

Building the Technology Backbone of FinTech

Hundsun Ayers Technologies draws on the combined strength of Mainland China and Hong Kong to provide innovative all-in-one trading solution.



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Teelie Chua
Director of Product
Hundsun Ayers Technologies

In 2019, Mainland China's leading FinTech company, Hundsun Technologies, fully acquired Ayers Solutions to form Hundsun Ayers Technologies in Hong Kong. With a large base of institutional clients from Mainland China as well as SME brokerages in Hong Kong, Hundsun Ayers focuses on providing securities and futures trading solutions to financial institutions. In less than two years, Hundsun Ayers has been gaining recognition in FinTech arena for developing systems and services ahead of technology trends.

“We noticed that there was a lack of a proven one-stop trading solution, so we worked to integrate a front-to-back office management to optimise users' trading experience,” said Teelie Chua, Director of Product at Hundsun Ayers Technologies. “With that in mind, Hundsun Ayers is aspired to offer a diversified spectrum of technology solutions ranging from trading systems supporting global securities, futures, and options to buy side investment management and custody service solutions.”

Hundsun Ayers has been striving for upgrading both its buy-side and sell-side service. One of the key technologies developed is Alpha Broker 3.0, which enables their brokerage clients to handle large trading volumes; on the buy-side, the company is looking to enhance offerings

through Hundsun's partnership venture with Finastra, a UK-based FinTech firm, and the acquisition/localisation of an investment management software tailored for China's regulatory requirements for Mainland China, Hong Kong and Macao markets.

Bridging Mainland capital to global market

Chua believes that Hong Kong serves as an ideal gateway for capital flowing in and out of Mainland China: “Institutions in Mainland China may face some challenges to access the global market due to the difference in infrastructure and compliance requirement,” Chua explained, “with its stable market operations, Hong Kong has provided Mainland financial institutions a safe launchpad to enter international markets. With our experience in both local and the Mainland market, we can be the bridge and share knowhow with our clients.”

He added, “In the past decade, we have witnessed a growing importance of Hong Kong for the liquidity flow from China, we believe that institutions in Mainland also value the city's mature financial infrastructure and its business approach, which have fostered a very safe and secure environment for them to come to Hong Kong.”

Currently, Hundsun Ayers' headquarters in Hong Kong hires about 100 staff who are developers, product managers and sales managers. They are also looking to expand the teams both in Hong Kong and Shenzhen to facilitate its overseas expansion, primarily to Southeast Asian market.

Chua concluded, “we are able to meet like-minded people through InvestHK's extensive network. We look forward to leveraging their platform to connect with experts, in Hong Kong or overseas, to exchange ideas and technology knowhow.”

Hundsun Ayers Technologies

- A subsidiary of Hundsun Technologies Inc. with more than 250 institutional clients
- Certified vendor for HKEX Orion Trading Platform and Genium INET Platform and Stock Options

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