech ecosystem as a platform into the Asia Pacific region.



Richard Lowe
Founder, Tech West England Advocates

3. Support Partners

In addition to our [Global Tech Advocates](#) community, we are grateful for the following partners:

United Kingdom

- British Consulate
- Department for Business and Trade
- Institute of Directors
- Birmingham Tech
- TechSPARK
- techUK
- West of England Institute of Technology
- South West Institute of Technology
- Bristol & West of England China Bureau



Hong Kong

- InvestHK
- Hong Kong Trade & Development Council
- Hong Kong Science & Technology Park
- Cyberport
- Hong Kong British Chamber of Commerce
- HSBC
- Alibaba Entrepreneurs Fund

4. Why Hong Kong?

Hong Kong, Asia's most vibrant city, is the ideal place to do business. Ranked the world's freest economy for 25 years by the US-based Heritage Foundation, its excellent infrastructure, pro-business policies and strategic location make it the preferred destination for businesses large and small, and the best gateway to opportunities in mainland China and the rest of Asia.

Besides its enduring commercial advantages, Hong Kong's legendary spirit of enterprise and its boundless energy create the perfect environment for starting a business. The local startup ecosystem is supported by a strong network of incubators and accelerators, a pool of experienced angels and venture capitalists, and a welcoming community of startups knit together by dozens of networking events, seminars and associations.

It should come as no surprise that Hong Kong is Asia's most dynamic startup destination, home to 8 unicorns and a rapidly growing number of startups in areas as diverse as CleanTech, AI, Robotics, FinTech, RegTech, RetailTech, HealthTech, IoT, Smart City technologies and many more.

- The Economist Intelligence Unit 2021 Safest Cities Index ranks Hong Kong #8 in the world
- 5 Universities in Hong Kong are ranked among the top 100 universities Quacquarelli Symonds (QS) World University Rankings
- Hong Kong is #1 ranked World's most economically-free jurisdiction Fraser Institute's Economic Freedom of the World Report 2021
- 28% of the startup founders has their country of origin outside Hong Kong InvestHK's 2021 Startup Survey

As a highly liveable international city, Hong Kong has a mature legal system with strong patent protection and a sophisticated financial system, creating ideal conditions for businesses to thrive. The upcoming large-scale Northern Metropolis Development Strategy will further deepen cooperation between Hong Kong and Shenzhen, creating a more comprehensive I&T ecosystem.

Hong Kong has well-established air, sea and land logistics infrastructure that connects the city to the rest of the world. It also offers reliable electricity and robust telecommunications facilities, topping global rankings for mobile and household broadband penetration rates. Its public healthcare system is highly efficient and plays a key role in secondary and tertiary healthcare.

As Asia's financial hub, Hong Kong has a mature financial system that hosts one of the largest stock exchanges in the world. A wide range of I&T-focused funding is available from public and private stakeholders for every stage of the business lifecycle.

Businesses in Hong Kong are supported by an internationally renowned professional services industry. There are also numerous forums, events, incubators, accelerators and coworking/co-living spaces for industry players and researchers to network and collaborate.

Recent Innovation & Technology Landscape in Hong Kong

Development of I&T has been a top priority on the Hong Kong Government's agenda, with more than HKD\$150 billion invested since 2017 to introduce various I&T policy initiatives. In recent years, the government has significantly stepped-up support for scientific research and I&T sectors by developing infrastructure, promoting research & development, nurturing talent, promoting re-industrialisation and enhancing financial support to enterprises.



Image: Hong Science & Technology Park

In terms of I&T infrastructure, the development of the Hong Kong-Shenzhen Innovation and Technology Park, a 87-hectare world-class innovation hub, is well underway, along with the Data Technology Hub, the Advanced Manufacturing Centre in Tseung Kwan O and Cyberport 5, with expected completion dates in 2020, 2022 and 2024 respectively. In addition, two research clusters – Health InnoHK and AIR InnoHK at Hong Kong Science & Technology Parks Corporation (HKSTP) will significantly enhance research collaboration between local, Mainland and world-renowned universities and reinforce Hong Kong's widely recognised R&D capabilities.

The funding landscape for startups in Hong Kong is maturing, with a total of US\$ 720 million invested in Hong Kong-based startups by October 2019 (Source: Oddup). The new listing regime of the Hong Kong Stock Exchange has allowed technology companies with weighted voting rights, pre-revenue and pre-profit biotechnology companies to raise funds in Hong Kong. Subsequently, we have witnessed a number of high-profile public listings of innovative firms in the Hong Kong Stock Exchange. In addition, the government has also set up a co-investment fund with a pilot group of venture capitalist firms named Innovation and Technology Venture Fund (ITVF) to stimulate private investment in local startups.



The Hong Kong Government's comprehensive Smart City Blueprint 2.0 sets a clear path for Hong Kong to emerge as one of the smartest cities in the world, leveraging its status as an ideal hotbed of innovation for technologies and use cases relating to smart mobility, smart environment and smart living. Under the Climate Action Plan, the Hong Kong Government intends for Hong Kong to achieve carbon neutrality by 2050. The Plan focuses on de-carbonisation initiatives, covering energy savings, green transportation, waste management and air and water quality.

