

A MAGAZINE FOR THE ADVENTUROUS ENTREPRENEUR

# FOUNDERS

**DR. RAYMOND WONG**  
**BAGUIO IRECYCLE LIMITED**

## Roads to Success

**POWERED BY**  
**ASIA CEO COMMUNITY &**  
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## ABOUT BAGUIO IRECYCLE LIMITED

Originated in 1980, Baguio Green Group (stock code: 1397.HK) is committed to creating and maintaining a “Clean & Green” environment for society. Over the years, Baguio has developed into a group of well-established and socially responsible companies providing integrated environmental services, ranging from Professional Cleaning, Recycling, Waste Management and Collection, Horticulture and Landscaping, and Integrated Pest Management to the HKSAR Government, public utilities, and private corporations.

As a socially responsible company, we adhere to the principles of sustainable development and environmental protection in our business operation to build a more “green”, healthier and better environment. With the notion of customers first and striving for excellence, our professional team is dedicated to meeting the needs of different customers while continuously enhances our service performance to go above and beyond customer and social expectations, and thus gaining trust from our customers.



**Tell us about your background, and what are you most passionate about?**

Baguio iRecycle Limited ("Baguio iRecycle") is a subsidiary of Baguio Green Group Limited (Stock Code: 1397). Baguio iRecycle is committed to providing innovative and convenient recycling solutions and experiences to the public. The mobile APP iRecycle is the recycling reward mobile platform developed to connect the green stakeholders and encourage proper and clean recycling to build a circular economy and sustainable environment.

Following the growing concern from the general public and government on companies' ESG level and carbon neutral, iRecycle provide all-round ESG solutions for enterprises, including green activities, sustainable impact

verification and InnoESG prize nomination, green procurement and etc. By participating in iRecycle programme, enterprises are helping to promote SDGs, achieve the ESG requirements and can be accredited.

**Describe a time you had to make a tough decision (e.g. budget cuts, organizational restructuring, market withdrawal, etc.). What did you do and what was the result?**

As the recycling industry is labour intensive and the public awareness in recycling is not high, we had tight budget in iRecycle development and operation. We have to plan the promotion activities within the budget and we have found many merchant partners supporting us with sponsored gifts and materials, so we keep on controlling our budget within our target.

## How has the industry been changing in recent years? What do you think are the biggest challenges your industry will face in the next 5 years?

The world is facing climate change crisis, leading more people to concern about the environmental protection. At the same time, the Hong Kong government has done a lot of works to increase the recycling rate, and even will implement municipal solid waste charging scheme in late 2023. We expect more citizens to recycle their wastes, and this gives us a great opportunity to further develop our business. However, the biggest challenge is that there is lack of land of recycling facilities such as sorting plants and recycling plants.

## What personality traits make a good leader?

Being a leader, it is important to lead by example to build the trust and my professionalism to my employees. As some of my employees did not have much ESG (environmental, social and governance) background, I will demonstrate in different aspects to let my employees to learn and follow.

Effective communication is another personality to be a good leader. Communication is important for me to understand my colleagues' behaviors, working style and ideas, and therefore regular team meeting will be held to communicate and exchange ideas.

## What does the future hold for your company?

With the necessity of recycling due to municipal solid waste charging scheme, we expect to expand our recycling scheme to more residential buildings. Recently, we have launched "Green Estate Plan" with one of the largest local property management companies to promote incentive recycling to the residents, and we hope to adopt the scheme to more property management companies.





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