

HONG KONG F ♦ CUS



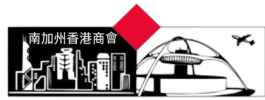
Hong Kong Shines Bright as a Family Office Hub

As a global offshore wealth management center, Hong Kong is ranked second worldwide after Switzerland. In fact, the city is the fastest-growing major wealth management center in the world for international asset management. It is home to more of the world's top 500 family enterprises than any other financial hub in the Asia-Pacific region.

Given that wealth and asset management is a big part of a family office's function, the expertise, scale and depth of market offered by Hong Kong is a major draw for wealthy families. It has 70 of the world's top 100 asset managers, with more than 42,000 practitioners in the asset and wealth management business. Hong Kong is also the largest cross-border private wealth management and hedge fund center, second only to mainland China as a center for private equity.



For ultra-high-net-worth (UHNW) families, managing and preserving their wealth is paramount. The job of a family office is to manage a family's affairs, largely through wealth and asset management, succession and legacy planning, tax and legal issues, public reputation management and philanthropy. A family also needs to contend with external forces, such as technological disruption and deglobalisation, as well as global financial and economic uncertainty.



Hong Kong Association of Southern California

HONG KONG NEWS

Hong Kong's Innovation and Technology Startup Ecosystem Revs Up

Hong Kong is going full steam to ramp up its I&T capabilities, turning the city into one of the most desirable destinations for startups. There are many different funding schemes specially designed to provide support for startups of various nature and at various stages.

To accommodate the anticipated uptick in startups, the 87-hectare Hong Kong-Shenzhen Innovation and Technology Park will begin to roll out in phases starting end-2024. Hong Kong's position in the Guangdong-Hong Kong-Macao Greater Bay Area is another great attraction for I&T startups.



Hong Kong -- a Hotbed of Creativity

Long known for its record-setting art auctions that rival sales in New York and London, Hong Kong is emerging as a vibrant international arts hub, home to a growing number of world-class museums, galleries, and cultural events, and an ecosystem that's incubating a young generation of talent.

The city's burgeoning arts scene is a reflection of Hong Kong's unique heritage and blend of Asian and Western cultures, as well as its ability to adapt to new trends and ideas.



Administrative Service Summer Internship Programme

The Hong Kong Government's Administrative Service Summer Internship Programme 2024 is now open for application. The program provides an early opportunity for students to gain hands-on experience of working with serving Administrative Officers (AOs), so as to enrich their understanding of the roles and missions of an AO and facilitate their future career planning.

Successful candidates will be assigned to one government bureau or department with similar duties to those of AOs. Visits to Government offices and relevant public organizations will also be arranged to enhance their understanding of public administration.



For full articles, please visit Hong Kong Economic and Trade Office, San Francisco

<https://www.hketosf.gov.hk/>



Hong Kong Association of Southern California

UPCOMING EVENT

Chinese New Year Gala -- Celebrating the Year of Dragon

Join us for a spectacular celebration of the Association's 32nd Chinese New Year Gala at the Hilton San Gabriel Hotel on Saturday, February 24, 2024. Get ready to immerse yourself in the vibrant festivities of Chinese New Year, indulge in a delectable feast featuring authentic Chinese cuisine and celebrate the arrival of the Year of the Dragon with fellow members and friends. Don't miss out on this exciting event that brings together the community to celebrate Chinese culture and traditions. Reserve your ticket and get ready for an evening of fun, laughter, and good fortune!

Date: Saturday, February 24, 2024

Time: 5PM to 9:30PM

Location: The Hilton San Gabriel Hotel
225 W Valley Blvd, San Gabriel, CA 91776
(Free Self Parking)

Admission: \$260 Per Seat
\$2,500 Per Gold Table -- 10 Seats

RSVP: bit.ly/HKASC2024gala



San Diego 19th Annual Banquet

Mark your calendars for a night of glamour and celebration! Our San Diego 19th Annual Banquet awaits you on Thursday, March 21, 2024 at Golden Island Dim Sum & Asian Cuisine 金島. Save the date and join us for an enchanting evening filled with joy, entertainment, and meaningful connections. More details to come!

