

For immediate release:

## **‘Think Asia, Think Hong Kong’ comes to Los Angeles** ***Mega event to connect US businesses with Asian opportunities***

**Los Angeles, CA – September 10, 2019** – More than 1,500 business leaders and participating companies, representing a broad spectrum of industries, are expected to attend [“Think Asia, Think Hong Kong”](#), a one-day symposium taking place on Friday, September 20 at the JW Marriott in downtown Los Angeles. Hosted by the Hong Kong Trade Development Council (HKTDC), the mega event provides a seamless and thorough guide to help American businesses with a global focus use Hong Kong as a platform to successfully enter the Asian marketplace.

The event will see industry leaders from the US and Hong Kong share their insights on the city’s business advantages and offer advice on how US companies can seize global opportunities through the Hong Kong platform. Among the speakers are some of today’s hottest entrepreneurs, investors and start-up executives, including representatives from [Impossible Foods](#), [HSBC](#) and many others who will share their personal experience on why Hong Kong is the right choice as a base for doing business in Asia.

Hong Kong remains the Asian business center most closely aligned with US business values and interests, offering low taxes, no tariffs, a vibrant stock market and ease of access for overseas companies looking to do business in the city.

The symposium’s morning program will feature two panel discussions – **“Think Asia, Think Hong Kong”** and **“Growing Businesses in the New Economy”** – featuring prominent US and Hong Kong business leaders, including **Ray Conner**, retired Boeing Vice Chairman and President and CEO of Boeing Commercial Airplanes; **Ken Hitchner**, Retired Chairman & CEO of Goldman Sachs, Asia Pacific; **Kent Ho**, Founder and General Partner, S28 Capital; **Yangbin Wang**, Chairman, Executive Director and CEO, Vobile Group; and **Jimmy Tao**, CEO & Managing Director, Vitargent Biotechnology Limited. The panelists will address the current economic outlook and share their experiences having successfully leveraged Hong Kong’s platform and international business network for global success.

### **From Healthcare to Fintech to Smart Homes and More**

In addition to the plenary symposium, the event will include thematic breakout sessions featuring globally prominent business leaders, entrepreneurs, designers, investors, service professionals and a Hong Kong start-up showcase, all representing a variety of high-growth industries. One-on-one business consultations with professional services experts from Hong Kong will be arranged throughout the day, along with business-matching meetings.

Top executives and thought leaders representing a cross-section of industries and disciplines – including finance, food, logistics, technology, e-commerce, fashion/lifestyle and business

investment – will share their experiences, success stories and best practices for capitalizing on opportunities in Asia.

Attendees at the “Doing Business in Asia” breakout session will learn insights on pan-Asian branding and marketing, e-commerce and setting up a business in Hong Kong. Speakers include **Nick Halla**, Senior Vice President, International & Retail, Impossible Foods; **Henry Ko**, Managing Director, Asia, Flexport; **Bonnie Chan Woo**, Chairperson and Chief Executive Officer, Icicle Group; **Michelle Leung**, Senior Vice President, Head, Fung Omni Services (HK) Limited; and **Stephen Phillips**, Director General, Invest Hong Kong.

Other important and fast-growing business topics to be highlighted include digital entertainment, health innovation and biotech, fintech, and legal services, intellectual property protection, fundraising, smart living, design and technology, and more.

### Hong Kong’s Many Advantages for Global Commerce

One of the world’s most vibrant commercial hubs and an important financial center, Hong Kong offers numerous advantages to US companies looking to move into the Asian marketplace. Hong Kong has received high rankings from various US and global sources, including:

- Ranked as the world’s No.1 freest economy for more than 25 years by the US-based [Heritage Foundation](#)
- Since 1996, the Canada-based [Fraser Institute](#) has named the city as the world’s No.1 for economic freedom
- Hong Kong was ranked as the world’s No.1 center for economic openness by the UK-based [Legatum Institute](#)
- Named the world’s most business-friendly tax system by [PricewaterhouseCoopers LLP and the World Bank Group](#)
- Hong Kong was ranked the world’s second most competitive economy by the Swiss-based [International Institute for Management Development](#)
- Ranked within the world’s top three places for business by [Forbes](#)
- Ranked in the top four for ease of doing business according to the [World Bank’s 2019 Doing Business Report](#)
- Hong Kong also ranks highly in various areas of finance, education, transport and infrastructure, among other categories.

For more about “Think Asia, Think Hong Kong” and registration details, please visit [www.thinkasiathinkhk.com/2019](http://www.thinkasiathinkhk.com/2019).

### Media enquiries

In the first instance, please contact the HKTDC’s Los Angeles press office:

**Chris Huppertz** (Bob Gold & Associates)

Tel: 310-320-2010

Email: [hktdc@bobgoldpr.com](mailto:hktdc@bobgoldpr.com)

The HKTDC New York office:

**Mandy Lo**

Tel: 212-838-8688

Email: [mandy.mk.lo@hktdc.org](mailto:mandy.mk.lo@hktdc.org)

And for Hong Kong-related specific enquiries, the HKTDC's Communications and Public Affairs Department in Hong Kong:

**Angel Tang**

Tel: (852) 2584 4544

Email: [angel.hc.tang@hktdc.org](mailto:angel.hc.tang@hktdc.org)

### About HKTDC

The [Hong Kong Trade Development Council \(HKTDC\)](#) is a statutory body established in 1966 to promote, assist and develop Hong Kong's trade. With 50 [offices](#) globally, including 13 in Mainland China, the HKTDC promotes Hong Kong as a two-way global investment and business hub. The HKTDC organises [international exhibitions](#), [conferences](#) and [business missions](#) to create business opportunities for companies, particularly small and medium-sized enterprises (SMEs), in the mainland and international markets. The HKTDC also provides up-to-date market insights and product information via [trade publications](#), [research reports](#) and [digital news channels](#). For more information, please visit: [www.hktdc.com/aboutus](http://www.hktdc.com/aboutus). Follow us on  Twitter @hktdc and  LinkedIn