

# Hong Kong Fuels **Global Sport, Music and Entertainment Firm's** Expansion across Asia

**Wasserman is tapping into the lucrative creative industry and mega event economy.**



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**Lesley Murphy**  
**Co-Regional Director, Asia**  
**Wasserman**

Wasserman operates in more than 67 cities across the globe. Eyeing Hong Kong's flourishing market, the sports, music, entertainment and culture business acquired CSM Sport & Entertainment (CSM), which had an established presence in the city since 2010, and subsequently set up its regional headquarters in Hong Kong in 2024. The regional base positions Wasserman to better serve its growing client base by connecting their passion and capitalise on the city's vibrant creative industry ecosystem.

## **Appetite for Mega Events**

Vicky Stickland and Lesley Murphy are Wasserman's Co-Regional Directors, Asia, and proud to be heading a women-led agency – rare in Asia's sports industry. Widely- engaged in the large-scale sport events and closely collaborated with the commercial clients, both are keen to explore what the mega event economy means to their business. “More events mean more opportunities for us to support them,” said Murphy. Stickland acknowledged that while the pandemic pivoted Wasserman's work further into the digital realm, the public's appetite for live events has since increased. “The return of Hong Kong Sevens post-COVID 19 was a great example of this,” she noted. “Nothing beats live connections.”

The seamless transition from CSM to Wasserman earlier this year meant that business continues as usual in its Hong Kong, Singapore and Guangzhou offices. “Hong Kong is a perfect gateway to

Mainland China and Southeast Asia. Our Hong Kong and Mainland China teams help Chinese brands gain international exposure and global brands build their presence throughout Asia,” stated Murphy. The Guangdong-Hong Kong-Macao Greater Bay Area and Macao, with their flourishing entertainment markets, are a key area of focus for Wasserman's ambitious growth plans in the region.

## **Deep Talent Pool Elevates Sports and Cultural Events**

The growth of Wasserman's staff members from more than 1,000 to over 3,000 worldwide following the CSM acquisition, equates to a wider net for talent: more clients to represent and more staff members to service them. “Hong Kong people's language skills are a huge plus as half of our team is trilingual,” Stickland revealed. “We seek a variety of skill sets as different ways of thinking are necessary for creative businesses. It's about having the right balance between local and international talent. We are passionate about sport, music and entertainment: we really believe in their power and we want people to bring this kind of energy to the table.” The Hong Kong office, since the acquisition in 2023, has expanded its team size by 20%.

The buzz surrounding Kai Tak Sports Park promises a new level of excitement not only for Wasserman but Hong Kong sports on the whole. “It will open up more opportunities to engage,” Stickland noted. “The scale of the

park is very impressive and demonstrates the size of the opportunities for sport and cultural events.” Murphy added, “And that benefits and empowers sports participation at community-based levels.”

After calling Hong Kong home for many years, both feel that its plethora of entrepreneurs and welcoming business community make it ideal for Wasserman. “Work life balance is important to us,” explained Stickland. “Hong Kong is the perfect playground that lets us enjoy life and live what we do for work, which then makes us better at our jobs.”

## **Wasserman**

- The agency has a presence in more than 67 cities across the globe, including New York, London, Abu Dhabi, Amsterdam, Hong Kong, Madrid, Paris and Sydney
- Following its successful acquisition of CSM Sport & Entertainment, Wasserman expanded into Hong Kong, with its office serving as the company's regional headquarters and employing a team of 15 staff members

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