

# FOUNDER

APRIL 04/24

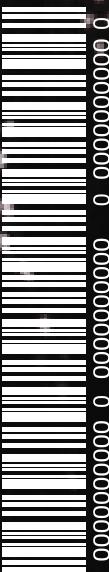


# JASMINE LIU

## FOUNDER & CEO OF

## HYGGEWELLBEING

**POWERED BY ASIA CEO COMMUNITY  
& CSUITE XCHANGE**



# THE ENTREPRENEUR



**CAN YOU SHARE A PIVOTAL MOMENT THAT IGNITED YOUR PASSION FOR HOLISTIC HEALTH AND WELL-BEING, ULTIMATELY LEADING TO THE CREATION OF HYGGEWELLBEING?**

I found inspiration in launching HYGGEWellbeing following a trip to Bhutan in 2017. It was the combination of the country's tranquil landscapes and the appreciation of simple living that motivated me to launch a company that empowers people to lead a healthier and more fulfilling life. This is particularly important in Hong Kong, which is known for its hustle and bustle and our hectic lifestyle.



**“ WHAT WERE THE INITIAL CHALLENGES YOU FACED WHEN STARTING HYGGEWELLBEING, AND HOW DID THOSE EARLY EXPERIENCES SHAPE YOUR APPROACH TO HOLISTIC HEALTH AND HAPPINESS? ”**

Like many small business entrepreneurs, I've encountered a variety of challenges since launching the company, including limited resources – especially compared to larger companies in the health and wellness space.

I'm a firm believer, though, that for every challenge lies an opportunity and I have used that mindset to differentiate my business from other companies. This includes focusing on providing an excellent customer experience, collaborating with people and organizations who share similar passion for living a healthy lifestyle, and sampling different resources – such as time-management tools – to maximize my time and effort.

It's a work in progress but I am proud of all that we've accomplished over the years.

Our website also offers specially sourced organic matcha and acai powder. Not only does it taste good, it's also good for you. Since the Holidays are coming up, I would be remiss in not promoting it as a great stocking stuffer!

Our website also features a blog where I not only touch on health and wellness but also share my journey as a female entrepreneur. I hope it inspires people out there who are either running a business and going through the same

# ENHANCE holistic wellbeing

**WHAT IS YOUR PERSONAL STRATEGY FOR INSPIRING INDIVIDUALS TO ENHANCE THEIR HOLISTIC WELLBEING AND PROMOTING HAPPINESS THROUGH HYGGEWELLBEING?**

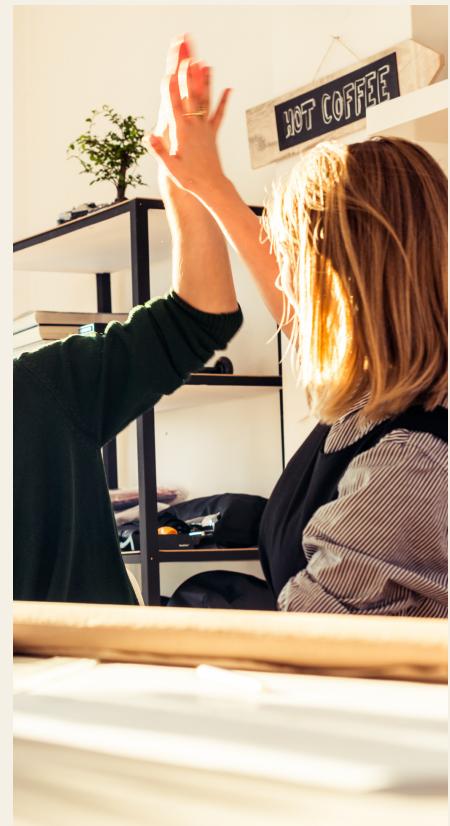
There are three areas I have tried to focus on that I think have led to my company's success to date.

The first two are education and awareness. By providing information and resources people can use to contribute to a healthy mind and body, I think they have a better chance of leading a healthier and happier life.

For example, we have a program – WellnessX – that is available to individuals and organizations that can provide tailor-made activities to help address their employees' health and wellbeing.

challenges I am experiencing or who are planning to start their own business one day and need to be aware of what to expect.

I have also made an effort to connect with people in our community who share similar goals, including the Asia CEO Community. I commend you for having a Wellness Chapter which not all business organizations have. We've had some great sessions since I joined the Chapter and I look forward to our ongoing collaboration.



