



Many people work hard for their fortune, and understandably want to preserve it for future generations. Hywin Wealth Management was set up to help clients with wealth management, asset management, family succession planning and insurance solutions. With its own origins as a family enterprise, Hywin understands the needs and aspirations of ultra-high-net-worth (UHNW) families, and works hand in hand with them as a partner, friend and regent.

To Hywin, family offices in Mainland China differ from their counterparts in Hong Kong. "In Mainland China, they tend to focus on investment returns, portfolio management and exclusive access to investment opportunities," explained Wang Dian, CEO of Hywin. "Topics like family governance and philanthropic planning became notable only recently. In contrast, family offices in Hong Kong have mellow and balanced agendas for global asset allocation, protection solutions, legal and tax planning, family advisory, succession planning and pursuits such as ESG topics."

Hong Kong as gateway for globalisation

Hywin views Hong Kong as the gateway for its globalisation. "Only with Hong Kong can we achieve integrated client coverage, coordinated delivery of a global proposition, and agile responses to cross-border trends," said Wang.

She added, "Hong Kong is a special city. It is a convergence point for global financial capital, top-notch talents and innovations. For Hywin, we can leverage our parent company in Mainland China and integrate into the financial ecosystem in Hong Kong,

Leading Independent Wealth Manager Finds Hong Kong an Irresistible Place for Family Offices

Hywin Wealth shares insights of running family offices in Hong Kong and in Mainland China.

helping our clients to take a leap into the global market."

Wang believes that Hong Kong's unique position in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) also expands the city further into a "cross-shore" financial centre, combining the advantages of offshore places like Singapore with the home field advantages of onshore cities like Shanghai. "Hywin recently set up our GBA headquarters in Shenzhen to further promote and capture synergies with Hong Kong," she noted. "We and our clients benefit from the tremendous value being created by linkages among the capital, manpower and technology in the Pearl River Delta."

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Wang Dian
CEO
Hywin Wealth
Management Co. Ltd.

Engaging international talent

Hywin is confident in Hong Kong's talent pool, and has recruited experienced and entry level staff members into its fold. "Our recent Wealth + Tech seminar with Hong Kong University of Science and Technology

was partly driven by the intention to engage the best and brightest young talent who came from around the world to Hong Kong," Wang noted.

She appreciates the professionalism and advice of InvestHK, notably its introduction to potential partners in different parts of the world and facilitating discussions with industry associations and business groups. "InvestHK as the super ambassador of Hong Kong is unrivalled," Wang concluded.

Wang also shared the next move of Hywin in the family office arena, "building on the great successes of Hywin International Family Office in Hong Kong, we plan to set a family office institute to pool and share the best practices of family offices, with both established players in the city and new entrants to Hong Kong from Mainland China and other parts of the world."

Hywin Wealth Management

- Established in 2006 in Shanghai, Hywin Wealth is an independent wealth management company with 3,000 staff members across Hong Kong, Mainland China, the US and the UK
- Its Hong Kong subsidiary - Hywin International - has around 30 employees specialising in wealth management, asset management, insurance brokerage and fiduciary services

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