

Harnessing Hong Kong's ESG Potential

WISE Employment expands its impact in Hong Kong, strategically tapping into the city's environmental, social, and governance (ESG) opportunities.

Leveraging its status as a global business and financial hub, Hong Kong has taken the initiative to offer world-class services and significant opportunities for businesses seeking to fulfil their ESG needs and objectives. The city aims to create a society that thrives both economically and environmentally while promoting social well-being. This commitment has attracted WISE Employment, a renowned not-for-profit disability employment services provider founded over 30 years ago in Australia, to extend its services into Hong Kong.

Dedicated to promoting diversity, equity, and inclusion, WISE Employment offers a diverse range of employment programmes and services. The organisation has successfully assisted almost a million job seekers in finding meaningful employment opportunities. By establishing a foothold in Hong Kong, WISE Employment not only makes a positive impact on those people's lives but also contributes to the city's broader ESG goals.

An Ideal Environment for ESG Endeavours

According to Ary Laufer, Deputy Chief Executive Officer and Regional Director Asia of WISE Employment, Hong Kong offers a favourable operating environment for non-governmental organisations (NGOs). The city's well-developed infrastructure, robust legal framework, and supportive policies create a conducive environment for NGOs to carry out their activities. Laufer stated, "We recognised the increasing emphasis on ESG initiatives among corporates in Hong Kong, and saw an opportunity to contribute our expertise



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Ary Laufer
Deputy Chief Executive Officer
and Regional Director Asia
WISE Employment

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“In addition, Hong Kong and Australia share a similar culture, which facilitated our decision to expand our operations to Hong Kong. The familiarity with business practices, work ethics, and cultural values between the two locations helped us seamlessly adapt our programmes and services to the local context,” he added.

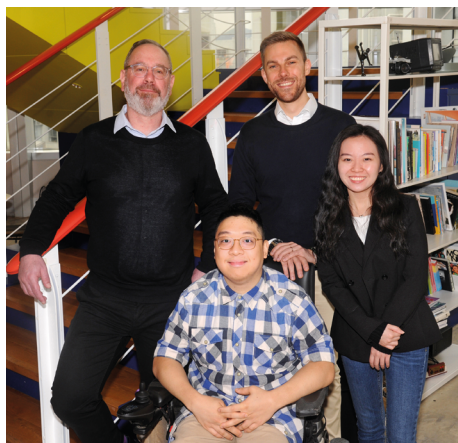
Promoting Diversity and Inclusion

WISE Employment set up its Hong Kong branch, WISE Inclusion Hong Kong, in 2024. It aims to make a positive difference in the lives of individuals with disabilities and contribute to the growth of an inclusive workforce in the city. “Unlike traditional models, WISE Inclusion Hong Kong

provides support by actively training and placing candidates in mainstream working environments,” Laufer said. “This unique approach promotes diversity and inclusion. And it allows individuals with disabilities to thrive and contribute their valuable skills and talents to the workforce.” He added that WISE Inclusion Hong Kong is enriching its programmes and forging partnerships with employers, including large corporations and small and medium-sized enterprises (SMEs), to broaden its reach and maximise its impact in the region.

Laufer expressed his appreciation to InvestHK for their support during the establishment of WISE Inclusion Hong Kong. He said, “InvestHK plays a crucial role in assisting us in setting up and expanding our operations in the city. With their extensive network and industry knowledge, InvestHK fosters collaborations between WISE Inclusion Hong Kong and other service providers in Hong Kong. This enables us to access the resources and expertise necessary for our establishment and future growth.”

According to Laufer, Hong Kong has an exceptional talent pool. “The thing I love most about Hong Kong is its people. They are hardworking, intelligent, and are committed to their work. My experience in hiring new staff members in Hong Kong has been fantastic,” he concluded.



WISE Employment

- Founded in 1992, WISE Employment exists to connect and empower job seekers and employers. It currently helps more than 60,000 people annually on their path to self-sufficiency through meaningful work
- Since 2001, it has invested millions of AUD in projects to support disadvantaged members of the community

 wiseemployment.com.hk