



Hong Kong

Go beyond Hong Kong's iconic harbourfront skyline and the names of global technology giants written in neon lights to explore a wealth of opportunity in this enterprising city.

Location: A bridge to Asia and beyond **Who to meet:** The designers transforming coffee shops, hotels and workspaces
Legacy: A sturdy legal system and low crime rates mean you're safe to start a business – or a family **Where to visit:** Our one-day itinerary **Lifestyle:** Creative businesses take centre stage **Marketing:** Flower power gets you noticed



High achievers
page 10



Fieldwork
page 13



Heritage preserved
page 05



Safety first
page 11

SEPTEMBER 2018
ISSUE 116

BUSINESS
BRIEFING



More information on Hong Kong

Business sense

Hong Kong has the full package: it's a great place to work, rest and play.

Editor: James Chambers **Associate editor, advertorials:** Rosie Prata **Writers:** Kurt Lin, Jasper Ng, Jun Toyofuku **Creative director:** Richard Spencer Powell **Designer:** Giulia Tugnoli **Photo director:** Matthew Beaman **Photography:** Liu Jingya, Lit Ma, Stephanie Teng, Kenneth Tsang **Illustrator:** Jim Wong

Hong Kong has always been a business success. This modern city of 7.4 million people, situated on the southern coast of China, found its feet as a 19th-century entrepôt and its legacy as an international trading port continues to this day. Thousands of entrepreneurs and globally minded individuals arrive each year to set up shop or work for international companies with global operations.

The opening up of China in 1978 underlined Hong Kong's role as a bridge between East and West. Forty years after those economic reforms, the city performs a valuable role in helping foreign companies do business in China and Chinese companies to go global. What started out as sourcing suppliers and finding manufacturing facilities has grown into the provision of sophisticated legal services and a trusted jurisdiction for foreign businesses looking to access Asia's most important consumer market.

Trade links are becoming more integrated due to new infrastructure and co-operation with cities in the Pearl River Delta. But Hong Kong is not all business. The factors that contribute to the city's ease of doing business – from an enviable location to efficient transport connections and a safe environment – also make living here a rewarding lifestyle choice. Pack your bags for a trip around Hong Kong and prepare to be inspired.



Places of interest: **01** Tree, Yuen Long **02** Homegrown Foods, New Territories **03** Magnetic Asia, Hong Kong Science Park **04** Little Cove, Sai Kung **05** Loveramics, Wan Chai **06** Pirata Group, Wong Chuk Hang **07** Watchbox, Central **08** Fauve Radio, Sheung Wan **09** Legal hub, Central **10** Stock Exchange of Hong Kong, Central **11** The Nate, Tsim Sha Tsui **12** Integrated Fine Arts Solutions, Kwai Chung **13** The Mills, Tsuen Wan

Five new connections with China: **01** The Hong Kong-Zhuhai-Macao Bridge, a 55km bridge-tunnel sea crossing **02** Guangzhou-Shenzhen-Hong Kong Express Rail Link, a high-speed connection to mainland China **03** Boundary crossing at Liantang/Heung Yuen Wai – number seven opens up Shenzhen's eastern corridor **04** A combined fly-and-ferry ticket lets you land at Hong Kong International Airport and transfer by boat to five cities on the Pearl River Delta **05** Land reclamation is underway for Hong Kong International Airport's third runway

What's so great about the Greater Bay Area?

Hong Kong sits at the gateway of the Pearl River Delta, one of the most populated and productive areas in the world. Arrivals to Hong Kong can drive to a business meeting in Shenzhen or catch a ferry to see the entertainment in Macau. Eight other major cities make up this region, from industrial Dongguan to leisurely Zhuhai and historic Guangzhou. The Greater Bay Area is a grand project by China's central government to link these 11 cities and create Asia's answer to the Bay Area in San Francisco.



Contents

04 — 05

Location: Welcome

Hong Kong is fertile ground for international arrivals from all industries.

06 — 07

Location: World service

A strategic location and ties with China make Hong Kong a bridge to Asia and beyond.

08 — 09

Who to meet

The studios showing off the city's best co-working spaces, restaurants, coffee spots and boutique hotels through thoughtful design.

10 — 11

Legacy: Safety in numbers

Low crime rates and a robust legal system make Hong Kong the ideal city to start a business and raise a family.

12 — 13

Legacy: Cleaning up

Fortunes have been made in Hong Kong, from organic farms to sustainable furniture.

14 — 15

Where to visit

Our one-day itinerary can easily be tacked on to the end of your next business trip.

16 — 17

Lifestyle: Bigger picture

From music festivals to art fairs, culture in Hong Kong has been transformed and creative businesses are centre stage.

18 — 19

Lifestyle: Creative class

When the meetings are over, explore everything else that this rich city has to offer.

20

Marketing: Business in bloom

From green shoots to fresh takes, Hong Kong businesses know how to get noticed.

HK/PART A

LOCATION/INBOUND

Welcome to Hong Kong

Whether it's to set up a new enterprise or establish a first foothold in Asia, Hong Kong welcomes international arrivals.



Pirata Group European union Hospitality

“We are living our dream,” says Manuel Palacio at his new headquarters and test kitchen in Wong Chuk Hang. It’s from here that the 31-year-old Spaniard runs Pirata restaurant group along with his Italian business partner, Christian Talpo. The pair oversee eight restaurants in Hong Kong and have opened five in the past year – a long way from their humble origins washing dishes back in their respective homes.

Running an expanding restaurant group can be an equally physically demanding job though. After putting in a shift, Palacio can often be seen pacing the dining areas of Wan Chai and Soho, seemingly oblivious to the heat while wearing a suit and broad smile, as he chats away to guests and managers.

Palacio transferred to Hong Kong from London in 2012 with the Aqua Restaurant Group, which is where he first met Talpo. Two years later he left to start the European duo’s first restaurant, an Italian eatery called Pirata. “We intended to run one restaurant that we really loved,” says Talpo. “We only started to think more like a group after opening the



second.” Number two was a Spanish grill that they called The Optimist – for good reason.

“The most difficult time was the first expansion: we doubled the number of restaurants and the size of the team,” says Talpo. Since then the partners have become more worldly with their concepts, opening up a Japanese-Peruvian bar and restaurant as well as taking on Chinese cuisine. “People here always give you a chance,” says Talpo, brimming with characteristic optimism.

Watchbox Timeless classics Retail

Singaporean businessman Tay Liam Wee launched Watchbox in 2017 – one year shy of his 60th birthday. Partnered with US watch retailer Govberg, the online trading platform for luxury second-hand timepieces chose Hong Kong earlier this year to open its first offline showroom and repair centre. “Given the price of our products we need a highly personalised service to build trust,” says Tay, who regards Hong Kong as “the mecca for the watch business”.



