



## Next Level Up

**After 20 years since it landed in Hong Kong, US-listed securities firm continues to use the city as its Asia's headquarters and plans to level up its electronic financial services across the region.**

Founded in 1978, Interactive Brokers (IBKR) is an electronic brokerage firm headquartered in Greenwich, Connecticut. Over the last 40 years, it has grown to become a US\$6 billion company with more than 1,200 employees conducting broker/dealer business in over 120 markets worldwide and manages close to US\$140 billion client assets globally.

IBKR believes technology is the key to enhance the efficiency of securities markets by enabling people to trade quickly and visually at low cost. With its automated trading algorithm, the company offers direct-access trade and clearing services to institutions and individuals for a wide variety of electronically traded products such as stocks, futures, and funds. Its extensive and advanced services have earned the company a range of internationally recognised ratings, including the first place in 2018 Barron's best online brokers.

IBKR opened an office in Hong Kong in 1995 after the introduction of the Hong Kong's electronised stock market. To date, the company is one of the largest stock traders in Hong Kong with over 100 staff. Being the headquarters for the Asia Pacific region, the Hong Kong office focuses on providing best-in-class customer service and technical support, and assisting neighbouring markets including Mainland China, Japan and Australia.

With a local presence for more than 20 years, the company recognises the vitality of Hong Kong's securities market. "The stock market in Hong Kong is characterised by vibrant activities and exciting share companies," said David Friedland, Asia Pacific Managing Director, "it is an amazing city with lots of opportunities which certainly should not be overlooked."



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**David Friedland**  
**Managing Director,**  
**Asia Pacific**  
**Interactive Brokers**  
**Hong Kong Limited**

"Also, with the increase of Mainland Chinese companies being listed in Hong Kong and the launch of Stock Connect Schemes, we see plenty of room to grow our business here," he added.

Given the global trend of online banking services as consumers embrace technology, in long run, IBKR hopes to expand its business scope and develop

round-the-clock one-stop financial services in Asia and Europe. As a series of virtual banking initiatives were introduced by The Hong Kong Monetary Authority (HKMA), IBKR sees the city as a starting point for its ambition. "It would be a big leap for our business if we could successfully launch virtual financial services in Hong Kong. Riding on its world-class infrastructure and technology, Hong Kong is a great supportive base for our goal," he said.

Friedland finds InvestHK a perfect partner to get in touch with its clients and counterparts in the industry. "It is not easy for foreign companies to know about the local market. InvestHK has opened the doors for us to meet and know our customers and fellow businesses," he concluded.

### **Interactive Brokers Hong Kong Limited**

- Listed in US in 2007 (Nasdaq: IBKR) with over 1,200 staff worldwide and offices in 12 cities
- Established Asia Pacific regional headquarters in Hong Kong in 1995
- First company to use fair value pricing sheets and handheld computers for stock trading

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