



MSI GROUP Global Strategic Financial Collaboration Press Conference

To Co-build the World's First Cross-Cultural Multi-Family Office Platform and Open Up for New Opportunities

(Hong Kong - 10 June 2021) The “MSI Global Strategic Financial Collaboration Press Conference” was held today at Four Seasons Hotel Hong Kong by **The MSI Group (hereinafter referred to as “MSI”)**. At the Conference, **Mr. Leo Kei**, Chairman of MSI announced the new roles amongst the Senior Management Team. **Mr. Mario Ho** is appointed as the Vice-Chairman, and **Dr. James Lee** is taking up the role as Chief Cultural Officer of MSI. The three new managements are the pioneers of the emerging industries, and the representative of cross-cultural projects. They will joint force with MSI to co-build the world's first cross-cultural multi-family office platform.

“MSI is a global investment management platform dedicated to bridging the Eastern and Western culture, as well as connecting the world. The business focus of MSI is to initiate world-class cross-cultural projects and provide industrial operation management services for Chinese real estate projects,” said **Mr. Leo Kei**, Chairman of MSI. “By co-building the world's first cross-cultural multi-family office platform, MSI offers investors and customers innovative and cross-border real estate investment opportunities, while at the same time introduces cultural tourism projects to elevate the value of the projects to achieve a win-win situation. MSI's three-year development goals and plans will introduce foreign investors to China's industrial real estate projects, and bring in project investment of more than tens of billions of US dollars.” **Kei** further pointed out that, with **Mr. Mario Ho**, **Mr. Lau Chi-long**, and **Dr. James Lee** in the team, MSI will be able to further promote the cooperation between Guangdong, Hong Kong and Macau, and actively participate in the development of the Greater Bay Area.

As a young entrepreneur, **Mr. Mario Ho**, Vice-Chairman of MSI added, “I always have a plan to startup a business in Hong Kong. When I get to know that MSI has such a superb global network, I have decided to crossover the e-sport business with the financial and real estate industries to generate synergies, which can in turn bring about more success in the overall development of the e-sports industry. Nevertheless, I have been surrounded with entrepreneur friends and successors of family businesses, and observed a huge demand for family business and wealth management. As a super connector, MSI can form the strongest fortune family alliance to foster the cooperation among global brands, real estates, cultural tourism, technology, and financial industry, to facilitate the expansion of Chinese, Hong Kong, and Macao family businesses into new markets, and to cultivate the interaction and cooperation among young elites.” **Ho** further affirmed in confidence that the MSI family office platform is definitely the one that attracts the new generation of high-net-worth individuals (HNWI) from the fortune families in China, Hong Kong and Macao, supported by a well-established professional management team.

Dr. James Lee, the Chief Cultural Officer of MSI further expressed, “There is a prolonged history of the Chinese culture that contains diversified content from different aspects. As far as I know, MSI takes cross-culture as the primary responsibility for the establishment of the multi-family office platform. The inheritance of a family is not only about passing along the wealth, but also the family culture. It is also the precipitation of family history, and the accumulation and sublimation of experience. I am convinced that by virtue of professionalism, with the Chinese culture as the



東方盛世
MSI Group

keynote, and then based on the characteristics of various projects, by developing associations, matching different cultures and incubating creativity, we can formulate innovative and unique investment projects, and that the same time demonstrate to the world China's soft power. The first cross-cultural project is already in the stage of negotiation, and it is expected to be launched in 2022." **Dr. Lee** aspires that apart from offering comprehensive and personalised financial services for fortune families, MSI will also encourage more frequent communication and mutual understanding among family members, so as to embody and bring along the family values and solidarity.

In the conference, MSI also signed the contract with **Wuhan Xingjing Weiwu Cultural and Sports Development Co.,Ltd** and **Gly Capital Management** to become the first strategic partners, with a common mission to setup a more comprehensive, flexible and innovative corporate investment blueprint, and to take the first step towards building the world's first cross-cultural multi-family office platform together.

Other guests for the conference include Mr. Charles Ho Tsu-Kwok, Ms. Pollyanna Chu, Mr. Arnaldo Ho, Ms. Alice Ho, Ms. Winnie Chiu (JP), Mr. Willy Liu, Mr. Sam Lau, Dr. William Lo (JP), Mr. Ho Lai Chuen, Mr. Raymond Wong Pak Ming (MH), Mr. Daneil Lam Shiu-Ming, Ms. Virginia Lok Yee-Ling, Ms. Sandy Lau Sin Ting and Mr. Teddy Chen and more.

About MSI Group

["MSI Group is a global investment management platform; it is also the bridge between Eastern and Western culture."](#)

MSG provides industrial operation management services for Chinese real estate projects, and escalates project values by initiating world-class interdisciplinary projects. In the six major sectors including finance, technology, branding, health, cultural tourism and construction, MSG offers global investment promotion, operation cooperation, marketing, sales and value-added services.

Leveraging on a professional team with global vision and industrial knowledge, together with cross-cultural multi-family office platform services, MSI brings along innovative and cross-border industrial real estate investment, asset management, industrial management and related investment projects to investors and customers.

- Create a global cross-cultural platform
- Co-establish a sustainability framework for the real estate market
- Sharing high-quality business resources
- Grow together with strategic partners and customers