

## **theDesk Solidifies Growth in Co-working through Nurturing a Strong Offline Community in the Neighbourhood**

**(HONG KONG, 9th July 2018) theDesk continues to thrive in its second year in the co-working business through building an inclusive community with its members and the neighbourhood. The company has secured 78 percent retention rate, while at the same time achieving an impressive 80 percent occupancy rate in four months since the opening of its two newest sites in Causeway Bay.**

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Barely within a year of operations since opening its first site in Sai Wan, theDesk became the first co-working company to secure a partnership with one of the largest commercial landlords, Hysan Property Development (“Hysan”). Situated in Asia’s most expensive retail district, Causeway Bay, theDesk opened the 5,000 square foot space at One Hysan Avenue in December 2017 and a 15,000 square foot space at Leighton Centre in March 2018. The former filled up to 80 percent within four months; the latter, being three times bigger, managed to fill up to 80 percent in three months.

Innovation is more than technological advancement. theDesk’s unique take on co-working through its offline outreach have shown significant and profitable results. It has also gained loyalty and a deepened level of trust with members and neighbours. Here’s how:

### **Bringing the Neighbourhood Together**

Since the early days in Sai Wan, theDesk has partnered with neighbouring businesses to host community-building and professional development activities for the extended community. This was an ethos that struck a chord with Hysan. The partnership goes beyond a tenant-landlord relationship as both have committed to collaborate in organising community-building events for the Causeway Bay neighbourhood.

Being situated in a prime retail district, theDesk has also collaborated with media platform Retail in Asia to host a monthly “Retail Mixer” networking event. Hosted at off-site locations in the neighbourhood, the event gathers like-minded professionals associated with the ever-changing retail industry.

The company also supports the community through its not-for-profit media platform, The newsDesk Magazine, by sharing members and neighbourhood-related stories.

### **Bridging Connections for Business Collaborations**

Growing and grooming an inclusive community facilitates a variety of collaboration that would not have been possible if restricted in a traditional business service setting. Not only does theDesk team take the time to understand each and every business or individual in their spaces, they also help facilitate introductions to help open doors for potential collaborations. Whether it is between members based across different spaces or with neighbouring businesses, successful partnerships have since been established through these community connections. 54 percent of connections between members and neighbours matched by theDesk has successfully progressed to follow up meetings thus far.

## A Welcoming Space for All

theDesk's flexible workspace and initiative team have created an inviting environment that has since attracted a diverse range of clientele, including professionals, seasoned entrepreneurs, consultancy firms, small-medium enterprises, and several multinational companies expanding into Hong Kong.

A number of neighbouring businesses such as Jurlique, The Body Shop, L'Oréal Group, Good Concept Group and Uber, have also chosen to conduct their events or even expand their business operations with theDesk.

## Supportive Members

theDesk team's effort in going the extra mile to enhance the benefits of the community has not gone unrecognised. The positive experiences and relationships built with members are reasons why the company has kept a healthy retention and growth rate since its opening. Members who began their journey with theDesk as solo-entrepreneurs have since expanded their business and chose to remain with theDesk by shifting into private offices. Almost one-third of referrals were based on offline recommendations by existing members due to their positive experience with the co-working space.

## Designed for Businesses to Do Their Best Work

With the intention to steer away from the conventional popular aesthetics, theDesk chose a minimalistic design that offers a bright, tranquil and uncluttered workspace. Open 24/7, the workspace is ideal for those who want a well-focused and productive work environment. As such, a notable influx of members and companies have since made the switch from other co-working spaces and traditional offices.

The versatile event spaces have housed intimate gatherings to corporate functions for 300. It has attracted established corporations and associations, such as Microsoft, Medecins Sans Frontieres, Uber, Founder Institute and Telum Media, to host their functions there.

### Say Hi to us at RISE Conference!

Visit us at Hong Kong's largest tech conference at booth number G108 (GROWTH sector) from 10th to 12th July 2018.

### For further information, please contact:

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## About theDesk

theDesk does co-working differently. Established in Hong Kong in June 2016, the co-working and events space company has been on a mission to build an inclusive community across the city's diverse neighbourhoods of Sai Wan and Causeway Bay. Future expansion plans are in the way, both locally and regionally in China and Southeast Asia.

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