# HYGGEWELLBEING'S MISSION

## NURTURING HOLISTIC HEALTH AND HAPPINESS THROUGH CORE VALUES AND PRINCIPLES



“  
**WHAT CORE VALUES AND PRINCIPLES DO YOU BELIEVE ARE FUNDAMENTAL TO HYGGEWELLBEING'S MISSION AND ITS EFFECTIVENESS IN ENCOURAGING HOLISTIC HEALTH AND HAPPINESS?**

**S**ince Day One, our company has been about helping people and organisations lead a healthier and well-balanced life. Now admittedly, that's a tall task and we can't do this alone. We can only provide resources for you to consider and test. But, any great achievement or progress starts with small steps and we are trying to serve as the inspiration for people to make changes in their daily routine. Changes that hopefully stick.

What gives me great joy is that many executives I have met with – are aware they have a key role in helping enhance the health and wellbeing of their employees. That it is not only common sense but makes business sense. So, that awareness needs to be converted into action and I am optimistic that will happen with the assistance of companies like mine.

I would like to add one other point. While our focus is on organizations and adults, we need to be aware that many of the issues adults are struggling with – including mental health – are also being experienced by our youth. So, we need to keep this in mind too – whether you are a parent or the administrator of an educational facility.

I had an opportunity recently to collaborate with several talented high school and university students on some health and wellness initiatives and their passion and interest in health and wellness was exceptional. So, we need to connect with our youth so that everyone can enjoy a healthy and well-balanced lifestyle.



# EVOLVING FOR WELLNESS

**COULD YOU HIGHLIGHT A PRODUCT OR SERVICE  
WITHIN HYGGEWELLBEING THAT YOU TAKE  
PARTICULAR PRIDE IN?**

There isn't just one feature or product that I am proud of – I am proud of our full range of resources, products and activities.

Our platform has evolved since the launch of the company and is vastly different than at the beginning as it was more of an ecommerce site with a range of products for purchase. It is now more of a platform dedicated to health and wellness.

Our participation in community events is also a great source of pride. It's through these interactions and discussions that we are able to cover topics that organizations are struggling with and offer services and support to address them.

I really think that the fact that we have the flexibility and interest in getting the pulse of the people make us different from others in our space. That's our superpower.





## Define Happiness

**HOW DO YOU PERSONALLY  
DEFINE HAPPINESS IN THE  
CONTEXT OF  
HYGGE WELLBEING'S  
OFFERINGS, AND HOW  
DOES IT SHAPE YOUR  
PRODUCT AND SERVICE  
SELECTION?**



It gives me great happiness when I know the resources and activities we are leading or a part of are contributing to the health and wellness of people.

I've seen first-hand the reaction people have when they have learned how they can contribute to their wellness.

I have also enjoyed being part of the Asia CEO Community, including the Wellness Chapter. It's one thing to read about the struggles people are having – particularly since the pandemic. But to hear leaders of companies share some of these struggles and how they are trying to address them puts it into perspective and has fed into the development of our WellnessX program and something special we have planned in the near future.

There is a series of [podcast episode on Spotify](#) where we had a great discussion about some of the struggles executives have in leading a company. It was really eye-opening and I hope leaders out there listen to it because maybe they are experiencing the same challenges and can learn from these experiences.

I really want people to think of our company when they are having these struggles or are looking for services that can help them. We may not have all of the answers but through our growing platform, I am committed to providing people with a trusted resource they can utilize for information and connect and collaborate with other wellness participants.

# Overcoming CHALLENGES

*with Grit*



I think all start up leaders have faced many of the challenges I have, from having enough time in the day to address all aspects of the business to being able to accomplish all that you want with limited resources and a small profile.

I am fond, though, of the saying 'Tough times don't last – tough people do.' So, instead of being overwhelmed, I have used my energy and resilience to keep charging on to make our company a force in the health and wellness space.

During the years, I have an opportunity to connect with local business leaders and provide details about my company while learning about their challenges.

All of these efforts take time to pay off but I'm in no hurry as our



## *Promote well-being*

**CAN YOU ELABORATE  
ON A SPECIFIC  
CHALLENGE YOU'VE  
FACED IN PROMOTING  
HOLISTIC WELL-BEING  
THROUGH  
HYGGEWELLBEING  
AND THE INNOVATIVE  
APPROACH YOU TOOK  
TO OVERCOME IT?**

