

Global Institutional SaaS Native Platform Thrives in Hong Kong

Enfusion, a SaaS-native investment management platform, sees Hong Kong as an essential regional hub.



Enfusion is a provider of best-in-class technology and services for investment managers, including traditional asset managers, hedge funds, family offices and more. The company is recognised for its strengths in a wide range of investment strategies and asset classes.

As a result, Hong Kong was the logical choice when Enfusion set up operations in the Asia-Pacific region beginning in 2015. The city's historical strengths as an international finance centre and hub for FinTech innovation continue to support Enfusion's growth. The vibrant investment environment in Hong Kong has supported the company's expanding client base. It also reinforces Enfusion's efforts to build up a community dedicated to the strategic and operational challenges of APAC investment firms.

A Land of Opportunities

"Hong Kong is a highly attractive place to work and live. Enfusion chose the city as a strategic regional hub due to its role as a financial centre for hedge funds and its vital position in the investment management ecosystem. Strong connections with investment banks, primary brokers, fund administrators, legal and tax advisors make it an ideal choice for Enfusion. Establishing our operations here also allows us to connect with key stakeholders in the industry effectively, which further strengthens our offerings to investment managers, including traditional asset managers, hedge funds, and

family offices. Overall, Hong Kong's vibrant investment environment and its support for the growth of the financial sector have been instrumental in expanding our client base and building a community focused on addressing the strategic and operational challenges of APAC investment firms," said Bob Feng, Managing Director and Head of Sales of Enfusion APAC.

Alongside its world-class financial infrastructure, Hong Kong offers many business-friendly measures and support initiatives that are especially welcoming to foreign companies, said Fiona Ren, Managing Director of Corporate Development at Enfusion.

"Organisations such as InvestHK help create a fantastic climate for business by furnishing connections to family offices, regulatory bodies and government leadership. Access to these contacts has enabled Enfusion to integrate further with Hong Kong's financial community while contributing insights that foster advancement in Hong Kong's status as a regional hedge fund hub," added Ren.

Also of note is the city's cosmopolitan talent pool, which boasts the financial acumen, multilingual capabilities, cultural awareness and tireless work ethic that has helped propel Enfusion to success in Asia. According to Selina Sze, Managing Director of Client Services in APAC, "Hong Kong professionals exhibit adaptable mindsets and a willingness to collaborate – attributes that align well with Enfusion's values." Sze added, "The culture also supports the

growth of hands-on client services and support. Our clients increasingly outsource middle and back-office functions to achieve efficiencies. We restructured the client services organisation to furnish dedicated, tailored assistance based on each client's specific requirements and workflows. These enhancements have enabled deeper client partnerships in Hong Kong and beyond."

A Springboard for Growth

With its strategic location and multicultural environment, Hong Kong has also been an important gateway for Enfusion to expand into other markets in the region, including Singapore and Sydney. The city's proximity to markets from Southeast Asia and Mainland China to Japan and Korea has also unlocked many opportunities.

"Hong Kong furnishes an unmatched springboard for expansion across the Asia-Pacific region," said Feng. "With its business reputation in finance, world-class infrastructure, simple tax environment and free trade policy, Hong Kong will remain integral to Enfusion's future growth across many high-potential markets."

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Bob Feng
Managing Director and Head of Sales
Enfusion APAC

Enfusion

- In 2021, Enfusion became a publicly traded company listed on the New York Stock Exchange
- In the past five years, its Hong Kong office has tripled its headcount. Currently, the office has more than 70 employees to cover the functions of sales development, implementation and account management

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