

BritCham
HONG KONG
SUMMIT
2023
October 26



HONG KONG REBOUND

Thank you for joining us at the BritCham Hong Kong Summit. We are grateful for your generous support in making this possible.

We have received a tremendous amount of complimentary feedback from the attendees regarding to the topics covered, the high quality of the speakers and overall experience from the Summit. The Summit agenda included business relevant topics such as the necessary developments to rebuild Hong Kong's international reputation, develop a vibrant creative economy, and support better livelihoods, exploring the many facets of Hong Kong's brand identity and its future direction. We believe that the topics covered in the Summit provided a great platform for us to host further events as well as support our ongoing dialogue with the Hong Kong and Mainland Governments. We hope that you will continue to be part of this conversation with us.

Included in this report are details on attendee numbers, social media impressions, average open rate of eDMs, and more. It is clear from the data that the Summit reached a wide audience. We look forward to working with you all again in the future.

Paul McComb
Executive Director, The British Chamber of Commerce in Hong Kong

26
OCTOBER 2023

250+
ATTENDEES

11
SPONSORS

30
SPEAKERS



BritCham
HONG KONG
SUMMIT
2023
October 26

Platinum

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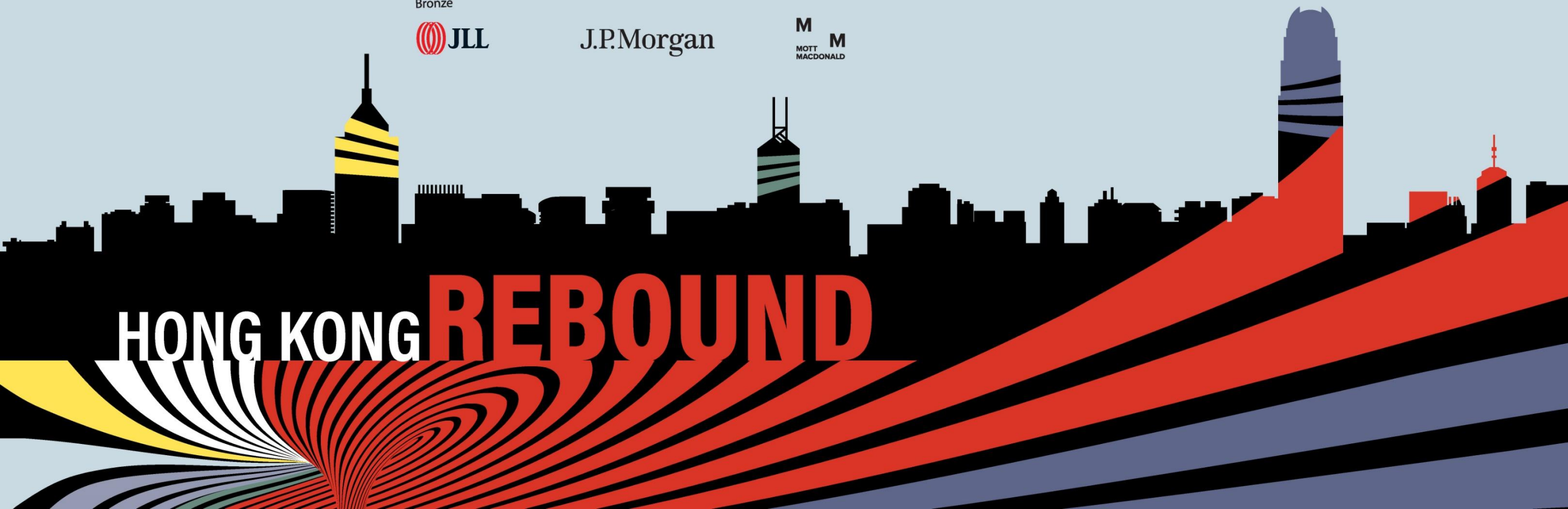
Bronze



