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**João Seabra, Partner and Executive Creative Director  
Jump Willy**

## Jump Willy, Jump!

**A creative agency from Portugal finds Hong Kong an ideal place in which to mix its digital art passion with business**

Jump Willy is a creative studio with a multi-disciplinary team which develops, conceptualises, and produces custom made content in all forms of digital media for advertisements, corporate videos, branded entertainment and animation TV series.

Founded in 2007 in Porto, Portugal, Jump Willy quickly expanded to London, Los Angeles, and now Hong Kong, working with dozens of brands around the world.

“Asia is the fastest growing market and Hong Kong is a natural choice from both professional and personal levels. The city has excellent technology connectivity, especially the broadband speed, enabling us to transfer data very efficiently. It has a sound legal system and English is widely used in the community. It is also well positioned to capture the growing opportunities in Mainland China, which is our priority market. Hong Kong has a good international reputation and this helps a lot for creative agencies like us to locate here,” João Seabra, Partner and Executive Creative Director, Jump Willy, said.

On a personal level, Hong Kong is one of Seabra’s favourite cities, with a good balance between work and life and a unique mixture of urban and natural space. Located in an office in the Smart-Space at Cyberport, Seabra enjoys the serenity and space he needs for inspiration, while at the same time finding it easy to travel to the city centre within half an hour to meet his clients and business partners.

Seabra is looking for a local hire to focus on the creative side, with the objective of building a self-sustainable team in Hong Kong servicing clients in the region. His vision is to offer to clients an execution that is completely original, something that can stand out from the crowd.

As a newcomer to Hong Kong, one of the company’s priorities is to build its network and promote the Jump Willy brand. In this respect, Seabra finds the city’s ecosystem very conducive to networking. “Compared with Europe, people here are relatively more open to meeting potential business partners and connections you need to present your work,” he said.

### Never Give Up

Having gone through the process of starting a business from scratch, Seabra’s motto is never give up. “You must be committed to what you do. There are always good times and bad times and you must have the courage and strength to keep things going when something knocks you down. Specifically for startups in the creative industries, one must strive to deliver the best project and as original as possible. Do not follow, but lead,” Seabra said.

Seabra learned about InvestHK in the process of identifying a city for the company’s global expansion. He found the department agile and its services reliable and helpful. “The InvestHK team is always so active and professional and very often I forget I don’t have to pay for their services,” he enthused.

### Jump Willy

- Founded in Porto, Portugal, in 2007 with offices in Hong Kong, London and Los Angeles

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