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中華人民共和國香港特別行政區政府
InvestHK 投資推廣署
The Government of the Hong Kong Special Administrative Region
of the People's Republic of China



Press Release

Largest-ever Hong Kong FinTech Week x StartmeupHK Festival 2025 to celebrate decade of innovation with world-class line-up (with photos)

Invest Hong Kong (InvestHK) today (October 17) unveiled details of the 10th anniversaries of Hong Kong FinTech Week x StartmeupHK Festival 2025 (HKFW x SMUF), set to take place from November 3 to 7. This strategic alliance marks a decade of innovation while creating an expanded platform dedicated to all facets of technology and business impacts. The joint celebration underscores Hong Kong's commitment to the digital economy, leveraging its position as a leading international financial centre and thriving start-up hub.

As Hong Kong's premier innovation-focused event, HKFW x SMUF is organised by the Financial Services and the Treasury Bureau (FSTB), the Commerce and Economic Development Bureau (CEDB) and InvestHK, in collaboration with the Hong Kong Monetary Authority (HKMA), the Securities and Futures Commission (SFC), and the Insurance Authority, and the appointed event organiser, Finoverse. The event is expected to attract over 37 000 attendees, more than 800 leading speakers and over 700 exhibitors from more than 100 economies. The main conference taking place on November 3 to 4 at the Hong Kong Convention and Exhibition Centre will enable the event to reach its largest scale ever.

This year's theme: Curating the New Fintech Era

Consistently ranked among the world's top three international financial centres and as a leader in Asia, Hong Kong has taken bold strides to solidify its position as a leader in fintech as well. Hong Kong has recently been recognised by the Global Financial Centres Index as the world's No. 1 fintech hub, a testament to its pivotal role in advancing financial technology around the globe. With over 1 100 fintech firms operating in the city at present, and the sector projected to reach US\$606 billion in total revenue by 2032, driven by an impressive annual growth rate of 28.5 per cent, HKFW will continue to expand its global influence, further cementing its position as Asia's leading fintech event.

The Secretary for Financial Services and the Treasury, Mr Christopher Hui, said, "This year's theme of FinTech Week is 'Curating the New Fintech Era'. It is indeed our promise which is Hong Kong not only adapts to the future of fintech but will also shape the next chapter of global finance, where capital flows more intelligently and technology addresses real-world economic challenges. The Government will continue to work closely with the financial regulators and the fintech industry to build Hong Kong as an ideal destination for embracing and leading fintech, with a view to establishing scalable and

sustainable fintech solutions that drive the global economy forward."

A start-up superhighway

Start-ups attending HKFW x SMUF will gain access to unparalleled resources on a unified platform. The event will foster a thriving community of entrepreneurs, investors, and industry leaders, with thought-provoking content on innovation, emerging technologies, and scaling strategies.

Participants will include start-up founders, investors, and pioneers from sectors such as AI, fintech, green tech, health tech, proptech, and more. HKFW x SMUF will offer opportunities for ventures to secure funding, form partnerships, and break into Asia and global markets.

The Secretary for Commerce and Economic Development, Mr Algernon Yau, said, "Start-ups are an important part of any economy. Behind every start-up, there must be an innovative business idea. These new ideas call for changes, and refresh our economy. And Hong Kong is just the right place not only for start-ups to be created, but also for them to grow to scale. Apart from the favourable business environment in Hong Kong, the start-ups here are supported by a strong network of incubators and accelerators, a pool of experienced angels and venture capitalists, a host of government-backed programmes and a welcoming business community." He added that the number of start-ups in Hong Kong has increased from about 1 600 10 years ago to around 4 700 last year. The impressive expansion is a result of the pro-start-up measures taken by the Government over the years.

A new chapter of creating more together

The main conference will feature 11 targeted forums with thoughtfully curated programmes. These include the Policy Forum, Visionary Forum, InsurTech Forum, HealthTech Forum, Wealth & Investment Management Forum, Digital Finance Forum, Digital Assets Forum, Blockchain & Web3 Forum, AI & Advanced Tech Forum, China-Global Innovation Forum, and TechX Forum.

