



SAINT
CLAIR
ADVISORY
& CAPITAL

SAINT CLAIR ASIA INVESTMENT FRAMEWORK

CAPITAL DIPLOMACY IN ACTION

SEOUL
HONG KONG

24/06 – 27/06
30/06 – 03/07

JOIN OUR EXCLUSIVE INVESTOR DELEGATION TO SEOUL & HONG KONG
AND EXPERIENCE TWO EXCITING INVESTMENT ECOSYSTEMS FIRST HAND

APRIL 2025

25 SEPTEMBER 2024 ASIA DEKO IN SEOUL



I am pleased to invite you to our exclusive Capital Diplomacy Investor Delegation to Seoul and Hong Kong in June–July.

This programme offers privileged access to Asia's investment landscape through our five-stage Capital Diplomacy Framework, featuring participation in the prestigious NEXTRISE and NovaX InvestMatch conferences.

Our KOR-EU and HK-EU Capital Diplomacy Summits and curated on-site visits to institutional stakeholders, venture capital firms and innovation hubs provide structured opportunities to establish meaningful relationships with local peer investors whilst gaining practical insights into cross-border investment pathways. Together, these elements create a progressive journey from market understanding to sustainable investment relationships.

With participation purposefully limited to ensure substantive engagement, I encourage you to consider joining us in building connections that transcend the traditional barriers of distance and complexity in Asian markets.

Carl Härtlein, Managing Partner

SAINT CLAIR ADVISORY & CAPITAL

SEOUL

24/06 – 27/06/2025



HONG KONG

30/06 – 03/07/2025



The background of the entire graphic is a composite image of two cityscapes. On the left, the Seoul skyline is visible, featuring the prominent Lotte World Tower with its distinctive blue-lit top. On the right, the Hong Kong skyline is shown at night, with numerous illuminated skyscrapers and the Victoria Harbour. The text is overlaid on this background in a clean, sans-serif font.

SEOUL

24/06 – 27/06/2025

RELATIONSHIP BUILDING

ELITE NETWORKING

HONG KONG

30/06 – 03/07/2025

VIP EVENTS

CULTURAL IMMERSION

CURATED INTRODUCTIONS

HIGHLIGHTS

ON-SITE VISITS

STARTUP CONFERENCES

PRIVILEGED CONTACTS

HANDS-ON WORKSHOPS

PRIVILEGED ACCESS

ECOSYSTEM INSIGHTS

THE DELEGATION AT A GLANCE



SEOUL

NEXTRISE CONFERENCE
KOR – EU CAPITAL DIPLOMACY SUMMIT

HONG KONG

NOVAX INVESTMATCH CONFERENCE
HK – EU CAPITAL DIPLOMACY SUMMIT

ON-SITE EXPERIENCE

Seoul 24/06 – 27/06

Hong Kong 30/06 – 03/07

TARGET AUDIENCE

Limited Partners, Family Offices, Corporate
Investors, VC Firms, Industry Experts

KEY PROGRAMME ELEMENTS

Capital Diplomacy Investor Summits

Access to prestigious Startup Conferences

Workshops with peer Investors and Experts

Elite Networking Opportunities and VIP Events

Curated Visits to relevant Ecosystem Hotspots

EXPERIENCE CAPITAL DIPLOMACY

Our proprietary Capital Diplomacy Framework represents a sophisticated approach to fostering cross-border investment relationships, combining the strategic relationship-building aspects of traditional diplomacy with practical implementation support and dedicated investment vehicles.

CAPITAL DIPLOMACY

ADDRESSING INVESTMENT BARRIERS

CREATING AWARENESS: Provide intelligence and insights to illuminate opaque markets and uncover opportunities.

BUILDING TRUST: Bridge cultural and geographical divides to foster reliable and enduring partnerships.

ORCHESTRATING DELIVERY: Navigate complex regulatory and structural challenges to ensure seamless execution of investments.

CATALYSING ECOSYSTEMS: Develop interconnected networks that transform discrete transactions into sustainable investment flows.

SEIZING OPPORTUNITIES: Direct market participation through structured investment vehicles, enabling meaningful value creation and sustainable growth.

