

Innovation Capability of a Hong Kong Small and Medium Firm to Expand its Business Under “One Belt One Road” Initiative

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Abstract

Most people doubt themselves whether Small and Medium Enterprises (SMEs) have such niche in innovation and technology as compared with large enterprises. However, it is not true at all. It is very much depending on the entrepreneur’s mission and leadership. We can quote a successful story showing a Hong Kong entrepreneur who has great mission to sustain their business towards innovation and technology.

Mr. T.Y. Wong, the founder of Hansk New Materials Holdings Ltd. (Hansk), commenced his business in London since 1994 on anti-insect and functional chemical additives. Few people were aware of the impact of mosquito vector-borne diseases affecting human health. Most people did not know the existing of dust mites in bed sheet at that time. In the late of 1990s, Hansk established an office and a factory in Hong Kong where they produced anti-insect and functional chemical additives with high quality, consumer safety and reliability. This enabled Hansk’s to expand its business to China bearing the label of “Made in Hong Kong” with the images of “genuine, quality consistent, reliability, etc.”

Hansk has adopted the following strategies:

1. “Made in Hong Kong” brand image to dominate China market;
2. Keeping B2B and B2C marketing modes to capture large market share in the Mainland, including industrial application, home laundry, domestic consumer, etc.;
3. New product development through innovation and technology;
4. Establish two-pronged R&D approaches to develop innovative products: a R&D Centre in Hong Kong Science Park for breakthrough technology development whereas a R&D Centre in Shaoxing City, Zhejiang Province of China for product commercialization;
5. Maintain a strong R&D and marketing team from Overseas, China and Hong Kong talents and sales network; and
6. Keeping closely collaboration with industrial users; distributors and vendors.

With the successful outcomes of the aforesaid strategies, Hansk further expands its business through “One Belt One Road” Initiative to Indonesia, etc.

Key Words: Small and Medium Enterprise, innovation, insect repellents, textile additives