(1) Pirata’s private event space, The Loft (2) Perch perfect (3) Team Pirata (4) Watchbox (5) Tay Liam Wee (6) Walden Lam (7) The Mills (8) KEF Music Gallery (9) Volume up (10) Tina Norden and Conran CEO Tim Bowder-Ridger



The Mills

Cut above the rest
Textiles

Hong Kong's textile history is being handed down to a new generation of fashion entrepreneurs in the form of The Mills. This collection of former yarn factories has been transformed by the owner Nan Fung Group into a hub for start-ups that weave together textiles and technology.

Unspun is among the first batch of companies to move in. Established by Hong Konger Walden Lam and American Beth Esponnette, who met doing a master's degree at Stanford University, the business aims to cut out the environmentally harmful aspects of the denim business while delivering better-fitting jeans.

Customers undergo a 30-second 3D scan of their bodies before selecting from a variety of materials and colours. There is no inventory and therefore little waste. Jeans are finished by local seamstresses and take up to two months to deliver. The goal is to cut this down to a few hours with a 3D weaving machine.



6



7

Q&A Masato Tani
CEO of Tokyo Base
Retail



Founded in 2007, Japanese fashion retailer Tokyo Base carries 200 or so homegrown labels across its 22 shops in Japan. CEO Masato Tani picked Hong Kong as the first location for Tokyo Base's overseas expansion. Studios opened in 2017 in Causeway Bay and stocks menswear labels such as John Undercover, Lad Musician and Attachment, as well as its own label. Retail neighbours in the Fashion Walk precinct include Frapbois, Tsumori Chisato, Comme des Garçons and Y's by Yohji Yamamoto – a shopping showcase of the city's taste for everything Japanese.

Why did you choose Hong Kong?

China's going to be a big market for us in the future so we needed to find a base in a top-tier Asian city. We chose Hong Kong over Taipei, Seoul or Singapore because of its great exposure and vibrant fashion scene. We have our own shops in Japan but the level of exposure to China is much greater if you're present in Hong Kong.

How easy was it to set up a shop?

Once we got the ball rolling it wasn't difficult at all, despite the language difference. Everything works pretty much the same as how we do it at home and we sent over four strong staff from Japan to run the Hong Kong business, including our ace shop manager. We took the decision to pay our local employees the same salary as we offer in Japan in an effort to attract local talent and promote the position of those who work in fashion retail.

What opportunities are you seeing?

We opened another shop called United Tokyo about six months after we opened our first one; the same real estate agency introduced us to the second property, which is also in Causeway Bay. New offers have been coming in from leading Hong Kong developers and there is genuine interest from Beijing and Shanghai. It was definitely the right decision for us. Everyone is treated equally in Hong Kong; you are judged purely on your results.

Conran and Partners

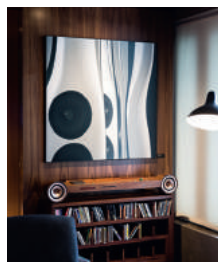
Feel the noise
Retail

Few retail experiences make as much noise as the KEF Music Gallery on Duddell Street – a speaker showroom for audiophiles.

Opened last year, the club-house-style shop was designed by Conran and Partners. It continues a British association for the brand that was established in 1961 by BBC electrical engineers and was passed to Hong Kong ownership decades later, in 1992.

This year the London-based design firm, which has been working on projects across the Asian continent for 25 years, picked Hong Kong for its first overseas office.

"It's important for us to have our presence here in Hong Kong. It gives us the opportunity to meet all of our clients in person from the beginning to the end of each and every project," says director Tina Norden while sitting in the KEF showroom that she designed herself.



8



9

Business tips

"People here are very friendly, enthusiastic and always have new ideas. You can learn a lot from the way things are done in Hong Kong."

Publishing
Marlene Taschen
Managing director,
Taschen



10

World service

A strategic location at the centre of global trade and closer connections with China make Hong Kong a commercial bridge to Asia and beyond.

Tai Ping

Carpet diem
Manufacturing

Mark Worgan moved to Hong Kong at the end of 2017 to become the CEO of luxury carpet and rugmaker Tai Ping. While his predecessor was based in New York, Worgan focused on growing business closer to home as part of a plan to double turnover that currently stands at US\$65m (€56m). “There’s plenty of low-hanging fruit in the West but the biggest growth opportunity is Asia,” says the 54-year-old Brit from Tai Ping’s new production facility in Xiamen, where the majority of the company’s 780 employees are based.

Worgan officially opened the Xiamen factory in May. Designed by French architect Jean-Marc Sandrolini, the two-storey building, built around a courtyard garden and costing just shy of US\$38m (€33m), completes a major transformation of the Hong Kong company. Last year it sold off its machine-made commercial business to concentrate on its traditional hand-tufted rugs and carpets. “The heart and soul of Tai Ping sits in the handmade end,” says Worgan as he examines a blue rug for the Hong Kong Grand Aquarium. Tai Ping’s handiwork graces Parisian boutiques and upscale hotels from Hôtel de Paris Monte-Carlo in Monaco to The Peninsula in Beijing – its biggest carpet to date.



- (1) Yarn spools
- (2) Unwavering focus
- (3) Fancy floor
- (4) Up close and personal
- (5) Tai Ping’s interior courtyard
- (6) Make mine a double espresso
- (7) Ceramic hues
- (8) Loveramics cup
- (9) West Kowloon Station
- (10) Shapely staircase
- (11) Curves and angles
- (12) Street seating

Tai Ping started out in 1956 as a social enterprise. Skilled migrants fleeing mainland China were given employment in Hong Kong. Most production moved to China in 1992 but the commitment to employee wellbeing has continued. Supplying luxury brands means ethical sourcing is imperative and inspections are run of the mill. “We are passionate about being clean,” says the carpet veteran, who has overseen factories across Asia, Australasia, Europe and the US. “Our dye house here is about as advanced as you can find anywhere in the world.”

Later in the day Worgan is expecting a visit from Brazilian business jet manufacturer Embraer, a potential new client. Rivals Gulfstream and Bombardier are already on the books. Decking out interiors for the global elite has been core to Tai Ping’s history. Nonetheless residential is where future growth lies and Tai Ping is moving with the times. Rugs now make up more than 70 per cent of business. “So long as there are people who don’t want to settle for second-best there is a home for Tai Ping,” says Worgan.



