

# A Robust Technology Hub to Thrive

Next-generation managed services provider, Thrive, is leveraging Hong Kong's many advantages to reach the next level.



With a world-class technology ecosystem bolstered by government support and a highly skilled workforce, Hong Kong has established itself as an ideal location for companies that focus on digital services and innovation. Indeed, the city's strengths as both an international business centre and a rising technological hub are what drew Thrive, a managed services provider, to choose it for its APAC headquarters.

Established in 2000, the Boston-based company delivers global technology outsourcing for cybersecurity, cloud, networking and other complex information technology (IT) requirements. It aims to provide a robust technology platform at a manageable cost so that enterprises, mid-market businesses, and small and medium-sized businesses (SMBs) can avoid overpaying or being underserved when it comes to having world-class information technology infrastructure.

As Hong Kong continues to thrive as a dynamic tech hub, it provides a conducive environment for Thrive to flourish and contribute to the ever-evolving landscape of technological advancement.

## Business Made Easy

Renowned as a global hub for technological innovation, Hong Kong has cultivated a vibrant and mature IT ecosystem. Nicholas Chan, Executive Vice President and General Manager, APAC, Thrive, stated, "Hong Kong is one of the most technologically advanced cities in the world. It has a well-established and mature IT ecosystem that comprises both local and international innovation and technology companies."

As the financial hub of Asia, Hong Kong offers a particularly strategic location for Thrive, as most of its clientele hail from the financial services industry. Chan added, "The city's business-friendly environment – as evidenced by the fact that the World Bank ranked it as one of the best places in the world for ease of doing business – makes it a great place for Thrive to expand its portfolio and serve a wide range of clients across different sectors."

Aside from being an excellent location for companies to tap into different market segments locally, Hong Kong serves as a gateway for opportunities in Mainland China. Chan stated, "Hong Kong plays an important role in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) development roadmap and attracts a lot

of foreign investments from Mainland China and overseas countries across various industry verticals. We are able to leverage this unique position of Hong Kong to service these new entrants, which, in turn, will generate a lot of business opportunities for Thrive."

## Leveraging Hong Kong's Strength to Thrive

Committed to helping its clients grow their businesses and achieve their innovation goals, Thrive boasts over 800 technical resources and more than 900 industry certifications across its extensive network. Chan emphasised, "Our next-generation platform empowers customers to enhance business efficiencies by embracing standardisation, scalability, and automation, thereby delivering substantial technology returns on investment (ROI)."

In Hong Kong, Thrive operates with sales, account management, and technical support functions. The city, with its myriad unique advantages, has become a pivotal component of Thrive's ongoing growth strategy. "We consider Hong Kong a critical strategic location that provides invaluable support to our customers, encompassing talent acquisition and geographical positioning," Chan concluded.

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**Nicholas Chan**  
Executive Vice President and General Manager  
APAC, Thrive

## Thrive

- Headquartered in Boston, Thrive boasts a workforce of 1,400 staff across 28 locations in Asia, Australia, Canada, the United States, and the United Kingdom
- It serves clients from various sectors, including finance, government, healthcare, legal, life sciences, professional services, and more

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