

# Turbocharging Business with ERP Support

**With over 30 years of experience in enterprise service market, Yonyou provides top-notch enterprise resource planning system and cloud service to Hong Kong and overseas markets.**



Established in 1988, Yonyou Network is one of the largest and leading enterprise resource planning (ERP) software and Software-as-a-Service (SaaS) providers in Mainland China. Ranked by Gartner in 2019 as one of the top ten ERP providers in the world, the company set up its first office outside Mainland in Hong Kong in 2003 as its headquarters to develop overseas business, serving clients in Hong Kong, Macao, Taiwan, ASEAN countries, Australia, and other countries in the Asia Pacific region.

Leveraging technologies such as cloud computing, big data and artificial intelligence, Yonyou provides the best practices for cross-border enterprises with an array of solutions for managing multiple business processes, such as finance and supply

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**Dr. Bowen Guo**  
**General Manager**  
**Yonyou Hong Kong**

chain management, with the goal to assist clients to streamline operational process and adjust overall development through digital transformation.

## A springboard to the Chinese and Western markets

For Yonyou, Hong Kong is a cosmopolitan city that has a great mix of Chinese and Western cultures and talent. It is also a place that connects the Mainland and overseas markets. According to Dr. Bowen Guo, General Manager of Yonyou Hong Kong, the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) has driven both inward and outward investments between Mainland and foreign enterprises: “While Mainland companies often use Hong Kong as a pilot city when they expand to overseas market, the need for cross-border management has also been increasing, and this has certainly accelerated the development of Yonyou Network in Hong Kong.”

Guo added, “The development of GBA is a main focus for many of us. As Hong Kong and other Mainland cities form an ecosystem from research to production, enterprises in GBA should capitalise the development and leverage the strengths of Hong Kong and Macao to enhance their efficiency.”

Hong Kong also serves as a springboard for Yonyou to expand into overseas markets. Apart from its ongoing development in Chinese-speaking markets such as Hong Kong, Macao and Taiwan, Yonyou is also actively expanding into Southeast Asia, Australia, the Middle East and North Africa. Recently, a new generation of cloud ERP products has been launched specifically for overseas markets, supporting large and fast-growing enterprises.

## World-class universities to nurture tech talent

Currently, 80 percent of Yonyou’s staff in Hong Kong are marketing and sales specialists and consultants. With the vast development of FinTech, the demand for tech talent is also increasing. Guo looks forward to seeing world-class universities in Hong Kong putting more resources in nurturing talent to support the economy.

He continued, “Hong Kong’s open market and business environment have made it an ideal place for businesses to set up. On top of providing localised services and solutions, technology companies must adopt a global mindset, so as to raise their competitiveness in the international market.”

Finally, Guo appreciates InvestHK in providing assistance and advice at the early stage of setting up its business, including consultation on policies, license applications and labour law. “Since we first set up here 18 years ago, InvestHK has been helping us promote our brand and broaden our network, which is extremely beneficial for our development in Hong Kong.”

## Yonyou Hong Kong

- Founded in 1988 and headquartered in Beijing, Yonyou Network has over 230 offices across the globe with over 19,000 employees worldwide
- Listed on the Shanghai Stock Exchange (SSE: 600588) in 2001

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