6



7



8

Loveramics

Coffee business is buzzing
Ceramics

Coffee culture is at the heart of Loveramics – as evidenced by the ceramics brand’s in-house coffee bar installed by founder William Lee last year. Lee launched the modern homeware brand with his wife in 2008. Since then a global boom in coffee shops and restaurants has given the business a caffeine kick and now accounts for more than half of revenue. Brightly coloured Loveramics cups serve up cappuccinos and flat whites all over the world, from Brooklyn-based Colombian roastery Devoción to the UK’s Has Bean. “Hong Kong is in a really great position, at the centre of the world,” says Lee.



12

Cityplus

Take a seat
Furniture

Every week Kevin Leung boards the ferry from Hong Kong to Zhuhai to visit his 200 employees. The two-hour journey from his headquarters in San Po Kong to his factory in the Chinese coastal city allows him to keep a close eye on the production of street furniture that will eventually be delivered to more than 100 cities worldwide. Cityplus is a major supplier of everything from bus-stop booths and train station directories to shareable-bike docks.

Aedas

On the fast track
Architecture

Global architecture firm Aedas is part of two infrastructure projects set to open later this year: the West Kowloon Station will connect the city to China’s extensive high-speed rail network, and the Boundary Crossing Facility is the entry point for the world’s longest bridge-tunnel sea crossing that spans the estuary separating Hong Kong from Zhuhai and Macau. “Two thirds of our projects are in China,” says founder Keith Griffiths, who moved to Hong Kong in 1983 to work on the HSBC building. Since then Aedas has designed transport infrastructure for Hong Kong, Singapore and Dubai. “Given most of the world’s building construction is in China, we are about right.”

Business tips

“Hong Kong’s airport is one of the most efficient in the world – I can arrive an hour before my flight and not worry about long queues.”

Hospitality
Jason Cohen
Co-founder,
CÉ LA VI



9



10



11

Q&A Laura Cha

Chairwoman, Hong Kong Exchanges and Clearing
Finance



Laura Cha became the first woman to chair Hong Kong’s stock exchange in May and the 127-year-old bourse is having a big year. A major rule change now allows technology founders to list their companies without giving up control. Chinese smartphone brand Xiaomi made use of this so-called dual-class share structure in July.

How significant was the decision to allow dual-class shares?

It’s the biggest reform we’ve done in 25 years and it was a long

time coming. Four years ago we lost one of the big-name listings, Alibaba, because we didn’t allow dual-class share structures. The US used to be the only option so now we offer people a choice.

What’s Hong Kong’s selling point on the world stage?

We truly are the gateway between East and West. We don’t just connect; we also add value. On top of this, we also provide the infrastructure for international investors to provide capital to Chinese companies and now we are seeing Chinese investors wanting to come out and invest in the outside world. The second-largest economy in the world is on our doorstep so we really are in the most ideal place.

Wall to wall

Beautifying Hong Kong one business at a time, these studios are showing off the city's best co-working spaces, restaurants, coffee spots and boutique hotels through thoughtful design.

Top drawer

Co-working provider *TheDesk* works alongside *Toby Ng Design*

Homegrown co-working brand *TheDesk* opened its third space in March in Causeway Bay. Central to this expansion is a visual identity that cuts a dash in a crowded industry. A D-shaped logo created by two tables coming together provides a clear and geometric rendering of the company's calling card: creating an inclusive community. Members are connected with established companies in the adjoining tower blocks and not just other members.

The logo is the work of Hong Kong's rising star, Toby Ng. "I couldn't think of anyone better," says Oscar Venhuis, co-founder of *TheDesk*. "The end result is so simple but it was a long process." All in all it took eight months to get the design right – twice as long as usual for Ng. "We didn't want to

compromise on quality," says CEO and co-founder Thomas Hui, who didn't set any deadlines. *TheDesk*'s first site in Sai Ying Pun opened in 2016 as a test site and Hui was happy for a placeholder logo created by the architect to remain in place until the new identity was ready to launch.

Unveiled in July 2017, the signs look promising. Another five locations are planned for 2018 before an expansion next year to Shanghai and Shenzhen in China, as well as Singapore. "Our new identity can transform into different parts of our future business," says Hui.

Studio: Toby Ng Design
Discipline: Graphic design
Location: 511 Queen's Road West, Sai Wan
Principal: Toby Ng
Founded: 2014
Designers: Six
Website: toby-ng.com
Other work: Hotel Stage, Yau Ma Tei
Pictured: Oscar, Toby and Thomas



WHO TO MEET



Graffiti chic

Painterly street art by *Elsa Jean de Dieu* draws people in to *Uma Nota*

In the early evening a crowd can regularly be seen lingering outside *Uma Nota* restaurant on Peel Street. Yet not everyone is gathered there to sample the fusion of Brazilian and Japanese food being served. Some have come to snap a picture with the wall art on the façade by *Elsa Jean de Dieu*, a French artist who moved to the city a decade ago and now runs her own studio.

Alexis and Laura Offe, the brother-and-sister duo behind *Uma Nota*, decided to daub the exterior with paint in order to import some colourful São Paulo street vibes to the Soho area of Hong Kong. Nevertheless, the profile of a laughing lady, adorned with a floral headdress, gold earrings, peacock feathers and a toucan, has certainly proved an adroit way of standing out in Hong Kong's competitive dining scene – and even catching international attention. A second *Uma Nota* in Paris is planned and the local restaurant partner has requested that this creative partnership be exported to the French capital.

Studio: Elsa Jeandedieu Studio
Discipline: Murals, wall art and paint finishes
Location: Unit D, 11F, Man Lok Building, 89-93 Bonham Strand East, Sheung Wan
Principal: Elsa Jean de Dieu
Founded: 2015
Designers: Three
Website: elsajeandedieu.com
Other work: Pure Yoga, Causeway Bay
Pictured: Elsa and Laura

A shore thing

Little Cove Espresso and Studio Adjective bring Aussie beach vibes to the Hong Kong coffee scene

Coffee can offer a vital kick in the morning for many but at Little Cove Espresso it is more of an invitation to kick back and relax. Having spent a few years in Melbourne, Adam Keith and his wife Jade wanted to start a café in Hong Kong that serves not only flat whites and smashed avocado on sourdough but also a space that immerses people in the city's lesser-known beach lifestyle.

In 2015 the couple took over a small café in Sai Kung, a coastal neighbourhood where Keith grew up, before moving this year into bigger premises nearby – gaining higher ceilings and a front yard but keeping the same whiff of a sea breeze and views of the surrounding hills. The coffee couple sought out another husband-and-wife team, Wilson Lee and Emily Ho, to design their larger Little Cove. “Wilson and Emily have also lived in Australia so they completely understand what a laid-back, Melburnian mood should look like.”



