

# FOUNDER

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CO-FOUNDER AT  
PROTOP FINANCIAL  
PRESS LIMITED

POWERED BY ASIA CEO COMMUNITY & CSUITE XCHANGE





## ***ABOUT NICOLE YUEN***

**I have over 20 years of experience in the financial services industry, working in various roles that encompass investment fund management, business development, and client relationship management. I hold a degree in Marketing Management, and have completed several certifications, including Business Management in Modern Investment from HKU Space, equipped me with a strong foundation in financial principles and practices, together with my entrepreneurial mindset allows me to think creatively about growing a business in this field and identifying unique opportunities for clients.**

# HOW DO YOU DEFINE ETHICAL FINANCE, AND IN WHAT WAYS DO YOUR CORE VALUES ALIGN WITH THIS CONCEPT?

Ethical finance refers to financial practices that prioritize social responsibility, sustainability, and transparency. It seeks to create positive social impacts while generating returns. My core values of integrity, accountability, and commitment to client align closely with ethical finance, as I believe in running our business with honesty and dignity that benefit both our clients and ourselves.





## TELL US ABOUT A CHALLENGING FINANCIAL PROJECT YOU WORKED ON. WHAT WAS YOUR ROLE?

I served as the lead project manager for the issuance of the first Hong Kong Government Bond, acting as the central point of coordination among major financial institutions, law firm partners, and government officials. My role involved facilitating the efficient processing of confidential documents and ensuring that all professional parties collaborated seamlessly. By managing communications and timelines effectively, we successfully launched the bond to the public, marking a significant milestone in Hong Kong's financial landscape.

## HOW DO YOU APPROACH RISK ASSESSMENT FOR INVESTMENT OPPORTUNITIES?

I take a holistic approach to risk assessment by many factors, including but not limited to evaluating market conditions, financial metrics, and the broader economic environment, as well as considering regulatory risks and company management.







# ***BUILD AND MAINTAIN RELATIONSHIPS WITH CLIENTS***

Building strong relationships with clients involves active listening, consistent communication, and delivering on promises. I prioritize understanding their unique needs and challenges and provide tailored solutions that demonstrate our commitment to their success.

## ***FINANCE PROFESSIONAL TO POSSESS***

Integrity is the most important quality for a finance professional. Trust is fundamental in finance, and maintaining ethical standards ensures that clients feel confident in our advice and services.





## WHAT MOTIVATED YOU TO PURSUE A CAREER IN FINANCE?

My interest in finance was sparked by a desire to understand how financial markets operate and their significant impact on businesses and economies. I was motivated to pursue a career in finance to leverage my marketing background to help organizations make informed decisions that drive growth and enhance their financial health. My entrepreneurial spirit also fuels my passion for finding innovative solutions in the finance sector.

## HOW DO YOU STAY UPDATED ON FINANCIAL REGULATIONS AND MARKET TRENDS?

I stay updated through continuous education, including webinars and workshops, and by following reputable financial news outlets and industry publications. Additionally, I am an active member of professional organizations such as Asia CEO Community that provide resources and networking opportunities.





# WHAT ARE YOUR CAREER GOALS WITHIN THE FINANCE SECTOR?

My career goal is to advance both myself and my company on a transformative fintech journey. I aim to leverage emerging technologies to enhance our service offerings and improve client experiences. Ultimately, I seek to foster a collaborative environment that embraces experimentation and innovation, ensuring us at the forefront of fintech advancements.





## **HOW DO YOU STAY INFORMED ABOUT CHANGES IN FINANCIAL REGULATIONS AND MARKET TRENDS?**

As mentioned earlier, I engage in continuous learning through industry seminars, webinars, and reading financial news. Networking with peers also provides insights into regulatory changes and market dynamics.

## **WHAT RECENT TRENDS IN FINANCE DO YOU FIND MOST INTERESTING OR IMPACTFUL?**

I find the rise of sustainable finance and ESG (Environmental, Social, and Governance) investing particularly impactful. These trends reflect a shift in investor priorities towards responsible investment strategies that consider long-term social impacts.

## **EXPLAIN THE IMPORTANCE OF CASH FLOW MANAGEMENT IN A BUSINESS.**

Cash flow management is crucial because it ensures that a business can meet its financial obligations, invest in opportunities, and maintain operations. Effective cash flow management helps prevent liquidity crises and supports strategic planning.

## **CAN YOU DESCRIBE YOUR EDUCATIONAL BACKGROUND AND HOW IT RELATES TO FINANCE?**

I hold a bachelor's degree in Marketing Management from California State Polytechnic University, Pomona. This educational background has instilled in me a dynamic mindset, embraced experimentation and innovation. To enhance my expertise in finance, I pursued additional certifications in finance, investment, and cybersecurity. These qualifications have provided me with the skills to navigate the complexities of the financial landscape and effectively integrate marketing strategies with financial principles.



# FINANCE INDUSTRY HEADING IN THE NEXT FIVE YEARS



I see the finance industry increasingly embracing technology, particularly in areas like fintech and blockchain. This will lead to greater efficiency and transparency in transactions. Additionally, there will be a stronger focus on sustainability and ethical investment practices as clients demand more regulated investment options.





# ASIA CEO COMMUNITY

ASIA CEO COMMUNITY IS A PROFESSIONAL NETWORK FOR BUSINESS LEADERS AND EXECUTIVES IN THE ASIA-PACIFIC REGION. THE COMMUNITY PROVIDES A PLATFORM FOR MEMBERS TO CONNECT, NETWORK, AND EXCHANGE IDEAS AND INFORMATION ABOUT BUSINESS IN ASIA.

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Edited by