Date: Thursday, March 21, 2024

Time: 5PM to 9:30PM

Location: Golden Island Dim Sum & Asian Cuisine
10660 Camino Ruiz, San Diego, CA 92126

Admission: \$80 for Member. \$85 for Non-Member

RSVP: bit.ly/hkascSD2024

[Sponsorship Options](#)





The Asian Financial Forum (AFF) returns on 24 and 25 January 2024!

The Asian Financial Forum (AFF) returns on 24 and 25 January 2024 at the Hong Kong Convention and Exhibition Centre. Jointly organised by the Government of Hong Kong and the Hong Kong Trade Development Council (HKTDC), the AFF is Asia's premier finance event for gathering the latest market intelligence, exploring the latest financial innovation and establishing new connections.

The 2023 edition featured 160 internationally renowned speakers, attracting over 2500 in-person and 4,500 virtual global leaders in government, finance and business from 71 countries and regions to gather intelligence, establish connections, and explore investment opportunities in Hong Kong.

In coming January, AFF 2024 will spotlight on global business community, policymakers and regulators joining hands in fostering multilateral cooperation for a shared future. Join the AFF 2024 to unite with global finance leaders, foster multilateral cooperation, and shape the future of the industry.

More registration details on the official AFF website: <https://www.asianfinancialforum.com>

JOIN FAIRS, CONFERENCES & EVENTS

As Asia's business hub, trade-fair capital and convention hub, Hong Kong attracts plenty of international buyers, suppliers and companies to participate in the range of events taking place here.



24 - 25 Jan 2024 **Asian Financial Forum 2024**



25 Jan 2024 **【Digital Academy】
eCommerce Magic for Toy
Retailers: Safety Standards and
Successful Fulfilment**



25 - 28 Jan 2024 **HKTDC Education & Careers
Expo 2024**



25 Jan 2024 **HKTDC Research Webinar "The
Road to Net Zero: Stakeholder
Engagement"**



26 - 30 Jan 2024 **Ambiente, Frankfurt, Germany
2024**



26 Jan 2024 **【Digital Academy】2024
Social Media New Picture | AI
Lazy Pack, Will Shorts Remain
Popular?**



30 Jan 2024 **To Promote Hong Kong
Innovative Technology Business
in the Greater Bay Area (GBA)**



30 Jan - 3 Feb
2024 **The Nuremberg International
Toy Fair 2024**

For more information, visit <https://event.hktdc.com/>.

Analysis & News

YRD Companies Actively “Go Out” to Expand International Business



Despite sluggish global economic growth and ongoing geopolitical tensions, many Chinese companies remain keen on “going out” to invest in a bid to expand into overseas markets and find more growth drivers. Figures recently released by the Ministry of Commerce, the National Bureau of Statistics and the State Administration of Foreign Exchange show China’s overall outward foreign direct investment (FDI) reaching US\$163.1 billion in 2022, second only to the United States and accounting for over 10% of global outward FDI for seven consecutive years. At the end of 2022, the outward FDI stock from China reached about US\$2.75 trillion, ranking among the top three in the world for six years running.

Outward FDI from the Yangtze River Delta (YRD) region has always been a frontrunner among all mainland provinces and municipalities. In China’s non-financial outward direct investment, US\$86.05 billion came from local enterprises, accounting for 61% of overall outward FDI (up 3.3% year-on-year). Zhejiang, Shanghai and Jiangsu ranked first, third and sixth in China’s outward FDI with 17.7%, 12.4% and 6.7% shares respectively, suggesting that the YRD is one of China’s major sources of outward FDI.

Over the years, Hong Kong has been the most important platform through which mainland companies venture into overseas markets. Many YRD enterprises use Hong Kong as a “going-out” platform for managing and investing in overseas business. In 2022, as much as 59.8% of China’s overall outward FDI was destined for Hong Kong. The mainland’s FDI stock in Hong Kong accounted for 57.7% of China’s total at the end of 2022.

