

PRA^XIS

Private Wealth & Corporate Services

Hong Kong SAR

Praxis at a glance

About us

We are an independent, leading provider of bespoke private wealth, corporate and fund administration, and yacht services to companies, individuals and families across the world.

Our clients' interests are at the forefront of everything we do. We are focused on delivering excellence in client service at every opportunity. A consistent quality of thinking that has shaped our reputation for innovation and proven delivery for over 50 years.

Our expertise and experience is generated by recruiting and retaining the brightest and best, and creating a culture that allows talented people to thrive.

We have always taken the long-term view, believing that the future of our business rests on the trust we build through the lasting quality of our relationships.

Our approach:

Ours is a bespoke, personal service, one that pursues all avenues to engineer solutions that are highly efficient today and flexible for tomorrow.

With over 50 years' experience behind us, we understand the uncertain nature of the world, so we use our experience and expertise to plan ahead.

Our values drive our business forward: we inspire, we listen, we trust, and we succeed together.

Our aim is to build a deeper understanding of your specific requirements, one that enables us to equip you with the tools to stay agile, ready to react.

Creating the kind of solutions that generate both long term value and enduring relationships.

Praxis at a glance	1
Private Wealth & Corporate Services	2
Our Hong Kong SAR office	2
Core solutions and products	4
Corporate structuring	4
Trusts	4
Visa and immigration support	6
Intermediary formation services for BVI companies	6
Financial reporting, accountancy and bookkeeping	6
Our people	7
Our team	8

Private Wealth & Corporate Services

Private Wealth

We provide forward thinking solutions for high and ultra-high net worth individuals and families, as well as multi and single family office arrangements.

Our approach, for more than 50 years, has always been to nurture lasting relationships, seeking a deeper understanding of your exact requirements through closer collaboration, becoming a trusted partner as wealth passes from generation to generation.

Working side-by-side with your trusted fiscal and legal advisers, our dedicated teams provide efficient, informed and personal services, across jurisdictions.

Insightful and innovative, we seek to build trust in our judgement, continually reassuring you that we have the expertise and experience to deliver complete peace of mind, now and in the future.

Corporate Services

Forward looking and focused on strategic efficiency, we have the expertise and multi-jurisdictional capabilities to establish and administer beneficial and compliant structures, providing the required level of substance for international corporate clients.

Our solutions derive from a deeper understanding of your requirements, knowledge built on a collaborative and innovative approach that generates the insight needed to develop precise, bespoke results with appropriate levels of governance across all structures.

Our Corporate Services team boasts extensive expertise and experience in the areas of administration, financial reporting, tax compliance, governance, treasury, and employee benefits, enabling us to provide a globally integrated service and a seamless client experience.

Our Hong Kong SAR office

Based in Hong Kong SAR, our Private Wealth offering includes a wide range of bespoke professional services to an international client base.

We have significant experience in assisting all types of clients with their succession and estate planning needs.

We pride ourselves on being able to support you with our global offering from Asia.

Our international team delivers a highly responsive and proactive service, which centres around the long term relationships we have with our clients, their advisers and professional intermediaries.

Our services include:

- > Trust services
- > Corporate formation and secretarial services
- > Visa and immigration assistance
- > Accounting and bookkeeping
- > Regulated intermediary formation services for BVI companies

“
Creating the kind of solutions that generate both long-term value and enduring relationships.
”



Core solutions and products

Corporate structuring

Hong Kong is known as one of the leading finance centres in the world due to its well established legislation and professional talent in law, accountancy, tax, company secretarial services, finance and banking.

Hong Kong as a jurisdiction has excellent infrastructure, so when it comes to starting a business and trading across borders, Hong Kong is considered an attractive jurisdiction.

The use of a Hong Kong incorporated and tax resident company is an alternative vehicle which could be used in corporate structuring with its requirement for a full company secretarial service, audited accounts and annual tax return filing and would be appropriate for use for both investment and trading purposes.

Our experienced team can assist with implementing corporate structures for you, in accordance with external professional advice.

We provide the following services within our corporate offering:

- > Formation services
- > Full management services including individual and corporate directorships, corporate secretarial support as well as commercial services including banking, general administration and a registered office address
- > Compliance with anti-money laundering regulations and corporate governance
- > FATCA/CRS reporting
- > Accounts preparation and tax compliance

Trusts

Trusts are often set up to protect assets and for succession planning so can be an ideal solution in many circumstances, although it is important that individuals have a trust structure that works for their specific requirements.

Our trust services are tailor-made and can be part of a diversified wealth management plan. We have experience in administering trusts which involve specific and specialised tax matters and are established in conjunction with accompanying tax advice.

Trusts can also be an attractive solution for share sales and for businesses looking to set up incentives for employees. Our team has extensive experience in managing various employee benefit schemes and structures set up as part of a pre-IPO plan.