J.P.Morgan



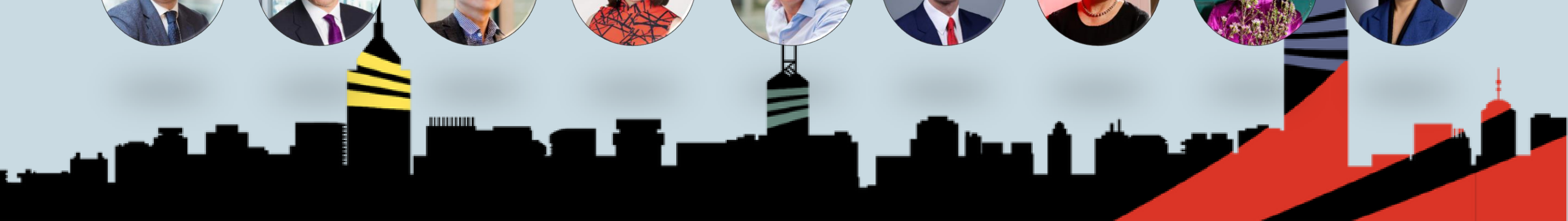
HONG KONG **REBOUND**







SPEAKERS



SUMMIT STATS

150+

IN-PERSON ATTENDEES

100+

VIRTUAL REGISTRATIONS

30

SPEAKERS

1

DAYS

7

HOURS OF CONTENT

11

SPONSORS

HONG KONG **REBOUND**

The image features a stylized city skyline silhouette in black against a light blue background. Below the skyline, there are several curved, overlapping bands in red, white, and blue. The text 'HONG KONG REBOUND' is prominently displayed in the lower-left quadrant, with 'HONG KONG' in white and 'REBOUND' in large, bold red letters. The overall design is modern and dynamic.

EMAIL STATS

118,024
PROMOTIONAL
EMAILS SENT

28%
AVG OPEN RATE

13%
AVG CLICK RATE

The clock is ticking...get your tickets for the Chamber's most-attended event now.



Join us on 26 October at the BritCham Hong Kong Summit 2023!

We are only a month away from the Chamber's most-attended event of the year. If your business is looking to stay informed on the biggest challenges facing Hong Kong, remain relevant and thrive in a time of rapid change, then the BritCham Hong Kong Summit is the perfect event for you!

We are thrilled to bring you over 30 business leaders and industry experts providing unique insights and new perspectives on the Hong Kong narrative and its future trajectory.

Be prepared for an action-packed agenda that will take you on a deep dive into the key trends shaping the future of Hong Kong's branding and identity as an international financial hub.

Register your [in-person ticket](#) today and invite your colleagues, clients, and professional network to join you for a day of discussion, debate, and networking. Or book a [virtual ticket](#) and watch the Summit live from your office halfway around the world.

[Join in-person](#)

[Join virtually](#)

The 2023 Theme: Hong Kong Rebound

After three years of the pandemic, Hong Kong's reopening in early 2023 marked the beginning of the city's global re-launch and rebranding efforts. With Hong Kong working hard to rebuild trust as an international finance centre, how can we rebuild the city brand to be bigger and better than before?

This year, the BritCham Hong Kong Summit will feature:

- Keynote speeches detailing Hong Kong's ambitious vision for the future
- Panel discussions exploring how to effectively showcase Hong Kong's unique strengths and potential in a rapidly changing business landscape
- Networking opportunities with over 400 senior government officials, business leaders, and industry experts

Confirmed speakers at the BritCham Hong Kong Summit include **Mr Chan Kwok-ki**, Chief Secretary for Administration; **Mr Algernon Yau**, Secretary for Commerce and Economic Development; and **Bernard Charnwut Chan**, Chairman of M+ Museum.

Visit the [BritCham Hong Kong Summit Homepage](#) to learn more about our sponsors, speakers, and panel discussions.

[Learn more](#)

PLATINUM SPONSORS



Don't miss out on this keynote speech at the BritCham Hong Kong Summit 2023.



Dear Karrie,

We are delighted to welcome The Honourable Chan Kwok-ki, GBS, IDSM, JP, Chief Secretary for Administration, as our opening keynote speaker for the third annual BritCham Hong Kong Summit.

Mr Chan will be joining us in the morning of the BritCham Hong Kong Summit to share the Government's vision for Hong Kong with reference to the Chief Executive's 2023 Policy Address. If you want to hear from the Chief Secretary for Administration, make sure you register for the Summit now to enjoy **early bird pricing**.

Join us on **Thursday 26 October** for a day of insightful keynote speeches and provoking panel discussions on what steps businesses and institutions need to take to ensure Hong Kong re-emerges on the world stage stronger and more competitive than ever.