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INVESTOR LAUNCHPADS

YOUR GATEWAY TO ASIA

Physical and cultural distance creates barriers that transcend geography, hindering the formation of crucial business relationships. Beyond location, differences in business practices and cultural norms often result in missed opportunities and unrealized potential in cross-border investments.

Our Investor Launchpads transform abstract market knowledge into concrete relationships through immersive experiences. By combining major industry events, dedicated networking spaces, and ecosystem tours, we enable investors to build the trusted connections necessary for successful collaboration.

CONFERENCES



We take you to two of Asia's most important investor and startup events.

CONNECT WITH LOCAL INVESTMENT & STARTUP ECOSYSTEMS

- Connect with local investors and corporate innovation leaders
- Get firsthand exposure to local startup ecosystem dynamics
- Access exclusive side events and VIP networking opportunities
- Participate in pitch sessions and startup evaluations
- Join expert panels and share international perspectives

NEXTRISE

SEOUL 26 & 27/06/2025
COEX Conference Centre

As the largest startup fair in Asia, NextRise is the place where entrepreneurs, accelerators, investors, and industry leaders build meaningful relationships, share new insights, and present disruptive innovations.

- + 25.000 PARTICIPANTS
- + 3.300 BUSINESS MEETUPS
- + 500 EXHIBITORS
- + 100 CONFERENCE SPEAKERS

NOTE: Numbers are from NextRise 2024.