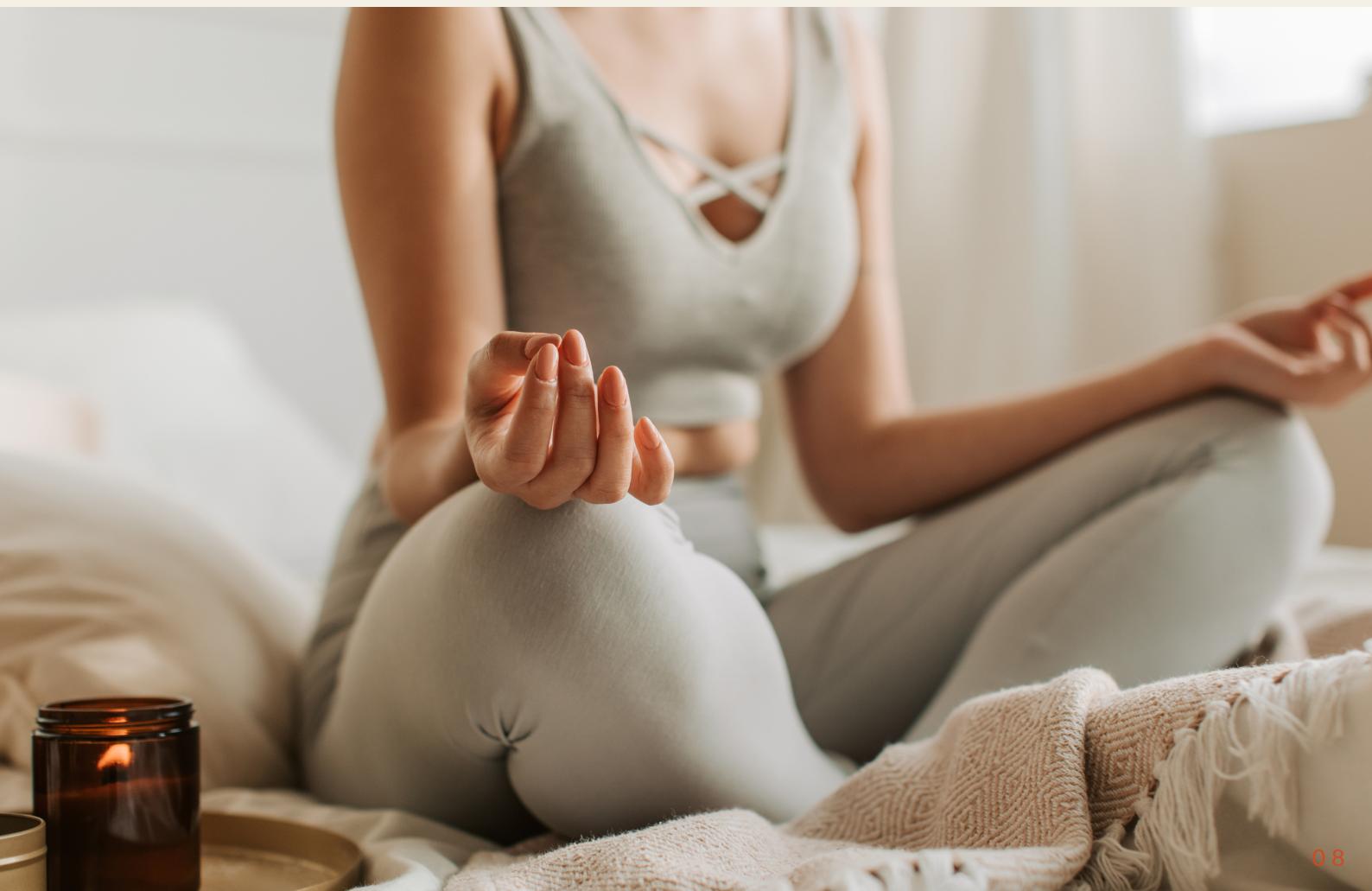
company is in it for the long-run and I am fine with a slow and sustainable approach.

I would also like to acknowledge the great support of my family, friends, ambassadors and customers. Without them, this journey wouldn't be possible.

# A LASTING LEGACY OF IMPACT

**CAN YOU SHARE A  
MOMENT WHEN YOU  
REALIZED THE IMPACT  
HYGGEWELLBEING WAS  
MAKING IN PEOPLE'S  
LIVES, AND HOW DID IT  
REINFORCE YOUR  
COMMITMENT TO THE  
COMPANY'S MISSION?**

There hasn't been just one moment when I knew our company was making a difference. There have been many. I've enjoyed and valued being part of the Community where I've had an opportunity to arrange guest speakers on a variety of topics to have a real conversation about health and wellness. I've enjoyed the feedback I've received personally – and through our social media channels – on our various initiatives and products. This has helped us evolve since the launch and realise the need for this platform. I also derive great pleasure when I provide support to the Angels for Children organization from our ongoing sales. They're very appreciative of our support and that will remain a lasting legacy of this company.





(01)



(02)



(03)

## CAN YOU SHARE ANY COMMUNITY INITIATIVES OR CHARITABLE EFFORTS THAT THE COMPANY IS INVOLVED IN TO SPREAD THE MESSAGE OF HOLISTIC HEALTH AND HAPPINESS?

