

Strengthening Cybersecurity in the Journey of Digital Transformation

Cybersecurity company I-TRACING capitalises on Hong Kong's rich opportunities and supportive environment to accelerate its global expansion.

Leveraging Hong Kong's position as a global tech hub, I-TRACING has strengthened its APAC presence. Founded in Paris in 2005, I-TRACING is a leading cybersecurity provider trusted by some of the largest companies in the world, including many on the Fortune Global 500 list. Recently, its Hong Kong office has advanced automation and security operations centre (SOC) engineering, strengthened identity and access management (IAM) expertise, and forged strategic vendor partnerships to expand its footprint in Hong Kong and beyond.

Securing New Opportunities

I-TRACING expanded to Hong Kong in 2017 to implement the "Follow the Sun" strategy, providing seamless support for international clients across different time zones. Pierre Malgorn, Asia Pacific Director of I-TRACING stated, "Our presence in Hong Kong allows us to be closer to our local clients and gain a better understanding of their needs as well as the requirements of other businesses."

Malgorn said, "Since the city is home to leading companies in the finance, insurance, banking, luxury and retail sectors, all of which require robust cybersecurity solutions to protect their critical and confidential data, creating great opportunities for us."

In particular, the company is seeing a growing demand for IAM solutions, an area where it boasts more than a decade of expertise in.

"Our presence in Hong Kong is a significant asset that facilitates our global expansion plans."

PIERRE MALGORN
Asia Pacific Director
I-TRACING

A Supportive Environment

As a foreign company, I-TRACING has benefitted greatly from Hong Kong's pro-business environment. "InvestHK has facilitated I-TRACING's participation in various industry events, which have helped our integration into the Hong Kong market," Malgorn remarked.

I-TRACING's Hong Kong office currently consists of 20 employees, half of which are from Europe and half of which are local talent. This diverse makeup not only helps the company preserve its core values, but also enables it to leverage Hong Kong's strong pool of highly qualified professionals.

Looking ahead, I-TRACING aims to continue expanding its Hong Kong team to better meet growing business



demands. "Our goal is to empower regional clients with our expertise, and to strengthen our market presence and build deeper connections with local businesses," Malgorn concluded.

I-TRACING

- The company offers a full range of cybersecurity solutions, including consulting, integration and managed services
- It boasts a dedicated team of over 1,000 cybersecurity experts from around the world
- I-TRACING has been featured in the Gartner Market Guide for Co-Managed Security Monitoring Services and named in Forrester's "The Managed Detection and Response Services in Europe Landscape, Q2 2025" report

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