

# Modernising Bond Trading

**DigiFIN Group (DigiFIN) believes that Hong Kong is the perfect place to set up its headquarters for asset management, as well as bond issuance and trading.**

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**Dennis Du**  
**Chief Executive Officer**  
**DigiFIN**



Hong Kong boasts a robust asset management and bond issuance landscape, characterised by its strategic location, strong regulatory framework, and a diverse pool of international investors. Capitalising on this solid foundation, the founders of DigiFIN recognise that the city’s bond market presents exciting opportunities for innovation. The company aims to establish a modern online trading platform that enables direct transactions between bond issuers and investors, enhancing transparency, efficiency and accessibility in the bond market. By leveraging Hong Kong’s unique position as a super connector to Mainland China and the global market, DigiFIN is poised to strengthen its foothold in the city.

## Premier Wealth Hub

There are a wealth of reasons why DigiFIN chose to set up its headquarters in Hong Kong earlier in 2024. “Our company’s main customers are high-net-worth investors,” explained Dennis Du, Chief Executive Officer of DigiFIN. “Hong Kong ranks among the top cities globally, notably home to the second-largest number of billionaires in the world. In addition, it is one of the world’s most important wealth management centres. Its strategic location in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) has access to its population of 86 million and nearly 480,000 high-net-worth individuals.”

Du believes that the city’s bond market has the potential to mushroom from US\$880 billion by 15 times to US\$13 trillion: “The bond market development potential is huge. Our goal is to build a bond exchange market for Hong Kong, for the city to become a natural choice for issuers and investors.”

## Government Support for Industry Development

For DigiFIN, government policies play a crucial role in fostering industry growth and innovation. “Hong Kong is the first choice for GBA investors when it comes to overseas asset management. The Hong Kong government’s policy of integrating into and serving the GBA is extremely beneficial to the development of DigiFIN,” noted Du. “We will actively publicise and thoroughly apply relevant policies to expand our business, endeavouring to provide our customers in the GBA with one-stop overseas investment and financial management solutions.”

To support its growth, DigiFIN intends to tap into Hong Kong’s diverse and well-educated population. “The government’s talent policy attracts top talent from all over the world to Hong Kong and promotes the development of various local industries,” stated Du. “The city’s talent attraction policies are amongst the best in developed cities.”

DigiFIN is grateful for the support InvestHK has provided since they have an interest in establishing a presence in this vibrant international city. “It gave us strong support in many ways,” recalled Du. “They met with us to understand our needs, connected us with the Securities Futures Commission of Hong Kong (SFC)’s Licensing Division for our bond exchange application, helped us navigate the family office industry, and explored collaboration opportunities with other businesses.”

## DigiFIN

- Financial assets trading platform DigiFIN Group was established in 2024 upon acquisition of equity interest in Lion Global Financial Limited and is licensed by SFC for conducting Types 1, 4 and 9 regulated activities, offering financial assets trading services
- Headquartered in Hong Kong, the company employs more than 50 staff members

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