

Harnessing Financial Innovation for Global High-Net-Worth Individuals

Going Securities capitalises on Hong Kong's strengths for sustainable growth.

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David Wu
CEO
Going Securities Limited



Hong Kong's strategic position as a bridge between Mainland China and the rest of the world makes it the ideal destination for Going Securities Limited to carry out its expansion plans, both regionally and globally. Since its establishment in 2020, Going Securities has been dedicated to leveraging technology and innovation to provide safe, reliable and personalised financial services to its customers. The company constructs algorithmic models and uses artificial intelligence to process vast amounts of data so it can analyse financial and economic behaviours and deliver stable value for its customers.

A Strategic Headquarters

Serving a global portfolio of family offices and high-net-worth individuals, the company has offices around the world and is proud to call Hong Kong its home base.

“As a leading international financial centre, Hong Kong has a sound financial infrastructure and free capital flow, which creates a convenient business environment. In addition, the city implements a free market policy, with relatively low tax rates and minimal government intervention, offering favourable operating conditions for international enterprises,” said David Wu, CEO of Going Securities Limited.

Forging a Sustainable Path Forward

According to Wu, Hong Kong's access to regional growth opportunities from the Guangdong-Hong Kong-Macao Greater Bay Area development, along with initiatives such as the Shanghai-Hong Kong Stock Connect and the Cross-boundary Wealth Management Connect Scheme, provides Going Securities with a broader market, increased business opportunities, and enhanced competitive advantages.

“Going Securities is committed to creating more value for investors through financial innovation and environmental, social and governance (ESG) strategies. We believe that incorporating ESG factors into investment decisions is the key to achieving long-term sustainable development and financial returns,” Wu explained.

Looking ahead, the firm aims to continue its ESG efforts and digital transformation, as well as its exploration into emerging markets, such as green energy and FinTech. “We are confident about the development prospects of financial services and family offices in Asia, especially in Hong Kong,” Wu said. “The city will continue to play its important role as an international hub that attracts global investors and institutions.”

Wu appreciates InvestHK's extensive support in facilitating Going Securities's business expansion. He stated, “Through international exhibitions and business events, InvestHK effectively promotes Hong Kong and leverages its extensive network to attract more global enterprises and investors, creating valuable business opportunities for us.”

Going Securities

- Headquartered in Hong Kong, the firm operates offices in multiple countries and regions, including China, Japan, the United States, the United Kingdom, Canada and Singapore
- It has obtained Type 1, 2, 4, 5 and 9 licences issued by the Securities and Futures Commission of Hong Kong

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