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SERVICES LIMITED



Masters
Programmes

POWERED BY ASIA CEO COMMUNITY
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2025



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ABOUT US

FIRST BUCKET OF GOLD

Balancing academics, work, and investments, I earned my first significant financial success through early ventures, which I called my "first bucket of gold." But a risky investment soon erased most of that, teaching me a hard but pivotal lesson: true wealth comes from strategy, systems, and resilience, not luck.

STRATEGIC EMPOWERMENT

That setback reshaped my perspective and fueled my passion for coaching others. I started working with students, CEOs, and professionals, helping them build systems, lead with purpose, and align their careers with wealth goals. My commitment to practical learning led to collaborations with HKU Business School, which focuses on teaching financial strategy and business mindset beyond textbooks.

UNLOCKING POTENTIAL

This path naturally led to founding my own company, Longqi Advisory Services Limited, where, as CEO, I now lead a firm focused on delivering tailored wealth management solutions, competitions and workshops on financial strategy, leadership, and innovation, all aimed at unlocking people's potential through mindset and strategy.



WHAT INSPIRED YOU TO START OR LEAD AN ADVISORY FIRM?

The spark to lead Longqi Advisory Services came from my own rollercoaster of successes and failures. Earning and then losing my assets earned at university showed me how critical strategy and mindset are to sustainable success. I saw countless others falling into the same traps I did, relying on chance instead of systems and I wanted to help them avoid those pitfalls. My time at HKU Business School, where I thrived on innovation and collaboration, also revealed a gap between theoretical education and real-world application. I founded Longqi to bridge that divide, offering hands-on guidance through coaching sessions. My mission is to empower individuals and future leaders to master the flow of money, strategy, and purpose, ensuring they achieve their financial and personal goals without the detours I faced.

WHAT DIFFERENTIATES LONGQI ADVISORY SERVICES FROM OTHER ADVISORY FIRMS IN THE MARKET?

Longqi Advisory Services stands apart by blending mindset coaching with strategic business insights, a combination that sets us apart from traditional advisory firms focused solely on financial tactics. We believe success begins with the right mindset, whether you're a student laying a business foundation, an entrepreneur scaling a venture, or a professional aiming for leadership. Our deeply personalized approach tailors services to each client's unique journey, ensuring relevance and impact. Additionally, in our coaching session, we offer hands-on, real-world learning that's rare in the industry. This fusion of mindset, strategy, and practical application makes us not just advisors but catalysts for lasting growth and empowerment.





WHAT ADVICE WOULD YOU GIVE TO ASPIRING LEADERS IN THE ADVISORY FIELD?



To aspiring leaders in the advisory field, I would say: master the basics of business and finance to build a strong foundation. Embrace failure as a teacher, my early financial loss was my greatest lesson in strategy and resilience. Focus on building trust, as relationships are the heart of this industry. Stay ahead by continuously learning and adapting to new trends, from technology to sustainability. Most importantly, lead with purpose, tie your work to a mission that drives you. Advisory isn't just about giving advice; it's about empowering others to succeed, and that starts with a commitment to their growth and your own.

ARE THERE ANY UPCOMING INITIATIVES OR PROJECTS THAT YOU'RE PARTICULARLY EXCITED ABOUT?

Revolutionizing how people learn business and finance by immersing them in real-world scenarios, and I'm eager to expand its reach, potentially through other universities in Hong Kong and Mainland China, with the online version, to inspire more aspiring leaders.

Additionally, we're developing new themes to help professionals align their careers with their financial goals, reinforcing our commitment to practical, mindset-driven solutions. These initiatives embody my mission to empower them with the tools and confidence to succeed, and I can't wait to see their impact.



WHAT INDUSTRIES DO YOU PRIMARILY SERVE, AND HOW DO YOU TAILOR YOUR SERVICES TO MEET THEIR NEEDS?

We primarily serve universities, secondary schools and organizations in different fields, but our client base is diverse, spanning students, entrepreneurs, professionals, and cross-sector teams united by a desire to grow through strategy and mindset. We customize our services by understanding each client's goals and challenges. For students, we provide foundational coaching to kickstart their career or business journeys. Entrepreneurs receive targeted guidance to scale ventures and overcome obstacles, while professionals focus on enhancing leadership skills and aligning careers with their life goals.





WHAT CURRENT TRENDS ARE SHAPING THE ADVISORY INDUSTRY?