[Join in-person](#)

[Join virtually](#)

Sponsors

The Chamber warmly welcomes Eversheds Sutherland, HSBC, Prudential, and Standard Chartered as Platinum Sponsors for the BritCham Hong Kong Summit 2023.



If you are interested in becoming a Summit sponsor, contact **Angela Leung** at angela@britcham.com to see which sponsorship option works best for you and your business.

[View our full programme](#)

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Join our Business Leaders panel at the BritCham Hong Kong Summit.



Date: Thursday 26 October
Time: 9:00 am - 5:30 pm
Format: Hybrid
Venue: The St. Regis Hong Kong Astor Ballroom, 1 Harbour Drive, Wan Chai
Tickets: [In-person](#) | [Online](#)

Dear Karrie,

With just 2 weeks before the BritCham Hong Kong Summit, we are delighted to announce our exclusive speaker line-up for the much-anticipated **Business Leaders Outlook panel**. True to its name, this panel brings together business leaders to provide a snapshot of Hong Kong's current business environment, and discuss the opportunities and challenges facing Hong Kong's leading organisations.

Joining us at this year's Business Leaders Outlook panel are:

- **Dr Anne Kerr**, Chair of the British Chamber of Commerce in Hong Kong; Managing Director, Greater China, Mott MacDonald
- **Anthony Lin**, CEO, Greater Bay Area, Standard Chartered Bank
- **Lillian Ng**, Managing Director, Strategic Business Group, Prudential plc
- **Omar Malik**, Chief Financial Officer, Hong Kong & Macau, HSBC
- **Stephen Kitts**, Chair, Asia, Eversheds Sutherland

We are incredibly privileged to invite speakers of such high calibre to the Summit, each bringing extensive experience overseeing regional operations in East Asia and the Asia-Pacific region. Our speakers will discuss Hong Kong's role as a 'super-connector' between the East and West, and how to capitalise on new opportunities in the Greater Bay Area and Asia.

Visit our website to learn more about our prestigious speakers from Eversheds Sutherland, HSBC, Prudential plc, and Standard Chartered Bank.

[Session Details: Business Leaders Outlook](#)

The BritCham Hong Kong Summit is the Chamber's most attended event of the year, exploring priority issues for Hong Kong's international business community. This year, over 400 senior government officials, business leaders, and industry experts come together to discuss the opportunities and challenges of redefining Hong Kong's global image through brand strategy, cultural tourism, and upgraded infrastructure.

Invite your colleagues, clients, and professional network for a full day of insightful discussions, knowledge sharing and networking at The St. Regis Hong Kong. **Seats are limited, so book your tickets before you miss out.**

Can't attend the Summit in-person? Join us online with our easy-to-use event streaming service and enjoy **video-on-demand for 2 weeks** once available.

[Join in-person](#)

[Join virtually](#)

PLATINUM SPONSORS



SOCIAL MEDIA STATS

96,350
SOCIAL IMPRESSIONS

10.35%
AVG CTR

1,069
LIKES

12.6%
AVG ENGAGEMENT

15
COMMENTS

78
SHARES

16
MENTIONS

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With Hong Kong in the process of reinvention and in need of a reset, as pointed out by our previous panellists, we move into the next area of focus: Hong Kong as an international financial centre and I&T hub; the macro trends shaping ...see more



Jessie Yip and 147 others
1 comment · 4 reposts

Like Comment Repost

Organic impressions: 9,961 Impressions Show stats

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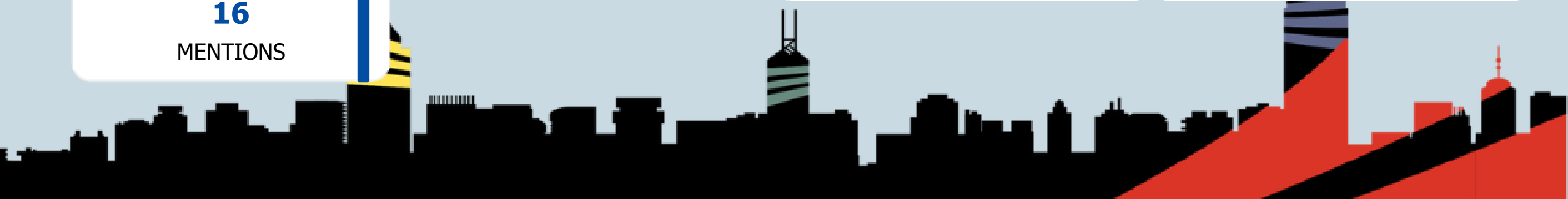
This brings us to our final panel of the BritCham Hong Kong Summit. Having heard from senior executives from leading banks, financial institutions, and professional services firms, as well as luminaries across the creative industries sector, ...see more