The Director-General of Investment Promotion of InvestHK, Ms Alpha Lau, said, "HKFW x SMUF are much more than conferences. They are strategic platforms driving tangible two-way investment flows and fostering meaningful collaborations. This year, we will welcome over 30 delegations from the Chinese Mainland and overseas, including leading Chinese Mainland tech hubs such as Beijing and Shenzhen, seeking 'go global' opportunities through Hong Kong; traditional markets in Western Europe and the United States, seeking to tap into Asia's growth; and emerging markets from the Gulf Cooperation Council region, ASEAN (Association of Southeast Asian Nations) and Central Europe. Their participation underscores the world's confidence in Hong Kong as the ideal place for innovative ideas to flourish and scale."

Ms Lau further emphasised that the 10th anniversary is not only a moment to reflect on past achievements, but also an opportunity to chart the future and invite the world to share ideas in Hong Kong's remarkable journey.

This year, shortlisted Global Fast Track programme semi-finalist companies from seven verticals will be invited to the semi-finals and grand finale to pitch in person onstage during HKFW x SMUF. This provides an unparalleled opportunity for innovators to showcase their solutions in front of thousands of attendees, including key corporates, investors, service providers and communities seeking innovative fintech and other tech solutions and investment opportunities. The programme has already received overwhelming interest, with over 700 applications from 70 economies worldwide.

Additionally, appointed event organiser Finoverse will introduce its first AI community host "Samantha" at HKFW x SMUF. Through conducting a five-minute live call, Samantha can connect users to targeted meetings and craft personalised forum

itineraries according to users' interests and objectives, leveraging a database of 11 forums by a proprietary AI algorithm for precise matches. Accessible on mobile devices via mainstream messaging apps, Samantha supports English and Putonghua, enabling seamless interactions with participants from around the world. This AI assistant is user-friendly and helps enhance participants' business outcomes, delivering a more rewarding event experience.

List of esteemed speakers at the main conference

Hong Kong Special Administrative Region Government and regulators:

- The Chief Executive, Mr John Lee;
- The Financial Secretary, Mr Paul Chan;
- The Secretary for Financial Services and the Treasury, Mr Christopher Hui;
- The Secretary for Commerce and Economic Development, Mr Algernon Yau;
- The Chief Executive of the HKMA, Mr Eddie Yue;
- The Chief Executive Officer of the SFC, Ms Julia Leung;
- The Chief Executive Officer of the Insurance Authority, Mr Clement Cheung;
- The Under Secretary for Financial Services and the Treasury, Mr Joseph Chan;
- The Under Secretary for Innovation, Technology and Industry, Ms Lillian Cheong;
- The Under Secretary for Environment and Ecology, Miss Diane Wong; and
- The Director-General of Investment Promotion of InvestHK, Ms Alpha Lau.

Global policy leaders:

- The Executive Secretary of the Wolfsberg Group, Mr J Edward Conway;
- The Secretary General of the Financial Stability Board, Mr John Schindler; and
- The President and Chair of the Board of Directors of the Asian Infrastructure Investment Bank, Mr Jin Liqun.

Industry leaders:

Highlighted speakers in the AI and advanced technologies space:

- Co-founder and Managing Partner of Alpha Intelligence Capital, Mr Antoine Blondeau;
- The Vice President and Chief Executive Officer of Z.AI, Ms Carol Lin;
- The Founder and Chief Executive Officer of 3C AGI Partners, Ms Esther Wong;
- Nobel Laureate in Physics, Professor Emeritus of the University of Toronto, Mr Geoffrey Hinton; and
- Vice President of MiniMax, Mr Xue Zizhao.

