



Uni-China Group Introduces Hong Kong Farmland Brand

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Uni-China Group (hereafter "the Group") officially announced the launch of its flagship innovative initiative, the "Hong Kong Farmland" Brand Program. This demonstrates the Group's full commitment to the future development of Hong Kong's agriculture and fisheries industries and aligns with the National 15th Five-Year Plan for Economic and Social Development, which emphasizes advancing agricultural and rural modernization, as well as the HKSAR Government's Blueprint for the Sustainable Development of Agriculture and Fisheries. By leveraging cutting-edge technology, optimizing supply chains, and implementing brand management, Uni-China Group is dedicated to advancing the modernization and sustainable development of the local agriculture and fisheries industries, revitalizing native resources and providing citizens with high-quality, healthy, value-for-money, low-carbon, and environmentally friendly locally produced agricultural and fisheries products, thus opening a new chapter for the agriculture and fisheries industries.

Revolutionizing Traditional Operations and Building a Sustainable Industrial Chain

The "Hong Kong Farmland" Program upholds the principle of balancing development with conservation. It actively employs modern technologies to boost local production capacity, with the goal of establishing a comprehensive industrial value chain, from production and sales to logistics and brand development, thereby significantly enhancing the market competitiveness of local agricultural and fisheries products.

The program aims to establish "Made in Hong Kong" agricultural and fisheries products as symbols of superior quality and trustworthiness. This will inject strong momentum into the local economy while creating a new industry model that delivers both economic benefits and social value.

As a major step toward realizing the Blueprint, Uni-China Group has secured the HKSAR Government's deep-sea aquaculture project in the Mirs Bay (South) New Fish Culture Zone and has been officially granted an Approval In Principle Letter for Marine Fish Culture License by the Agriculture, Fisheries and Conservation Department. Centered on advanced deep-sea aquaculture technology, the project will cultivate high-quality fish species in pristine waters.

With the official launch of the new "Hong Kong Farmland" brand, Uni-China Group is dedicated to providing Hong Kong citizens with premium, healthy, low-carbon, and environmentally friendly local agricultural and fisheries products. The brand seeks to create a clear, easily recognizable identity, enabling consumers to readily identify and trust high-quality local products while accessing fresh, superior-value items through convenient channels. At the same time, it harnesses market forces to revive Hong Kong's long-declining agriculture and fisheries industries, driving sustainable industry development.