

LinkedIn's New Move

IT Giant Reaches across Asia from Hysan Place at Lee Gardens

Hong Kong is undoubtedly a vital gateway to the Asia Pacific market. Unsurprisingly, the city has attracted some of the globe's leading IT firms to establish their regional bases here. How do these IT giants decide on the best location for their offices? What do they value most in their workplace and what standards must an available space meet to qualify as the offices of a global IT company?

Having established its first office in Hong Kong two years ago, LinkedIn needed a new space that would accommodate its growth. The company's new office at Hysan Place at Lee Gardens in Causeway Bay spans over 16,000 square feet, with enough room for over 50 local employees to serve members throughout North Asia as well as extra space to grow. This new office is one of just ten in the Asia Pacific for this professional networking giant of over 50 million members. Let's hear what set Hysan Place apart as the perfect location for LinkedIn's latest base.

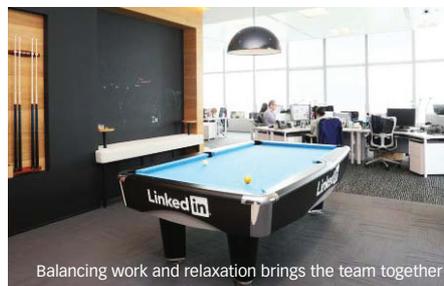
Q: What attracted LinkedIn to Hysan Place at Lee Gardens?

N (Nellie Chan): As a professional networking site, connectivity plays a big role in what we do. Hysan Place is within reach of the city's major transportation routes and the city centre, including an MTR station directly connected to the tower. This puts us in a prime location to reach out to professionals in the city. Hysan Place was the perfect match for hosting a positive place where like-minded professionals could find each other, while offering us the room to grow and welcome people in.



Ms. Nellie Chan, Director of Marketing Solution, South East Asia and North Asia, LinkedIn

Q: What are the key highlights of your new office at Hysan Place at Lee Gardens, especially in terms of its location in central Causeway Bay?



Balancing work and relaxation brings the team together

N: Our new office utilises a design with over 90% high efficiency that maximises every square inch, but doesn't sacrifice on style or professionalism. Having a welcoming space that brings people closer is essential to LinkedIn's philosophy. Our Hong Kong office has facilities for employees to take time out for snooker or table tennis, and the environment was just right for connecting people together. The great Harbour views definitely help!

Q: How have your staff responded to the move?

N: Hysan Place made bringing over a Silicon Valley-style office culture to Hong Kong much easier. We are all about finding new ways for our staff to better balance work and play. Causeway Bay is a vibrant district with a great community. Even within Hysan Place itself, our staff can directly access an unrivalled diversity of amenities for healthier work-life balance, including world-class shopping and dining. There's even an urban farm and park spaces where they can chill out and take in some greenery.



High Space Efficiency