

TIES THAT RUN DEEP



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Ashish Panjabi

Chief Operating Officer
Jacky's Group of Companies

As global economic activity continues to shift towards Asia, Hong Kong remains a key player, especially for businesses in the United Arab Emirates (UAE). The UAE is Hong Kong's largest trading partner in Middle East, while Hong Kong has a vital role to play as a two-way connector.

With a heritage stretching back to its origins in Hong Kong in 1970, Jacky's Group of Companies now operates across multiple industries from its base in Dubai. Ashish Panjabi, Chief Operating Officer at Jacky's Group, who has helped guide the business through its transformation from a traditional mail-order company to a leader in advanced technologies, is particularly well-placed to

comment on the evolving commercial ties between the two regions.

"Businesses in the Middle East have built a strong level of trust with Hong Kong companies," Panjabi explains. "Hong Kong serves as an intermediary, especially when it comes to dealing with the complexities of Mainland China. There's a level of comfort and reliability that businesses value."

Hong Kong's strengths, such as its robust financial services, efficient logistics, and attractive tax rates, make it an ideal hub for trade and partnerships. These qualities mirror Dubai's role as a knowledge-based economy, making both cities vital nodes in the global trading network.

For Jacky's, the integration of new technologies like robotics, 3D printing, and advanced visitor management systems are just some examples of how businesses in the UAE can benefit from cross-border collaboration.

With a strong personal and professional connection to both regions, Ashish Panjabi continues to champion the role of Hong Kong as a trusted partner for businesses looking to tap into the opportunities that lie in the East.