Although based in Hong Kong, our structuring solutions are international. We have extensive experience in managing trusts created in many jurisdictions outside of our Hong Kong offering including BVI, Cayman Islands, Guernsey and Jersey.

“

We inspire, we listen, we trust,
we succeed together.

”



Core solutions and products

Visa and immigration support

Identifying Hong Kong's visa requirements and understanding the local rules, regulations and permit processes can be a complicated task. That's where we come in. Our expert teams help take away the complexity and work with you to make the process as quick and easy as possible.

Our services span:

- > Visa applications (work-related, dependent, investment and training)
- > Renewal, extension and transfer of endorsement
- > Change in sponsorship or status
- > Visa and immigration consultancy

Intermediary formation services for BVI companies

The BVI has been a part of structuring for clients based in Asia for in excess of 25 years. The use of BVI companies provides clients straightforward, flexible and cost effective solutions. From Hong Kong we are able to assist with the incorporation and ongoing maintenance of BVI companies for professional regulated introducers through the BVI regulated Eligible Introducer (EI) programme. Servicing from Hong Kong provides clients with a quick turnaround within the Asia time zone to effectively facilitate business dealings.

Financial reporting, accountancy and bookkeeping

Our dedicated teams provide full accountancy, bookkeeping and financial reporting services which can be adapted to suit your corporate reporting needs. We recognise the difficulties of streamlining your accounting systems and have the reporting tools needed to create accurate, timely and useful data to assist you in the effective management of your business. We can also offer the flexibility of tailoring our reporting information to meet the ever-changing demands of your growing business.

Our selection of accounting and reporting services include:

- > Full bookkeeping and financial reporting
- > Preparation of financial statements under HKFRS and IFRS
- > Management of audit timetable and liaison with auditors
- > Management accounts and periodic reporting
- > Tax filing and compliance
- > Regulatory and country-by-country reporting including FATCA and CRS

Our people

We are committed to recruiting and retaining the brightest and the best.

Highly qualified people capable of meeting the challenges of the most technically demanding and varied structures.

People equipped to provide you with a knowledgeable, personal service that is designed to deliver efficiency, value and total peace of mind.

Our multi-disciplined team work as one, focused and committed to providing you with complete, seamless solutions, tailored to your specific requirements.

All delivered, across the world, with drive and enthusiasm.



Key contacts



Tom Zierer CG (Affiliated)
Senior Executive Director
Hong Kong SAR

T +852 9857 0488
E tom.zierer@praxisgroup.com

Leading our Hong Kong SAR operation, Tom is focused on supporting clients with international interests and promoting Praxis' global services across the APAC region.

He joined Praxis in 2013 with a focus on private wealth structuring for international families and entrepreneurs, and complex corporate structuring for large multinational businesses.

Tom obtained a Diploma in Offshore Finance and Administration from The Chartered Governance Institute (CGI) in 2016. In 2023, he helped to establish the local Institute of Directors' Next Gen Forum and was appointed its first Chair. In 2024, he was recognised in both the eprivateclient Crown Dependencies NextGen Leaders list and the UK NextGen Leaders list.

In his current role, he works closely with intermediaries and clients to deliver solutions that support long-term wealth preservation.



Cindy Cheng LLB (Hons) LLM TEP
Associate Director
Hong Kong SAR

M +852 3125 1211
E cindy.cheng@praxisgroup.com

Cindy has over 15 years of experience in legal and corporate fiduciary services. She began her career with a Hong Kong based law firm.

She then briefly worked for a listed company in the UK before relocating to Shanghai, working in an international offshore service provider where she developed and managed corporate and fiduciary services.

She gained vast experience with the Chinese market for over eight years before relocating to Hong Kong in 2019. She works closely with intermediaries and private clients in relation to corporate and trust structuring work.

Cindy has a LLB and LLM in Commercial Law both completed in the UK and she is also a qualified TEP. She speaks fluent English, Mandarin, Cantonese and Shanghainese.



Winnie Cheuk BSc. MScQAB
Senior Manager - Business
Development
Hong Kong SAR

T +852 3125 1209
E winnie.cheuk@praxisgroup.com

Winnie joined Praxis in 2023, bringing more than 15 years of experience. She is mainly responsible for business development in the APAC region. Prior to joining Praxis, Winnie was in business development and client relationship roles for various licensed corporate and trustee firms. In addition to her corporate structuring expertise, she is also specialised in setting up private trusts for succession planning, employment incentive schemes such as employee stock ownership plans and employee benefit trusts for individuals and their families or companies.

Winnie studied in Canada and has a Masters in Business Management in Hong Kong.

Winnie speaks fluent English, Mandarin and Cantonese.



Contact us

E info@praxisgroup.com

praxisgroup.com

Praxis is the brand name for the Praxis Group Limited and all its subsidiary and associated companies.

For company information and regulatory details, visit our website praxisgroup.com