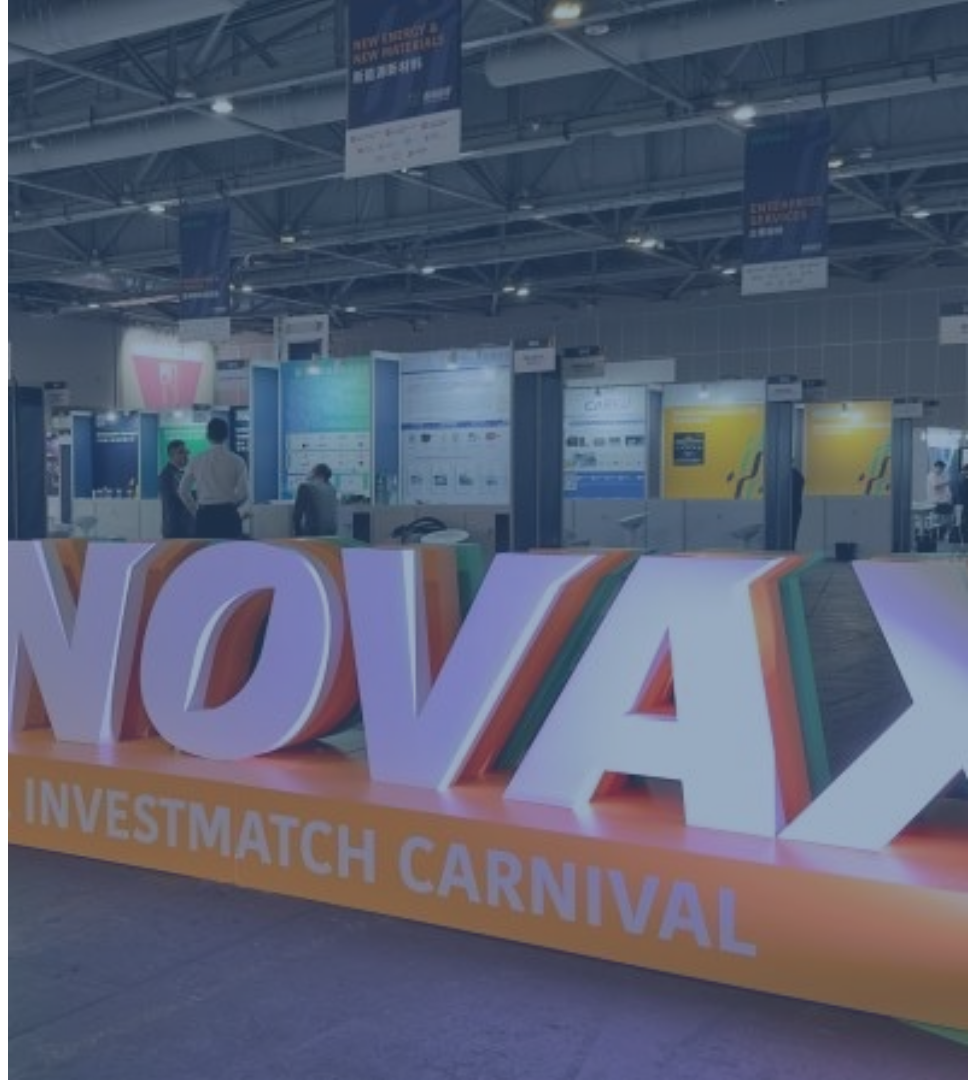
NOVAX INVESTMATCH

HONG KONG 30/06 & 01/07/2025

AsiaWorld-Expo Conference Centre

Renowned as the premier event for tech and investment synergy from Hong Kong, mainland China, and global, the NovaX - Global Investmatch event brings together pioneering startups and visionary investors to shape the future of innovation.

- + 10.000 ATTENDEES
- + 300 INVESTORS
- + 200 INNOVATIVE COMPANIES





SUM MITS

We organise two Capital Diplomacy Summits for you, in partnership with local organisations.

EXCHANGE ON GLOBAL INVESTMENT AND CAPITAL ALLOCATION TOPICS

- Strategic Roundtables and Panels with senior investors on cross-border capital allocation frameworks
- Facilitated introductions to key institutional stakeholders and government agencies
- Expert panels addressing regulatory navigation and implementation pathways

NOTE: Cited programme elements are examples.

SUMMIT PARTNERS & FORMAT

Each Capital Diplomacy Summit features carefully curated partners who bring institutional gravitas and relevant networks to enhance participant experience: e.g. KITA, ECCK, GTAI, InvestSeoul, Invest Hong Kong, etc ...

The summits employ a deliberate format that balances structured engagement with relationship development, including moderated roundtables, subject-specific workshops and curated networking sessions to ensure meaningful interactions amongst relevant participants.



WORKSHOPS

Access tools and collaborate with fellow local investors to gain knowledge expertise.

SOLVING CROSS-BORDER CHALLENGES TOGETHER

- Interactive sessions led by domain experts
- Mixed groups of local and international investors
- Practical problem-solving approach
- Small group format for active participation
- Dedicated workshop space for our delegation

NOTE: Cited programme elements are examples.

WORKSHOP TOPICS

- Market Understanding & Investment Strategy
- Legal frameworks for cross-border investments
- Tax optimization and financial structures
- Local business culture and negotiation practices
- Due diligence requirements and processes
- Post-investment management strategies

NOTE: Topics are examples, please refer to the final launchpad programme for details.



ECO SYSTEM TOURS

We take you on a highly curated experience and immerse you in the local ecosystem.

EXPERIENCING THE LOCAL ECOSYSTEM FIRSTHAND

- Meetings with key investment ecosystem stakeholders
- Visits to leading investment firms, startup hubs and innovation centres
- Introductions to corporate innovation teams and industry experts
- University and research centre visits
- Government agency and support program insights

NOTE: Cited programme elements are examples.

ECOSYSTEM TOURS

Our ecosystem tours offer a carefully considered immersion into the investment landscapes of Seoul and Hong Kong, providing contextual understanding that complements the more formal conference and summit engagements.

Each tour component is deliberately structured to provide both immediate relationship-building opportunities and deeper contextual understanding of the regional investment approach, regulatory considerations and cultural nuances essential for successful cross-border engagement.

NOTE: Topics are examples, please refer to the final launchpad programme for details.





NET WORKING

CONNECT AND BUILD DEEP RELATIONSHIPS

- Intimate delegation dinners with curated local investor guests
- VIP reception events with senior institutional stakeholders
- Dedicated investor lounge access during conference programmes
- Facilitated one-to-one meetings with pre-matched counterparts

We facilitate substantive engagement opportunities with counterparts and ecosystem principals.

NOTE: Cited programme elements are examples.

