

# Hong Kong: The Premier Hub for Wealth Management Expansion in Asia

The fast-growing wealth management firm WRISE Group eyes further growth opportunities in Hong Kong and the broader Asian market.

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**Derrick Tan**  
Executive Chairman  
WRISE Group



Hong Kong, as a premier wealth management hub, has fueled WRISE Group's strategic expansion in the region. The Singapore-based firm, renowned for its service to high-net-worth individuals, offers personalised financial solutions through its innovative TREX platform. Since establishing its presence in Hong Kong in 2022, WRISE Group has grown its team and client base. In September 2024, the Group launched WRISE Prestige, leveraging the city's vibrant wealth management ecosystem to cater to the region's affluent clientele.

## Leveraging Hong Kong's Financial Strengths

“As a global financial hub, the city offers ample market potential and opportunities for service expansion,” said Derrick Tan, Executive Chairman of WRISE Group.



“Not only does Hong Kong offer a significant concentration of high-net-worth individuals, its business-friendly environment and trusted regulatory framework make it a great setting for wealth management companies.”

Tan added that the city's simple and low tax regime has allowed the company to efficiently establish and offer funds. Various government initiatives, such as the New Capital Investment Entrant Scheme and policies to attract more family offices, have also helped create more demand for investment and financial services.

## Setting Sights on the Mainland Market

Hong Kong's proximity to Mainland China and the growing wealth of investors in this market create significant growth opportunities in the region. “The Guangdong-Hong Kong-Macao Greater Bay Area (GBA) plays a crucial role in WRISE's business development strategy, and we are committed to providing tailored financial services to better serve our GBA clientele,” Tan stated.

In addition to tapping into present opportunities, WRISE Group predicts further growth for Hong Kong's asset and wealth management landscape. “Given the current geopolitical situation, we anticipate that capital will increasingly flow into more stable and secure environments. As a result, wealthy individuals are likely

to prefer parking their assets in jurisdictions like Hong Kong, which is recognised for its robust financial infrastructure and regulatory transparency,” Tan said.

To continue providing the best-in-class services to its portfolio of clients, WRISE has expanded its operational footprint in Hong Kong and has grown its team to more than 300 staff. “With a skilled talent pool in finance and investment, coupled with a cultural focus on investment and wealth preservation, Hong Kong serves as an ideal setting for WRISE Group to cater to the diverse needs of clients,” Tan said. “Overall, the outlook for Hong Kong's asset and wealth management sector is highly promising, with numerous growth opportunities ahead.”

## WRISE Group

- Founded in 2022, WRISE Group is headquartered in Singapore and has offices in Dubai, Hong Kong, Shenzhen and Tokyo
- The company has over 400 employees globally and is supported by an ecosystem of over 200 financial intermediaries worldwide

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