

Making Your Move Stress-free

UniGroup Asia enhances its relocation and logistics services to capture new opportunities in the region.



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Joseph Lai
General Manager
UniGroup Worldwide –
Hong Kong Limited

Since moving across the country can be a monumental task, hiring professional movers is crucial to a smooth transition. Established in the mid-2000s by UniGroup USA, UniGroup Asia (UniGroup) now forms part of the Mobilitas Group, a relocation and moving services company operating in 100 countries. It caters to helping ease transitions, leveraging the 50 years of experience of its parent company. UniGroup's Hong Kong office specialises in the moving and logistics needs of individuals and corporations including those in the financial, legal and fast-moving consumer goods sectors.

Premier Logistics Hub in Asia

UniGroup Worldwide – Hong Kong Limited's General Manager Joseph Lai outlined the prospect of Hong Kong. He stated, "The city's international airport and port facilities are consistently rated among the best and busiest in the world. As the trading and logistics industry continues to prosper, Hong Kong is an ideal base for regional and global logistics companies."

"With the strengths of high efficiency, good connectivity and wide coverage, Hong Kong serves as the gateway for trade between the Mainland and other places around the world. In this regard, we are exploring prospects within the Guangdong-Hong Kong-Macao Greater

Bay Area. Our interest in this region reflects our excitement to contribute towards its promising future," Lai added.

UniGroup is dedicated to growth. "Our specific focus is on digitisation to modernise our systems, improve customer experience, and enhance efficiency," Lai elaborated. "Digitisation streamlines communication channels, enabling us to conduct assessments and manage projects remotely to complement person-to-person interaction for household relocations. Looking ahead, we are planning to further invest in infrastructure and technology."

High-quality Talent Pool

Lai acknowledges that the pandemic has taught UniGroup to acclimatise to uncertainty and prioritise hiring of emotionally intelligent and culturally fluent individuals with strong communication proficiency. "These skills were particularly important given the heightened stress and anxiety for clients relocating to new environments and cultures, enabling us to respond more empathically," he explained.

"Hong Kong has a rich talent pool. Its focus on education and professional development produces a workforce known for its versatility, intelligence, efficiency and business acumen," Lai said. "Since we aim to diversify into other

sectors within the industry, we foresee having to recruit additional staff members to accommodate the demands of new business lines and services."

For those considering Hong Kong to live and work, Lai is full of accolades. "Hong Kong is a beautiful city and embodies a 'can-do' spirit," he enthused. "Whether venturing into entrepreneurship or seeking to climb the corporate ladder, the opportunities are there for the taking. It is an ideal choice for those seeking the thrill of an international metropolis," Lai concluded.

UniGroup Asia

- Forms part of the Mobilitas Group, which provides international removal and relocation services in 100 countries, with a fleet of 1,700 vehicles and 6.6 million square foot of warehouse space
- Its Hong Kong office was established in 2007 and functions in three locations with a team of about 50 employees

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