

Investment for Impact

AvantFaire Investment Management helps family offices realise their social and environmental impact goals through tailored investment services.



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Catherine Chen
Founder and CEO
AvantFaire Investment Management

Family offices often benefit from management that understands their unique aspirations. AvantFaire Investment Management was founded by Catherine Chen, who operates her own family office. She understands that by focusing on investment opportunities that drive real social and environmental change, AvantFaire fulfills a market niche.

Investment for Impact

AvantFaire provides impact investment management opportunities, with a particular focus on the development of sustainable cities, communities, and rural areas. It was the first Asian equity investment manager to receive B-Corporation certification. In addition, it is signatory to Principle for Responsible Investment supported by the United Nations and Operating Principles of Impact Management led by the International Finance Corporation. “We launched our first and flagship impact fund of funds in 2019 and are planning to offer direct investment mandates shortly,” noted Chen, adding that she regularly speaks at events organised by the government to promote the impact investment ecosystem in Greater China.

Chen was mindful in the selection of Hong Kong for AvantFaire headquarters: “Hong

Kong has been the world's business nexus for more than a century. Collaboration with people from different parts of the world is already in the DNA of business people in Hong Kong, where cultural diversity and inclusion are embraced. As an impact investor, we care about the clarity and stability of regulations and the overall policy direction towards environmental, social and governance (ESG) and sustainability. Availability of professional human capital helped us set up operations very quickly with the right team on board. Since our establishment, there has been no turnover in our core investment team – and I am happy with the quality of talent available in Hong Kong.”

Further, Chen appreciates the alignment of national policies in creating opportunities for impact investment. “For example, Mainland China's determination to become carbon neutral by 2060 and the national plan for application of renewable energy provide investment and financing opportunities – Hong Kong can add value to these initiatives,” she said. “Hong Kong has made regulatory advancement on green disclosure. It most recently leveraged FinTech to spearhead the distribution of green bonds to investors. These are all magnificent incentives to attract family

offices in Mainland China and those interested in green investment to benefit from the ecosystem that we are growing here.”

As for the city as a place to reside, Chen is impressed with its lifestyle offerings: “Hong Kong is a safe and dynamic city. Apart from work where all sorts of professional services and connections are easily accessible, the diversity in people, food and entertainment never runs short. I highly recommend for my peers in other countries to consider setting up business in Hong Kong.”

AvantFaire Investment Management

- Established in 2017, AvantFaire focuses on impact investment management for family offices and individuals
- Its Hong Kong office acts as the regional headquarters and primarily functions as the company's client sourcing and investment hub

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