

## Head 79 — INVEST HONG KONG

**Controlling officer:** the Director-General of Investment Promotion will account for expenditure under this Head.

**Estimate 2025–26** ..... **\$303.8m**

**Establishment ceiling 2025–26** (notional annual mid-point salary value) representing an estimated 41 non-directorate posts as at 31 March 2025 and as at 31 March 2026 ..... **\$35.9m**

In addition, there will be an estimated two directorate posts as at 31 March 2025 and as at 31 March 2026.

### Controlling Officer's Report

#### Programme

##### Investment Promotion

This programme contributes to Policy Area 6: Commerce and Industry (Secretary for Commerce and Economic Development).

#### Detail

|                           | 2023–24<br>(Actual) | 2024–25<br>(Original) | 2024–25<br>(Revised) | <b>2025–26<br/>(Estimate)</b>     |
|---------------------------|---------------------|-----------------------|----------------------|-----------------------------------|
| Financial provision (\$m) | 285.3               | 306.5                 | 306.5<br>(—)         | <b>303.8</b><br>(–0.9%)           |
|                           |                     |                       |                      | (or –0.9% on<br>2024–25 Original) |

#### *Aim*

**2** The aim is to attract and assist overseas and Mainland companies to set up, retain and expand their operations in Hong Kong and to promote Hong Kong's advantages as the leading international business location in Asia.

#### *Brief Description*

**3** Invest Hong Kong's mission is to spearhead Hong Kong's efforts to attract and retain foreign direct investment. It places emphasis on attracting companies in priority sectors with the potential to contribute to Hong Kong's economic development, and encouraging multinational companies to locate their global or regional headquarters and other strategic functions in Hong Kong to access opportunities in Hong Kong, on the Mainland and elsewhere.

**4** Invest Hong Kong provides one-to-one support services to companies throughout the planning and execution of their setup and expansion in Hong Kong. The Department continues to strengthen its aftercare support service to companies already established in Hong Kong, and its liaison with Mainland agencies, overseas chambers of commerce and consulates in Hong Kong to further the outreach to foreign businesses.

**5** In 2024, Invest Hong Kong conducted around 8 900 meetings with target companies in key geographic markets, focusing on various priority sectors. It stepped up collaboration with relevant Mainland and overseas agencies to promote Hong Kong as an ideal platform for Mainland enterprises to go global with promotion in Hangzhou, Wuhan, Chengdu, Changsha, Guangzhou, Harbin, Nanjing, Xi'an, Xiamen and Beijing, etc. Invest Hong Kong also co-organised various joint investment promotion activities in France, Canada, Australia and Portugal, etc. with its counterparts to promote Hong Kong as the favourable platform for overseas enterprises to tap into the plentiful business and investment opportunities on the Mainland in particular the Guangdong-Hong Kong-Macao Greater Bay Area (GBA).

**6** Invest Hong Kong organised the Wealth for Good in Hong Kong Summit on 27 March 2024 in collaboration with the Financial Services and the Treasury Bureau (FSTB) to bring together leading influential family offices, asset owners and wealth successors from around the world to showcase Hong Kong's vision as a leading global family office hub and international asset and wealth management centre.

**7** Invest Hong Kong organised the Hong Kong FinTech Week from 28 October to 1 November 2024 in collaboration with FSTB to promote financial technologies (fintech) adoption in the city's financial services sector and create a platform for global fintech stakeholders to exchange and connect.

**8** Invest Hong Kong organised the StartmeupHK Festival from 21 to 25 October 2024 to promote Hong Kong as a global hub for startups and its ecosystem and provide opportunities for innovators and startups to meet with potential investors, business partners and other stakeholders. A series of 15 roadshow events across nine countries/regions was also held to promote the Festival.

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9 Foreign direct investment figures related to Hong Kong are:

|   | 2021<br>(Actual) | 2022<br>(Actual) | 2023<br>(Actual) |
|---|------------------|------------------|------------------|
| foreign direct investment inflow into Hong Kong (\$ billion) .....  | 1,089.7          | 859.0            | <b>962.6β</b>    |
| share of foreign direct investment inflow into Hong Kong in the overall inflow into South, East and South-East Asia (%) ..... | 23.6§            | 18.4             | <b>22.0φ</b>     |

β The increase in foreign direct investment inflow into Hong Kong in 2023 was mainly attributable to the increase in equity investment, particularly through equity injections into enterprises operating in Hong Kong.

§ The figure of 2021 has been amended following the updated figures for South, East and South-East Asia in the World Investment Report 2024.

φ According to the World Investment Report 2024, while the overall inflow into South, East and South-East Asia declined in 2023, the foreign direct investment inflow into Hong Kong increased, leading to an increased share of Hong Kong.

10 The key performance measures are:

*Indicators*

|                                     | 2023<br>(Actual) | 2024<br>(Actual) | 2025<br>(Estimate) |
|-------------------------------------|------------------|------------------|--------------------|
| no. of new projects generated#..... | 826              | 976              | <b>978</b>         |
| no. of projects completed^.....     | 382              | 539Ψ             | <b>540Ψ</b>        |

# New projects with the potential of becoming completed projects in the coming 18 months. It reflects Invest Hong Kong's investment promotion efforts in a particular year, discounting projects carried forward from previous years.