For full article, visit: <https://research.hktdc.com/en/article/MTU4NzlyNTQzNQ>



Hong Kong Association of Southern California

HKASC MEMBERSHIP

WE OFFER YOU



NETWORKING

- Business Mixer
- Seminar, Webinar
- Breakfast, Luncheon, Dinner, Gala
- Study Tour



MEMBER PORTAL

- Member Directory
- Connections + interactions among members like a private LinkedIn network
- Post product pictures & activities to increase visibility
- Priority RSVP for events




PROMOTION OPPORTUNITIES

- Event Sponsorship
- Gift Donation
- Display Table
- E-Blast/Program Book Ad
- Website Sponsors

NATIONAL & INTERNATIONAL AFFILIATION



Golden Bauhinia Member (Director's Circle)	Corporate Member	Individual Member	Student Member	Young Executive Club (YEC)
\$1,000 / year	\$500 / 3 years \$200 / 1 year	\$110 / 3 years \$40 / 1 year	\$20 / year	YEC Individual \$100 / year YEC Corporate \$1,000 / year YEC Individual Lifetime \$500
<ul style="list-style-type: none"> • 6 names' listing • Privileges to meet and connect with government officials in Hong Kong, California, HKASC Board & Chapter Leaders • Invitations to VIP receptions and events • Discounted, complimentary or invitation only admission to HKASC events • Half page company feature with logo in HKASC e-newsletter "Hong Kong Focus" • Full Access to Member Portal • Affiliated membership of Federation of Hong Kong Business Associations Worldwide • Affiliated membership of National U.S. Hong Kong Business Association (NUSHKBA) • Referral by a HKASC Board member 	<ul style="list-style-type: none"> • 4 names' listing • Invitations to VIP receptions and events • Discounted, complimentary or invitation only admission to HKASC events • Half page company feature with logo in HKASC e-newsletter "Hong Kong Focus" • Full Access to Member Portal • Affiliated membership of Federation of Hong Kong Business Associations Worldwide • Affiliated membership of National U.S. Hong Kong Business Association (NUSHKBA) 	<ul style="list-style-type: none"> • 1 name listing • Discounted, complimentary or invitation only admission to HKASC events • Introduction in HKASC e-newsletter "Hong Kong Focus" • Access to Member Portal • Affiliated membership of Federation of Hong Kong Business Associations Worldwide • Affiliated membership of National U.S. Hong Kong Business Association (NUSHKBA) 	<ul style="list-style-type: none"> • 1 name listing • Discounted or complimentary admission to HKASC events • Introduction in HKASC e-newsletter "Hong Kong Focus" • Affiliated membership of Federation of Hong Kong Business Associations Worldwide • Affiliated membership of National U.S. Hong Kong Business Association (NUSHKBA) 	<ul style="list-style-type: none"> • Young professionals age <=45 are welcomed to join. • Discounted, complimentary or invitation only admission to HKASC events • Half page company feature with logo in HKASC e-newsletter "Hong Kong Focus" for YEC Corporate and Lifetime Member • Full Access to Member Portal • Affiliated membership of Federation of Hong Kong Business Associations Worldwide • Affiliated membership of National U.S. Hong Kong Business Association (NUSHKBA) 

Membership Application: <https://hkasc.org/hkasc-membership-application>



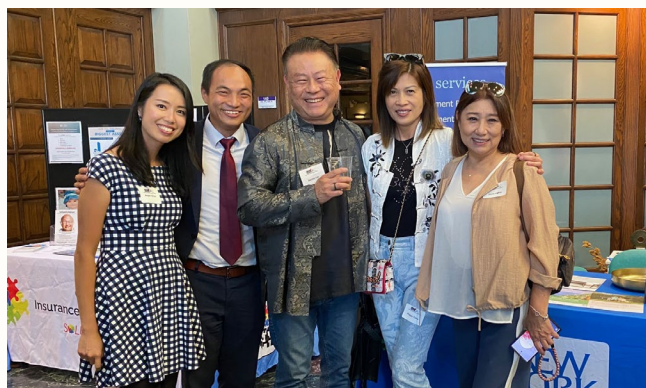
Hong Kong Association of Southern California

