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.

In 2023, a global publicity campaign "Hong Kong - Where the World Looks Ahead" was launched to raise awareness about the city's exciting opportunities for businesses and talents. The campaign promotes Hong Kong's competitive advantages in offering a secure, business-enabling environment for investors and entrepreneurs with direct access to the Chinese economy, while its cultural mix of East and West makes it an enchanting place to live, study and work.

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 7.51 million[1] 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 has emerged as one of world's art trading centres, alongside New York and London.

With its global outlook and strategic location, Hong Kong plays host to a variety of major international events, including the Hong Kong Marathon, Hong Kong Sevens, Hong Kong Tennis Open, Asian Financial Forum, Entertainment Expo, Art Basel Hong Kong and Hong Kong International Film Festival.

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.

The city celebrates artistic expression and creativity. Its cultural and creative industries with over 133,000 practitioners engaged in fields ranging from different professions of design and fashion design to printing and publishing, interactive games to animation and comics, advertising to architecture, and music to film and TV production.

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

[1] Provisional figure as at year-end 2025

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.

With a well-established legal system, Hong Kong upholds the rule of law and enjoys independent judicial power including that of final adjudication. Hong Kong provides a level playing field for all local and overseas enterprises. The Government is also committed to the protection of intellectual property rights and combat unfair trade practices covering goods and services, affording greater protection to investors and consumers.

The Basic Law establishes the right of equality before the law. The anti-discrimination legislation protects people from 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 1,114.57 sq.km land area is home to a variety of natural wonders, including mountains, forests, wetlands, beaches, islands and spectacular geological features. About 40% of the territory is designated as country parks and special areas, to conserve the nature and protect the 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. 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, state-of-the-art telecommunications and a world-class infrastructure.

Hong Kong International Airport is one of the world's busiest airports. It is frequently ranked as one of the world's best airports.

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 Chinese Mainland. 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.

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

For more information, please visit: www.brandhk.gov.hk