



Press Release

FSDC Unveils Global Campaign Reaffirming Hong Kong as a Pre-eminent IFC for Capital Growth Personifying “Money” to Spotlight Hong Kong’s Financial Prowess

Hong Kong, October 21, 2025 — The Financial Services Development Council (FSDC) today launches a bold global campaign to reaffirm Hong Kong's standing as the world's pre-eminent international financial centre (IFC) for capital facilitation and preservation amid heightened global uncertainties. This initiative spotlights the city's unparalleled institutional strengths – the foundations from which capital can achieve optimal growth trajectories, supported by Hong Kong's robust institutions.

The campaign highlights Hong Kong's key advantages: an open economy, deep and liquid capital markets, a trusted legal framework underpinned by integrity, unparalleled connectivity to global capital and institutions, and a vibrant lifestyle that attracts and retains top global talent.

Employing a bold narrative device, the campaign personifies "Money" as its protagonist – transforming it into a dynamic character that embodies “Capital” in pursuit of growth and seeks out Hong Kong as its ideal home. The message is clear: Hong Kong isn't merely a financial centre, but a specialised ecosystem engineered to elevate capital's highest-functioning state.

Mr Benjamin Hung, Chairman of the FSDC, highlighted: “Hong Kong shapes capital flows in ways no other financial centres can. For decades, the city has been the world's premier financial marketplace, where businesses find capital connectivity seamless. We need to convey our distinctive edge globally – in more confident and creative ways. This campaign is our bold affirmation, where Hong Kong plays anchor to the next era of international finance.”

The campaign comes at a pivotal moment as Hong Kong reaffirms its leadership as a global financial centre. In the first half of 2025, the city led global IPOs, raising approximately US\$13.7 billion.¹ It remains the world's largest offshore RMB centre and is projected by Bloomberg Intelligence to surpass Switzerland as the world's largest cross-border wealth management hub by the end of 2025, managing US\$2.9 trillion of cross-border wealth.²

Ms Amy Lo, Convenor of the FSDC Market Development Committee, revealed the inspiration behind the initiative of embodying Money: “This video captures the essence of Hong Kong as a global financial powerhouse – where money comes to grow, ambition meets funding, and capital is protected by trusted rules and robust frameworks. We set out to create something distinctive that speaks the language of global financial stakeholders and addresses what matters most to them. With unmatched scale, deep liquidity, a culture of innovation, and a vibrant lifestyle that attracts top global talent, we are delivering a clear message that Hong Kong works for capital.”

¹ [Brand HK Fact Sheet \(as of September 2, 2025\)](#)

² [2025 BI \(Bloomberg Intelligence\) Asia Private Wealth Survey \(October 2, 2025\)](#)



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The FSDC's strategic campaign unfolds through four compelling thematic films. Each reveals Hong Kong through Money's eyes, showcasing how the city uniquely fulfils the deepest needs of capital for growth, security, efficiency, and a vibrant ecosystem:

1. Hong Kong: Where Money Comes to Grow

Money's Perspective: Capital discovers its most fertile ground in Hong Kong: where ambitions accelerate through enabling regulations, low taxes, and universal capital access – the launchpad for every financial pioneer.

Hong Kong's Strengths: Unparalleled scale, liquidity, and an innovation-driven environment purpose-built for capital expansion.

2. Hong Kong: Where Ambition Finds Funding

Money's Perspective: Capital harnesses Hong Kong's funding continuum – where banking titans, family offices, and ambition-fuelled capital converge to unlock ambitious potentials.

Hong Kong's Strengths: Unrivalled access to diverse funding sources, ultra-efficient deal execution, and a critical mass of global financial institutions.

3. Hong Kong: Where Rules Protect & Empower Capital

Money's Perspective: Capital thrives in Hong Kong's legal architecture – purpose-built with globally calibrated safeguards, predictable transparency, and competitive efficiency that accelerates high-stakes ventures.

Hong Kong's Strengths: A world-renowned, trusted legal system, robust regulatory frameworks, low and simple taxation, and a reputation for integrity attracting complex, high-value transactions.

4. Hong Kong: Where Success Works Hard and Plays Harder

Money's Perspective: Capital attracts elite talent to Hong Kong's curated habitat - where nature escapes, cultural vibrancy, and seamless urbanity converge to elevate one's standard of living.

Hong Kong's Strengths: An unmatched, vibrant lifestyle attracting and retaining the global talent essential for capital's success, blending world-class business with world-class living.

Amid global volatility, Hong Kong's strengths stand undiminished. The city forges ahead as the vanguard of digital assets, next-generation wealth solutions, sustainable finance, and innovation



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and technology – creating the ecosystem where capital doesn't just reside but actively shapes tomorrow. This is the destination inspiring global investors, corporates, and talent to stake their claim in the future that finance is building.

To explore the full FSDC Global Campaign video series, please visit:

- YouTube:
<https://youtube.com/playlist?list=PLrYvqJCmYU1DP5FAiAGa6ceOKfgRz2zPH&si=Rleo85MkReiNwXVc>
- Website:
<https://www.fsd.org.hk/en/media/hong-kong-where-money-comes-to-grow>

About FSDC

The FSDC was established in 2013 by the Government of the HKSAR as a high-level advisory body to engage the industry in formulating proposals to promote the further development of the financial services industry of Hong Kong and to map out the strategic direction for the development.

In September 2018, the FSDC was incorporated as a company limited by guarantee. This change allows it to better discharge its functions through research, market promotion, and human capital development with greater flexibility.

Keep up with the latest FSDC news by following our [LinkedIn](#), [X](#) & [YouTube](#).

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APPENDIX

Hong Kong: Proven Performance, Future-Ready

The global campaign is underpinned by Hong Kong's robust market performance and expanding global relevance, including:

- **Global Competitiveness:**
 - World's freest economy (Fraser Institute 2025).³
 - #3 globally and #1 in Asia as a financial hub (Global Financial Centres Index 38).⁴
 - #4 globally and #1 in Asia in the World Talent Ranking (IMD 2025).⁵
- **Capital Markets:**
 - #1 in global IPO fundraising in the first half of 2025 (US\$13.7 billion).⁶
 - 6th largest stock market globally, with US\$5.4 trillion in market capitalization (June 2025).⁷
- **Asset and Wealth Management:**
 - Projected to surpass Switzerland as the world's largest cross-border wealth management hub by year-end, managing US\$2.9 trillion (Bloomberg Intelligence 2025).⁸
- **Insurance:**
 - Hong Kong ranked #1 in Asia and #2 globally for insurance density, with HK\$637.8 billion in gross premiums and a world-leading 18.2% penetration rate in 2024.⁹
- **Digital Assets:**
 - Digital asset-related bank transactions surged 233% year-on-year in 2025, with 22 banks licensed to distribute digital products.¹⁰

³ [Fraser Institute: Economic Freedom of the World 2025](#)

⁴ [The Global Financial Centres Index 38](#)

⁵ [IMD World Talent Ranking 2025](#)

⁶ [Brand HK Fact Sheet \(as of September 2, 2025\)](#)

⁷ [Brand HK Fact Sheet \(as of September 2, 2025\)](#)

⁸ [2025 BI \(Bloomberg Intelligence\) Asia Private Wealth Survey \(October 2, 2025\)](#)

⁹ [Financial Services and the Treasury Bureau](#)

¹⁰ [Hong Kong Monetary Authority](#)