Highlighted speakers in the financial services sector:

- The Chief Executive Officer and Banking Head, Citi Hong Kong; Chairman of Citibank (China), Ms Aveline San;
- The Group Chief Executive of Standard Chartered, Mr Bill Winters;
- The Group Chief Executive of HSBC, Mr Georges Elhedery;
- The President and Chief Executive Officer of Franklin Templeton, Ms Jenny Johnson; and
- The Vice Chairman and Chief Executive of Bank of China (Hong Kong), Mr Sun Yu.

Highlighted speakers in the tech sector:

- Vice President and Chief Financial Officer of Xiaomi, Mr Alain Lam;
- The Chairman of Ant Group, Mr Eric Jing;
- The Corporate Vice President, Head of Tencent Financial Technology, Tencent, Mr Forest Lin; and
- Ex-Chairman of Meitu and Angel Investor Mr Cai Wensheng.

Highlighted speakers in the digital asset and blockchain sector:

- The Partner, Head of Digital Assets, Data, and AI of Apollo, Ms Christine Moy;
- The Chief Commercial Officer of OKX, Mr Lennix Lai;

- The President of Solana Foundation, Ms Lily Liu;
- The Chief Executive Officer of Binance, Mr Richard Teng; and
- Co-Executive Director of the Ethereum Foundation and Founder of Nethermind, Mr Tomasz Stańczak.

Highlighted speakers in the insurtech sector:

- The Group Chief Technology and Operations Officer of Prudential plc, Ms Anette Bronder;
- The Group Chief Technology and Life Operations Officer of AIA Group, Mr Biswa Misra;
- Co-Founder of Bowtie Life Insurance Company, Mr Fred Ngan;
- The Group Chief Executive Officer of Singlife, Ms Pearlyn Phau; and
- The Chief Executive Officer of AXA Greater China, Ms Sally Wan.

Highlighted speakers in the payment sector:

- Co-founder and Chief Executive Officer of EBANX, Mr João Del Valle;
- Co-President of Ascend Money, Ms Monsinee Nakapanant; and
- The Chief Executive Officer of LianLian Global, Mr Tim Shen.

Highlighted speakers in the Venture Capital and Investing space:

- The Founding Managing Partner of Qiming Venture Partners, Mr Duane Kuang;
- The Founder, Chairman and Chief Executive Officer of Primavera Capital Group, Mr Fred Hu;
- Partner of MPCi Mr Harry Man;
- The Chief Executive Officer of Ofi Invest, Mr Jean-Pierre Grimaud;
- Co-founder and Managing Partner of DST Global, Mr John Lindfors; and
- Fosun Global Partner, Co-Chairman and Chief Executive Officer of Fosun Capital, Mr Mike Xu.

Get ready for a transformative experience that will shape the future of technology and finance. For more event details, please visit www.fintechweek.hk and follow via official social media accounts:

LinkedIn: [Hong Kong FinTech Week](#); [StartmeupHK](#);

YouTube: www.youtube.com/c/HongKongFinTechWeek; and

Facebook: [Startmeup.HK](#).

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Photo Captions: (High resolution photos are available for download [here](#))



Photo 1: The Secretary for Financial Services and the Treasury, Mr Christopher Hui, speaks at the Hong Kong FinTech Week x StartmeupHK Festival 2025 press conference today (October 17).



Photo 2: The Secretary for Commerce and Economic Development, Mr Algernon Yau speaks at the Hong Kong FinTech Week x StartmeupHK Festival 2025 press conference today (October 17).



