

# Hong Kong Connects Australian Financial Services Firm with **Global Opportunities**

**MA Asset Management (Hong Kong) Limited has leveraged Hong Kong's unique advantages to expand its footprint in Asia and beyond.**

Hong Kong's strategic location, coupled with its well-established financial infrastructure and regulatory framework, has made it an attractive hub for international financial services firms seeking to expand their presence in Asia. For Australian firm MA Financial Group and its Hong Kong subsidiary, MA Asset Management (Hong Kong) Limited, Hong Kong has served as a vital bridge connecting Australia with the wider Asia-Pacific Region and the rest of the world.

MA Asset Management (Hong Kong) Limited was established in 2021 to distribute MA Financial Group's managed funds. This strategic move has enabled the company to better serve its existing and growing local client base while also exploring new potential markets.

## Asia's Leading Financial Centre

As an international financial hub, Hong Kong offers many distinctive advantages, including a high concentration of family offices – a sector in which MA Asset Management hopes to expand its presence.

"When we established MA Asset Management, we saw there was significant demand

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**Andrew Martin**  
Head of Asset Management  
MA Financial Group



from high-net-worth investors in Asia to diversify out of the region and into Australia," Andrew Martin, MA Financial Group's Head of Asset Management, said.

"What also makes Hong Kong attractive is its mature, efficient and well-regulated business environment. It represents a significant niche market opportunity from a distribution perspective for an Australian asset manager," he added.

MA Financial Group is a global alternative asset manager specialising in private credit, core and operating real estate, hospitality, private equity, venture capital as well as traditional asset classes. The firm manages investments for retail clients, high-net-worth individuals and institutional investors in Australia and across the globe. MA Financial Group and MA Asset Management are dedicated to delivering exceptional results and fostering long-term client relationships based on trust and transparency.

## A Place for Success

Complementing its reputation as Asia's financial capital, Hong Kong also offers the resources and business-friendly environment to help companies from all backgrounds and industries thrive. In particular, according to Martin, InvestHK has been an incredible source of support. "The importance to overseas companies of connecting with InvestHK cannot be underestimated. They provide a wealth of guidance and relevant commercial policy-related information which can smooth the

way to establishing a sustainable long-term business in the region," Martin explained.

Also of note, particularly for overseas companies, is Hong Kong's rich and multicultural talent pool. "Operating as a team is an integral part of the working culture of MA Financial Group, and this includes within Hong Kong as well as other regions we operate in," Martin said. "We have hired a strong team in Hong Kong, and there is a real focus on hard work and integrity among our staff."

MA Asset Management currently has six staff in its Hong Kong office and is eyeing to expand the team as the pace and depth of its market penetration grows.

"Expanding our distribution presence in Hong Kong in the future is an important strategy that reflects the increasingly global nature of our business," Martin said.

## MA Asset Management (Hong Kong) Limited

- It is a subsidiary of ASX-listed MA Financial Group Limited
- MA Financial Group has a team of over 600 professionals across locations in Australia, China, Hong Kong, New Zealand, Singapore and the United States
- MA Financial Group invests and manages AU\$9.6 billion on behalf of its clients, is responsible for over \$112 billion in managed loans and has advised on over \$120 billion in advisory and equity capital market transactions (as at April 2024)

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