

Human Resources Automation Enabler

Deel, a leading company in payroll and compliance automation, expedites global hiring and assists companies in fast-tracking their international expansion.

Founded in 2019, the San Francisco-headquartered startup Deel is a leading global compliance and payroll solution company, assisting businesses in hiring and paying remote contractors and employees with its proprietary digital platform. The company operates as a fully distributed workforce with employees based in over 80 countries across the world. It owns a portfolio of more than 10,000 customers spanning over 150 markets. To tap into Hong Kong's unique talent pool and business opportunities in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), Deel launched in Hong Kong in 2022.

Unlimited Market Potential

Hong Kong has long been an important gateway to Mainland China and an East-West conduit for global business. Vince Pei, Enterprise Sales Manager of Deel, views the city as a premier destination for overseas expansion. "As a key financial hub of the Asia-Pacific region, Hong Kong has always been on our growth roadmap because we see enormous business opportunities here. We officially launched Deel in Hong Kong in May 2022, providing local businesses with cutting-edge human resources (HR)

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Vince Pei
Enterprise Sales Manager
Deel

tools to transform their employee experience and talent acquisition process. We hope to simplify HR administration and optimise our customers' online and offline work environment," he said.

"Hong Kong's proximity to Asia-Pacific and the Greater China markets allow us to find top talent and business opportunities," Pei stated. "We see the Asia-Pacific region as a huge market and are excited about the prospects the GBA development has to offer for talent and tech companies like Deel. To this end, many of our clients are eager to connect with the talent pool in Hong Kong and the GBA, and vice versa. As a company mutually growing with our clients globally, we evaluate Hong Kong as the ideal base for us to enter the Mainland market with unlimited market potential."

Empowering Businesses with Automation

Deel's "tech-enabled self-service" platform is simple and intuitive, enabling businesses to create contracts, make payments and manage international talent. What differentiates Deel from other traditional employers of the record is that the company's products disintegrate borders and streamline the process end to end. "We aim to empower businesses with fully automated services. With more than 250 legal, accounting, mobility and tax experts as partners, we allow businesses to create, sign, and send compliant localised contracts from a library of templates and payment terms in more than 120 currencies with just a click," Pei explained. "Our one-stop portal supports Hong Kong businesses to boost their global hiring efforts. We also allow overseas companies to readily connect with Hong Kong's unique talent pool and onboard new hires compliantly in minutes – all without a local entity."

Pei added that Deel's employees in Hong Kong assume various roles, including



operations, sales partnerships and business development. "We are actively recruiting more team members to support our customers and expand our service network in Hong Kong and the Greater China region. Looking ahead, we will accentuate our efforts to develop innovative HR solutions further, and accelerate local talent and economic hub creation in the city," he concluded.

Deel

- Its primary businesses cover onboarding and compliance, payroll and workforce experience, including local healthcare benefits
- The company is now valued at US\$5.5 billion, making it one of the most highly-valued companies in the global hiring, payments and compliance industry

 deel.com