Studio: Studio Adjective
Discipline: Interior design
Location: 8F, 8 On Wo Lane, Central
Principal: Wilson Lee
Founded: 2016
Designers: Four
Website: adj.com.hk
Other work: Noc Coffee, Sai Ying Pun
Pictured: Emily, Wilson, Jade and Adam

Three's company

Boutique property developer *District 15* gets into bed with *Charlie & Rose*

District 15 started out building serviced apartments before moving into retail and hospitality. A decade later founders Dinesh Nihalchand and Alex Bent have come back home with a new 71-room property called The Nate, which welcomes its first tenants in October. Located on Nathan Road in Tsim Sha Tsui, The Nate is an entry into the city's growing market for what has now become known as co-living apartments with shared facilities and common areas.

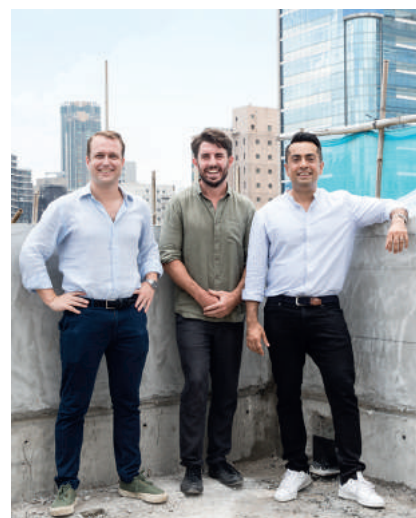
The Nate is also a homecoming of sorts for its designer, Ben McCarthy of Charlie & Rose. The last residences he designed were at One Hyde Park in London for previous employer Candy & Candy. Soon afterwards the Aussie moved to Hong Kong to set up his own business, focusing mainly on the F&B industry. Paths crossed when Charlie & Rose created a space for one of District 15's restaurant tenants. “We wanted to use Charlie & Rose because their interiors are welcoming, accessible and unpretentious,” says Bent.

While each room has a unique layout, similarities can be found in the use of terrazzo, brass detailing and walnut veneer that references mid-century cabinets. Meanwhile, pastel colours in the bathrooms reference Hong Kong tiling from the 1970s. Providing private bathrooms is part of the trio's elevated approach to co-living. The rooms are meant to be a sanctuary, not a student dormitory for grown ups. “Residents don't necessarily want to play Jenga with 50 other people,” says McCarthy. Staying with this approach, there will be no curated events or forced sun dances on the rooftop overlooking Kowloon Park.



Technology has also been used sparingly: yes to high-end audio equipment, no to audio-enabled door access. “Early on we made a deliberate choice to avoid the common tricks and distracting tactics used in the marketplace,” says Nihalchand. “We wanted to keep it simple and let the design speak for itself.”

Studio: Charlie & Rose
Discipline: Interior design
Location: 2F Wing Hing Commercial Building, 16 Sutherland Street, Sheung Wan
Principal: Ben McCarthy
Founded: 2011
Designers: Four
Website: charlieandrose.com.hk
Other work: Stockton Whisky Bar, Soho
Pictured: Alex, Ben and Dinesh



HK / PART A
 LEGACY / SAFETY
Safety in numbers

From low crime rates to a robust legal jurisdiction, Hong Kong is the ideal city to both start a business and raise a family.

Civil Aid Service

Heroes in red
Emergency services

As side hustles go, working a second or third job for the Civil Aid Service ranks pretty highly. Hong Kong’s brigade of moonlighting doctors and engineers can often be found hiking up mountains in full search and rescue mode – sometimes under actual moonlight. Mak Tat-ming is a civil servant at the rating and valuation department by day and an assistant tactical force commander on weekends. “It’s certainly broadened my horizons and provided me with plenty of once-in-a-lifetime experiences,” says Mak, who added the more physically demanding government department to his CV in 1984. “I don’t have any plans to retire as long as I am fit and healthy,” he adds, while preparing to abseil down a cliff face during a Saturday morning training exercise.

Dressed in red for outdoor training and active duty, the 3,600-strong auxiliary force (and about as many youth cadets) see their job as shouldering some of the burden of the professional emergency services. However, this is no paper-pushing administrative



1

assignment. The service’s multi-tasking members are expected to get their feet fully wet, taking on anything from responding to seasonal flooding to assisting police with crowd control during events or visits by foreign dignitaries. Meanwhile, a specialist sub-unit known as the Mountain Search and Rescue Company is trained to operate on hilly terrain and provide assistance to the government’s helicopter rescue service.

Almost all of the Civil Aid Service are part-time and each member is required to complete at least 60 hours of training every year – although some enthusiastic overachievers are known to double that. Originally founded in the 1950s as a civil defence unit, the modern service, a department of the Hong Kong government, attracts 300 fresh recruits every year and all entrants are tested for stamina and agility. “The training all comes from Royal Air Force rescue models,” says acting principal operations and training officer Bosco Chan, one of barely 100 full-time staff.



2

- (1) Abseil away
- (2) Civil Aid Service
- (3) Fire and Ambulance Services Academy
- (4) Handling the heat

City life

“Hong Kong is full of tiny pocket parks. Go to Pak Tsz Lane Park in Central to see one of the city’s hidden gems.”

Co-working
Constant Tedder
Founder, The Hive



3

Fire and Ambulance Services Academy All fired up Emergency services

On a sprawling waterfront site in Tseung Kwan O teams of firefighters and paramedics run drills on state-of-the-art training facilities.

The 28 buildings are tailored to Hong Kong’s unique terrain and eclectic infrastructure. A high-rise building stands next to a dummy aeroplane, model container ship and a mock underground metro station – essential preparation when responding to incidents at one of the world’s busiest airports, seaports and mass transit systems.

Hong Kong’s latest Fire and Ambulance Services Academy opened in 2016 at a cost of HK\$3.5bn (€381m). The new facilities are located 20 minutes eastwards from Kowloon city centre and are five times bigger than the former site – a physical demonstration of the value the city places on maintaining a remarkable safety record.

The city also shares its experience with regional neighbours, hosting international conferences and welcoming delegations from China, Singapore and Vietnam. “Knowledge sharing is key in the world of firefighting,” says Andy Yeung, assistant director of the Hong Kong Fire Services Department.



4

Legal hub Doing it by the book Law

Hong Kong’s mighty legal services sector brings plenty of business to the city and now it is getting a destination to match. The city’s government is transforming two heritage buildings, adjacent to the Department of Justice and close to many international law firms, into a home for various international organisations and NGOs. This new legal hub will incorporate the Former French Mission Building, a leafy three-storey, red-brick mansion that stands among the skyscrapers of Central and has served multiple, multinational functions – from a house for French missionaries to a Russian consulate.

