

# Growing Assets with Care

Seeds Capital finds the ease of global asset allocation one of the city's biggest assets.

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**Kason Hui**  
**Co-founder and CEO**  
**Seeds Capital**



Managing assets to ensure healthy and consistent returns requires the attention and expertise of specialists. Seeds Capital is a company that prides itself on its founders' decades of accumulated banking experience. With funding supported by Mainland Chinese investors, the company views itself as a bridge between banks and clients in Greater China.

## Nurturing Clients and Their Assets

Seeds Capital strictly concentrates on investment, unlike its competitors who may diversify into insurance, property or other sectors. It operates on a team basis while some competitors act as individual agents or brokers. “Our team comes from all four aspects of banking: private, corporate, retail and global,” explained Seeds Capital's Co-Founder and CEO Kason Hui. “We understand our clients' language and they in turn are comfortable working with us. To manage assets, it's about knowing when to buy, hold or sell. Just like a young plant, we take care of our clients and give their assets the necessary amount of water and sunlight to encourage growth.” Hui's sentiments are encapsulated in the company logo – a depiction of a seed growing into a green shoot. The circle surrounding the plant represents asset protection and the green colour underscores the company's commitment to environmental, social and governance (ESG).

Hui feels that Hong Kong offers a number of advantages for financial companies, with the ease of global asset allocation the

city's biggest asset, which is comparable to London or New York. “It is Asia's biggest financial hub,” Hui said. “Few cities have as many international banks and global experts as Hong Kong. Whether our clients are interested in fixed income, equity, funds, foreign exchange or other global investment – it is easy to access through the banks here. The infrastructure has been well-developed. Hong Kong really is a window to the world.”

## Leveraging FinTech for Diversified Investments

Capitalising on Hong Kong's advantages, Seeds Capital offers a clear corporate philosophy: it integrates the experience of its team and uses FinTech to build a unique model. Through its collection and analysis of data from major markets and asset classes, Seeds Capital creates globally diversified investments for its clientele. Recent examples include private equity and hedge funds in the United States, multi-asset income funds in Australia and real estate funds in key Southeast Asian markets.

Most of its staff members are from Hong Kong yet they offer international outlooks based on education or experience abroad. “We are recruiting,” Hui stated. “We are considering expanding to major cities in the Mainland, Singapore, Australia and Europe. There are a lot of financial experts in Hong Kong, with people from different origins, backgrounds, knowledge, experiences and skill sets to choose from.”

As a Hong Kong native himself, Hui is optimistic about the opportunities the city affords Seeds Capital. “Hong Kong is a small place but it is very convenient,” he elaborated. “I can take my clients to several bank headquarters in one afternoon, while in New York we may not be able to achieve the same. Taxes here are low – salaries may be the same as London, but around 40 percent of that is taxed in comparison to Hong Kong's 15 percent. Plus, the commercial culture in Hong Kong means that things happen fast.”

## Seeds Capital

- Founded in 2021 and headquartered in Hong Kong, Seeds Capital is an asset management company licensed and regulated by Hong Kong's Securities and Futures Commission for Type 4 (advising on securities) and Type 9 (asset management) activities
- Seeds Capital concentrates on investment with a team-based approach that seeks to nurture portfolios for robust growth

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