

Digitalisation Partner for Wealth Management

Accelerated tech development and deep talent pool inject confidence into the future of Hong Kong's high-net-worth wealth management.

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Kevin Loo

**Head of Virtual Assets, Senior Portfolio Manager
New Vision Asset Management Ltd.**



In today's highly competitive market, being a top-notch wealth manager not only requires a depth of investment knowledge and experience; having a digital capability to streamline the wealth management process is also essential. Ascent Financial Partners Limited is a licensed corporation of the SFC that provides an enhanced and easy access to wealth management experience for both its clients and institutional partners.

Headquartered in Hong Kong, Ascent Financial Partners' provides an institutional digital platform that allows investors to combine a multi-asset approach mixing traditional assets that they already hold with new technology-driven opportunities. The company's clientele ranges from institutions to professional investors, including high-net-worth individuals (HNWI) and family offices who are looking to diversify or enhance their portfolios.

Steve Yang, CEO of Ascent Financial Partners, said, "Our strength lies in wealth management, asset allocation and our ability to offer access to new alternative asset that might not be well understood or available to traditional professional investors. Our specialist investment capability allows us to provide professional asset management services to help these institutional and professional investors strategise and manage their global asset allocation. We help them reach out to new asset classes by deploying new cutting-edge technology."

Alternative investing powered by tech

Kevin Loo, Head of Virtual Asset Management and Senior Portfolio Manager of New Vision Asset Management, said, "There is a significant growth of the asset and wealth management industry across Asia in the past few years. There is much more talent coming into the field as they build confidence in the abundant opportunities within technology markets."

"Furthermore, a rapid evolution has taken place where the 'Tech' portion of the term is now leading the conversation as both big data and the network that secures it is the actual traded commodity. 'Tech' is no longer just a supporting capability to the 'Fin' part of the term. Rather, technology has flipped the market to be more reflective of being 'TechFin'," Loo added.

Fast tech adoption and competitive talent pool

"Hong Kong is one of the few cities in the world with a comprehensive and sophisticated financial infrastructure, which leads to a more important factor for our success - talent," said Loo, "the city has a large pool of financial service professionals of all disciplines, including banking, corporate finance, asset and fund management, strategic portfolio management, as well as legal and compliance professionals."

He continued, "Hong Kong is extremely adaptive when it comes to new technologies.

Even in some traditional industries, people are also very willing to migrate and leap into the transition to new technology. All these have made Hong Kong strive."

The team was unanimous in appreciating the help and support from InvestHK. "We share the same vision to attract more capital and grow economic activity in Hong Kong. We also thank them to connect us to the ecosystem and different stakeholders. We look forward to working more closely to grow the industry together," Yang concluded.

Ascent Financial Partners Ltd

- Ascent Financial Partners is licensed to carry out Type 1 and Type 4 regulated activities under the Securities and Futures Ordinance (SFO) to provide securities dealing and advisory services
- New Vision Asset Management Limited is licensed to carry out Type 9 regulated activities under the SFO to provide asset management service and currently has a Tier-1 application under review for an uplift to provide full virtual asset management services

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