

Delivering Holistic FinTech Solutions

Synpulse and its new technology powerhouse focusing on digital innovation, Synpulse8, are poised to offer end-to-end services to the financial services industry.

Management consultants have undergone a sea change in the past few decades. What used to be a traditional business now encompasses a myriad of different experts. Synpulse's transformation from a boutique management consultancy based in Zurich in the mid-1990s to its current 1,000 consultants, technologists, entrepreneurs and experts in 17 offices around the world reflects how the company has evolved with the times. The company's Hong Kong office was set up in 2015 on the strengths of the city's proximity to its North Asian clientele and its prowess as an established key international financial services hub.

Hong Kong Stands Out as a Top FinTech Hub

Synpulse positions itself today as a management consulting and technology firm focusing on the financial services sector. As the sector increasingly requires digital solutions, Synpulse8 provides cutting-edge design and engineering services to the financial services industry.

Salomon Wettstein, Senior Partner and Managing Director, Synpulse cum Global Co-Head, Synpulse8, said, "The setup of Hong Kong office is one of Synpulse's significant milestones. Our Hong Kong office has deep connections with the market and our experience here has given us unique insights into the challenges that our clients face in the region, and how we can solve them with industry best practices."

"Over the last three years, we have strengthened our foothold in different markets by establishing a physical presence in Bratislava, Luxembourg, Taipei,

Shenzhen, Jakarta, Pune and Hyderabad, extending our service offerings to Atlanta and Toronto, as well as launching our new global tech powerhouse brand Synpulse8," said Wettstein. He added that Synpulse now owns the capability to serve end-to-end across its clients' value chain and Synpulse8 creates seamless digital experiences to address the online and hybrid requirements that the pandemic precipitated.

Immerse Market Potential in the GBA

The country's 14th Five-Year Plan has firmly expressed the central government's clear support for Hong Kong's development into an international innovation and technology hub. Synpulse is well positioned to address new tech such as big data, blockchain and cloud computing. Wettstein appreciates the Hong Kong Monetary Authority (HKMA) actively encouraging financial institutions to adopt FinTech solutions. "At the beginning of 2022, the HKMA announced the FinTech 2025 Strategy, where its key initiatives will provide continuous support to FinTech adoption," he stated. "This will continue to shape the financial industry as one of the main trends we should follow."

Further afield, the Hong Kong office supports an increasing convergence of market demands between Hong Kong and Mainland China. "As we continue to grow within the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) and ramp up our technical and digital expertise with Synpulse8, our Hong Kong office will serve as our anchor and springboard to more opportunities in the region," said Wettstein.

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**Senior Partner and Managing Director, Synpulse cum
Global Co-Head, Synpulse8**



"With our new office in Shenzhen, the Silicon Valley of Mainland China and a fast growing city for digital innovation and business expansion, we are in the right place at the right time to hire exceptional talent. We are actively recruiting software engineers, solution architects and user experience/user interface (UX/UI) designers across all levels of experience for Synpulse8. Hong Kong has a good talent pool to fuel our growth."

As for Wettstein's personal feelings towards his home of the past six years, the ultra marathon enthusiast has nothing but praise: "The great outdoors pushed me time and again to pursue my passion while exploring the magnificent trails, scenic coastlines and peaks of Hong Kong."

Synpulse

- Established in Zurich, Switzerland in 1996, Synpulse is a global management consulting company focusing on financial services. The company and its technology powerhouse, Synpulse8, deliver unique digital experiences with proprietary technologies
- Its Hong Kong office was established in 2015 to cater to the firm's North Asian clients. With the launch of Synpulse8, both Synpulse and Synpulse8 have a total of 19 new joiners in Hong Kong from January to June 2022, around 20 percent growth in headcount compared with the same period last year

 [synpulse8.com](https://www.synpulse8.com)