

On location: FORMIA's new Hong Kong headquarters redefines workplace excellence



The FORMIA team in Kowloon, Hong Kong during the *PAX International* visit

[FORMIA](#) celebrated the grand opening of its new Hong Kong headquarters this summer. *PAX International* Managing Editor Jane Hobson toured the office to learn more about its role in FORMIA's continued commitment to its people, pioneering innovation and setting the bar high in the industry. Here is her first-hand impression of the workplace.

Strategic location in vibrant Kowloon

One thing is immediately clear to me as I enter the office building located at Tower 1, The Harbourfront in Kowloon's Hung Hom area: The facility embodies FORMIA's commitment to innovation, sustainability and employee well-being. The space is designed to foster collaboration, inspire creativity and reflect its core values in every part of the office.

The building itself overlooks Kowloon Bay, and the sun sparkles on the water as I look out through the floor-to-ceiling windows that border the entire office. Situated in a prime location bustling with business and flanked by upscale hotels, the office enhances connectivity and accessibility, particularly to the Central District across the bay. With convenient public transport links (such as the ferry) and nearby cultural landmarks, the headquarters offers an ideal environment for employees and clients alike.

"Being located in such a vibrant area aligns with our global and forward-thinking mindset," says

Natalie Solebo, Marketing Director, FORMIA. "It allows us to stay connected to the pulse of the city while providing our team and customers with a stimulating environment both inside and outside the office."



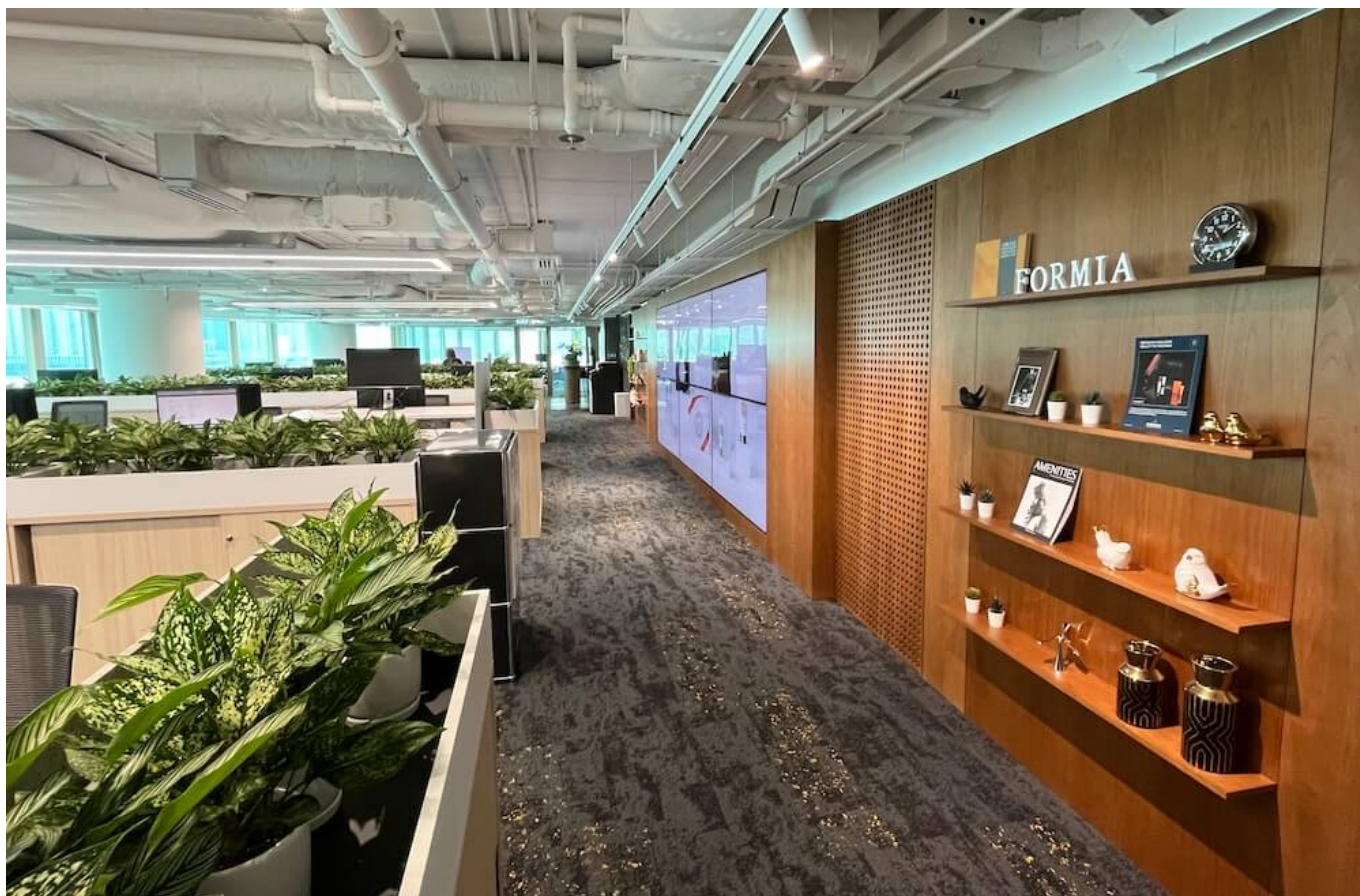
Natalie Solebo, Marketing Director, FORMIA welcomes *PAX International* to the company's headquarters

