



## **PRESS RELEASE**

### **HUAS Group opens flagship restaurant in Hong Kong**

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Beijing's HUAS Group announced today (July 1) that it has opened a flagship restaurant, HUAS Dimsum, in Hong Kong as its regional headquarter, leveraging the city's strategic location and its mixture of Eastern and Western cultures, to promote Chinese food culture.

The restaurant in Jordan offers modern dim sum, healthy soups and Chinese specialities. The Group will use the city as a starting point to expand its business globally and the Hong Kong flagship will serve as a blueprint for the Group's restaurants to follow, according to the CEO of HUAS Catering Management Limited, Mr Xiangqun Li.

Mr Li said, "Hong Kong is a place where East meets West. It has Mainland China as its hinterland while embracing the world, offering an ideal foothold from which to expand our Group's businesses. We are planning to open three to five restaurants in Hong Kong in the near future and considering the possibility of opening an outlet serving 'state banquets' so people can enjoy the high-end gourmet experience. We will also further expand our business to the Southeast Asia, European and American markets when Hong Kong's business development is on track.

"Hong Kong is densely populated with a huge number of visitors every year. It is the best place from which to promote our HUAS brand globally. We hope to make use of the flagship restaurant in Hong Kong to establish HUAS as a well-known, popular and trusted brand."

The Associate Director-General of Investment Promotion Dr Jimmy Chiang said, "The case of HUAS Group not only shows the attractiveness of Hong Kong's food and beverage industry for investors, it also shows our city's appeal as the ideal platform for Mainland enterprises to 'go global'. We wish HUAS Group every success in Hong Kong."

#### **About HUAS**

Founded by Mr Li Xiangqun, who is an experienced chef at Diaoyutai State Guesthouse in



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The Government of the Hong Kong  
Special Administrative Region

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Beijing, HUAS is renowned for serving state banquets to Chinese and foreign presidents, government officials, leaders and senior executives from large enterprises. The HUAS Group aims to bring the best high-quality state banquets to people around the world regardless of their nationality, race, class or background, as part of a bid to promote Chinese food culture. For more information, please visit: [www.huashk.com](http://www.huashk.com).

### **About InvestHK**

InvestHK is the department of the Hong Kong Special Administrative Region Government established in July 2000 to attract foreign direct investment and support overseas and Mainland businesses to set up or expand in Hong Kong. It provides free advice and customised services to help businesses succeed in Hong Kong's vibrant economy. As of December 2014, InvestHK had completed over 3,440 investment projects creating more than 37,500 new jobs in the first year of operation or expansion and over HK\$91 billion of investment. For more information, please visit [www.investhk.gov.hk](http://www.investhk.gov.hk).

For event photos, please visit: [www.flickr.com/photos/investhk/sets/72157654833656229](http://www.flickr.com/photos/investhk/sets/72157654833656229).

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