PAST EVENTS

International Summer Business Mixer

August 10, 2023

The International Summer Mixer at OC Plaza was a fantastic evening with lively participation. A big thank you to the 30+ exhibitors who presented their businesses, contributing to the success of this event. We were delighted to collaborate with international organizations for this memorable occasion. #OCIACC.com #BABCO.com #FACCOC.org #SmallBusinessDiversityNetwork.org #AA-BA.org



Annual Members Meeting and AI Creates Opportunities For Everyone

October 11, 2023

HKASC 34th Annual Members Meeting was held on October 11, 2022. HKASC President Wilson Tang reported the association's activities in the past year, announced the new term of Board of Directors for 2023-2025. HKASC is honored to have Huy Ly, CEO of Meijun LLC who gave a talk about AI Creates Opportunities For Everyone.





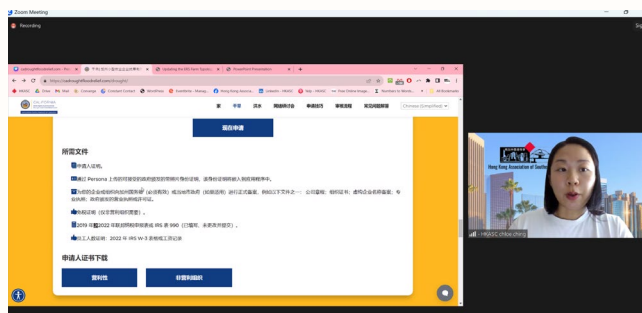
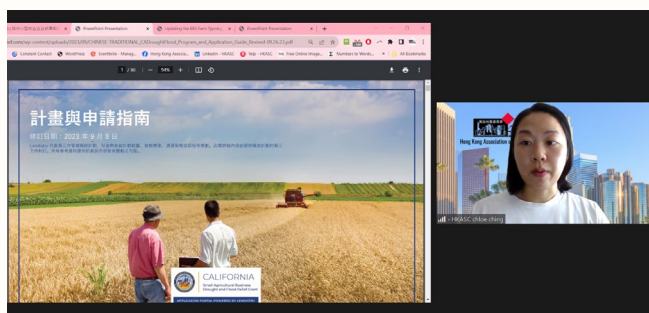
Hong Kong Association of Southern California

PAST EVENTS

Business Webinar: Small Agricultural Business Drought and Flood Relief Grant

October 26, 2023

A Cantonese webinar to help you understand the program for Small Agricultural Business Drought and Flood Relief Grant. Guidelines, eligibility requirements and required documentation, plus a live demo of application process were introduced during the webinar.



The 24th Hong Kong Forum

December 7-8, 2023

The Hong Kong Forum is the annual flagship event organized by the Hong Kong Trade Development Council (HKTDC) and the Federation of Hong Kong Business Associations Worldwide. Every year hundreds of business leaders from over 30 countries and regions participated in the event.





Hong Kong Association of Southern California

NEW MEMBERS

Individual Members

Nancy Anatavara
Sunfulfoods.com

Ron Assaf
Insite Street Media

Rachel Chan
World Financial Group

Kate Diep-Kwei
Optimal Healthcare Solutions

Antonette Duval
HSBC Bank USA, N.A.

Thomas Lin
Emboulden

Jake Looney
World Financial Group

Christy Mak
Vincent Mak & Company

Elaine Pang
Pacific Asian Consortium in Employment

Benjamin Robinson
Bitmain

Louisa Van
World Financial Group

Cassandra Wong
Chinese School of San Diego

Sophie Wong
Chinese For Christ Inc.

Student Members

Mahdi Jorat
CSLUB (MBA)

Joy Mak
USC

Corporate Member

OmniFoods



OMNI is not only plant-based, which is better for the planet – we're also careful about using planet-friendly ingredients. Rice, non-GMO soy, mushrooms and pea protein are very low impact, but make no compromise on taste. With over two years in development by expert food scientists, OMNI uses a signature mix of clean plant-based complete proteins making them tastier and healthier than meat. This isn't a meat alternative; it's a meat replacement. When you choose OMNI instead of traditional meats, you're also making a better choice for animals. Our plant-based proteins don't cause any harm to you or anyone, so we can all move towards a more balanced food system.

<https://omnifoods.co/us>

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