

# Yonyou Goes Global with Hong Kong's Strategic Hub

Yonyou's strong presence in Hong Kong powers its global reach and industry momentum.



“Hong Kong is a very suitable base for Chinese companies to expand their overseas business.”

**Murphy Li**  
General Manager  
Yonyou

## A Bridge between the East and the West

According to Murphy Li, General Manager of Yonyou, Hong Kong has been the ideal location for the company to broaden its reach and serve a wider global clientele.

In addition, the development of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) has fuelled greater business exchanges between Mainland China and the rest of the world. “As the international gateway into the GBA, Hong Kong is well positioned to drive the development of these cross-border enterprises,” he said.

## Sophisticated Infrastructure Accelerates Cloud Business Growth

Li highlighted that Hong Kong has advanced cloud infrastructure and abundant computing resources, empowering clients to select from a wide range of global cloud service providers. “Moreover, the city's comprehensive legal framework for cloud data usage, including

cross-border data security regulations with Mainland cities in the GBA, ensures information security for clients choosing cloud services,” he added.

Yonyou's innovative business platform, YonBIP, provides clients with integrated solutions spanning finance, human resources, supply chain, marketing and asset development, enhancing operational efficiency and strategic growth.

Li noted that companies establishing operations in Hong Kong receive strong support from InvestHK. “Since 2002, InvestHK has supported Yonyou with everything from visa applications to media promotion and networking. Their support has contributed to Yonyou's sustained growth and success on a global scale,” he concluded.

Harnessing Hong Kong's thriving information and communications technology ecosystem, Yonyou has enhanced its ability to serve global clients. Founded in Mainland China in 1988, Yonyou is a world-leading provider of enterprise software and intelligent services. Since establishing its international headquarters in Hong Kong in 2003, Yonyou has accelerated its global reach, entering key markets such as Europe, the United States and the Middle East. Looking forward, the company plans to pursue an H-share listing on the Hong Kong Stock Exchange to access global capital and enhance its competitiveness.



## Yonyou

- Founded in 1988 and headquartered in Beijing, Yonyou currently employs more than 20,000 staff across more than 230 offices worldwide
- Yonyou Network Technology was listed on the Shanghai Stock Exchange in 2001
- The Hong Kong office started with three staff members and now has more than 200 employees

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