

FOR IMMEDIATE RELEASE
Mainland China & Hong Kong SAR
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Tricor Showcase Solutions for Accelerating International Business Expansion at the China International Import Expo (CIIE)

Tricor Group (Tricor), Asia's leading business expansion specialist providing integrated business, corporate, investor, human resources and payroll, corporate trust and debt services and strategic business advisory, is pleased to announce that it will sponsor and exhibit at the third China International Import Expo (CIIE) at the National Exhibition and Convention Center (Shanghai) from 5 November through 10 November. CIIE, hosted by the Ministry of Commerce of the People's Republic of China and featuring President Xi Jinping as the keynote speaker, is the world's first import-themed national-level exhibition organized by the Chinese government, which aims to provide support for trade liberalization and economic globalization.

With the theme of "Navigating Change - Diversifying for the Future", Tricor will showcase its customized solutions in cross border investment, financial services and digital transformation to address the evolving needs of the expo's globally-minded audience of 3,800+ enterprises from over 180 countries, regions and organizations.

CIIE's goal of strengthening economic cooperation and trade flows between China and other countries closely aligns with Tricor's position as the leading business expansion specialist in Asia Pacific. Since 2018, Tricor Group has embarked on a dedicated growth strategy in mainland China that focuses on enhancing capabilities through cross-border synergies, strategic acquisitions, alliances, partnerships and innovative solutions.

"As a strategic partner for inbound and outbound investment opportunities in mainland China, Tricor is honored to participate in CIIE. We are tracking clear growing interest from both Chinese-owned and foreign companies to further globalize and CIIE is highly regarded throughout the global business community as one of the best forums to explore emerging opportunities and build connections," said **Lennard Yong, Tricor Group CEO**. "As regional economic development plans like Greater Bay Area, Belt and Road Initiative and Free Trade Zones continue to advance, China will strengthen its role as a hub for global business development activities. We are fully committed to helping foreign companies scale and expand into China, as well as working with Chinese companies as they look to set up, build and scale operations across Asia and beyond."

Tricor's strategic acquisitions of Richful Deyong and Alphalink accentuate the firm's focus on building the cross-border synergies that attendees of CIIE are looking to tap into.

"Tricor's pioneering approach to scaling business growth in mainland China has relied on offering new capabilities that are innovative and unique. After outlining a clear strategic direction for growing our footprint across mainland China, we now offer a comprehensive suite of differentiating solutions that is consistent with our vision for building cross-border synergy," said **Hailiang Zhang, CEO of Tricor China**. "Whether they are a foreign company looking to expand into China or a Chinese company exploring investment abroad, we help our clients focus on their greatest core strengths and gain a distinct competitive advantage. We invite attendees to stop by our booth located in Hall 8.2 – Trade in Services to learn more."



“To complement our growth strategy, Tricor embarked on a company-wide digital transformation strategy starting in 2019 that digitizes processes and addresses pain points for staff, clients and partners. In particular, the firm has deployed Robotic Process Automation (RPA) to revolutionize back-end processes, enabling faster and more efficient outcomes. Central to its digitalization efforts, Tricor launched a new operating model for its shared service center, Tricor ace, to deploy more robotics, optimization and automation,” said **Wendy Wang, Group CFO & COO of Tricor Group**.

While many automation technologies have primarily been available to large companies in the past, Tricor has been mobilizing rapidly and scaling implementation so that all of its clients can take advantage of these efficiencies from day one. Tricor ace now automates the back-end operations for clients across a broad range of functions, including payroll, invoice management and HR processes. Essentially, having a shared service center allows Tricor’s clients to focus on the fundamental revenue generating activities that grow their businesses, while the firm takes care of the rest through a hi-tech center of excellence and highly skilled professional staff.

Tricor China has grown from a single representative office in Beijing in 2001 to 13 offices across the country, serving over 20,000 clients with comprehensive business expansion solutions and expertise. Tricor Group also currently operates 47 offices across 21 markets in Asia Pacific, Europe, the Americas and the Caribbean.

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About Tricor Group

Tricor Group (Tricor) is the leading business expansion specialist in Asia, with global knowledge and local expertise in business, corporate, investor, human resources & payroll, corporate trust & debt services, and strategic business advisory. Tricor provides the building blocks for, and catalyzes every stage of clients’ business growth, from incorporation to IPO. Tricor has had a rapid expansion through organic growth and development as well as partnerships, mergers and acquisitions. The Group today has over 50,000 clients globally (including 20,000 clients in Mainland China), a staff strength of over 2,700 and a network of offices in 47 cities across 21 countries / territories. Our client portfolio includes over 1,500 companies listed in Hong Kong SAR and Mainland China, ~500 companies listed in Singapore and Malaysia, and more than 40% of the Fortune Global 500 companies, as well as a significant share of multinationals and private enterprises operating across international markets. In March 2017, the Permira Funds became the controlling shareholder of the Tricor Group, alongside management.

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