

# StartmeupHK Newsletter: December 2021

## News Update



### Raising Startups Takes More than Money (on Global Banking & Finance Review®)

It takes a village to raise children. For startups to thrive, we need a wholistic community of players. Both the public and private sectors are called to invest in startups – not just in cash, but also in time, expertise and connections. [Read the article](#)

### New World Innovation Challenge 2021 Finale Day

New World Innovation Challenge 2021 was an open competition for the next generation of promising startups, students and intrapreneurs. More than 20 carefully selected teams pitched their innovative solutions on the Finale Day on 27 Nov, aiming to drive the future of retail and commercial real estate. Head of StartmeupHK, Jayne Chan, moderated the panel "Hong Kong as an Innovation Front-Runner", where investors from HKSTP, Cyberport and Alibaba Entrepreneurs Fund shared their perspectives in what they look for. [Learn more](#)



### ParticleX PropTech Global Challenge (PPGC) 2022 (apply by 5 Jan 2022)

PPGC is a strategic initiative for startups, facilitating innovative technology solutions to real-world challenges in the property and real estate industries, or addressing the ESG factors. The programme uses a multidisciplinary matching approach, bridging the gap between startups and corporates, as well as angel investors and government incubators. If you have a great technology solution on PropTech or addressing the ESG factors, apply now! [Learn more](#)

## Upcoming Events

### E&M I&T Day 2021 (7-8 Dec 2021)

With the theme of smart city, this two-day event organised by Electrical and Mechanical Services Department and co-organised by Hong Kong Science Park will feature discussions on smart energy, smart mobility, smart building, smart campus as well as innovative technologies such as 5G, IoT and AI. [Learn more](#)



### HKEX Green Asia Summit 2021 (9 Dec 2021)

The event will bring together CEOs, policy makers and sustainability experts from across the globe and in Asia, to share their insights on the role of capital markets in supporting the transition to a low-carbon and sustainable economy, and discuss how we can collectively leverage opportunities presented in the fast-changing technology and regulatory landscape in driving the climate agenda forward. [Learn more](#)

## Startup Story

### Cybersecurity Pioneer Transformed Challenges into Opportunities

*"To succeed, you need to have control over your own destiny. Once you know your goals, work with your team to achieve them and remember that branding and innovation are key pillars in getting the results you look for. This is how you become successful and remain ahead of the pack." - Camellia Chan, CEO and Founder of Flexxon*

[Learn the story of Flexxon](#), a cybersecurity pioneer having successfully navigated challenges in the global financial crisis in 2008 and the more recent COVID-19 pandemic.



## Connect with StartmeupHK!

### 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. Please [contact us](#) for further discussion.

### About InvestHK



InvestHK's vision is to strengthen Hong Kong's status as the leading international business location in Asia. Our mission is to attract and retain foreign direct investment which is of strategic importance to the economic development of Hong Kong. For more information, please visit [investhk.gov.hk](http://investhk.gov.hk).

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