Come 2020 the Asia-Pacific headquarters of the Hague Conference on Private International Law will move into the top floor. The 125-year-old organisation facilitates cross-border trade and foreign investment through international treaties.

History in the making

Hong Kong continues to find creative uses for its colonial-era buildings. Here are our picks from the past decade:

01 Tai Kwun Centre for Heritage and Arts

This Victorian-era compound, formerly known as the Central Police Station, included a prison and a magistrates court. Now a centre for heritage and contemporary arts, the oldest surviving structure dates back to 1864 (*turn to page 18 to read more*).

02 PMQ

Once short for Police Married Quarters, this former 1950s residential address in Soho – a perk for

many officers who worked at the Central Police Station (now Tai Kwun) – has become a bustling creative precinct packed with design studios, shops, restaurants, exhibitions and events.

03 SCAD

The Savannah College of Art and Design picked the North Kowloon Magistracy building for its first Asia campus, keeping one of the 1960s-era courts as a lecture hall.

04 Tai O Heritage Hotel

Located beyond the international airport on Lantau island, this 19th-century police station turned hotel provides a comfortable perch for visiting the timeless fishing village of Tai O with its traditional stilt houses.





HK/PART B

LEGACY/SUSTAINABILITY

Cleaning up

Many fortunes have been made in Hong Kong, from organic farms to sustainable furniture.

Tree
Sustainable growth
Furniture

Raising money on the Hong Kong stock exchange is not just for international conglomerates. Homegrown furniture brand Tree listed at the beginning of 2018 and it's using the HK\$22m (€2.4m) proceeds from the initial public offering to expand its retail presence in Hong Kong. "The IPO gives us the capital to expand in places where people don't know us," says managing director Kate Babington, while sitting on a recycled Indonesian teak table at the new Tree shop in Yuen Long, in the western New Territories. "People want to be able to touch our products in shops."

Founded in 2005 in Hong Kong, Tree has become synonymous with solid-wood furniture from sustainable and ethical

sources. One growth area for the business is styling show flats for new property developments. "When I first started here eight years ago, a lot of the staff spoke English because we were appealing purely to the expat population," says Babington, who was born in Hong Kong to British parents. "Now that has completely changed – all of the staff have to speak Mandarin and Cantonese."

Babington started her career at The Body Shop in the UK, where she cut her teeth designing products and accessories under the leadership of the late Anita Roddick. After being sent to Hong Kong to handle sourcing she joined Tree at the behest of her friend – and Tree's founder – Nicole Wakley. Wakley recently sold the business and now runs two shops in Seattle as the US licensee. Tree is also sold by a distributor in two shops in China that are overseen by head office in Hong Kong. "We are very particular about our styling and control the environment – when you walk in we want you to smell the wood," says Babington.

Expansion means the company, currently staffed by 68 people, is in the middle of a hiring spree that spans from head office to the shop floor. Consequently staff training is on Babington's mind. Her passion for the brand is rooted in frequent visits to production facilities around Asia so she is looking for ways to pass this on. "Two years ago I took 10 of the shop staff to a factory in Indonesia so they could see it for themselves," says Babington. "They came back as brand ambassadors because they could understand the stories they were telling." Revenues at Tree are on the up as the city's retail and tourism industries continue to show signs of growth. A further two shops are due to open this year and Babington is looking at expanding into other countries, provided there is a genuine opportunity: "It's about growing the brand through retail shops rather than having as many Trees as possible."



2

Mazu
Ahead above water
Swimwear

Former rugby player Adam Raby took the plunge as a fashion entrepreneur in 2014 when he founded swimwear brand Mazu. Raby adopted the name of the Chinese goddess of the ocean as a tribute to Hong Kong's fishing and maritime heritage – a branding decision that has brought good fortune to the business. Mazu currently has more than 30 stockists across Asia and it is enjoying double-digit growth each year. Hong Kong native Raby is also giving back to his home city and its surrounding seas. He designed a special-edition pair of trunks for the Hong Kong Dolphin Conservation Society and donates 10 per cent of the profits to them.



3

Business tips

"I spend two thirds of my time overseas so I often miss the lush nature close to the city (and the food)."

Technology
Terence Kwok
Founder, Tink Labs

- (1) Goods at Tree
- (2) Kate Babington of Tree
- (3) Adam Raby of Mazu
- (4) Fieldwork
- (5) Plant life
- (6) Indoor farm
- (7) Ready to be picked
- (8) Raphaël De Ry
- (9) Fully stocked



Edgar
Waste not want not
Food retail

Businesses that promote plastic reduction have struck a chord in Hong Kong, an island community with a close affinity with the sea. “The growth has been hard to digest,” says Raphaël De Ry, the Swiss founder of bulk food shop Edgar. Barely a year after establishing his first concession inside a Hong Kong shopping mall in Tsim Sha Tsui, De Ry is preparing to open his second outlet – and first stand-alone shop – in Wan Chai. For De Ry a physical space for food retailing is essential, both to build a relationship with his loyal customers and for reducing waste.



Homegrown Foods
Planting a seed
Agriculture

New Jersey native Todd Darling has a knack for creating Hong Kong drinking and dining establishments that last, from Stone Nullah in Wan Chai to Elgin Street institution Posto Pubblico. But the sustainability of his businesses stretches far beyond longevity and the confines of Hong Kong Island. A year after opening Posto Pubblico in 2009, the 39-year-old founded Homegrown Foods to source organic products for his restaurants and connect local farmers with households across Hong Kong. “Business is growing steadily, which shows that people are cooking with local produce at home,” says Darling while visiting a supplier in the New Territories.



Q&A David Yeung

CEO, Green Common
Food retail



Three years ago David Yeung’s initiative to encourage meat eaters to become vegetarian once a week, known as Green Monday, expanded into a grocery shop selling environmentally conscious products. The 42-year-old started out with a team of three and now has more than 200 staff, six shops and a restaurant.

What inspired you to start this business?

Al Gore’s *An Inconvenient Truth* made me decide to become an advocate for living green. I’ve been vegetarian for 17 years. The lack of choice when I started meant that shopping and dining out was never easy. But environmentally conscious cities are the only future for developed economies so I wanted to be the first to work on the issue in Hong Kong.