Pak Yin Christy Ng and 69 others
3 comments · 5 reposts

Like Comment Repost

Organic impressions: 3,756 Impressions Show stats



MEDIA MENTIONS

SCMP

Hong Kong / Hong Kong economy

Hong Kong business leaders voice confidence in economic rebound, city's place as 'financial centre' of Asia following 'legitimate uncertainty'

- Top regional executive from HSBC points to 'very strong rebound' after 'legitimate uncertainty' over city's role in the world
- Business leaders strike upbeat tone alongside No 2 official Eric Chan at British Chamber of Commerce event a day after chief executive unveiled policy address



Connor Mycroft



Published: 7:36pm, 26 Oct, 2023

Why you can trust SCMP



The city's sluggish stock market was the target of one of the chief executive's measures to boost the economy. Photo: Jelly Tse

Hong Kong business leaders have expressed confidence that the economy is rebounding, with one saying the city has retained its place as the "financial centre for Asia", a day after the chief executive unveiled his policy blueprint.

Top regional executives from banking giants HSBC and Standard Chartered made the remarks on Thursday during a panel discussion at the British Chamber of Commerce Hong Kong Summit, which gathered officials and business leaders to discuss the city's post-pandemic recovery.

"If you think back 10 months ago in January, there was real legitimate uncertainty about the continued relevance of Hong Kong in the world, and I think we've seen a very strong rebound since then," said Omar Malik, HSBC's chief financial officer for Hong Kong and Macau.

Despite concerns over the city's sluggish stock market, Malik noted that its US\$4 trillion market capitalisation remained on par with London's and seven times greater than Singapore's.

He highlighted the opportunities emerging from Hong Kong's planned Northern Metropolis development and singled out the growth in digital assets as an area in which the city was "building on its core strengths".

The Northern Metropolis aims to establish an international innovation and technology hub and produce 900,000 flats for 2.5 million people.

"Hong Kong is absolutely still the financial centre for Asia," Malik said.



Industry heads have highlighted opportunities for future development in the Greater Bay Area. Photo: Martin Chan

His remarks came a day after Chief Executive John Lee Ka-chiu's policy address in which he unveiled a raft of measures to boost the city's sluggish economy that has struggled to pick up despite reopening following the pandemic.

Against the backdrop of a sluggish stock market, Lee restored stamp duty on securities transactions to the 2021 level at 0.1 per cent of the value of the trade for both buyer and seller, down from 0.13 per cent.

He also devoted a major part of his speech to Hong Kong's integration into and collaboration within the Greater Bay Area, vowing to intensify efforts to address a shortage of talent and encourage more overseas companies to set up headquarters in the city.

The bay area refers to Beijing's plan to unite 11 southern Chinese cities, including Hong Kong, to create an economic powerhouse.

Hong Kong lost 210,000 workers between 2019 and 2022, a period that saw months-long protests grip the city, the introduction of the national security law and strict social-distancing rules to combat the pandemic.

SUMMARY

OPENING REMARKS - CHAIR OF THE BRITISH CHAMBER OF COMMERCE IN HONG KONG

As our Chair, Ir Dr Anne Kerr observed in her opening speech, the BritCham Hong Kong Summit provides the international business community with a forum where we can “come together to reflect on the resilience, determination and unwavering spirit which defines Hong Kong – that legendary Hong Kong Can Do spirit which inspires and very evidently endures.”

“It is important we all play our part in using our networks and connections to share the stories of what Hong Kong has to offer, and suggest people come and see for themselves the amazing opportunities.”

“We will continue to showcase Hong Kong and what it has to offer as we continue to espouse the Chambers mandate to work together with the business community, in partnership with the Hong Kong Government in a constructive manner with our members business interests at the centre of our activities.”