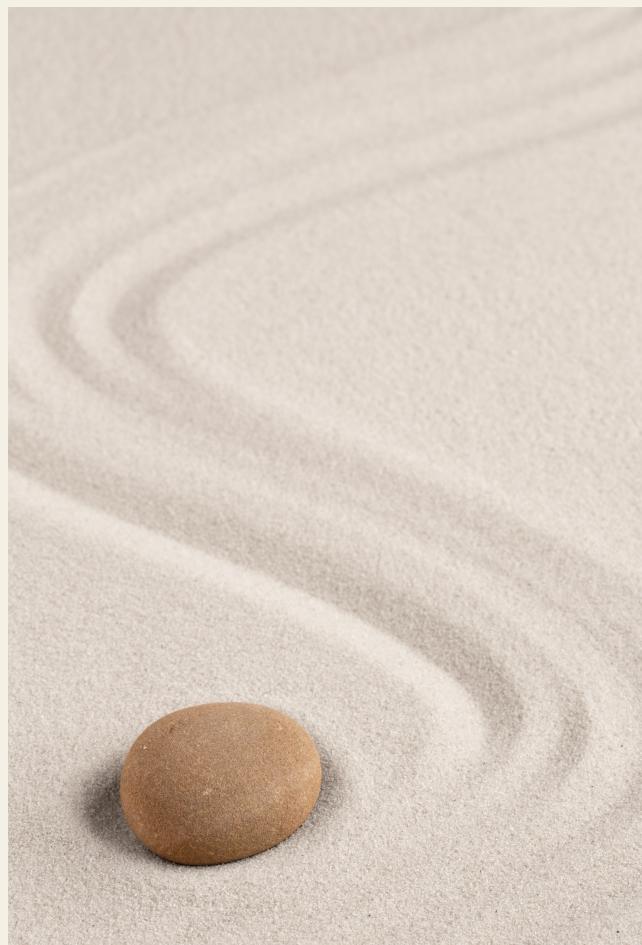
I am a firm believer that doing good makes you feel good. Since the launch of the company, I have made an effort to give back to great causes and organizations and it's in our DNA. Through our company support to local charity organisations, a noble endeavor aimed at improving the lives of the less fortunate.

Additionally, the "1-tree-plant"; initiative raises awareness of environmental issues, inspiring customers to care for the planet. We also participated recently in a joint initiative with high school and universities to conduct research on health and wellness to raise awareness of this important topic.

By joining different community and association, we have also had the opportunity to listen and learn first-hand about some of the challenges organizations are experiencing and promote some of our resources and programs to help them address them.

As you can see, the one common element of all of these initiatives are people. I believe strongly in collaboration and in making a difference – one person and one organization at a time.

## SPREADING WELLNESS AND GOODNESS: HYGGEWELLBEING'S COMMUNITY INITIATIVES



# Empowering *Mind and Body*



## HOW DO YOU PERSONALLY STRIKE A BALANCE BETWEEN YOUR ROLE AS A FOUNDER AND YOUR OWN HOLISTIC WELLBEING?

Looking ahead, I envision continued growth and innovation in the health and wellness industry, driven by advancements in technology. This will likely include AI, which is a hot topic right now. However, I think there will always be a need for customisation that only people can provide, through interactions and activities like the ones we participate in through different events and other collaborations.

Companies that can combine technology with customisation should have an edge and that will continue to be our company's focus going forward. On that note, I encourage you to continue to follow our journey – for some exciting plans we have in the future.

As I said earlier, it isn't easy. Being an entrepreneur – particularly a female one – has its share of challenges, including time management and self-care.

Along with great emotional support from my family and friends, I practice meditation, enjoy activities such as yoga, and take the opportunity to enjoy nature. I also like to mix it up and recently learned to ride a boat which was quite fun.

I also find that I gain positive energy which contributes to my overall health and wellness when I receive feedback from customers and partners. It's gratifying to know that the company is making a difference in their lives.

## *Navigating the Future*

**IN THE EVER-EVOLVING  
HEALTH AND WELLNESS  
LANDSCAPE, WHAT TRENDS  
DO YOU ANTICIPATE PLAYING  
A SIGNIFICANT ROLE IN  
HYGGE WELLBEING'S FUTURE,  
AND HOW DO YOU PLAN TO  
STAY AHEAD OF THESE  
TRENDS?**



ASIA CEO COMMUNITY IS NOW  
ON LINKEDIN! COME & JOIN US



LinkedIn

**COME  
AND  
JOIN  
US**

ASIA CEO COMMUNITY IS NOW  
ON FACEBOOK! COME & JOIN US



**FEEL FREE TO CONTACT**



[ceo@asiaceo.club](mailto:ceo@asiaceo.club)



[www.asiaceo.club](http://www.asiaceo.club)



Lemmi Centre, unit 1703, 17/F, No.  
50 Hoi Yuen Rd, Kwun Tong, Hong  
Kong



+ 852 3590 3939