

AI Agent Enabler

Mainland technology company Laiye aims to make work and life better with digital workforce solutions.

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Wilson Zheng

**Vice President and General Manager of Greater-Bay-Area
Laiye**

Leading artificial intelligence (AI) platform Laiye offers tech-driven automation solutions for consumers and enterprises. The Beijing-based company is best known for its AI-powered Robotic Process Automation (RPA) technology, which enables businesses to automate repetitive tasks and optimise their workflows. Also among its extensive suite of products and services is an Intelligent Document Processing (IDP) solution that can efficiently recognise and extract needed data from unstructured documents, and its conversational AI platform that enables businesses to build their own chatbots and voice assistants in a simple and intuitive way.

Since its establishment in 2015, the company has grown its global presence, expanding its operations to Europe, the Middle East, Africa, Latin America and Asia Pacific. It currently serves more than 10 key industries, and its clients range from small and medium-sized businesses to Fortune Global 500 companies and government entities.

Rising Higher with Hong Kong

Looking to bring its business to the next level and continue its global expansion, Laiye set up an office in Hong Kong in 2021. The office is mostly involved with client relationship management as well as sales and marketing functions. It has proven beneficial in helping Laiye build brand awareness, loyalty and drive overall growth.

“Hong Kong has a reputation as a global financial centre and a thriving business hub. It offers a favourable business environment, strong legal framework, political stability and efficient infrastructure, which are conducive to establishing and operating a

local office,” Wilson Zheng, Vice President and General Manager of Greater-Bay-Area of Laiye, stated. He added that various government initiatives and support from entities such as InvestHK make Hong Kong an especially attractive and accessible place to establish and grow a business.

“The development of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) only adds to the appeal,” Zheng said. “It provides a platform for closer collaboration between Hong Kong and other cities in the region. This in turn leads to expanded market access, greater innovation, business development opportunities and a plethora of other benefits.”

Empowering the Smart City Ecosystem

Hong Kong offers unique opportunities for companies in the information and communications technology (ICT) sector. “The Hong Kong government has been actively promoting smart city initiatives, aiming to enhance the quality of life, sustainability and efficiency in urban environments. This presents opportunities for ICT companies to contribute in areas such as smart transportation, smart energy management, IoT applications, data analytics and cybersecurity solutions,” Zheng said.

Having witnessed the advantages of operating an office in this global business hub, Laiye already has plans to tap into the local talent pool to expand its Hong Kong team. It has also rolled out various initiatives, such as its annual Hong Kong Week event, to engage with customers, partners and stakeholders as part of its commitment to establishing and growing



strong ties in this city and the surrounding region.

“In the short term, we hope to establish strong collaborative relationships and further mutual understanding and learning with our clients. In the long term, our goal is to solidify our partnerships with clients and partners, integrating ourselves into their long-term development path,” Zheng concluded.

Laiye

- The company has offices in 20 cities around the world, including Beijing, Shanghai, Hong Kong and Singapore
- It serves almost 300 Fortune 500 companies, and has a thriving developer community with more than 800,000 members
- It is the only China-based company recognised in the Gartner Magic Quadrant for Robotic Process Automation for four consecutive years

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