

BEEFINTECH DRIVES INSURANCE'S DIGITAL TRANSFORMATION FROM HONG KONG

By leveraging Hong Kong's fintech ecosystem and AI-driven innovation, BeeFintech accelerates its regional expansion and delivers end-to-end solutions for the InsurTech sector.

Founded in 2017, BeeFintech Company Limited (BeeFintech) is an InsurTech enterprise offering a comprehensive Platform-as-a-Service (PaaS) solution tailored for insurance brokerages and ecosystem partners. This platform digitises the entire insurance business chain, supporting client engagement, policy placement, and seamless connectivity between upstream insurers and downstream intermediaries.

Advancing AI and Ecosystem Innovation

BeeFintech is actively accelerating AI adoption within Hong Kong's InsurTech sector, aligning with the local insurance industry's shift toward secure, responsible AI deployment. "We are accelerating AI use cases in InsurTech, particularly in compliance and risk control. It explains why we have located our product R&D and core technical talent in Hong Kong, a city that actively promotes responsible AI adoption," said Owen Rui, founder and CEO of BeeFintech.

Strategic Base for Regional Growth

Rooted in Hong Kong's advanced fintech infrastructure, BeeFintech has established the city as its internationalisation launchpad. Hong Kong's mature financial environment



and robust regulatory framework lay a strong foundation for global expansion.

"Hong Kong is our strategic base for expanding into the Greater Bay Area, Southeast Asia, and other international markets. It offers the connectivity and credibility essential for scaling across Asia and beyond," Rui noted.

InvestHK has been a pivotal growth partner. "Since our setup stage, InvestHK has connected us with local universities for talent acquisition, raised our fintech ecosystem profile, and helped us explore broader markets beyond Hong Kong," Rui added.

“Hong Kong’s proactive support for AI and its world-class fintech ecosystem provide a reliable launchpad for integrating AI into our platforms and scaling digital insurance solutions regionally.”

OWEN RUI
Founder and CEO
BeeFintech

BeeFintech

- InsurTech company founded in 2017 in the Greater Bay Area
- Benefited from Hong Kong's innovation ecosystem via partnerships with Hong Kong Science and Technology Parks Corporation and Tencent Incubator
- Hong Kong core functions: product R&D, core technical talent, business development, and compliance operations
- Expanded to Macao and Singapore using Hong Kong as a regional platform

 [BeeFintech.hk](https://www.beefintech.hk)