7



WHERE TO VISIT/HONG KONG

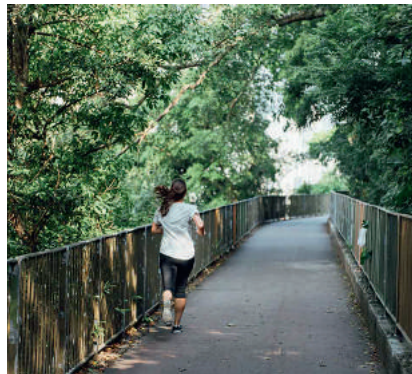
Hong Kong in a day

Planning to visit Hong Kong but don't know your Wan Chai from your Chai Wan? Lean back and let us take care of the planning. This one-day itinerary can be easily tacked on to the end of your next business trip.

06.00

For local colour and character, get your start at Hong Kong's heart

Chances are that you are here for an event at the Hong Kong Convention and Exhibition Centre in Wan Chai, which hosts everything from Art Basel to trade shows on wine and watches. Stay at The Fleming and opt for character without compromising on convenience – the city's myriad covered walkways provide easy access.



This freshly redesigned 66-room hotel, reopened last year after a 16-month renovation, sits at the heart of Hong Kong's most colourful neighbourhood.

07.00

A morning hillside stroll will help you start the day on a high note

Hong Kong rises early so you won't be alone if you decide to wake up

before 07.00 for a morning run. Find your way to Wan Chai Gap Road and follow the path to Bowen Road. This winding, tree-shaded trail is a quiet spot to clear your head before a day of lunch meetings and conference calls. Taking in the hills above Admiralty and Central, Bowen Road stretches for four kilometres, although with exits every 500 metres or so, the city never feels out of reach. Make it a round trip to sweat out the night before (Hong Kong stays up late).

08.30

Sweet treats and a quick caffeine hit to help you rise and shine

On the way back to The Fleming pick up a coffee from any of the spots along Hong Kong's highly caffeinated cul de sac Swatow Street (we recommend The Cupping Room). Cup in hand, head a street over to the Bakehouse on Tai Wong Street East to pick up a pastry or two to go. The croissants and Danishes are freshly prepared and baked on site using the finest flour flown in from France – worth the wait if they are still in the oven. Former Four Seasons pastry chef Grégoire Michaud opened under his own name earlier this year and it has been five years in the baking.

10.00

Get a read on Hong Kong's newspaper of record

Want the word on the street but don't speak Cantonese? Pick up a copy of the *South China Morning Post* from any streetside newsstand. The storied newspaper unveiled a new visual identity earlier this year together with a swanky newsroom. After something longer for the flight home? Cosy bookshop Mosses stocks independent prints from Tokyo to Copenhagen and is run by the same people behind Book B in Sham Shui Po. Its selection of photography titles befits its location at the back of the print and illustration gallery Odd One Out. Both can be tricky to find so look out for The Monocle Shop across the street.

12.00

Drink, eat and don't worry about spilling out onto the street

This city is not short of international hotels doing an impressive three-star turn during lunchtime. But for a more street-level setting secure a table at Francis. Arriving at midday is highly recommended. This Israeli newcomer takes no reservations and queues quickly form outside. Chef Asher Goldstein serves a taste of his childhood in Tel Aviv, from lamb-neck ragu to sweet potato with paprika. Should you have to wait for a seat, order a cold glass of Chardonnay while you linger on the steps – Hong Kong is not fussy about drinking outdoors.

13.00

Get from point A to point B and even cross the sea

Getting around Hong Kong is quick, efficient and environmentally friendly



– the majority of citizens use public transport. The extensive MTR rail network accounts for the bulk of these but if you are in less of a hurry opt for the slower ferry and idiosyncratic escalator options that bring the outdoors in. We are heading to Central so wander over to Johnston Road and climb aboard the Hong Kong tramway – the oldest transport option in the city. More than 150 double-decker trams (or ding dings) trundle along the northern strip of Hong Kong Island and now come with a broad smile affixed to the front bumper. Get off at Pottinger Street and walk to Queen’s Road Central, Hong Kong’s main retail artery.

14.00
Get a read on cutting-edge contemporary art and rare books

Shopping is a major Hong Kong attraction but if you are looking for a more considered purchase drop by H Queen’s. Earlier this year the



international galleries David Zwirner and Hauser and Wirth moved into this purpose-built art high-rise designed by architect and art collector William Lim. H Queen’s is the latest sign of Hong Kong’s development as Asia’s premier art hub. Yet if it’s local art you are after drop by Tai Kwun Centre for Heritage and Arts. While you are there take a walk along the pedestrianised Chancery Lane to see some local galleries and the delightful shop Lok Man Rare Books.

16.00
A city so bright requires a new pair of shades

Continue west to Tai Ping Shan Street for a mix of quiet streets, hidden cafés and Hong Kong’s low-rise walk-up houses, known as *tong lau*. Khromis is



a new addition to the neighbourhood’s boutique retailers. Pop in if you’ve forgotten to pack your sunglasses or just to pick up another pair. Desperate to try out your purchase? Well, the beach is rarely more than 20 minutes away. Hop in a taxi and say “Repulse Bay, *ng-goi* (or *mmm-goy*)”. Khromis, designed by A Work of Substance, stocks its own designs and provides a custom service for spectacle wearers. Those with 45 minutes to spare and a plan to return to Hong Kong can grab



a flat white from the in-house coffee bar and let the helpful staff guide them through the process. The glasses will be ready for when you return to pick them up in two months.

19.30
Wind down from the heat with a relaxing evening meal

It’s time for dinner so meander along Tai Ping Shan Street until it leads back onto Hollywood Road. Along the way look out for the colourful mosaic tiling that decorates the exterior of many older buildings. Don’t worry if you don’t spot any. The all-green façade of French restaurant Uwe references these utilitarian elements of the city’s architectural vernacular that protect

the cement from cracking up in the humidity. Uwe is the first solo restaurant by another of Hong Kong’s hotel veterans, Uwe Opocensky. Despite the German native’s starry credentials – he was the former executive chef of the flagship Mandarin Oriental – there is a relaxed and unfussy emphasis at his 20-seat fine-dining restaurant.

22.00
Light up the night while taking in architectural delights

End on a high note at Popinjays. This newly opened rooftop bar – a surprising rarity in high-rise Hong Kong – is perched atop The Murray, a 1960s modernist building in Central that was recently restored and reopened as a 336-room hotel. The interiors were designed by Foster and Partners and the views from the 25th floor take in Hong Kong Park, the botanical gardens and Foster’s first project in the city: the HSBC building. Last orders are at 01.00 so those with Ernest Hemingway’s stamina should head to a cocktail bar he inspired: The Old Man was created by a trio of F&B industry veterans. Catching the airport express the next day takes under 25 minutes so you have plenty of time.



Bigger picture

From music festivals to art fairs, culture in Hong Kong has been transformed in the past 10 years – and creative businesses have been centre stage.



