ROOTED IN HONG KONG, HAI CLOUD EXCHANGE EMPOWERS BRANDS GOING GLOBAL WITH SMART AND DIGITAL FINANCIAL SERVICES

Leveraging Hong Kong's world-class financial system and global connectivity, Hai Cloud Exchange is deepening its roots in the cross-border FinTech sector. The company is committed to delivering compliant, robust, smart, and digital financial services, empowering enterprises navigating global brand and supply chain expansion.

Established in 2016 as the regional headquarters, Hai Cloud Exchange (Hong Kong) Limited (Hai Cloud Exchange) is a wholly-owned FinTech subsidiary of Haier Group Corporation.

"Cross-border financial services are a cornerstone of enterprise globalisation, and Hong Kong is the vital platform for our strategy," said Wu Dacheng, Licensed Representative of Hai Cloud Exchange. "Over our decade in Hong Kong, we have witnessed numerous enterprises transition from 'product export' to 'brand and supply chain globalisation'." This transformation has driven market demand for financial partners that are both highly compliant and tech-proficient.

Addressing Global Expansion Challenges via Tech and Ecosystems

To address common challenges such as cross-border trade settlement cycles and exchange rate fluctuations, Hai Cloud Exchange has built a one-stop global smart digital platform centred on tech advancement, ecosystem collaboration, and global expansion.

"By establishing compliant integrations with major global banking systems and utilising real-time exchange rate risk management tools, our platform can respond to customer needs within seconds," Wu explained. "Our services span over 200 countries and 20 industries, including cross-border eCommerce, commodities, and smart manufacturing. By covering the entire chain of cross-border trade, we help enterprises manage exchange rate risks with greater flexibility."

Wu added: "Hong Kong's regulatory environment and market maturity in the FinTech sector rank among the top internationally. This provides a fertile ground for us to develop compliant, innovative digital foreign exchange transactions to neutralise exchange rate risk."

The Ideal "Super-Connector" Gateway for Global Growth

Wu pointed out that Hong Kong's role as a "super-connector" serves as the premier gateway for international expansion. "Hong Kong possesses unique advantages, including the free flow of capital, transparent regulations, and internationally aligned supervision. Choosing Hong Kong means embracing a global vision, international credibility and a professional ecosystem."

Throughout Hai Cloud Exchange's growth in Hong Kong, InvestHK has been a vital partner. "InvestHK provided professional guidance and support for our office setup and financial licence applications. Their events have helped us stay aligned with regulatory dynamics, allowing us to integrate seamlessly into the local ecosystem," Wu stated.

Anchoring Long-term Success from Hong Kong

Looking ahead, Wu stated: "With Hong Kong's talent and enterprise recruitment drives, alongside the accelerating overseas expansion of brands, demand for compliant cross-border financial services will thrive. We will continue to use Hong Kong as our strategic pivot to help brands achieve steady global growth."

> "Hong Kong's world-class financial system and FinTech advantages make it the ideal gateway for enterprises going global. We will continue to use Hong Kong as our strategic pivot, leveraging smart and digital financial services to help brands achieve steady growth worldwide."

WU DACHENG
Licensed Representative
Hai Cloud Exchange (Hong Kong) Limited

Hai Cloud Exchange

- Wholly-owned by Haier Group Corporation (Kantar BrandZ Top 100 Most Valuable Global Brands)
- Licensed by the Hong Kong Securities and Futures Commission for Type 1, 3, and 4 regulated activities; holds a Hong Kong Customs MSO licence
- Hong Kong headquarters coordinates global business management, compliance, FinTech R&D, and global customer service
- Services span over 200 countries and 20 industries, covering the entire chain of cross-border trade

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