

On the way to Asia, stop in Hong Kong - the financial gateway for Israeli companies and start-ups

British tradition and Western culture, along with access to trade relations with China and other Asian countries - make Hong Kong a fertile ground for Western companies • Next week, on the 15th, the Asian Financial Conference will be attended by hundreds of companies and investors from the East alongside Israeli start-ups and companies •



Denes Ban, General Partner at OurCrowd

"Start-ups in general, and Israeli start-ups in particular, need investments from funds that offer strategic value, especially at the beginning, and this conference is a great place to find these funds," says Denes Ban, General Partner, and Director at OurCrowd, which invests in start-ups.

Ban has been a mentor and investor at the conference for several years and over the years has gained a great deal of familiarity with the Hong Kong and Asian markets in general. "In terms of investment, Hong Kong is the market I have been most comfortable doing business in. For the simple reason that I can have one day, for example, ten meetings with companies that operate in a variety of fields and each company is willing to find ways to move forward together."

He adds that "the Hong Kong Stock Exchange is one of the most liquid in the world, especially in the medical technology and fintech industries; a particularly significant interest for Israeli start-ups that strive to reach exits as soon as possible."

Ban, who as mentioned serves at the conference as a mentor to start-ups alongside being one of the potential investors, emphasizes that alongside the great opportunity for businesses to enter the Asian market through Hong Kong, there are a few things that are important to consider. "One of the points I work on the most with entrepreneurs and CEOs, especially of tech start-ups, is how to focus on their story, not just the product or technology. Investors in Hong Kong are looking for the marketing story, while entrepreneurs are sometimes stuck with too many explanations about the product. "He added that Israeli success in the Hong Kong market also depends on cultural understanding: "Israeli businessmen are focused on making deals and less on building relationships. Business people and investors in Hong Kong are also much more polite and modest. You have to be able to build value and trust between the parties to move forward.