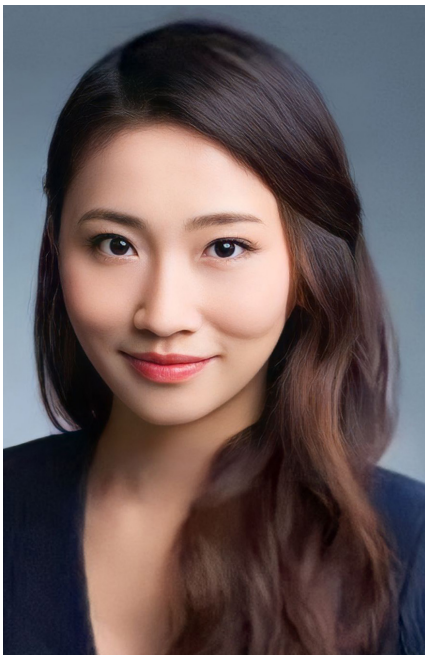


# Hywin International – Continuing to grow and evolve



**YANYI CHOY**  
Hywin International

**“Hywin’s dedication to the industry, collaboration, and professional development is further amplified by our role as a founding member of the Hong Kong Limited Partnership Fund Association. This highlights the company’s commitment to foster a thriving and a robust asset management ecosystem in Hong Kong.”**

## **How does Hywin International differentiate itself as an external asset management firm, and what sets it apart from its competitors?**

Hywin has been in continuous operation for the past 17 years, guided by the same shareholder, families, vision, commitment, and passion. And this plays a crucial role in fostering long-term client-centric vision. This setup allows the company to prioritize its client’s need and maintain a strong focus on sustainability and growth.

Secondly, Hywin is a large institution with scale. It is a testament to a success and stability. On the other hand, Hywin is a NASDAQ-listed company, which means that Hywin enjoys the benefits of global recognition and access to international capital markets. This scale allows Hywin to attract top-tier talent and offer a wide range of service, ensuring that clients receive the best possible service and support as well as advice.

Hywin further distinguishes itself by playing equal emphasis on talent and client proposition. By investing in its people, Hywin ensures that its team is equipped with skills, knowledge, and the resources that necessary to provide, to deliver results and excellent service to our client. This commitment to developing and retaining talent translate directly into high quality service offering for our clients.

In addition, Hywin prides itself on its transparency in corporate governances. Clients, shareholders, partners can be confident when they are dealing with Hywin, knowing that the company is operating with integrity, adhering the highest ethical standards. This transparency foster trust and credibility, and these are the key factors in building long-term relationships and retaining clients.

Hywin is also innovative. Its innovative spirit is also evidenced by status that it is the first Chinese external asset management firm in Hong Kong. This pioneering spirit has allowed Hywin to break new ground and tap into a diverse pool of clients, expanding our reach and influence.

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As a testament to his forward-thinking approach, Hywin was the first to launch a global healthcare index. By doing so, Hywin demonstrated its ability to identify and leverage investment opportunities in rapidly growing and increasingly important sector, offering our clients a unique way to participate in this growth.

Hywin's dedication to the industry, collaboration, and professional development is further amplified by our role as a founding member of the Hong Kong Limited Partnership Fund Association. This highlights the company's commitment to foster a thriving and a robust asset management ecosystem in Hong Kong.

Finally, Hywin's strategic collaboration with VP Bank showcases its ability to forge partnerships and enhance its service offering and value proposition. By working with established institutions, Hywin can tap into broader range and expertise and resources, and ultimately benefiting our clients and strengthening our position in the market. And I would say these factors when combined create a very, very unique and compelling offering that sets Hywin apart from our competitors and position ourself as the leader in the wealth management industry.

**I understand that Hywin International has expanded its investment product offering and have recently collaborated with ARTA and Leonteq by launching a structured product. Can you tell me more about this collaboration and how Hywin's structured product differs from more traditional investment options?**

For most private banks and EAM, structured products may seem

as a tactical play to achieve new enhancement for their clients. However, Hywin's aim on growing structured products are strategic intent and strategic play. It also serve as a key strategy asset allocation for our international clients. Having structured product co-branded with ARTA and Leonteq provides investor with a unique investment opportunity that combines the benefits of traditional investment with structured products. These products are designed to provide investor with higher level of protection and customization than traditional investment options.

Our co-branded structured products are strategically designed to protect investor against market downturns, and the product are highly more cost-effective than traditional investment options as they require less capital to achieve potentially higher-level returns. Overall, this product provides our investors with a unique investment opportunity that is to protect their capital while maximizing their returns.

### **What is Hywin's approach to succession planning and how do you help clients protect their wealth for future generations?**

As a wealth manager with real entrepreneurial heritage, Hywin has a deep understanding of the intricacy of Asia's dynastic families and is uniquely placed to advise wealthy families in their quest for success and continuity. Our open architecture model allows us to work closely with clients to develop customized strategies that take into account their specific needs, their goals, and their values with a focus of protecting and preserving their wealth for the future generations. Every single one of Hywin's wealth management professionals are very trained and equipped to work with clients to deliver, to develop tax-efficient strategies for transferring their wealth

for the future generation. This might involve the use of gifting strategy, estate planning, trust setup, or other tax-efficient structure.

On the other hand, we recognize that one of the key to successful succession planning is actually education and training for the next generation leaders. Therefore, Hywin provides a range of educational resources and

training programs to help younger family members prepare to take on leadership roles in the family business or even in family office. This can include training in the areas such as business management, finance, accounting, and governance, as well as mentorship from outside advisor.

And we always stress to our client, it is very important to regularly review

and update your succession plan. As family and business interests evolve over time, it is important to ensure that the succession plan stays current and relevant. This is why Hywin works very closely together with them on a regular basis to update their succession plan in conjunction with the management of their overall wealth portfolio. ■

