



Could you tell us a bit about ValueBlue?

ValueBlue is the company behind BlueDolphin, the Agile Business Transformation platform that empowers organisations to plan, design, and manage every step of their business-wide digital transformation. Our collaborative solution brings Enterprise Architecture, IT, and the business together, based on actual data insights.

ValueBlue accelerates Agile Business Transformation for CIOs and Enterprise Architects across the globe – with 170+ customers such as A.S. Watson, Randstad, and Wyndham Hotel Group across APAC, EMEA, and the Americas. A few months ago, we have added SportsHub, the organisation behind Singapore's national stadium, to our APAC customer base.

Why did ValueBlue choose to open this business in Hong Kong?

First, Hong Kong is a great central hub to service our customers and leads from. Many different organisations are (head) quartered here, providing a rich market audience for both the region, as well as for the APAC region as a whole. Furthermore, one of our major customers in the APAC region is headquartered in Hong Kong. Us having an office here minimises the time it would take to communicate and service them. This also counts for other contacts, of course, helping us to accelerate our business expansion.

What are the challenges Dutch companies might face while doing business in Hong Kong?

Of course, cultural changes go deeper than not speaking the same language. That said, not speaking the local language can be a challenge at times, but still relatively easy to detect and overcome.

A bigger challenge is the time it takes to build deep relationships with a potential customer before doing business. As a new company in Hong Kong, it takes some time for people to know you and want to invest time to do business with you. And of course, the pandemic with the subsequent restrictions did not help as well.

Could you share your connection with the Dutch Chamber of Commerce in Hong Kong?

The Dutch Chamber of Commerce in Hong Kong was actually on the top of our list when we were planning our expansion. We were in contact for some time already and became a member as soon as we established our company in Hong Kong and had our boots on the ground.

No matter how well you conduct your own research beforehand, there are still many unknowns when starting an office abroad. The Chamber helped us prepare by bringing relevant topics to our attention, answering the questions we had, and providing us with an initial network of people and companies in Hong Kong. The latter was especially valuable to hit the ground running.

What would your advice be to entrepreneurs wanting to start a business in Hong Kong?

There are a thousand things to consider, of course, such as cultural, business, and administrative matters. All that takes considerable time and effort to work out. We'd advise entrepreneurs to actively liaise with a consultancy company to be better prepared and set realistic goals over a period of time.

For instance, they could help plan and execute the thorough administrative process of incorporating your business locally. Or notify you how the current situation of COVID extends waiting times for matters such as getting the right visa for local employees.

**Also interested in doing business in Hong Kong?
Our preferred service providers are here to help!
Feel free to contact us at info@dutchchamber.hk**