

Harnessing Hong Kong's Virtual Asset Hub Status for Business Growth

Swiss-headquartered AMINA (Hong Kong) Limited (AMINA HK) is one of the first Hong Kong financial companies licensed by the Securities and Futures Commission of Hong Kong (SFC) to offer virtual asset-related products and services, aiming to set new standards in the virtual asset industry and contribute to the jurisdiction's position as a leading global financial hub.

Hong Kong has established itself as a prominent virtual asset hub, garnering global attention and becoming a focal point for virtual asset businesses. The city's progressive approach towards virtual asset, along with its connectivity to international markets, positions Hong Kong as a gateway for global investors and businesses seeking opportunities in the virtual asset ecosystem. Being one of the city's first licensed corporations with virtual asset capabilities, AMINA HK is well poised to capitalise on developments in digital assets.

Vibrant Virtual Asset Ecosystem

Hong Kong is known as an international financial hub supported by a strong rule of law jurisprudence, cosmopolitan talent pool, and robust infrastructure. The addition of virtual asset capability introduces a fresh and dynamic range of investors and service providers who are actively seeking financial opportunities in the virtual asset realm. As a Swiss-headquartered bank, AMINA Bank AG is one of the first Swiss entities to establish a wholly owned subsidiary through AMINA HK to offer virtual asset-related products including over-the-counter (OTC) derivatives products, conduct asset management, and advise on securities and virtual asset. AMINA HK's clients have the reassurance of a trusted regulatory body overseeing their assets backed by an established Swiss financial institution.

AMINA Bank AG chose Hong Kong as its regional hub for a raft of reasons. "The Hong Kong government has been facilitative to the opening of the virtual asset industry," explained Ludovic Shum, Managing Director, General Counsel and Head of Regulatory Affairs APAC of AMINA (Hong Kong) Limited. "It is easy to build up a network here, and there has been clarity on the city's new policy. Hong Kong's rule of law is also familiar to many and language is not a barrier to operations with things being executed very quickly. We appreciate the certainty of Hong Kong's regulations driven by its new virtual asset policy. The regulatory framework is structured, clear, and direct."

Rich Financial Talent Pool

Shum finds staffing the rapidly growing Hong Kong office to be an important process. "We prioritise individuals with extensive experience in the financial industry with virtual asset exposure," he said, noting that his current colleagues include professionals in business development, operations, compliance and legal under the leadership of AMINA HK's CEO, Amy Yu.

"InvestHK has offered invaluable assistance in liaising with the SFC and Hong Kong Monetary Authority," Shum stated. "Additionally, it has played a significant role in providing publicity."



As a Hong Kong professional with over 20 years of experience, Shum feels that his hometown offers a broad spectrum of activities with great efficiency second to none, making it a great place for AMINA HK's base. "It is one of the few places where you can enjoy a scenic hike before breakfast, fly to a different country to attend various meetings, fly back to Hong Kong to indulge in dinner with clients, followed by a concert – all in one day."

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Ludovic Shum
Managing Director, General Counsel and
Head of Regulatory Affairs APAC
AMINA (Hong Kong) Limited

AMINA Group

- Founded in 2018 in Zug, Switzerland, AMINA Bank AG is a Swiss-regulated crypto bank providing virtual asset and traditional financial services to clients in Switzerland
- Its Hong Kong subsidiary, AMINA HK was set up in 2021 and was licensed by SFC in November 2023 to offer regulated crypto-related services, including wealth management, investment, trading, and advisory services

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