Integrated Fine Arts Solutions (IFAS)
Handled with care
Art

When IFAS began in 2008 there were only a few art-storage and handling companies in Hong Kong; now there are about 20. Torsten Hendricks, IFAS director, arrived in the city that same year to visit its first international art fair, which later morphed into Art Basel Hong Kong. “There were hardly any large collections and no international galleries back then,” says the German native, who swapped a finance job in Shanghai for his current gig.

He spends a lot of his time in warehouses showing artwork to clients. “Everyone at our company, whether in the office or the warehouse, is touching artwork on a daily basis,” he says, emphasising the hands-on nature of the business. IFAS has two facilities in Kwai Chung but he is on the lookout for more space.

Contrary to popular belief, private collectors only make up about 10 per cent of IFAS’s business. The majority are

(1) Installing an Antony Gormley (2) The IFAS team in action (3) Torsten Hendricks, IFAS director (4) Magnetic Asia CEO Mike Hill (5) Central Harbourfront Event Space (6) Coffee Academics owner Jennifer Liu (7) Welcoming atmosphere (8) Eaton Hong Kong’s kitchen



private galleries and companies, actively collecting pieces or putting on displays. In 2015, IFAS hoisted a bus sculpture by UK artist Richard Wilson onto the roof of the Peninsula Hotel; outdoor public installations have also become more commonplace.

The first Hong Kong Harbour Arts Sculpture Park was staged earlier this year. IFAS installed a piece by UK sculptor Antony Gormley and worked on the installation of his touring exhibition *Event Horizon*. It made its Asian debut in Hong Kong in 2015, with 31 avatars of the artist standing on the rooftops of Central and Admiralty. “That was a nice one,” says Hendricks. His enthusiasm is understandable: it was a rare occasion when his behind-the-scenes work came out in the open and could be publicly discussed.

Magnetic Asia
Turn up the music
Event management

Mike Hill's business card might say CEO of Magnetic Asia but his calling card in Hong Kong is being one of the trio – alongside Jay Forster and Justin Sweeting – behind Clockenflap. The annual music festival, started in 2008, has grown in both size and stature over the past 10 years, selling 60,000 tickets in 2017 to fill the Central Harbourfront Event Space. Clockenflap diversified business under the Magnetic Asia big tent, adding an online ticketing business and bringing European festivals such as Sónar to Hong Kong's shores. "The whole industry is coming of age," says Hill, who arrived in Hong Kong from the UK in 1999. "We are still in the nascent period of the festival scene," he explains.



4



5

Eaton Hotels
Community building
Hospitality

As luxury hotels prepare to welcome a new generation of guests, Katherine Lo is ringing in the changes at the Langham Hospitality Group. The third-generation member of the owning family heads up its affiliate brand, Eaton Hotels, where her focus is on values rather than velvet curtains. The Hong Kong opening earlier this year was preceded by a global launch in Washington.



8

Coffee Academics
Caffeine collective
F&B

Having trained as an architect, Jennifer Liu made the most of her newfound knowledge to build a coffee chain whereby each of the nine locations has its own character. "I wouldn't have been able to make this business work anywhere other than Hong Kong," says Liu, who also operates a shop in Singapore. She is now focused on expanding the brand in China: it won't be long until Coffee Academics' first shop in Beijing will be joined by a second outlet in Shenzhen.



6

Business tips

"We picked Hong Kong for our first shop in APAC because it's a key city for retail. The mural opposite happens to be a popular selfie spot."

Design
Antti Hirvonen
General Manager
Asia, Tom Dixon



7

Q&A Alex Li

Director of Corporate Finance, Mandarin Oriental Hospitality



Ironman athlete Alex Li has come to the decision that 06.00 is the best time to fit training around his day job as director of corporate finance of one of Hong Kong's most famous hotel brands. It seems to be working out for him.

When you rise in the early hours of the morning, where do you train?

All over. I run up to Queen Mary Hospital from Sheung Wan, cycle in Plover Cove and swim at the Hong Kong Cricket Club or Deep Water Bay.

What are the facilities like in Hong Kong?

They're great. But I'm not keen on gyms as you lose the beauty of training outdoors. All you have to do is put on a pair of trainers and run outside. What other city gives you beaches, forest trails and perfectly paved roads all within 30 minutes of your home?

Any secret fitness spots that you're particularly fond of?

It's hardly a secret but I love hiking up The Twins – 1,000 steps is a challenge for anyone. South Bay is a hidden gem, especially if you can swim to Repulse Bay and back. As for cycling, you can actually bike alongside the airport runway and literally cycle within 100 metres of planes taking off.



HK / PART B

LIFESTYLE/PLEASURE

Creative class

Once you've closed that important meeting or set up a crucial conference call, find inspiration for your business endeavours in Hong Kong's myriad cultural offerings.

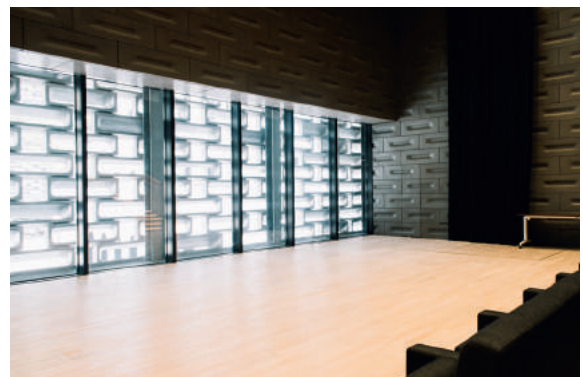
Tai Kwun Centre for Heritage and Arts

Vital and revitalised
Event space

Twelve years in the making, the Tai Kwun Centre for Heritage and Arts opened this year on a plum site in the midst of the skyscrapers of Central and the lively drinking and dining district of Soho. The former prison, magistrates court and police station has two striking additions (courtesy of Swiss architecture firm Herzog & de Meuron) that float above the British colonial building: a contemporary-art gallery and an auditorium for performing arts.

The decision to select a Cantonese name is an indicator of the institution's objective to appeal to the local community; *tai kwun* means "big station", the site's colloquial name during its former guise. "We want to create something that's cherished by the Hong Kong public and attracts an international audience," says director Tim Calnin. The Australian joined last year from the Sydney Opera House and previously led the Hong Kong Philharmonic. Consequently, Hong Kong artists will feature prominently in the programming.

Hong Kong is on a hot streak for art institutions. Next year will see the reopening of the Hong Kong Museum of Art as well as the expected completion of M+, a contemporary-art museum also designed by Herzog & de Meuron. So where does Tai Kwun fit into this? Alongside contemporary-art exhibitions (see *Tobias Berger Q&A*, opposite) and an artist-residency programme, it will feature heritage exhibitions, an artist-book library and outdoor film screenings.