^ Investment projects each resulting in a non-local company setting up or undergoing a significant expansion in Hong Kong with the assistance of Invest Hong Kong.

Ψ Including completed projects of Invest Hong Kong in providing support to companies served by the Office for Attracting Strategic Enterprises.

### *Matters Requiring Special Attention in 2025–26*

11 During 2025–26, Invest Hong Kong will:

- continue to strengthen global investment promotion efforts and enhance promotion strategies to encourage multinational companies, startups, scaleups and family offices to set up or expand their businesses in Hong Kong, including those from the Mainland and Belt and Road markets, so as to capitalise on the business opportunities arising from the key national strategies including GBA development and the Belt and Road Initiative;
- continue to strengthen its overseas and Mainland network comprising Dedicated Teams for Attracting Businesses and Talents in overseas Economic and Trade Offices and Mainland Offices as well as overseas consultants, and step up efforts to attract target strategic companies to Hong Kong;
- continue to strengthen the aftercare services for overseas and Mainland enterprises and investors in Hong Kong;
- continue to focus investment promotion efforts on priority sectors such as innovation and technology (I&T), business and professional services, creative industries, sports and entertainment, transport and logistics, financial services, family offices, as well as fintech sectors;
- continue and expand the StartmeupHK programme to support the startup community in Hong Kong and enhance our promotion of the Hong Kong startup ecosystem overseas and on the Mainland; and continue to attract global startups, scaleups, investors and corporate ventures to set up businesses in Hong Kong;
- continue to conduct global promotion activities across sectors and arrange events to attract leading carbon neutrality solutions and potential investors to Hong Kong, leveraging Hong Kong's commitments and business opportunities to achieving carbon neutrality before 2050;
- continue to implement FSTB's New Capital Investment Entrant Scheme (New CIES) jointly with the Immigration Department with a view to attracting more new capital to Hong Kong, strengthening the development of our asset and wealth management business, financial services and related professional services and further enriching the talent pool;
- in collaboration with the Constitutional and Mainland Affairs Bureau, continue to strengthen the promotion of the business advantages and opportunities of the GBA development to global investors, particularly through the Pan-GBA Inward Investment Liaison Group;
- in collaboration with the Investment Promotion Bureau of Shenzhen Municipality, continue to conduct joint investment promotion activities on the business environment and advantages of Hong Kong and Shenzhen;

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- in collaboration with the Innovation, Technology and Industry Bureau and agencies/organisations under its purview, continue to bolster investment promotion and marketing efforts in the I&T sector, and enhance collaboration with key stakeholders such as the Hong Kong Trade Development Council (HKTDC), Hong Kong Tourism Board, and research centres;
- in collaboration with FSTB, continue to promote Hong Kong as a leading international financial centre, fintech hub and a family office hub, including stepping up the offering of one-stop services to family offices interested in establishing presence in Hong Kong;
- in collaboration with the Transport and Logistics Bureau, continue to promote the aircraft leasing regime of Hong Kong, and Hong Kong as an international aviation and maritime centre; and
- in collaboration with HKTDC, continue to implement the high value-added supply chain services mechanism for Mainland enterprises seeking to establish international or regional headquarters in Hong Kong for managing offshore trading and supply chain.

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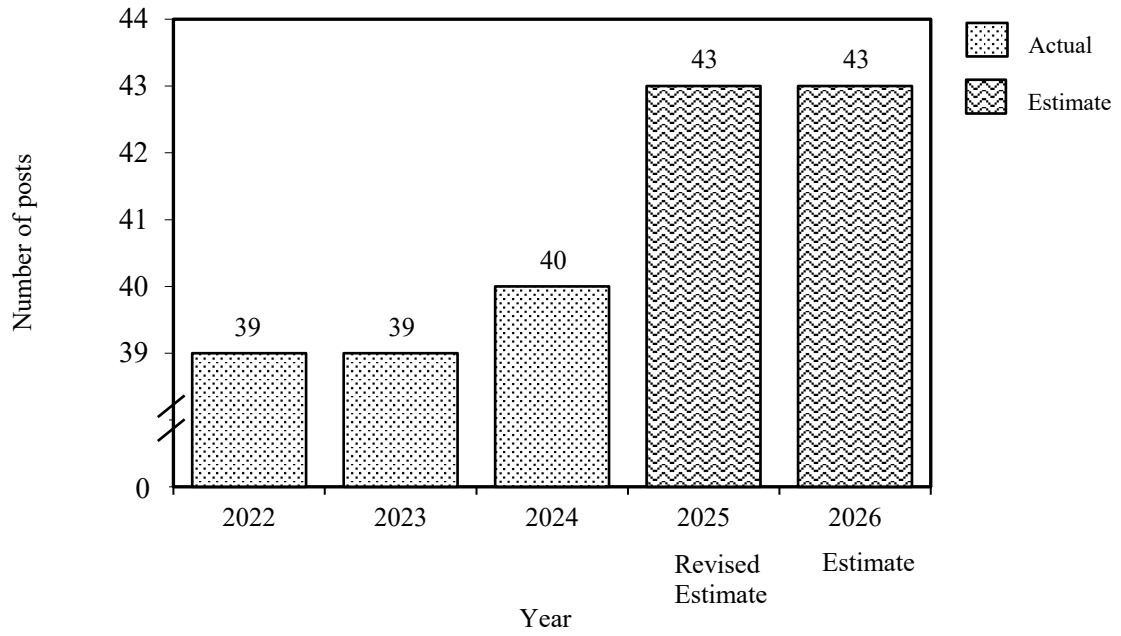
### ANALYSIS OF FINANCIAL PROVISION

