



Professional Guidance on Asian Expansion

Tricor helps companies accelerate growth in Asia with an agile adoption of digital strategies.

With Asia becoming the powerhouse for global economic growth, many businesses hope for a presence in the region across emerging markets. A leading business expansion specialist in Asia, Tricor helps clients manoeuvre from startup to IPO and beyond with business expansion solutions, including integrated business management advisory, corporate administration and secretarial services, trust and fiduciary services, and human resource consultation.

Headquartered in Hong Kong with 47 offices across the world, Tricor strives to advance its services by adopting a digital-first approach, deploying cutting-edge technology to accommodate companies' business transformation. From corporate governance to human resources and recruitment, Tricor provides companies with all stages of digital solutions covering the entire business cycle.

With virtual meeting becoming more common, Tricor recently launched the city's first full-function eAGM platform named SPOT. SPOT allows listed companies, NGOs and other corporate bodies to conduct hybrid meetings securely, enabling functions including e-voting, e-proxy and live-streaming.

Hong Kong - a tech-friendly city bridging Chinese and international markets

According to Joe Wan, CEO of Tricor Hong Kong, Hong Kong plays a vital part in connecting overseas enterprises with Chinese businesses, as the government initiatives benefit Tricor to facilitate its business growth in the region. "The Guangdong-Hong Kong-Macao Greater Bay Area provides a robust opportunity for foreign enterprises to enter the Chinese market," he said. "Through engaging in strategic acquisitions and forward-thinking partnerships with market leaders, we lead our clients into the region while offering them the right tools to grow."



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Joe Wan
CEO

Tricor Hong Kong

"At the same time, we have been putting effort in accelerating the outbound investment in Mainland China, assisting with the growth of Chinese firms in a national and global scale," he added.

Wan is also optimistic about the increased technology adoption in Hong Kong. "The use of technology provides a win-win situation to customers, businesses and the overall economic development of Hong Kong. With a vast tech development in areas such as FinTech and Smart City, Hong Kong is becoming a leading center of innovation," Wan said, adding that Tricor has partnered with Hong Kong Cyberport to provide incubation support to startups and SMEs.

He added, "The rich pool of talent available in Hong Kong are equipped with a wealth of industry expertise and global mindset. Their familiarity with both Chinese and Western cultures allows

us to play a bigger role in facilitating more interactions between Chinese and overseas businesses."

Having operated in Hong Kong for more than 20 years, Tricor now houses more than 700 staff members in the city, mainly responsible for overseeing the company's global operation. Moving forward, Tricor is looking to enhance the features and functions of its eAGM services to offer more flexibility in remote working.

Wan appreciates the support offered by InvestHK in facilitating their business development, as he concluded, "Tricor and InvestHK share a common vision to strengthen Hong Kong's status as the leading international business location in Asia. The team has provided us with publicity and networking support that made our expansion into the region much easier."

Tricor Hong Kong

- Backed by the U.K. global Investment Group Permira, Tricor serves over 10,000 clients across multiple industries globally
- Tricor acquired Richful Deyong in 2019 to support its provision of business services in Mainland China
- Tricor formed a strategic partnership with 3HK, City University of Hong Kong, Microsoft Hong Kong and TFI in 2020 on transforming investor relations digitally pioneering virtual general meeting system to drive a new chapter for smart city

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