

**Office of the European Union to Hong Kong and Macao
European Chamber of Commerce in Hong Kong**

FOR IMMEDIATE RELEASE

Greenway 2026: Driving Sustainability Through Innovation

Hong Kong, 23 June 2026 – The Office of the European Union to Hong Kong and Macao, together with the European Chamber of Commerce in Hong Kong ('EuroCham') hosted '**Greenway 2026: Driving Sustainability Through Innovation**' today, the fifth edition of the EU's annual flagship sustainability event in Hong Kong. Greenway 2026 brought together more than 300 leaders from government, business, and civil society to share ideas and explore pragmatic ways to accelerate the green transition.



Photo 1: The Hon Paul T K Lam, GBS, SC, JP, Acting Chief Executive of the HKSAR, and Ambassador Harvey Rouse, Head of the European Union Office to Hong Kong and Macao, jointly opening the event "Greenway 2026: Driving Sustainability Through Innovation"

Greenway 2026 focused on **leveraging innovation and technology** to build smart and green cities, advance sustainable mobility through air, sea and land, finance the green transition through sustainable and innovative finance solutions, and empower Hong Kong's push for innovation with cutting-edge technology from EU companies.

The **Hon Paul T K Lam**, GBS, SC, JP, Acting Chief Executive of the Hong Kong Special Administrative Region (HKSAR), and **Ambassador Harvey Rouse**, Head of the European Union Office to Hong Kong and Macao, jointly opened the event. In his opening address, **Ambassador Rouse** underlined: '*The green transition is not only an environmental imperative but also a driver of competitiveness, innovation and growth. The EU is strengthening partnerships, mobilising investment and supporting resilient*

clean technology value chains around the world. The EU business community contributes across virtually every sector of Hong Kong's economy – including those vital for sustainability. Together, we can turn climate ambition into economic opportunity and build a cleaner, safer and more prosperous future.'



Photo 2: Ambassador Harvey Rouse, Head of the European Union Office to Hong Kong and Macao, delivering his speech at “Greenway 2026: Driving Sustainability Through Innovation”

The European Union is a **global leader** in climate cooperation, and its ambitious green policies and standards are driving decarbonisation far beyond the EU. Since 1990, the EU has reduced greenhouse gas emissions by 37% while growing its economy by 71% – demonstrating that the green transformation of our economies is a driver for growth.

Secretary for Financial Services and the Treasury of the HKSAR **Christopher Hui**, Secretary for Environment and Ecology of the HKSAR **Tse Chin-wan**, and Permanent Secretary for Innovation, Technology and Industry of the HKSAR **Kevin Choi** delivered keynote speeches. **The Hon Michael WL Wong**, as Acting Financial Secretary of the HKSAR, attended the closing of the event and received **recommendations from the industry** for enhancing cooperation and accelerating Hong Kong's green transition.

The event highlighted **contributions of innovative EU businesses** to the Hong Kong economy, EU companies constituting the largest foreign business community in Hong Kong (with 8% growth last year), and significant potential for enhanced cooperation. In four panel discussions, industry leaders exchanged views and proposed solutions for accelerating the decarbonisation of Hong Kong:

- 1. Further developing Hong Kong into a green and smart city:** Building green and energy-efficient infrastructures and buildings; enhancing waste management; and spearheading the city's digital transformation towards a smart city.

2. **Promoting green and innovative mobility across air, land and sea.** Leveraging innovative solutions from EU businesses to further strengthen Hong Kong as a sustainable aviation and shipping centre.
3. **Financing the green transition by unlocking sustainable and innovative capital:** Bolstering Hong Kong’s position as an international centre for green finance through ambitious and interoperable standards for sustainable finance; further supporting the development of innovative and sustainable finance; incentivising the demand for green financial products.
4. **Empowering Hong Kong’s innovation drive:** Harnessing innovative solutions from EU companies to the benefit of Hong Kong’s green transition.

During the event, **Johannes Hack**, Chair of the European Chamber of Commerce in Hong Kong and **Ir Prof. Steve Wong**, Chairman of Environment & Sustainability Committee of the Hong Kong General Chamber of Commerce presented to The Hon Michael WL Wong, Acting Financial Secretary of the HKSAR, **recommendations from the industry** for achieving the above objectives. The recommendations were put together under the leadership of the European Chamber of Commerce in Hong Kong (through workshops and consultations ahead of the event) and supported by the Hong Kong General Chamber of Commerce. The recommendations are attached to this press release.



Photo 3: Johannes Hack, Chair of The European Chamber of Commerce in Hong Kong and Ir Prof. Steve Wong, Chairman of Environment & Sustainability Committee of the Hong Kong General Chamber of Commerce jointly presenting recommendations from the business community to The Hon Michael WL Wong, Acting Financial Secretary of the HKSAR.

Johannes Hack, Chair of the European Chamber of Commerce in Hong Kong stressed: *‘The green transition is an opportunity to modernise our economies, strengthen resilience, and enhance quality of life. Success will depend on bringing together cities, mobility, finance, and innovation—areas where European companies are already making a meaningful contribution. By working hand in hand, Hong Kong and Europe can accelerate sustainable and lasting progress. The European business*

community in Hong Kong stands ready to deepen its contribution and support this shared journey towards a greener, more innovative future.'

Ambassador Rouse concluded that *'The challenge before us is no longer defining what needs to be done. The challenge is implementation. Today's "Greenway" event reflects again the strong commitment of both Hong Kong and the European Union to work together on leveraging innovation for sustainability. Let us build further on that partnership and take it forward together.'*



Photo 4: Greenway 2026

The Business Environment Council, the Hong Kong General Chamber of Commerce (HKGCC), and InvestHK were supporting organisations of Greenway 2026. The Consulate General of Sweden in Hong Kong and the Consulate General of Italy in Hong Kong were Consulate sponsors of the event. BMW was a gold sponsor, and Siemens and Société Générale were supporting sponsors.

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About the Office of the European Union to Hong Kong and Macao

The Office of the European Union to Hong Kong and Macao is based in the Hong Kong SAR of the People's Republic of China. In close coordination with the Consulates-General of EU Member States, we promote the interests of the European Union in the two Special Administrative Regions. We engage in dialogue with all pertinent authorities and stakeholders from government, business and civil society on important issues ranging from trade to climate change and sustainability, people-to-people exchanges, and human rights. To foster a better understanding of the European Union and its values we organise a wide range of public diplomacy events every year.

About the European Chamber of Commerce in Hong Kong

Initiated in 1997, the European Chamber of Commerce in Hong Kong (EuroCham) is a non-governmental business interest group. EuroCham is a 'Chamber of Chambers', and its membership comprises 16 European Chambers based in Hong Kong. The appointed representatives of these chambers make up EuroCham's Board of Directors. The European Chamber of Commerce in Hong Kong is a leading business organisation that provides a forum to exchange information and promote and enhance commercial, industrial, financial, scientific, and other economic exchange between Europe, Hong Kong, Macau, and the Greater Bay Area. Through various initiatives and activities, the chamber creates a thriving environment for trade, investment, and collaboration.