



EQUASIA GROUP

HONG KONG | SHANGHAI | SINGAPORE | VIETNAM

Bringing business to Asia™

EQUASIA®

WWW.EQUASIA-GROUP.COM

About Equasia Group

We focus on helping businesses to enter and thrive in Asian markets

Equasia is a leading consulting and business services firm with over two decades of experience based in Hong Kong, Shanghai and Singapore. Our team provides services and solutions to support our clients entering and operating in China and other Asian countries. We are supported by our extensive network of trusted local experts, built up over many years.

20+

Years of
Track Record

150+

Number of
Clients

6

Locations
& Offices

∞

Solutions

EQUASIA®

Our purpose

TO FACILITATE BUSINESS
BETWEEN ASIA AND THE WORLD

TO HELP CREATE A LEVEL
PLAYING FIELD

TO DO SO RESPONSIBLY AND
SUSTAINABLY

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Our services

BUSINESS
ADMINISTRATION

REGULATORY &
COMPLIANCE

ACCOUNTING &
AUDIT SUPPORT

STRATEGY &
RISK

LEGAL
SUPPORT

TAX
ADVISORY

FINANCIAL
PLANNING

INTELLECTUAL
PROPERTY

CORPORATE
ADVISORY

ESG &
SUSTAINABILITY

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Our services

BUSINESS ADMINISTRATION

- Company formation
- Corporate secretarial services
- Bank account opening
- Registered office

TCSP license holder in Hong Kong

REGULATORY & COMPLIANCE

- Compliance audit
- Cross-border compliance protocols
- Compliance outsourcing

TAX ADVISORY

- Corporate (re)structuring
- Transfer pricing
- Trust arrangements

ACCOUNTING & AUDIT SUPPORT

- Management reporting
- Payroll management
- Invoicing and bill tracking
- Tax filings
- Annual audit

Online accounting software

INTELLECTUAL PROPERTY

- IP Strategy
- Trademark registration
- Royalty agreements
- Copyright services

ESG & SUSTAINABILITY

- Supply chain compliance & inspection
- ESG reporting
- Training and in-house advice

Our services

LEGAL SUPPORT

- Employment law
- Dispute resolution
- Commercial contracts
- Licensing

Fully registered PRC law firm in China

STRATEGY & RISK

- Corporate strategy
- Strategic partnerships
- Go-to-market strategy
- Executive coaching

FINANCIAL PLANNING

- Bank services
- Financial strategy
- Debt management
- Interim or virtual CFO

CORPORATE ADVISORY

- M&A (re)structuring & investments

Meet our team of experts

Hugo
Muller



Before establishing Equasia, Hugo built a versatile career as a lawyer at two leading law firms, a manager for a retail chain, a co-founder of a management consulting firm, and the founder of a corporate advisory boutique. Upon moving to Shanghai in 2000, Hugo founded Equasia with the primary goal of assisting clients in navigating and entering the Chinese market.

Zach
Lichtblau



Zach dedicated two years in Taiwan to studying Mandarin Chinese, during which he also gained valuable experience as a business consultant. After completing his master's degree, he relocated to Shanghai in 2005. Zach is now a partner at BNLS Law Firm (Shanghai) and a co-founder of Equasia.

Choy Yiu
Chan



After launching her career at a leading law firm in Rotterdam, where she qualified as a solicitor and advocate, Choy joined Equasia in Shanghai in 2007 and later became a partner at Bonnard Lawson. She subsequently transitioned to Equasia's Hong Kong office as director. In her latest move, Choy relocated to The Netherlands, where she now focuses on supporting Equasia's network across Europe.

Meet our team of experts

Hugo
Sterkenburgh



Hugo brings over 19 years of experience in international corporate banking across major global financial hubs. As a seasoned executive, he has successfully led diverse business lines and specialized support departments, catering to the needs of international corporations in both Europe and Asia. Throughout his career, he has played a pivotal role in assisting multinational corporations (MNCs) and small and medium-sized enterprises (SMEs) in expanding their operations across the South-East Asia region.

Valérie
Hoeks



Valérie co-founded China Inroads, a strategic firm dedicated to providing tailored solutions for companies managing partnerships in China. With over 20 years of expertise as a Sinologist and advisor, she supports MNCs, SMEs, and owner-managed businesses. As a director at EQ+ within Equasia Group, Valérie now leads the growth of strategy consulting services in China and Southeast Asia.

Paul
van Brenkelen



Paul is an expert in ESG and corporate governance, sustainability initiatives, and testing, inspection, and certification (TIC) projects. His career spans leadership roles with third-party service providers for supply chain solutions and partnerships with businesses, industry groups, and government departments across over 50 countries. As a director of EQOLOGIC at Equasia Group, Paul now focuses on supporting clients in ESG and sustainability.

CONTACT US

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