Photo 3: *The Director-General of Investment Promotion of Invest Hong Kong, Ms Alpha Lau speaks at the Hong Kong FinTech Week x StartmeupHK Festival 2025 press conference today (October 17).*



Photo 4: *Invest Hong Kong today (October 17) announced details of the Hong Kong FinTech Week x StartmeupHK Festival 2025. Photo shows (from left)*

*the Global Head of Financial Services, Fintech & Sustainability of InvestHK, Mr King Leung;
the Associate Director, Policy and Legislation of the Insurance Authority, Mr Tony Chan;
the Chief Fintech Officer of the Hong Kong Monetary Authority, Mr George Chou;
the Secretary for Commerce and Economic Development, Mr Algernon Yau;
the Secretary for Financial Services and the Treasury, Mr Christopher Hui;
the Director-General of Investment Promotion of InvestHK, Ms Alpha Lau;
the Director of Intermediaries and Head of Fintech Unit of the Securities*

and Futures Commission, Ms Elizabeth Wong; the Group Chief Technology Officer of Hong Kong Exchanges and Clearing Limited, Mr John Hsu; and the Head of Startups of InvestHK, Ms Jayne Chan, at today's press conference.



Photo 5: Invest Hong Kong (InvestHK) today (October 17) announced details of the Hong Kong FinTech Week x StartmeupHK Festival 2025. Photo shows (front row, from left)

the Global Head of Financial Services, Fintech & Sustainability of InvestHK, Mr King Leung; the Associate Director, Policy and Legislation of the Insurance Authority, Mr Tony Chan; the Chief Fintech Officer of the Hong Kong Monetary Authority, Mr George Chou; the Secretary for Commerce and Economic Development, Mr Algernon Yau; the Secretary for Financial Services and the Treasury, Mr Christopher Hui; the Director-General of Investment Promotion of InvestHK, Ms Alpha Lau; the Director of Intermediaries and Head of Fintech Unit of the Securities and Futures Commission, Ms Elizabeth Wong; the Group Chief Technology Officer of Hong Kong Exchanges and Clearing Limited, Mr John Hsu; and the Head of Startups of InvestHK, Ms Jayne Chan, at today's press conference.

Also present are (back row, from left) the General Manager of Strategic Development and Solutioning at Ant Digital Technologies, Mr Boz Wang; the Head of Product and Strategy of ChinaAMC (HK), Ms Katie He; the Chief Digital Officer, Personal Banking and Wealth Management of Bank of China (Hong Kong), Mr Daniel Li; the Group Head of Innovation and Digital Partnerships of HSBC, Mr Bojan Obradović; the Chief Operating Officer and Head of CEO Office of Standard Chartered Hong Kong, Ms Rose Kay; the Managing Director, Head of Hong Kong and Southeast Asia Intermediary Business of Invesco, Mr Ken Lin; the CAO of Citi Hong Kong, Mr Chris Long; and the Co-Founder and Managing Director of Finoverse, Ms Vila Wong, at today's press conference.

About Invest Hong Kong

[InvestHK](https://www.investhk.gov.hk) is the investment promotion agency of the Hong Kong Special Administrative Region Government, facilitating and promoting economically and strategically important investment, both inward and outward. It provides free advice and customised services for overseas and Mainland companies. For more information, please visit www.investhk.gov.hk.

About Hong Kong FinTech Week

Hong Kong FinTech Week, organised by the Financial Services and the Treasury Bureau and InvestHK, and co-organised by the Hong Kong Monetary Authority, the Securities and Futures Commission and the Insurance Authority, is Asia's global financial technology event for scaling new heights. Hong Kong FinTech Week 2024 hosted over 800 distinguished speakers and over 700 sponsors and exhibitors and welcomed over 37,000 visitors from over 100 economies to the event. Finoverse as the appointed event organiser, the week-long event featured a series of activities across Hong Kong and Shenzhen, including a GBA Tour, community and networking events, lifestyle activities, and workshop. For more information, please visit www.fintechweek.hk.

About StartmeupHK

StartmeupHK is an initiative by InvestHK aimed at helping founders of innovative and scalable startups from overseas to set up or expand in Hong Kong. Our services include providing information about the startup ecosystem here in Hong Kong, connecting people to the startup community, hosting startup events and helping to foster a positive environment for startups to thrive. Find out more at www.startmeup.hk, our one-stop portal to Hong Kong's startup ecosystem.

Media Enquiries:



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Additional information is available at the Department of Justice, Washington, DC.*