

Managing Global Resources Made Easy

The Hong Kong office of Centric Software offers digital solutions to help leading manufacturers and retailers keep on top of Asian supply chains.

“ The talent in Hong Kong have an international mindset and efficient work ethics. They are among the best in Asia. ”

Nick Wei
Regional Sales Director
Centric Software



Today's globalised economies mean that consumer goods need to cycle from inception to market more quickly than ever before. Increasingly, each step in that cycle may take place in a different country around the globe. Centric Software was originally established to provide Product Lifecycle Management solutions for manufacturers and retailers. It offers a digital transformation platform that covers planning, product development, sourcing, quality control, and collection management for some of the leading global brands.

Software for international brands

Centric designs software geared towards the retail, fashion, footwear, outdoor, luxury, food and beverage, health and beauty, and other consumer product industries. The company chose Hong Kong for its expansion thanks to its long-standing reputation in the apparel industry. “Most international brands have a buying office here,” explained Nick Wei, Centric's Regional Sales Director. “Hong Kong is the centre of Asia - we can easily travel and connect with global brands in the same time zone. Though many manufacturers' production has moved away from Hong Kong and Mainland China, Centric continues to develop new satellite operations around Asia such as in Bangladesh and Vietnam. Their operation continues to be managed out of Hong Kong.”

Centric stays on top of technological advances by maintaining close relationship with its client base. “Our technology is continuously in development mode, in keeping with the needs of our customers,” Wei said. “Our customers are our partners and they drive our technology roadmap. They keep our solutions focused on evolving, real-world industry challenges.”

Pandemic accelerates digital transformation

Though the pandemic dramatically affected economies in 2020, Wei has observed significant growth of Centric's businesses in the past two quarters. “The fourth quarter in 2020 and the first quarter in 2021 were both record-breaking,” he stated. “Our client base keeps growing and we celebrated the milestone of signing more than 400 customers in 2020. The market sees the importance of digitalisation and the pandemic accelerated it since customers require a digital platform to collaborate effectively and efficiently. Centric's digital transformation solutions empower companies to cut time to market, reduce costs, and drive collaboration.”

Centric appreciates the Hong Kong government's support to help the company accelerate expansion. Initiatives include the dedicated fund for Branding, Upgrading and Domestic Sales (BUD funding) to help with promotion, and the Technology Voucher Programme (TVP) fund for customers.

In addition, “InvestHK has provided us with a lot of networking and promotional opportunities to put us in a wider network,” Wei noted.

As for living and working in Hong Kong, Wei feels that it is a convenient place to be based due to ease of visa applications, short travel time to neighbouring countries and internet accessibility. “The talent in Hong Kong have an international mindset and efficient work ethics,” he said. “They are among the best in Asia.”

Centric Software

- Based in Silicon Valley, California, Centric Software was established in 1998 to assist the fashion, retail, footwear, luxury, outdoor and consumer goods including cosmetics, beauty and food and beverage industries with the entire life cycle of their products
- It expanded to Hong Kong in 2018, and the office acts as a hub for the Asia-Pacific Region

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