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## Press Release

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# Rallying the World to Keep Up: Announcing New Advisors and Creators for the HKSTP I&T Powerhouse, Propelling Homegrown Startups Towards Global Success

*New global thought leadership series spotlighting the HKSTP I&T Powerhouse, uniting its soft power of visionaries to rally the world to keep up with Hong Kong's innovation*

(Hong Kong, 7 April 2025) – HKSTP's [Keep Up](#) global brand campaign has taken the world by storm, reaching over 19 million people across 240+ destinations worldwide since its launch in July 2024—a testament to its vision of going global.

The momentum continued with the launch of the [HKSTP I&T Powerhouse](#) at the **Dawn of Visionaries** event last Friday, signifying new hope and a new chapter. 150 visionaries gathered to celebrate success, reinforcing the soft power of HKSTP's exceptional network of Advisors, Advocates, Alumni, Mentors, Partners, and Creators—the true essence that defines HKSTP. The HKSTP I&T Powerhouse will unite the visionaries to propel success, providing startups and entrepreneurs direct access to over 500 corporate partners and 1,000 investors worldwide.

## Uniting Visionaries to Drive Global Innovation

At the event, **Dr Allan Zeman, Chairman of Lan Kwai Fong Group**, and **Mr Amb George Hara, Group Chairman and CEO of DEFTA Partners**, have been appointed as Advisors of the HKSTP I&T Powerhouse. Meanwhile, internationally acclaimed photographer and artist **Mr Wing Shya** has joined the network as Creator, further enriching HKSTP's vibrant ecosystem.

**Allan Zeman** is a renowned entrepreneur with a global presence in hospitality and entertainment across Asia, he will bring invaluable expertise to HKSTP's brand positioning and international expansion. Meanwhile, **George Hara**, a global leader in venture capital and entrepreneurship, will spearhead HKSTP's investment strategies, which will be instrumental in driving startups towards global success.

**Dr Sunny Chai, Chairman of HKSTP**, said "Innovation thrives when visionaries unite. The HKSTP I&T Powerhouse is more than a network—it's a force of creativity, resilience, and collaboration, lighting the way to a future of limitless possibilities. Together, we turn challenges into opportunities and ideas into impact. Success is all about commitment and persistence—keep up with us, and together, we will make Kong Kong's innovations shine on the global stage."



### **Igniting Global Momentum: Hong Kong's Innovation Story Told Across Borders**

The **Keep Up** global brand campaign is on a mission to call on like-minded visionaries to stay ahead with HKSTP's innovations and global impact. Spotlighting the global influence of the HKSTP I&T Powerhouse, HKSTP has newly launched a **new global thought leadership series** featuring its visionaries who are pioneering breakthroughs, challenging conventions, and pushing the boundaries of technology.

**Ms Hilda Chan, Chief Marketing Officer of HKSTP**, said, "We are rallying the world to keep up with our I&T Powerhouse. The latest global series brings together influential leaders in high-impact discussions that spark fresh perspectives and foster collaboration. We're also fusing technology, art, and culture, using bold visual content to reimagine technology through an artistic lens and ignite cultural conversations that will shape the future."

With the new Creators joining the network, HKSTP collaborates with **Wing Shya** and **Hypebeast** to reinterpret technology as artwork through a collection of emotional and abstract photographs. The vision is to inspire the global audience to view technology through a new lens —one that goes beyond just science and innovation.

Doubling down on global thought leadership, HKSTP partnered with **The Economist** to host a high-profile panel at the 5th Annual Technology for Change, highlighting Hong Kong's commitment to talent, R&D expansion, and investment growth. Additionally, HKSTP joined forces with **Monocle** to host the **HKSTP I&T Powerhouse Breakfast Club**, bringing together 10 esteemed industry leaders. It also featured HKSTP Advisor on The Entrepreneurs, a bespoke radio programme hosted by Mr Tom Edwards, Head of Radio, discussing how innovation and technology shapes Hong Kong's modern identity.

HKSTP also rolled out the Keep Up with global platforms including **Cathay Pacific, South China Morning Post, Fortune, Bloomberg and BBC**, reaching over 19 million global audience across 240+ destinations.

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Photo 1: Dr Allan Zeman, Chairman of Lan Kwai Fong Group, and Amb George Hara, Group Chairman and CEO of DEFTA Partners, have been appointed as Advisors of the HKSTP I&T Powerhouse. From left: Mr Lester Chan, CEO, Aura Labs Limited; Ms Kiki Zhang, CFO, FJ Dynamics; Mr Hilton Law, CEO, Integrated Solutions; Dr Sunny Chai, Chairman of HKSTP; Dr Allan Zeman, Chairman, Lan Kwai Fong Group; Mr Albert Wong, CEO, Hong Kong Science & Technology Parks Corporation; Ms Jasmine Wong, Bachelor of Biomedical Science Student, The Chinese University of Hong Kong; Mr Tom Edwards, Head of Radio, Monocle.



Photo 2: 150 visionaries gathered at the launch of the HKSTP I&T Powerhouse during the *Dawn of Visionaries* event, signifying new hope and a new chapter.



Photo 3: Dr Sunny Chai, Chairman of HKSTP, welcomed the 150 visionaries and unveiled the HKSTP I&T Powerhouse at the event.



Photo 4: HKSTP visionaries at The Economist's panel at the 5th Annual Technology for Change. From left: Mr Tom Standage, Deputy editor, The Economist; Mr Albert Wong, CEO, Hong Kong Science & Technology Parks Corporation; Dr Allan Zeman, Chairman, Lan Kwai Fong Group; Ms Angel Ng, Regional CEO, Greater China, Prudential plc; Amb George Hara, Group Chairman and CEO, DEFTA Partners.



Photo 5: HKSTP collaborated with Monocle to host the HKSTP I&T Powerhouse Breakfast Club. From left: Tom Edwards, Head of Radio, Monocle; Albert Wong, CEO, Hong Kong Science & Technology Parks Corporation; Dr Allan Zeman, Chairman, Lan Kwai Fong Group.



Photo 6: Keep Up Global Branding Campaign video rolled on all Cathay Pacific inflight entertainment routes throughout January 2025.

**About Hong Kong Science and Technology Parks Corporation**

Hong Kong Science and Technology Parks Corporation (HKSTP) was established in 2001 as a thriving I&T ecosystem grooming 14 unicorns, more than 15,000 research professionals and over 2,200 technology companies from 26 countries and regions focused on developing Life and Health tech, AI and robotics, fintech and smart city technologies, etc.



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The growing engine offers comprehensive support including R&D infrastructure, investment expertise, industry connections and more, in attracting and nurturing talent, accelerating ideation, and commercialising innovation for technology ventures, all with the I&T journey built around key locations across Hong Kong and branched towards Shenzhen to continuously contribute to the development of I&T making a pillar of growth for Hong Kong.

More information about HKSTP is available at [www.hkstp.org](http://www.hkstp.org).

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