As one of the most digitally competitive cities in the world, Hong Kong's sophisticated digital infrastructure, including 5G networks, facilitates the deployment of Industry 4.0 technologies. Its extensive network of multinational corporations provides a ready base of technology adopters. The Hong Kong Government fully supports the development of ICT infrastructure including data centres in Hong Kong as one of the backbones of economic growth. This is reflected in HKSTP's launch of the Data Technology Hub to support ICT and data-centric businesses.

The Greater Bay Area Factor

With a robust rule of law, stringent intellectual property rights protection and a deep pool of international talent, Hong Kong has always been an ideal destination for international companies to set up offices. Going forward, Hong Kong is presented with unprecedented opportunities arising from the Greater Bay Area (GBA) development, which provides a sizable market 11 major cities and an estimated 86 million consumers, a base for rapid prototyping and high-end manufacturing, together with access to an expanding pool of shared talents and R&D facilities.

5. Mission Outline

Tech West England Advocates is working alongside strategic Tech partners and Government departments based in Hong Kong and will include an exclusive tour to the Hong Kong Science & Technology Park and Cyberport Tech hubs, where Techs will connect with key stakeholders, Tech entrepreneurs, investors and the wider Tech eco-system. These Tech hubs provide mature and outstanding Tech incubator, accelerator and scale up facilities as a platform for the Asia Pacific region.

Our aim is to provide mission delegates opportunities to meet with potential partners, clients and investors, through tailored business matching. Techs who join our mission will learn about soft-landing support with trusted partners and funding available to support their expansion into the Asia Pacific region via Hong Kong.

Our TWEA Mission will include a welcome reception to kick the week with the British Consulate, DIT, InvestHK and HKTDC. All are keen to welcome our TWEA Tech delegation and to support our Mission to support TWEA Tech exports.

Our Mission is planned to align with the StartmeupHK Festival 2023, which is an annual event that attracts over 20,000 delegates from around the world into Hong Kong. The event is designed to support companies that are looking at Hong Kong as a Start Up hub for their Asia Pacific expansion.

Whilst Tech West England Advocates will lead this mission, Tech Founders and Tech Investors from will be able to apply to join this TWEA Mission from other regions. We will include a review of market readiness and we encourage export ready non-contentious Technologies to join us including, CleanTech, HealthcareTech, FinTech, AI, Robotics, RegTech, SmartCity Tech as well as Investors and VCs.



Mission Outline cont.

We will tailor our mission further as our delegation begins to assemble. We will also highlight optional pre-mission and post-mission activities that could add value to delegates attending.



The following is an initial outline for our mission. The order of the week is subject to change, as opportunities emerge from Startmeup HK and with our Tech hubs partners.

Date	Daytime	Evening
Sat 11 / Sun 12 Nov	<ul style="list-style-type: none">• Arrival into Hong Kong• Pre-mission activities at your leisure	<ul style="list-style-type: none">• Mission Delegation Dinner
Mon 13 Nov	<ul style="list-style-type: none">• Mission Welcome• Orientation• Delegate Introductions• Tech Activity / Tour	<ul style="list-style-type: none">• Tech Mission Reception
Tue 14 Nov	<ul style="list-style-type: none">• HKSTP Tour• Pitch Your Tech• Tech Tour / Founder, Partner / Investor Networking	<ul style="list-style-type: none">• Evening Event
Wed 15 Nov	<ul style="list-style-type: none">• Cyberport Tour• Pitch Your Tech• Tech Tour / Founder, Partner & Investor Networking	<ul style="list-style-type: none">• StartmeupHK UK Tech Mission Showcase Event
Thu 16 Nov	<ul style="list-style-type: none">• StartMeetUp• Tech Founder & Investor Networking• 121 Business Matching*• Experience Zone*	<ul style="list-style-type: none">• StartmeupHK Drinks Reception*
Fri 17 Nov	<ul style="list-style-type: none">• StartMeetUp• Tech Founder & Investor Networking• 121 Business Matching*• Experience Zone*	<ul style="list-style-type: none">• Review Mission Outcomes• End of Mission Celebration

6. Mission Organiser

Our mission is being organised by Richard Lowe, Managing Director, Hewlett Rand a provider of skills training for scale ups and established businesses. In addition to training in-house teams, Hewlett Rand provides training to support Accelerator programmes.

Richard is Founder of Tech West England Advocates a not-for-profit organisation licenced as a member network of the Global Tech Advocates community.



Richard is also a Board Director of the Bristol & West England China Bureau, with over a decade of experience of collaborating and working between West England, Hong Kong and China.

He has direct experience of both leading and participating in trade missions to Asia Pacific region, working in partnership with Department for Business & Trade and stakeholders.

7. Expression of Interest

We look forward to welcoming you to explore the Hong Kong Tech eco-system. We are inviting Tech Founders, Investors and Sponsors to participate in our Mission to Hong Kong.



If you wish to register to join as a delegate, a sponsor or both, please email richard@hewletttrand.com with the following information:

Full Name:			
Job Title:			
Email:			
Company:			
Website:			
Interest:	Delegate	Sponsor	Both

Mission Cost

There will be a £500+VAT per delegate entry fee payable to our organiser. We expect overall cost for the week to be somewhere in the region of £3K including flights, accommodation, and subsistence, based on an economy flight and standard room accommodation at a reasonable hotel.



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www.techwestenglandadvocates.co.uk