

# Hong Kong's **CBD<sup>2</sup>** Kowloon East

A Diversified, Vibrant and  
Distinctive Business Hub  
by the Harbourfront

Featuring an innovative blueprint that combines advanced infrastructure and facilities for business, sports, culture, tourism, leisure, and entertainment, Kowloon East offers a favourable business environment, creating immense opportunities for companies of all sizes to thrive. Being the second CBD in Hong Kong, Kowloon East is an energetic place to invest and an inspiring place to realize dreams.



## Strategic Location

with Seamless  
City-wide Connection

Kowloon East is well connected with the traditional CBD in Central and other major transportation hubs through comprehensive transportation network. With its strategic location, it is poised to become the preferred destination for Mainland and overseas companies seeking their Asia headquarters.



## Blue-Green Infrastructure for Resilience and Urban Multi-functionality



## 120-hectare Open Space

A work-life-balanced  
community is created

Embracing green, low-carbon, environmental friendly designs and resilient infrastructure, Kowloon East has been developed into a green and sustainable CBD.



## Attractive Water Body

A unique urban location for holding various water sports activities and events



A delightful environment for the community to enjoy  
harbour view and leisurely days and nights

## 11-km Long Promenade

# A Diversified Business Hub Offering Variety of Business Opportunities

## A New Magnet for Multinational Enterprises and Financial Institutions

With the highest density of green buildings in Hong Kong and more relatively new Grade A office buildings, Kowloon East has successfully attracted a growing number of leading multinational enterprises and financial institutions to the area. The portion of business establishments engaged in "Banking, Financial Services and Insurance" and "Real Estate and Professional and Business Services" have increased noticeably.

over **4 Million sq.m.** commercial GFA



## An Incubator for Innovation and Creativity Fostering New Talent and Driving Collaboration

Through revitalization of industrial buildings, Kowloon East offers high-quality and affordable workspaces for startup and small & medium-sized enterprises from different sectors like innovation technology and creative industries.



## A One-stop Cultural, Sports, Tourism and Entertainment Hub as a World Class Destination for Visitors

With the world class infrastructures and facilities, Kowloon East is well positioned to host more international sports and entertainment mega events, thereby enhancing its attractiveness to visitors worldwide and boosting the local economy across various industries, including sports, tourism, entertainment, hospitality, retail and catering.



### Kai Tak Sports Park

A one-stop hub for sports, leisure and entertainment, provided with a 50,000-seat Main Stadium and other sports and commercial facilities.



### East Kowloon Cultural Centre

An incubator for the development of arts and cultural industries bringing cultural experience to the community.

### Kai Tak Cruise Terminal

The world's foremost cruise facilities strategically located in the centre of Victoria Harbour.



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