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**Abstract**

Hong Kong has tried to develop itself as a regional education hub for a decade. However, the policy is being criticized because Hong Kong has neither diversified its student population ethnically and culturally nor expanded its share in the global higher education market. This paper explores this context to examine the significance of the education hub concept in the development of higher education in Hong Kong. Based on an analysis of the concept of education hub the paper argues that the purposes of building an education hub need to be defined. It also argues that an instrumentalist interpretation of internationalization of higher education is not enough to understand the importance of the education hub notion to the higher education development in the city. An idealistic and educational approach in this respect is a relevant idea for the prospect of Hong Kong as an education hub. (HRK / Abstract übernommen)