NETWORKING

Our networking programme recognises that meaningful relationships form the foundation of successful cross-border investment. We have therefore crafted a deliberate range of engagement formats: Curated Dinners, Conference Connections, Investor only Receptions, Targeted Matchmaking, etc.

Each networking element has been designed to overcome cultural barriers and enable the establishment of lasting professional relationships that extend well beyond the delegation timeframe.

NOTE: Topics are examples, please refer to the final launchpad programme for details.



CALENDAR

MONDAY 23/06	TUESDAY 24/06	WEDNESDAY 25/06	THURSDAY 26/06	FRIDAY 27/06	SATURDAY 28/06	SUNDAY 29/06
ARRIVAL DAY ◦ ◦ PRE-LAUNCHPAD DRINKS	ECOSYSTEM VISITS MORNING VISIT LUNCH / TRANSFER AFTERNOON VISIT ◦ DELEGATION DINNER	ECOSYSTEM VISITS MORNING VISIT LUNCH / TRANSFER AFTERNOON VISIT ◦ NETWORKING EVENT	CAPITAL DIPLOMACY SUMMIT @ NEXTRISE OFFICIAL OPENING WORKSHOPS STARTUP CONFERENCE KITA VIP EVENT	CAPITAL DIPLOMACY SUMMIT @ NEXTRISE ◦ WORKSHOPS STARTUP CONFERENCE ◦	◦ FREE ◦ TRANSFER TO HONG KONG ◦	PRE-SUMMIT DRINKS
30/06	01/07	02/07	03/07	04/07		
CAPITAL DIPLOMACY SUMMIT @ NOVAX OFFICIAL OPENING WORKSHOPS STARTUP CONFERENCE VIP DINNER	CAPITAL DIPLOMACY SUMMIT @ NOVAX WORKSHOPS STARTUP CONFERENCE MATCHMAKING EVENT	ECOSYSTEM VISITS MORNING VISIT LUNCH / TRANSFER AFTERNOON VISIT	ECOSYSTEM VISITS MORNING VISIT LUNCH / TRANSFER AFTERNOON VISIT ◦ DELEGATION DINNER	◦ FREE ◦ DEPARTURE DAY ◦		

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NOTE: Tentative Calendar, Programme is subject to modifications.

ORGANISATIONAL DETAILS

WE TAKE CARE OF

- ACCESS TO STARTUP CONFERENCES
- TRANSFER BETWEEN ECOSYSTEM LOCATIONS
- DELEGATION DINNERS

YOU TAKE CARE OF

- TRAVEL TO SEOUL AND HONG KONG
- ACCOMODATION ARRANGEMENTS

OPTIONAL PROGRAMME ELEMENTS

- EXCLUSIVE VIP NETWORKING DINNER WITH FAMILY OFFICES IN HONG KONG

APPLICATION PROCESS

- APPLY ONLINE: [HERE](#)

APPLICATION TIMELINE

- APPLY BEFORE MAY 16
- RECEIVE CONFIRMATION BY MAY 30

COMMITMENT FEE

- IN RANGE OF € 2.000 (SEOUL OR HONG KONG) – € 3.000 (BOTH SEOUL AND HONG KONG) CHARGED ON COST-RECOVERY BASIS.

ABOUT SAINT CLAIR

Saint Clair Advisory & Capital, established in 2018, is a strategic advisory firm for Investors, Family Offices and Limited Partners. Our Asia Investment Framework specialises in the context of cross-border investments between European and Asian ecosystems.



SAINT CLAIR
ADVISORY & CAPITAL
since 2018

SAINT CLAIR ASIA INVESTMENT FRAMEWORK

Building investor-to-investor relationships between Asian and European Ecosystems, to foster cross-border capital allocation and investment projects.

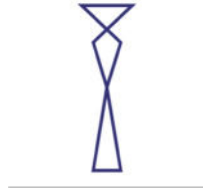
TEAM



Carl Härtlein
CEO & Managing Partner



Freya Choi
Partner — Saint Clair Asia



TRAVEL WITH US!

Join our delegation trip and access exciting and untapped opportunities!
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