The advisory industry is undergoing rapid transformation, driven by several key trends. Personalization is at the forefront, as clients increasingly demand advice tailored to their unique circumstances. Technology, including digital tools, is streamlining services and making them more accessible, enabling firms to scale efficiently. There's also a growing holistic focus, with financial planning increasingly integrated with personal and career growth to address clients' broader aspirations. Additionally, sustainability is gaining prominence, with ethical and sustainable investing becoming a priority for many.

HOW DO YOU PLAN TO EXPAND YOUR FIRM'S PRESENCE IN THE ADVISORY MARKET?

We are pursuing a multi-pronged strategy. First, we'll go digital, leveraging online platforms to connect with a global audience and make our services more accessible. Second, we'll build partnerships with other institutions and enterprises to amplify our reach and credibility. Finally, we'll innovate by evolving our offerings, incorporating AI-driven insights and sustainability-focused solutions, to stay ahead of industry trends. These steps will broaden our footprint while staying true to our core values of empowerment, mindset, and strategy, ensuring we continue to deliver meaningful impact.



CAN YOU ELABORATE ON THE CORE SERVICES OFFERED BY LONGQI ADVISORY SERVICES?

We offer a suite of services designed to empower clients with practical, impactful tools. Our coaching solutions provide customized plans to grow and protect wealth, aligned with each client's personal goals. We also deliver interactive competitions and workshops on financial strategy, leadership development, and business innovation, packed with actionable insights that clients can apply immediately. Meanwhile, through one-on-one coaching, we provide personalized support for students, CEOs, and professionals, helping them build systems, lead with purpose, and align their careers with wealth aspirations.



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WHAT SKILLS DO YOU BELIEVE ARE ESSENTIAL FOR SUCCESS IN THE ADVISORY INDUSTRY?

Success in the advisory industry requires a blend of critical skills. Analytical skills are vital for decoding complex financial and business challenges, while strong communication builds trust and connection with clients.

Adaptability is key to navigating the industry's fast-changing landscape, and a learning mindset ensures you stay sharp on emerging trends and tools. Above all, these skills are the foundation of my role, guiding how I coach, advise, and empower others every day.



WHAT CHALLENGES DO ORGANIZATIONS FACE TODAY THAT YOUR FIRM HELPS ADDRESS?

Organizations today grapple with significant challenges, including economic volatility, which demands sharp, adaptable strategies to navigate unpredictable markets. Technological disruption is another hurdle, requiring businesses to stay agile in the face of rapid change. Leadership gaps also pose a problem, as building resilient, innovative teams becomes increasingly complex. Our management and strategic insights help organizations steer through uncertainty, while our leadership workshops and coaching programs foster purpose-driven teams equipped for transformation. By turning challenges into opportunities, we empower organizations to thrive in a dynamic environment.





WHAT IS YOUR LONG-TERM VISION FOR LONGQI ADVISORY SERVICES?

My long-term vision for Longqi Advisory Services is to establish it as a global leader in empowering sustainable success. I aim to scale our mindset-and-strategy approach worldwide, making it a cornerstone for individuals and organizations seeking transformative growth. By launching digital tools and courses, we'll reach a broader audience, democratizing access to our expertise.

Deepening partnerships, such as our collaboration with HKU Business School, will allow us to train future leaders and foster innovation in business education. Ultimately, I envision Longqi as the go-to firm for advisory services that seamlessly blend wealth creation, purpose, and innovation, inspiring lasting impact on a global scale.

HOW DO YOU ENVISION THE FUTURE OF ADVISORY SERVICES EVOLVING OVER THE NEXT FEW YEARS?

Over the next few years, I see advisory services becoming hyper-personalized, with solutions tailored to each client's unique life, values, and goals. Technology will play a bigger role, with digital platforms streamlining processes and scaling advice to reach more people efficiently. The industry will also adopt a more holistic approach, merging financial planning with personal and career aspirations to address clients' broader needs. Firms will need to balance innovation with human connection, blending tech-enhanced efficiency with the empathy and insight that define great advisory work. At Longqi, we're already aligning with these trends to deliver impactful, future-ready services.

WHAT DO YOU THINK WILL BE THE BIGGEST GAME-CHANGER FOR ADVISORY FIRMS IN THE NEXT DECADE?

The biggest game-changer for advisory firms in the next decade will be the combined rise of AI and machine learning with the growing emphasis on sustainable investing. AI will revolutionize the industry by delivering precise, data-driven insights at scale, automating routine tasks, and enabling advisors to focus on strategic, human-centered guidance. Meanwhile, the shift toward sustainable investing will force firms to rethink value creation, aligning wealth with social and environmental impact. At Longqi, we're already weaving these principles into our approach, ensuring our services empower clients to achieve both financial success and meaningful purpose.

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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