



Hong Kong and Japan maintain strong trade ties bolstered by Hong Kong's pivotal role in the Greater Bay Area's logistics and maritime sectors. Japan contributes its technological expertise to this partnership. Both nations are committed to a green transition, as demonstrated by initiatives from companies like Wah Kwong Maritime Transport Holdings, TCC Group, Suga International, NEC Hong Kong Ltd., and Stephenson Harwood. This commitment is further underscored by insights from H.E. Ambassador Kenichi Okada, the consul general of Japan in Hong Kong.



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Hong Kong-Japan relations: A powerhouse in business and green transition

Suga International Holdings: Pioneering electronics solutions and pet care

Since its debut on the Hong Kong Stock Exchange in 2002, Suga International Holdings Ltd. has been at the forefront of technological innovation as a leading total electronics solutions provider with a multifaceted approach.

"The Group is engaged in the research and development, manufacture and sale of electronic products. We also operate a pet-related business and other strategic investments that are synergistic with our brand," said CEO Alfred Ng.

Drawing on its core strengths in electronics manufacturing services, Suga International is leveraging its state-of-the-art production facilities in China and Vietnam, which were inaugurated in 2021. This strategic positioning provides the company with a strong international footprint, catering to clientele in the U.S., Japan, U.K., Germany, Australia and greater China. In addition, Suga International remains steadfast in its commitment to sustainability, as evidenced by its attainment of prestigious "green" certifications, including ISO 14001 and QC 080000, as well as compliance with directives on RoHS (restriction of hazardous substances) and WEEE



Alfred Ng, CEO of Suga International SUGA INTERNATIONAL

(waste electrical and electronic equipment).

With a consolidated leadership position as an original equipment manufacturer of electronics, the company has also made advancements in the burgeoning pet care sector.

"Realizing the importance of this sector — that pets are loved and cared for in households around the world, even during economic downturns — we established WePet International Holdings Limited," Ng said.

This wholly owned subsidiary embodies the ethos of "Caring for Pets, Technology for Pets" by leveraging innovative technologies

to create a holistic pet health care ecosystem.

"WePet's missions are to: improve pets' quality of life and cater to their needs; give back to communities by actively participating in social services; build a corporate culture that encourages employees to learn and grow with the company; and expand within Asia based on our deep roots in Hong Kong," Ng explained.

"The pet market is booming in Asia; particularly in Japan where the number of pets exceeds the number of children under the age of 12," Ng added. "We are leveraging technology in pet care to enhance pet wellness."

Ng also said the brand is committed to meeting the unique needs of Japanese pet owners.

"In Japan, we've seen a mature pet food market, focusing on balanced diets with quality ingredients. We've introduced specialized formulas and even fitness trackers for pets," he said.

Through OEM/ODM (original equipment manufacturing/original design manufacturing) series, research, development, manufacturing and distribution, WePet is pioneering cutting-edge

solutions. Notably, PetNfans, the world's first product amalgamating smartphone apps and web portals, showcases WePet's dedication to technological integration and user experience enhancement.

"We have long-standing partnerships with numerous Japanese companies in both our electronics and pet product sectors," the CEO explained. "Our commitment to supporting and maintaining strong relationships underscores our credibility and fosters smooth collaboration. As we continue to expand, including our professional audio equipment business, we look forward to further strengthening our ties with our valued Japanese partners and customers." ■

www.suga.com.hk

SUGA

Innovating for society: NEC's transformative solutions in Hong Kong

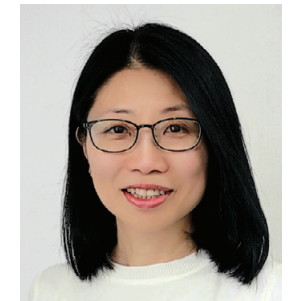
NEC Hong Kong Ltd. has been a pivotal presence in information and communications technology for decades. The company's journey began with pioneering telephone communication systems, later expanding into computer systems, and nowadays it is an advanced technology service provider.

"A major milestone for us was about 20 years ago when NECHK transformed from product business to a turnkey solution provider today and it was the first company to adopt access control and automated passenger clearance using artificial intelligence technology," Managing Director Elsa Wong said.

In addition to its technological milestones, NECHK's commitment to innovation extends to its collaboration with different entities such as public utilities,

the government and enterprises, addressing complex challenges and delivering dynamic solutions that underpin critical infrastructure and public services. "Hong Kong's strategic location and robust infrastructure make it an ideal place to develop and pilot new technologies before replicating them globally," Wong emphasized.

