

# Hong Kong's Value Proposition

## Global transport hub

- Located in the geographical heart of Asia, Hong Kong International Airport provides high connectivity to major cities in the Mainland, Asia, Europe and North America.
- World's busiest international air cargo hub.
- One of world's busiest and most efficient container ports.
- New road and high-speed rail links significantly boost connectivity to adjoining Guangdong Province and rest of the country, creating new opportunities for goods and services.

## Global outlook, global standards

- Interwoven and complementary networks of highly knowledgeable and experienced people and businesses who deeply understand global markets and consistently deliver world-class services to international standards in finance, law, shipping, insurance and professional services.
- Tried and trusted legal, financial, investment and taxation systems provide a safe, secure and familiar business environment.

## Global opportunities, local connections

- Pre-eminent access point to explore and develop business links and markets with Mainland China, ASEAN and beyond.
- A melting pot of individuals, organisations and companies of all sizes with the experience, insight and connections to help you connect and excel in your chosen field.
- Financial institutions, venture capitalists, chambers of commerce, professional bodies, Invest Hong Kong and Hong Kong Trade Development Council – all can connect you to the people, networks and resources to pursue your business and professional goals.
- International financial, fund-raising, fund management and insurance centre.
- "Nationality neutral" policy means all businesses compete on an equal footing in a fair and open system.

## Globally competitive, great lifestyle

- Simple and low taxes (2-tiered profits tax rates at 8.25% and 16.5%; salaries tax rate at maximum 15%).
- Super tax deductions up to 300% for research and development spending.
- Vibrant arts, culture and events scene.
- Trend-setting, modern and cosmopolitan city that is welcoming and hospitable.
- Large tracts of green, open space, beautiful waterways and urban parks provide plenty of leisure, recreation and relaxation options.
- One of the world's safest large cities.

## **Global excellence**

- World-class universities, professional bodies and international schools (most in Asia) provide a wide range of educational and training opportunities meeting global standards of excellence.
- Immigration schemes to attract and retain talent to inject new ideas, thinking and experience and enrich the workforce.
- Huge investments in Innovation and Technology will spur economic development.
- Hong Kong has sophisticated ICT infrastructure, including 11 submarine cable systems and 11 satellites for external communications. Several submarine cable systems will be ready in the coming two to three years, enhancing the city's connectivity with other parts of the world.

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