Modern design for meaningful moments

The facility is more than just a workplace; it is a hub for creativity and innovation. Together on one floor, the headquarters features a mostly open layout with modular spaces designed to adapt to various team needs. From soundproofed private meeting pods and customizable frosted glass offices to the expansive showroom, the design encourages interaction and flexibility, reflecting FORMIA's emphasis on teamwork and adaptability.

Entering through the reception area, lots of greenery, complemented against the backdrop of the bay, makes the space feel very welcoming, energizing and fresh. Large windows flood the office with natural light, offering panoramic views of the Kowloon skyline and Victoria Harbour, a feature that adds to the space's inspirational appeal. My first thought upon entering was, "I wouldn't mind coming to work here every day."

On the other side of the open workspace is the large kitchen that is open to everyone, with water, healthy snacks, coffee and tea. Just passed that is FORMIA's on-site warehouse, with samples of every kit and amenity for ease of access, all organized in compact smart-storage units.



View of the FORMIA office, overlooking the bay

Back out in the open workspace, another refreshment area is accessible to all with water, healthy snacks, coffee, tea and more.

Just beyond that is the dedicated showroom where the latest innovations in travel amenities are displayed. The room doubles as an interactive area where customers and the FORMIA team alike can get a better feel for the company's offerings and inspirations. The showroom is sleek with a thoughtful layout that points to FORMIA's attention to detail and customer centric-approach to curating meaningful moments.

Moreover, the headquarters is designed to host industry partners, workshops and events, creating opportunities to strengthen relationships and foster collaboration.

"This facility enables us to bring our partners into our world," says René Lux, Chief Operating Officer at FORMIA. "It's a space where we can exchange ideas and push boundaries together."



The showroom at FORMIA's Hong Kong headquarters



Products on display in the showroom

Prioritizing employee well-being

One of the standout aspects of the new headquarters is its focus on employee well-being. FORMIA has incorporated a range of amenities to support work-life balance and foster a sense of community. This includes the complementary drinks and health snacks, multiple well-being areas for colleagues and an overall refreshing environment with greenery that provides a peaceful escape.

“Our team is our greatest asset,” Lux emphasizes. “Creating a workspace that supports their health, happiness and professional growth is essential to our success.”



The office features lots of greenery for a fresh and inspiring energy

FORMIA in the LEED

Recently, the office was awarded the [LEED](#) Gold certification.

LEED (Leadership in Energy and Environmental Design), developed by the U.S. Green Building Council (USGBC), is the most widely used green building rating system in the world and an international symbol of excellence. Earning Gold with 77 points, FORMIA is one of less than 200 sites in Hong Kong to achieve Gold level certification.

The building is equipped with energy-efficient lighting, water-saving features and more.

Bright future in Kowloon

FORMIA's move to Kowloon signals a new chapter in the company's journey. The headquarters embody the brand's ethos, blending functionality with creativity to set new standards for workplace excellence. For employees, it is a space that supports growth and collaboration; for the company, it is

a hub that drives innovation and strengthens customer relationships.

The headquarters is not just a reflection of where the company is today but where it aspires to go. It really is a testament to how investing in people and spaces can drive a business forward.