NECHK's innovative solutions include the Smart Fleet Management System, which was researched and developed in Hong Kong and successfully replicated in overseas markets. This system promotes a smart, safe, automated, and seamless transportation system worldwide. Also, the Home Based Aged Care Solution empowers elderly individuals to age independently with dignity to improve quality of life and enhance emotional well-being



Elsa Wong, Managing Director of NEC Hong Kong NECHK

for addressing pressing societal needs.

The company is also leveraging cutting-edge technologies to come up with inventive solutions that can address societal challenges more effectively.

"AI plays a significant role in our automation and digital transformation efforts," Wong

noted. "For example, we use AI for preventive maintenance, use video analytics to monitor abnormalities ... in our collaboration with universities to develop AI-based educational tools for students with autism, which helps in emotion detection and communications training."

In essence, NECHK exemplifies a commitment to innovation and excellence in the ICT and communications domains. Through its cutting-edge solutions and unwavering dedication to societal advancement, the company remains an indispensable partner in driving positive change and fostering inclusive growth. ■

<https://hk.nec.com>

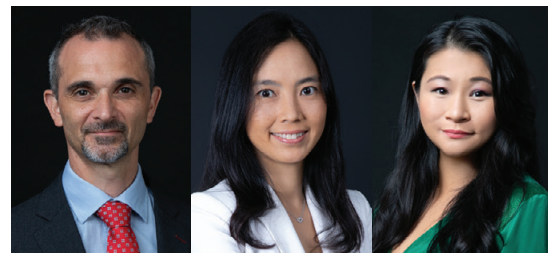
NEC

Navigating the green wave: Legal insights into Hong Kong's ESG landscape

In recent policy announcements, the government of the Hong Kong special administrative area placed green and sustainable business at the heart of its economic strategy. As a global law firm with 25% of its headcount in Asia, Stephenson Harwood plays an active role in advising its multinational, parastatal and private clients and industry bodies on achieving their environmental, social and governance goals.

Hong Kong-based partners Penelope Shen, Janice Yau-Garton and Andrew Rigden Green discuss ESG opportunities and challenges in Hong Kong across the fund, real estate and maritime sectors.

In green funds, Shen, who is the head of funds, emphasized Hong Kong's pivotal role as a global nexus for green and sustainable investments, "Hong Kong is an international super-connector, opening a



Andrew Rigden Green, Penelope Shen and Janice Yau-Garton, partners at Stephenson Harwood STEPHENSON HARWOOD

trillion-dollar realm of opportunities between mainland China and global capital markets."

Shen's involvement in shaping legal and regulatory frameworks through key industry associations, like the Hong Kong Green Finance Association and the Greater Bay Area Green Finance Alliance's Climate Change Investment Fund, reflects the firm's commitment to facilitating ESG initiatives.

In the realty sector, Asia Head of Real Estate Yau-Garton underscored the transformative power of artificial intelligence in greening the industry.

"AI is a real driver for the green transformation," she stated, highlighting the role artificial intelligence will play in automating processes and enabling data-driven strategies for greenhouse gas reduction. Yau-Garton's insights illuminate the immense opportunities for

investors and developers in Hong Kong's intensely urban landscape where demand for greener buildings is rising — from tenants required to report Scope 3 emissions to investors looking to fund environmentally conscious projects.

This aligns with Stephenson Harwood's commitment to sustainability and exemplifies the firm's dedication to leveraging cutting-edge technologies to address pressing environmental challenges.

On the maritime front, Decarbonization Team Lead Rigden Green navigates the challenges of decarbonizing the transport industry.

"Although identifying and securing zero-carbon fuels remains a significant hurdle, Hong Kong plans to establish a green fuel hub," he explained. Rigden Green's expertise encompasses advising clients on decarbonization strategies and actively

shaping infrastructure plans for low- and zero-carbon fuels in Hong Kong. His engagements with industry leaders — notably, Hong Kong Green Finance Association, The Baltic and International Maritime Council, Lloyds Register, Det Norske Veritas, Blue Visby and Intertanko in Tokyo — underscore Stephenson Harwood's thought leadership in maritime decarbonization.

The partners, key authors of Stephenson Harwood's 2023 white paper on the role lawyers play in the Asian energy transition, believe Hong Kong's legal and investment environment remains vibrant, robust, stable and sustainable. ■

www.esglegalhub.com

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