KEYNOTE SPEAKER - THE CHIEF SECRETARY FOR ADMINISTRATION OF THE HKSAR

The Chamber was honoured to have The Honourable Mr Chan Kwok-ki, GBS, IDSM, JP, The Chief Secretary for Administration of the Hong Kong Special Administrative Region, officially open the BritCham Hong Kong Summit 2023. His keynote speech on what Hong Kong is doing to bring opportunities, business, and people together - now and in the future - set the tone for the Summit, adding further context and depth to the topics we will be exploring for the day. The overall message is clear: Hong Kong is back, and on a mission to reinforce its distinctive advantages, promote economic diversification, and enhance regional business integration with the Greater Bay Area, ASEAN, and Middle East.

Following closely behind the Chief Executive's 2023 Policy Address, the BritCham Hong Kong Summit presents a timely opportunity for the international business community to engage in discussions around Hong Kong's future as a catalyst for growth in the region. Under the theme "HONG KONG REBOUND", the Summit will discuss the business opportunities and challenges in redefining Hong Kong economic growth and directions for the city to pursue moving forward.



BUSINESS LEADERS PANEL

“Hold your nerve and ride the rebound!” That is what our panel of business leaders wished to impart to the audience in our opening plenary session at the BritCham Hong Kong Summit. Influential figures in Hong Kong’s financial services and legal sector graced the stage to discuss the current business environment, the trends shaping Hong Kong’s future as an international business hub, and how major industry players can promote a renewed understanding of the city’s unique commercial offerings.

Our speakers brought a wealth of knowledge, expertise, and dedication to the panel discussion, engaging in a constructive dialogue that addressed the challenges facing Hong Kong while providing compelling reasons for international businesses to remain confident in the city. Dr Anne Kerr brought her perspective as the Chair of the British Chamber of Commerce to position the key messages in the larger context of the Summit, giving our audience a glimpse of what to expect for the day.

Despite a challenging external environment, Hong Kong’s ability to bring stability, financial resilience, and opportunity is fundamental to its long-term comeback as a global business centre. Instead, attendees are encouraged to shift their attention and efforts to enhancing the city’s ability to rapidly evolve, adapt, and re-invent to drive major breakthroughs in economic and social development. A perfect lead-in to our next few panels on redefining Hong Kong's role in the global context!



KEYNOTE SPEAKER - CO-CHIEF OPERATING OFFICER OF HKEX

We were privileged to have Bonnie Y Chan , Co-Chief Operating Officer of Hong Kong Exchanges and Clearing Limited (HKEX), as one of our esteemed keynote speakers at the BritCham Hong Kong Summit, where she shared her insights on the future of Hong Kong's capital market and HKEX's role as an East-West superconnector.

Bonnie said, "As an IFC, Hong Kong is of great value to global markets because of its unique Mainland China and international connectivity."



REDEFINE HONG KONG

In recent years, we have seen the erosion of Hong Kong's brand trust both within the local community and abroad. Our second panel of the day, Redefine Hong Kong, comes on the back of ongoing discussions on the gap between public perceptions of Hong Kong and the positive brand narrative promoted by local authorities in their global marketing and publicity campaign.

Attendees enjoyed a fascinating and nuanced discussion on the future of Hong Kong's brand as a global destination, particularly in the vision, scope, and language used to articulate what the city has to offer in a changed business and geopolitical climate. Our panellists called for Hong Kong to go beyond tactical marketing and awareness campaigns, encouraging greater efforts to go into assessing and realigning the city's growing list of strengths with changing investor, business, and talent needs.

Of course, a discussion on Hong Kong's global appeal and marketability would be remiss without the input of the next generation of business leaders, entrepreneurs, and industry practitioners. The panel also shone a spotlight on the recommendations put forth by Hong Kong's young talent, including the Chamber's Y-Network members, and how they aligned with the priorities outlined in the 2023 Policy Address, including the re-establishment of Hong Kong as a major events capital and improving demographic diversity.

However, nothing beats getting people into Hong Kong to see the city's tangible and intangible strengths for themselves. Stay tuned for our upcoming panel discussions on liveability, and how key stakeholders can deliver a vision that connects Hong Kong's global appeal with creative and cultural enrichment as well as a higher quality of life.



HONG KONG AS AN IFC

Part 1

With Hong Kong in the process of reinvention and in need of a reset, as pointed out by our previous panellists, we move into the next area of focus: Hong Kong as an international financial centre and I&T hub; the macro trends shaping financial services in Hong Kong; and how to leverage the evolving dynamics in financial services to bring substantial new capital inflows to the city.