| <b>Programme</b>          | <b>2023–24<br/>(Actual)<br/>(\$m)</b> | <b>2024–25<br/>(Original)<br/>(\$m)</b> | <b>2024–25<br/>(Revised)<br/>(\$m)</b> | <b>2025–26<br/>(Estimate)<br/>(\$m)</b>   |
|---------------------------|---------------------------------------|---|--|---|
| Investment Promotion..... | 285.3                                 | 306.5                                   | 306.5<br>(—)                           | <b>303.8</b><br><b>(–0.9%)</b>            |
|                           |                                       |   |  | <b>(or –0.9% on<br/>2024–25 Original)</b> |

#### **Analysis of Financial and Staffing Provision**

Provision for 2025–26 is \$2.7 million (0.9%) lower than the revised estimate for 2024–25. This is mainly due to the decrease in the provision for operating expenses.

*Changes in the size of the establishment  
(as at 31 March)*



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| Sub-head<br>(Code)       | Actual<br>expenditure<br>2023–24 | Approved<br>estimate<br>2024–25 | Revised<br>estimate<br>2024–25 | <b>Estimate<br/>2025–26</b> |                |
|--------------------------|----------------------------------|---------------------------------|--------------------------------|-----------------------------|----------------|
|                          | \$'000                           | \$'000                          | \$'000                         | <b>\$'000</b>               |                |
| <b>Operating Account</b> |                                  |                                 |                                |                             |                |
| Recurrent                |                                  |                                 |                                |                             |                |
| 000                      | Operational expenses .....       | 285,308                         | 306,518                        | 306,518                     | <b>303,826</b> |
|                          | Total, Recurrent .....           | 285,308                         | 306,518                        | 306,518                     | <b>303,826</b> |
|                          | Total, Operating Account .....   | 285,308                         | 306,518                        | 306,518                     | <b>303,826</b> |
| <hr/>                    |                                  |                                 |                                |                             |                |
|                          | Total Expenditure .....          | 285,308                         | 306,518                        | 306,518                     | <b>303,826</b> |

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### Details of Expenditure by Subhead

The estimate of the amount required in 2025–26 for the salaries and expenses of Invest Hong Kong is \$303,826,000. This represents a decrease of \$2,692,000 against the revised estimate for 2024–25 and an increase of \$18,518,000 over the actual expenditure in 2023–24.

#### *Operating Account*

#### Recurrent

**2** Provision of \$303,826,000 under *Subhead 000 Operational expenses* is for the salaries, allowances and other operating expenses of Invest Hong Kong.

**3** The establishment as at 31 March 2025 will be 43 posts. No change in establishment is expected in 2025–26. Subject to certain conditions, the controlling officer may create or delete non-directorate posts under delegated authority during 2025–26, but the notional annual mid-point salary value of all such posts must not exceed \$35,945,000.

**4** An analysis of the financial provision under *Subhead 000 Operational expenses* is as follows:

|  | 2023–24<br>(Actual)<br>(\$'000) | 2024–25<br>(Original)<br>(\$'000) | 2024–25<br>(Revised)<br>(\$'000) | <b>2025–26<br/>(Estimate)<br/>(\$'000)</b> |
|--|---------------------------------|-----------------------------------|----------------------------------|--|
| Personal Emoluments                                  |                                 |                                   |                                  |  |
| - Salaries .....                                     | 34,138                          | 40,767                            | 39,311                           | <b>41,009</b>                              |
| - Allowances .....                                   | 522                             | 574                               | 499                              | <b>512</b>                                 |
| - Job-related allowances.....                        | 1                               | 1                                 | 1                                | <b>1</b>                                   |
| Personnel Related Expenses                           |                                 |                                   |                                  |  |
| - Mandatory Provident Fund<br>contribution .....     | 34                              | 30                                | 55                               | <b>63</b>                                  |
| - Civil Service Provident Fund<br>contribution ..... | 2,004                           | 2,332                             | 2,451                            | <b>2,730</b>                               |
| Departmental Expenses                                |                                 |                                   |                                  |  |
| - General departmental expenses .....                | 248,609                         | 262,814                           | 264,201                          | <b>259,511</b>                             |
|  | 285,308                         | 306,518                           | 306,518                          | <b>303,826</b>                             |