



## ADMIRALTY BUSINESS CENTRE

# A Business Centre that Saves Money for You!

Hong Kong is awash with business centres but rarely can you find a reliable, transparent and proactive one that partners with you. SUWAN FONG unveils the possibilities.

**A**dmiralty Business Centre was built by the Forader Group in 1997. The Forader Group itself was established 50 years ago and was one of the most famous New Territories' land agency.

In the 1997 financial tsunami forced many companies to down size or move to China. Rents of prime office in Central and Admiralty dropped and the Forader Group took the opportunity to rent its first premises to establish Admiralty Business Centre to cope with the need of the market, explains Suwan Fong, the firm's business development manager.

### Adding Value

"Instead of being just a business address provider, a company application form filler and handler, our most valuable service is our professional, updated, practical and smart business advice," Fong says.

"Recently, the H.K. companies Registry announced a new company law requiring all companies in H.K. be ready to show their signboard within 4 minute at their registered address. We notified all our customers immediately and quickly provided a new cost-effective electric signboard service. Being up-to-date with company law in Hong Kong has enabled us to advise our customers on many aspects of operations before they become legally liable.

"Some of our clients' business grow extremely well so they are interested to become a listed company in Hong Kong. Admiralty Business Centre is the only business centre in Hong Kong providing listing and private fund advisor service. Recently we have begun providing fran-



chise introduction service. Many clients have good response and interest to this new service."

### Cultural Advantage

She adds: "During the past 20 years many clients from China came to Hong Kong to establish a company here. They need professional development advice as well as virtual or physical office plan. To cater to this market, we provided 'AA'



which is a company formation document in Chinese 15 years ago. We accepted RMB (人民幣) payment and communicate with mainland Chinese clients using WECHAT instead of email. Customers also tend to prefer a business centre with its own premises so they don't have to

keep on reprinting stationery each time the business centre changes its location. Our business partners included some H.K. listed companies Orrick, a top American solicitor firm and many outstanding accountants and solicitors globally."

### Building on Reputation

"We are successful in terms of market share since we are a reliable partner, have a good reputation, offer quick response to customer's needs and stay professional. Additionally, we provide excellent service at competitive prices. Clients have confidence in us and refer other clients to us. Building on word-of-mouth advertising is our main path to growth. Our client's success defines our success," Suwan concludes. ■

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ADMIRALTY BUSINESS CENTRE  
COMPANY INCORPORATION EXPERT

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