(1) Tai Kwun Centre for Heritage and Arts (2) Doors are open (3) Tim Calnin, director (4) Hint of former use (5) Exterior details (6) View from inside (7) Art overhead (8) Andrew Mead, chief architect of the MTR (9) Public sculpture (10) The fashion boutique that Fauve Radio resides behind (11) Mahka Founder (12) Recording in progress

Q&A Tobias Berger

Tai Kwun Contemporary
Art gallery



“Putting a seven-metre-high gallery in the middle of Hong Kong is unheard of,” says Tobias Berger, who has been given the job of filling the Tai Kwun Centre for Heritage and Arts’ contemporary-art gallery, designed by Herzog & de Meuron. The German native joined from M+; previous jobs included working at the influential art gallery Para Site.

How do you envisage Tai Kwun Contemporary sitting alongside M+?

Conceptually we are what the Serpentine is to Tate Modern in London, or what the New Museum is to MoMA in New York. But what’s important is that I don’t want to become a pit stop for travelling exhibitions, so every show we do is made for the local context.

What does Tai Kwun mean for Hong Kong artists?

We can give artists chances that are between museums – where everything has to be safe and sound – and commercial galleries, which only want to sell. And we’ll also have residencies that will be made available to local and foreign artists alike. Normally residencies are only for guests but artists don’t have much room in Hong Kong to produce larger works, so we will give them that space.

How did you pick the artists to exhibit?

We work on a collaborative model, which means we don’t actually curate ourselves. We invite other institutions to do exhibitions here, and for the two opening shows I wanted to work with two Hong Kong institutions: Spring Workshop and the Chinese University of Hong Kong.

What’s next?

Upcoming shows will be overseen by UCCA in Beijing and Susanne Gaensheimer, formerly of MMK in Frankfurt. We also have open calls with two small Hong Kong institutions: Rooftop Institute and Short Hair Studio. So it is a real mix of very small and international. We will have one high-profile exhibition every two years, with the first one in May next year.



7 8



9

Art on the MTR

Platform for creativity
Public art

Hong Kong’s rail network rewards its five million daily users with more than just the use of world-class transport. Contemporary artwork adorns roughly three quarters of the MTR’s 91 existing stations; Remi Rough’s geometric graffiti mural was unveiled at Quarry Bay station during Art Basel Hong Kong. The latest site-specific works to be installed will feature at the West Kowloon Station that shuttles people to and from China’s high-speed rail network. “I love the ability of art to reach out to all sectors of society,” says Andrew Mead, chief architect of the MTR.

Hong Kong Jockey Club

Culture at a canter
Investor

Tai Kwun has a lot riding on it as the most expensive heritage renovation in Hong Kong history. The flagship project was funded by the charitable arm of Hong Kong Jockey Club, a storied institution that dates back to 1884 and still puts on horse-racing meets twice a week. The not-for-profit organisation is the city’s largest benefactor. Last year’s 216 recipients ranged from sports projects to youth development. Included in that record year was HK\$3.5bn (€381m) for the construction of the Hong Kong Palace Museum, set to open in 2022 in the West Kowloon Cultural District.

City life

“Hong Kong’s no cultural desert – I can see a performance every day.”

Arts

Alison Friedman
Artistic director,
performing arts,
West Kowloon
Cultural District



10

Fauve Radio

Style and substance
Media

DJ Romain Fx decided to launch his own internet radio station last year. The studio is found at the back of Mahka, a fashion boutique in Sheung Wan, and it has already become a popular destination for visiting music producers and DJs to drop by and put in a shift behind the glass.

Radio hosts and friends of Fauve regularly gather at Mahka, adding more listeners and attracting customers to the shop. “We are building a community that brings DJs and music lovers together,” says Fx.



11



12



MARKETING/HONG KONG

Business in bloom

From green shoots to fresh takes, Hong Kong businesses know how to get noticed.

Openings

Flower power
Retail and hospitality

Restaurants and retail are blooming in Hong Kong in more ways than one. When US burger chain Shake Shack opened its first outlet in Hong Kong at the IFC shopping mall, the owners received a bouquet of flowers on a wooden stand with a congratulatory message displayed prominently. These so-called grand-opening bouquets, sent by suppliers, landlords and friends, are a tradition for new openings and reopenings. Often they cover entire shopfronts.

Fellow IFC tenant Flannel Flowers – named after a fuzzy Australian flower, not a face cloth – was commissioned to create a bouquet for Shake Shack. Arrangements can cost up to HK\$5,000 (€550) but owner Patricia Ko says she sees no signs of this tradition slowing. The Singaporean native, who first came to Hong Kong in 1987 to work at a bank, sources her flowers from Japan, Ecuador and the Netherlands.

Premium florists are opening up all over Hong Kong. Ko has a second shop in Causeway Bay and she is looking for a third in Kowloon, which is home to Hong Kong's traditional flower market in



Prince Edward. The floral designer and co-founder of Anot Studio Muk visits three or four times a week to find fresh flowers for her natural displays. She set up Anot in Kowloon Bay with her partner Cheung in 2016 and their corporate clients now include big names such as Tom Dixon, BoConcept, Céline and Mulberry.

Back at Flannel Flowers, Ko is taking full advantage of the quieter summer period to renovate her IFC shop and refresh her brand. Tradition dictates that she will receive a bouquet from the shopping mall's management upon reopening, although the really big displays will be saved for next year when Flannel Flowers celebrates 25 years in business. "Hong Kong has been such a wonderful place for me," says Ko. "It's the freest place in the world."

Ding dings

Moving marketing
Transport

It takes four people four hours to wrap a double-decker Hong Kong tram in advertising. About half of the transport company's revenue now comes from being the city's most eye-catching (moving) billboard: 164 "ding dings", as they're known, trundling along the north side of Hong Kong Island. Demand peaks in the run-up to Christmas.

"Advertisers consider us premium and we want to strengthen that," says managing director Cyril Aubin, who moved from Paris and commutes to the Whitty Street depot by ding ding. Last year Moncler wrapped a fleet of trams in advertising and refitted the interior of a sixth for private PR trips. Luxury tie-ups like this are ironic given the 114-year-old tram is the island's cheapest transport option; rides cost HK\$2.60 (€0.30) after a recent fare increase. Ultimately the 600-strong company knows its raison d'être: transporting 73 million passengers a year, only 10 per cent of whom are tourists. A recent brand refresh is being complemented by new tram cars, designed and built in-house at the only factory left on Hong Kong Island.

