

Principal eyes disruption sponsors HKSSG's startup members at RISE Conference

Hong Kong, 9 July 2018 - Principal Hong Kong is partnering with Hong Kong Startup Support Group (HKSSG) to support 10 startups to exhibit at RISE, Asia's largest technology conference.

"We want to promote and participate in the innovation that the startup community brings to Hong Kong. We believe technology disruption will further impact traditional business models and we are excited to help foster new ways of delivering value to our customers," according to Mr. Doug Fick, Head of Principal Hong Kong. Prior to joining Principal Hong Kong, Mr. Fick was the Vice President and Chief Technology Officer at Principal Financial Group (PFG) before assuming leadership of the Principal Hong Kong business.

The 10 selected startups will be able to showcase their technology during the 3-day event which provides them with an opportunity to meet with companies who in return could collaborate with these startups to leverage their technological services/products as a fillip to their business.

The 10 selected startups include:

- 1) Aimviva (www.aimviva.com, TravelTech)
- 2) Automate (www.automate.com.hk, AutoTech)
- 3) Big Dipper (www.bds.hk, EduTech)
- 4) botzup (www.botzup.com, AI)
- 5) CoverGo (www.covergo.com, InsurTech)
- 6) KaChick (www.kachick.com, LifeStyle)
- 7) MediConCen (www.mediconcen.com, InsurTech)
- 8) oneCharge (<https://onechar.ge/>, Energy)
- 9) FundKernel (www.fundkernel.com Fintech)
- 10) Vfluencer (www.vfluencer.com, MarTech)

By collaborating with HKSSG at RISE, Principal is taking a valuable step towards supporting the startup community. "We believe that innovation will happen when businesses, startups and regulatory bodies work together to improve people's lives," added Mr. Doug Fick.

"This is a valuable collaboration and we are excited for this opportunity Principal has afforded us. To startups, market exposures and financial resources are the key driving engines to success and they can provide a window into fresh thinking and ideas in return," said Mr. Simon Wong, Founding & Committee Member of HKSSG.



Backrow left to right: Simon Wong (FundKernel), Benson Lau (Zencode), Marco Siu (Vfluencer), Brad Emery (Aimviva), Arun Iyer (Principal), Tomas Holub (CoverGo), Larry Lam (KaChick). Frontrow left to right: Sam Ng (Vfluencer), William Chan (Big Dipper Studio), Hugo Cheuk (Botzup), Danny Chan (Automate), Jenny Lau (MediConCen), Luan Poon (Principal) and Candy Leung (Principal)

About Principal Hong Kong

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About Hong Kong Startup Support Group

Hong Kong Startup Support Group is the first decentralized, open-sourced startup support community with the goal elevating the exposure of startups across different industries so to have better access to resources, funding, partnership, and prospective client opportunities. Founded by a group of volunteer startup founders, the group was able to acquire over 300 members in 3 months and have worked closely with startup programs from both the private and public sector to promote the Hong Kong startup scene.

WhatsApp: <https://chat.whatsapp.com/CuHcMBd5bfP0yOOzJ4srVL>

LinkedIn Group: <https://www.linkedin.com/groups/10383125>

LinkedIn Page: <https://www.linkedin.com/company/hkssg>

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