

## Brand Hong Kong – Core Values and Attributes

### Overview

Brand Hong Kong's (BrandHK) mission is to promote and position Hong Kong as "Asia's world city" by communicating the core values and attributes intrinsic to the city.

Since its launch in 2001, BrandHK has provided a platform for key stakeholders and business sectors to promote Hong Kong's strengths and advantages abroad, in the Mainland and at home.

BrandHK's current advertising campaign, "Our Hong Kong", highlights "soft strengths" in areas such as arts and culture, creativity and design, innovation and technology, financial services and business and professional services.

### Brand Positioning

Hong Kong's positioning as Asia's world city is based on a suite of established strengths.

Strategically located at the heart of Asia, Hong Kong is a cosmopolitan city offering global connectivity, security and rich diversity.

Creativity and entrepreneurship converge in this free, secure and dynamic environment that is home to a diverse community which embraces excellence and quality living.

### Hong Kong's Core Values

What makes Hong Kong distinctive, memorable and instantly identifiable is the personality reflected in the city brand, defined by its core values. These values can be described in the words Free, Enterprising, Excellence, Innovative and Quality Living.

### Free

Hong Kong is an open society which values economic and social freedoms.

### Enterprising

Efficient, industrious and resilient, Hong Kong people are renowned for their "can do" spirit, entrepreneurial skills and ability to create opportunities.

### Excellence

Hong Kong values quality, professionalism and progress, enabling world-class achievements in many fields.

### Innovative

Hong Kong, which values originality and creativity, is forward-looking and adaptive. Hong Kong people desire an education system and social environment conducive to creativity.

### Quality Living

Hong Kong people aspire to a quality of life that encompasses a green living environment, work-life balance and a lifestyle that values arts and culture and treasures Hong Kong's nature and heritage.

### Brand Attributes

Surveys show that Hong Kong's most commonly perceived attributes are Cosmopolitan, Dynamic, Secure, Diverse and Connected.

### Cosmopolitan

From festivals and food to architecture and entertainment, Hong Kong is a fascinating blend of East and West,

where tradition, modernity and the futuristic blend in surprising ways.

Home to 7.34 million people, Hong Kong is a vibrant, pluralistic society. Companies, talent, students, food and festivals from around the world add to the cosmopolitan flair.

The city boasts many museums, concert halls and performance spaces. The cultural calendar features a vast array of performances from around the world, underpinning Hong Kong's position as a prominent cultural hub.

Hong Kong is also the world's third-largest art market by auction sales, behind New York and London.

With its global outlook and strategic location, Hong Kong plays host to a variety of major international sporting events throughout the year, including the marathon, Rugby 7s, golf and tennis opens, cycling, badminton, squash and volleyball.

### Dynamic

Energetic and flexible, Hong Kong is a dynamic business, finance, trading, shipping, start-up and events hub, a leading design and innovation centre, and home to a flourishing fashion and film industry.

Leading international surveys consistently rank Hong Kong as the world's freest economy and among the most competitive.

The city celebrates artistic expression and creativity. Its cultural and creative industries employ over 210 000 practitioners in fields ranging from jewellery design to fashion, painting to

publishing, interactive games to comics, advertising to architecture, and music production to performing arts.

Hong Kong's world-class athletes also personify the city's dynamism.

Hong Kong's top notch research institutes consistently produce highly valued innovations in many different fields.

With strong government backing, the city is also developing as a prominent start-up hub, with entrepreneurs from around the world choosing Hong Kong as the place to bring their ideas to life.

## Secure

Clean government, the rule of law, a level playing field for business, a comprehensive health and welfare system, major green initiatives and disciplinary forces among Asia's finest combine to create a stable and safe environment for people to live, work, study and enjoy life.

The rule of law, upheld by an independent judiciary, is Hong Kong's greatest strength. Local and international companies compete on equal footing and intellectual property rights are rigorously protected. Laws against unfair trade practices covering goods and services offer consumers greater protection.

The Basic Law protects equality before the law. Laws protect people against discrimination on the grounds of sex, race, disability and family status.

Hong Kong people are free to air their views and follow their personal and political beliefs.

A free press ensures debate and reportage on issues of the day, while political parties, independent voices and interest groups speak freely and openly in Hong Kong.

Hong Kong has one of the world's lowest overall crime rates for a big city, thanks to its efficient police force.

## Diverse

Hong Kong is an ultra-modern city, yet it retains great diversity, with a mix of old and new, Western and Chinese architecture, top-class theme parks and a diverse food scene.

Hong Kong's futuristic cityscape contrasts with a natural, green landscape and many interesting outlying islands. Hong Kong treasures and practises its rich cultural traditions.

Hong Kong's 1,100 square kilometres pack an astonishing variety of natural wonders – mountains, forests, wetlands, beaches, islands and spectacular geoparks. About 40 per cent of the territory covers scenic country parks and special areas for nature conservation with numerous hiking trails. Hong Kong is blessed with a huge diversity of flora and fauna.

A diverse and pluralistic community, Hong Kong is an open and tolerant place where people are free to air their views and follow their religious and political beliefs.

Hong Kong has a large number and diversity of historic monuments, spanning from pre-historic times to imperial periods during the period of British administration. Hong Kong's conservation efforts have received a number of international awards.

## Connected

Strategically located at the heart of Asia, Hong Kong is well connected to the rest of the world. Within a four-hour flight from Asia's key markets and a five-hour

flight from half the world's population, the city is an international centre for finance, logistics, trade, shipping, aviation, tourism and communications.

Hong Kong has an excellent local transport system and state-of-the-art telecommunications. Globally connected with a world-class infrastructure, Hong Kong is the "super-connector" between the Mainland of China and the world.

Hong Kong International Airport (HKIA) is one of the world's busiest airports. It is frequently ranked as one of the world's best airports. Over 100 airlines operate flights at HKIA to about 190 locations worldwide.

Located on the Far East trade routes and at the centre of the fast developing Asia-Pacific region, Hong Kong is one of the busiest container ports in the world and a premier regional hub port.

Hong Kong's strategic location at the mouth of the Pearl River Delta makes it the natural gateway to the Mainland of China. Hong Kong's connections reach beyond infrastructure to language, culture, market intelligence and information.

So, Hong Kong is an ideal gateway for companies seeking access to China and for Mainland companies reaching out to the world, making Hong Kong the "super-connector".

Hong Kong is a global communications hub with excellent communications infrastructure. Broadband and 4G networks cover almost 100 per cent of the territory, providing companies and individuals with reliable, accessible and secure communications.

For more information, please visit [www.brandhk.gov.hk](http://www.brandhk.gov.hk)