

# Harnessing Hong Kong's Financial Strengths to Propel Asia Expansion

Fundraising adviser Rede Partners embarks on Asia expansion with its Hong Kong regional headquarters.

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**Charles Wan**  
Head of Asia  
Rede Partners



Hong Kong's enduring strength as a global financial powerhouse attracted Rede Partners to establish its regional headquarters in the city. Rede Partners is an independent global placement advisor specialising in strategic fundraising and advisory services for private market managers. Leveraging Hong Kong's vibrant financial services ecosystem, Rede Partners raises capital for its top-tier clients through its commitment to quality and comprehensive range of services.

## Strengthening Asia Reach with Hong Kong Base

Charles Wan, Head of Asia at Rede Partners, stated, “We chose Hong Kong as our regional headquarters thanks to the city's unparalleled strategic location, robust financial ecosystem, and rich talent pool. It also provides unrivalled access to a vast network of institutional investors across Asia, including significant pools of local capital from asset managers, insurance companies, sovereign wealth, and family offices.”

Wan highlighted that Hong Kong's status as a premier gateway for global capital flows offers Rede Partners significant advantages for business expansion. “Since establishing our foothold in Hong Kong

in 2022, Rede Partners has experienced substantial growth. We have doubled the size of our team and raised over US\$12 billion from institutional investors across Asia, with a significant portion coming from Hong Kong-based sources. Our Hong Kong office plays a critical role in supporting the firm's global capital raising activities and providing strategic capital advisory and solutions to private market clients throughout the region,” Wan added.

## Dynamic Financial Landscape

Hong Kong's rich heritage of global trade and commerce, coupled with its world-class financial services infrastructure, infuses the city with a unique and vibrant energy. The financial services sector in Hong Kong is dynamic and full of opportunities, especially in private equity and fundraising.

“Our services, which span primary private equity fundraising, General Partner led private equity secondary market transactions, and strategic advisory projects, combined with our team of experienced professionals, position us to effectively capitalise on the abundant opportunities across Hong Kong and the region. As we look to the future, we plan to expand our team to support our business growth,” Wan stated.

On a personal level, Wan feels that Hong Kong's multifaceted charms make it an appealing place to live and work. “Geographically, it may be relatively compact, but it packs an immense amount into its vertical footprint. The city has a lot to offer, from hiking trails and picturesque beaches to top-tier dining establishments,” he remarked. “Our office is located in the heart of Central, and we truly feel the pulse of the city. Hong Kong continues to be one of the most vibrant metropolises in the world.”

## Rede Partners

- Since its establishment in the United Kingdom in 2011, Rede Partners has raised over US\$132 billion for its clients across primary fundraisings and transactions
- The firm operates globally with offices in London, New York, Hong Kong and Amsterdam

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