

# Preparing for Your Visit to Hong Kong – What to Expect

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- **HK-unique: Faster pace, city shocks, surprises, practical prep**
- **Complements China-general talk on guanxi/face/hierarchy**
- **Goal: Equip for smooth market entry**

## What Sets HK Apart for Austrians

Dimension	Austria	Hong Kong
Pace	Measured, agenda-led	Hyper-fast post-trust
City life	Orderly, spacious	Dense crowds, neon intensity
Work style	Regulated hours	Late emails, blurred boundaries
Service	Warm hospitality	Brusque, self-service

## Biggest Adjustments

- **Urban intensity:** Packed MTR, noise vs. calm Vienna streets
- **Service speed:** Flag staff, quick turnover vs. leisurely dining
- **Work rhythm:** Evening pings, no strict 9-5 vs. balanced EU norms





## HK Wins for Tech Entrepreneurs

- **Setup efficiency:** Company registration/banking in days, robust IP laws
- **Tech appetite:** Hungry for innovations; English dominates business
- **Loyalty boost:** Trusted partners unlock intros/networks

## Shift Your Austrian Mindset

- Embrace multi-year plays over quick closes
- Treat indirect signals as intel, not snubs
- Debrief privately post-meetings

## Action Items

- **Dress/logistics:** Formal attire, Octopus card, layers for AC/humidity
- **Etiquette tweaks:** Small Austrian gifts, precise timing, dinner slots
- **Pitch style:** Short decks with metrics/use cases



## Launch Plan

- Share product for HK-tailored tweaks
- Link with InvestHK/AUSSENWIRTSCHAFT AUSTRIA
- Practice: Role-play indirect scenarios, book meals early

## How InvestHK can help

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