

# Wizard to Combat Cyber Crime

wizlynx is an international cybersecurity service provider to guard companies against digital attacks.



Nowadays conducting business via different online platforms seems inevitable, so more companies have put the spotlight on cybersecurity and seek reliable solutions that protect themselves against cyber threats. Originating in Switzerland, wizlynx offers comprehensive, versatile cybersecurity solutions across Asia, North America and Europe, enabling its clients to effectively protect their businesses and trade secrets against any forms of cybercrime. The company's Hong Kong office was set up in 2019 and supports wizlynx's regional expansion.

## Hong Kong Experts for Local Businesses

As stated by Mike Lo, Regional Director and Team Lead of wizlynx, Hong Kong is an ideal location for the company to serve its growing number of clients in Greater China. Lo felt that the Hong Kong market requires its own set of experts, and local young people with a flair for unpacking complicated systems are the ideal candidates to recruit.

"To get staff members up to speed takes time," he explained. "Asian cities are fast-paced and Asians' list of criteria is long, but we get very little time to meet deadlines. Hong Kong is a multicultural city where East-meets-West. People here are flexible and agile. We tend to hire local fresh graduates, as they have strong tech know-how from an early age."

## Maximising Cybersecurity Protection

Since cybersecurity has become one of the most important issues in the digital era, wizlynx has designed a service portfolio that covers the entire risk management

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**Mike Lo  
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wizlynx Cyber Security Limited**

lifecycle. Lo said, "Our services include security assessment, penetration testing, cyber defense consulting and operation as well as cyber treat intelligence, offering 360° solutions to protect our clients' businesses."

He continued, "wizlynx's security audits and penetration testing services rely on highly skilled security professionals and penetration testers, with experience in both defense and offense. For instance, we follow the guidelines of the CREST-approved methodology to ensure that the technical assessment approach meets or exceeds the security assessment standard required by CREST. Our professional report layouts and content are based on insights accumulated from highly experienced testers and their intensive field experience over the past 10 years."

In 2017, wizlynx achieved CREST accreditation for its penetration testing capability – considered the gold standard in cybersecurity. Today, it maintains the distinction of being one of a handful of CREST-certified companies globally.

Lo stated, "The management at our Switzerland headquarters is not familiar with the relevant assistance that Hong Kong offers to foreign companies. InvestHK provided us with practical advice for setting up our Hong Kong office and helped us identify appropriate government funding initiatives."

As a Hong Kong born and bred local, Lo fully supports his hometown. "I've studied and lived abroad. No matter where I go, I always love to return to Hong Kong, even, it is a compact, fast-paced city that sometimes you feel pressure. But every place has its pros and cons. It's no doubt that Hong Kong has one of the world's best transportation systems. I personally have a strong emotional connection to Hong Kong," he concluded.

## wizlynx

- Headquartered in Basel, Switzerland, wizlynx is a globally accredited CREST penetration test service provider specialising in cybersecurity protection for businesses and trade secrets
- The Hong Kong office of wizlynx was set up in 2019 and functions as sales and market support for local businesses

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