



Press Release

For Immediate Release

Cyberport Welcomes iClick Interactive to its Creative Digital Community

Joining hands to inspire creativity and advance big data technology

Hong Kong – 23 May 2017 – Hong Kong Cyberport Management Company Limited (Cyberport) announces a new member to its creative digital community with iClick Interactive Asia Limited (iClick Interactive), an omni-channel marketing technology company connecting worldwide marketers with audiences in Mainland China. Leveraging big data analysis to develop insights into consumer behaviour, iClick Interactive helps corporate clients to reach their target customers and manage marketing channels effectively. Sharing a common vision to ignite innovation and push big data technology forward, iClick Interactive will join forces with Cyberport to create a knowledge sharing and collaboration platform that cultivates digital tech talent and empowers the Cyberport community to unleash the power of big data analytic in digital marketing.

“Cyberport is pleased to welcome iClick Interactive joining our digital tech community. This collaboration with iClick Interactive is part of our continuous effort to enrich the mentor network of our entrepreneurship programmes. Cyberport and iClick Interactive share the same belief that big data is the future of different sectors. With Big data/AI being one of our key technology clusters, Cyberport will leverage iClick Interactive’s expertise in big data analytics in digital marketing to groom future digital tech talent and accelerate growth of the ecosystem. In addition, we will connect iClick Interactive to our global resources and network,” said Herman Lam, CEO of Cyberport.

iClick Interactive is committed to using the power of big data and data analytics to help companies, especially those targeting the Mainland China market, to reach the right audiences at the right time on the right channels, hence maximising marketing return on investment (ROI). iClick Interactive will be a consultant to Cyberport’s quarterly Start-Up Clinic, providing start-ups with business consultation and advice on omni-channel digital marketing strategies. With expertise in harnessing the power of data-driven marketing in Mainland China, iClick Interactive will mentor Cyberport start-ups to share their business operations experiences in Mainland China, insights into the market, and digital marketing strategies for those who aim to expand their businesses to the fast growing Mainland China market.

“iClick Interactive is honoured to be part of the vibrant Cyberport community, which is committed to fostering digital tech development in Hong Kong and beyond. We look forward to fuelling the development of marketing tech in Hong Kong through the sharing of our knowledge with the Cyberport community, taking part in nurturing more local talent with the skills for data analytics, and promoting the adoption of data-driven marketing solutions among local businesses,” said Sammy Hsieh, Co-founder and CEO of iClick Interactive.



iClick Interactive's innovative solutions have also been recognised by the industry, winning multiple awards for excellence in digital marketing. Their client roster includes Adidas, Asia Miles, Audi, Huawei, Samsung, and VISA.

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About Cyberport

Cyberport is an innovative digital community with close to 900 digital tech companies. It is managed by Hong Kong Cyberport Management Company Limited, which is wholly owned by the Hong Kong SAR Government. With the vision to become a main force in developing the digital tech industry as a key economic driver of Hong Kong, Cyberport is committed to nurturing youth, start-ups and entrepreneurs to grow in the digital industry by connecting them to strategic partners and investors, driving collaboration with local and international business partners to create new opportunities, and accelerating digital adoption amongst SME and corporates.

Cyberport focuses on building key clusters of digital technology, namely FinTech, eCommerce, IoT/Wearables and Big Data/AI to foster the development of Hong Kong into a "Smart City". With a committed team of professionals providing all rounded value added services to support our digital community and an array of state-of-the-art tech facilities, Cyberport is the flagship for Hong Kong's digital tech industry.

For more information, please visit www.cyberport.hk.

About iClick Interactive Asia Limited

iClick Interactive Asia Limited (www.i-Click.com) is a leading omni-channel marketing technology company connecting worldwide marketers with audiences in China. Its proprietary marketing technology platform truly possesses omni-channel marketing competence. The core of the platform is supported by extensive data and advanced technology capabilities, which help both international and domestic marketers reach their target audiences in China through data-driven targeted marketing. Headquartered in Hong Kong, iClick Interactive was established in 2009. The company now has around 500 employees with business presence in Asia and Europe.

For more information, please visit www.i-Click.com.



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