

Modernising Traditional Financial Industries

HiSun Global provides customer-focused tech solutions for the traditional industries of banking and finance.

Technology is playing an increasingly essential role in the traditional industry of finance. HiSun Global is a company that embraces technology, and wants to share its passion with clients. By empowering them to create modern customer experiences, banking can be made easier and simpler.

Total Financial Services Solutions

"We provide total solutions for the financial services industry, adopting both on-premises and cloud-based software distribution approaches to meet different client needs," explained Terry Liang, CEO at HiSun Global. "We offer a flexible charging scheme per project, such as perpetual license fees and one-off professional services fees for installation, customisation, support and maintenance; or through pay-as-you-go subscription if it is on cloud. We also provide a knowledge transfer leverage partnership approach with our clients, and re-bundle our product offering in order to accelerate product roadmap. We are now actively expanding cooperation channels and serve major financial services clients both locally and overseas, providing plug-and-play banking modules that can dramatically cut development budgets and provide faster time-to-market."

HiSun's complete Banking Suite include core banking and payment; branch and e-banking;

eKYC, e-Wallet and e-Lending; reporting and other digital solutions. It provided support with ZA Bank on its banking infrastructure development to ensure a successful launch, and helped Airstar Bank created a fully functional digital finance platform.

Hong Kong was chosen as its base of operations as Liang believes that it is a gateway for international business development. "In comparison to surrounding regions, Hong Kong has a transparent legal environment with bearable tax regime, and it is considered stable, highly efficient, business-friendly and cosmopolitan," he said. "It facilitates entry into countries outside of Mainland China. Being located in the heart of Asia, Hong Kong is the perfect connecting point between East and West."

Liang cited the Hong Kong Government's allocation of more than HK\$100 billion over the past three years to support innovation and technology development as directly beneficial to HiSun. "The funding allows us to focus on research and development during the current downtime," he noted. "When the market turns around, we would then be in a better place to execute our plans."

Greater Bay Area as Belt Buckle

"The Guangdong-Hong Kong-Macao Greater Bay Area can act as the metaphorical buckle in the Belt and Road Initiative. In order for the region to reach its full FinTech potential, a collaborative community or consortium can be established to foster interaction among FinTech, financial institutions, end users, startups, technology service providers, investors, and other industry players in the region. This builds a FinTech ecosystem to analyse feasible cross-border initiatives."



With Hong Kong transforming from traditional to innovation-led industries, Liang feels that FinTech grads will soon reap the rewards. "Graduate salaries for these job roles should also be increased to strengthen the quality of the future workforce," he said. "This can help to attract more students to study in FinTech fields."

HiSun Global

- A major subsidiary of leading integrated payment, finance and telecommunication provider Hi Sun Technology (China) Limited, Hi Sun FinTech Global Limited - HiSun Global - is a technology company that provides turn-key delivery fintech solutions from consultation to production
- Headquartered in Shenzhen, HiSun established its Hong Kong office in March 2020 to focus on overseas business opportunities with a dedicated team in marketing, business development and project delivery

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Terry Liang
CEO
HiSun Global