Case Study

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>
> Charlie Zhai
> Group VP Solution, General Manager for South China
> CDP



CDP Group goes further in the global market by developing its office in Hong Kong

The innovative human resources solution and service provider headquartered in Shanghai leverages the city’s unique position in the Guangdong-Hong Kong-Macao Greater Bay Area and reaches out to APAC and beyond

CDP Group is far more than a human resources expert. As one of the earliest HR providers bringing out the concept of “EcoSaaS” in the industry, the company has pointed out an innovative model,an one-stop HR digital platform covering a wide spectrum of business services including employee’s well-being, payroll, as well as a software system.

CDP Group has been listed on the market guide for Gartner’s HCM 2017 report with its multinational payroll solution, and what it provides is the solution containing the system as well as service.

The company has also attracted some of the world’s top investors, including Morgan Stanley, Fidelity and Sumitomo Corporation. In 2015, CDP opened its Hong Kong office to grow their global business and serve their international clientele.

According to Charlie Zhai, Group VP Solution, General Manager for South China, Hong Kong is their strategic location covering Southern China, Macau and Taiwan. With the development of the Guangdong-Hong Kong-Macao Greater Bay Area, CDP will leverage Hong Kong’s unique position and reach out to other markets.

“Hong Kong is not only an international city, but also a bridge between Mainland China and APAC region,” Zhai said, “therefore, we have enhanced our resources to grow the hub in Hong Kong with unlimited potential in the near future.”

CDP’s SaaS-based products are now serving over 620 multinational corporate and one million white-collar employees, including some first-class investment banks. Zhai said thattheir clients always regard CDP as trustful partner in the long term. He added that it is natural for CDP to step forward Hong Kong, since there are lots of multinational corporates having their regional headquarters here. “Hong Kong is a mature market in our business with a high level of of acceptance, which is beneficial for us,” Zhai said.

“The operation in Hong Kong goes smoothly and problems are solved quickly. We have never encountered any politics of bureaucratic problems in Hong Kong before, and we are confident in making full use of the city’s favorable business environment to develop regionally and globally,” Zhai remarked.

CDP’s employee in Hong Kong covers different functions, such as sales and marketing, technical solutions and operation. There is a plan to further expand its Hong Kong office in the near future. “We can find a lot of devoted talents respectful for their jobs with high professionalism in the HR industry here. There’s a high chance to find talent with regional and international exposure, which is very important for our company.”

“InvestHK is very helpful in expanding our business contacts. Moreover, they have invited us to attend industry conferences and business events. During the early stage they also assisted us to set up in Hong Kong to make sure the process is smooth. I would highly recommend entrepreneurs to use their services,” Zhai concluded.

CDP

- Headquartered in Shanghai, the company has 12 branch office in Mainland China and APAC region and has some 10,000 employees in total
- Hong Kong office was set up in 2015
- As a market guide for HCM Suit and multinational payrolls solution

cdpgroupltd.com

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