With the rapid growth of FinTech worldwide and increasing interconnectedness in the financial sector, accelerating the development and integration of innovative technologies is essential to Hong Kong's continued success as an IFC – not only in maintaining global relevance but also in enhancing market trust and added value to clients. Equally important is the role technology plays in the promotion of financial inclusivity, as Hong Kong strives to build extended supply chains into the GBA, provide greater support to SMEs, and collaborate with emerging markets in ASEAN and the Middle East.



HONG KONG AS AN IFC

Part 2

Having heard from senior executives from leading banks, financial institutions, and professional services firms, as well as luminaries across the creative industries sector, we now come full circle as our panellists address a question that has been discussed countless times today: What is stopping Hong Kong from becoming the definitive international finance centre?

Drawing from earlier dialogue on Hong Kong's offering as a headquarters economy, the panel elaborated on the city's strengths and weaknesses as an IFC, while exploring talent shortage issues in greater depth. The inclusion of the Insurance Authority was a welcome addition, bringing a regulatory perspective that allowed the session to stand out from the rest, despite touching upon similar, if not intersecting, themes in its exploration of Hong Kong as an international insurance centre and outlook as a green and sustainable finance centre.



KEYNOTE SPEAKER – CHAIRMAN OF M+ MUSEUM

We were delighted to welcome The Honourable Bernard Charnwut Chan, GBM, GBS, JP to open our panel on Hong Kong's creative industries. In his keynote speech, Bernard shared his observations on Hong Kong's arts and culture scene, including witnessing the warm reception of the M+ and the Hong Kong Palace Museum following its opening.

CREATIVE INDUSTRIES IN HONG KONG

Pivoting from conversations on Hong Kong as an IFC, we were treated to an enlightening panel discussion on where Hong Kong stands as a hub for creative industries. The audiences were impressed by the frank, refreshing perspectives on this oft-overlooked aspect of Hong Kong, as they assessed how effective Hong Kong is in fostering a conducive environment for creative enterprises, pointing to limited access to affordable workspaces, industry relevant skills, and diversity of talent. Despite these challenges, there is an enduring love for Hong Kong's indefinable appeal, with panellists echoing calls to develop a clear vision, take bigger risks, and adopt a more proactive approach to cultivating Hong Kong's cultural pluralism.



HONG KONG AS A LIVEABLE CITY

With talks on reinventing, redefining, and realigning Hong Kong's brand with changing perceptions, the BritCham Hong Kong Summit have shown our home city as one undergoing profound transformation. In our penultimate panel discussion, Hong Kong as a Liveable City, we pick up on the emerging theme of liveability underpinning our previous sessions on city branding, identity and authenticity, with leading experts in sustainable urban development, social inclusion, and PropTech.

Liveability is a powerful tool to change perceptions on Hong Kong. This panel explored what liveability means for residents in Hong Kong, and how the business community can help reframe the concept of liveability to play to the city's strengths. As observed by our panellists, Hong Kong is unmatched in terms of connectivity to communities and neighbourhoods, whether through transportation, service efficacy, or facility distribution. However, affordability remains a major obstacle to enhancing liveability, which necessitates ongoing dialogue between the government and the private sector to devise solutions and make arrangements that respond to people's long-term needs and have a tangible positive impact on their quality of life.

In the end, the resulting panel discussion stimulated the imagination and invited the audience to imagine a version of Hong Kong that promotes better livelihoods and greater sustainability.



KEYNOTE SPEAKER - SECRETARY FOR COMMERCE AND ECONOMIC DEVELOPMENT BUREAU OF THE HKSAR

The Chamber is thrilled to have Mr Algernon Yau, JP, Secretary for Commerce and Economic Development Bureau of the Hong Kong Special Administrative Region, to give the closing keynote at the BritCham Hong Kong Summit 2023. Mr Yau thanked the Chamber for organising the Summit as a much-needed platform for thought leadership, knowledge-sharing, and change.

Much to our delight, Mr Yau shared his thoughts on a question posed in the Redefine Hong Kong panel around Hong Kong's global relevance, linking it back to some of the key strategies and targets outlined in the Chief Executive's 2023 Policy Address.

Despite negative media narratives, Hong Kong will move ahead and connect with the world, renewing bilateral relations with its neighbours and other partner countries to drive sustainable, resilient, and inclusive economic growth in the wider region.





Thank you

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HONG KONG REBOUND