

# Nurturing the Next Generation of Accountancy Professionals



**The people of Hong Kong are hardworking, reliable and have a can-do mindset. They get jobs done effectively and efficiently. Such a top-quality talent pool is crucial for business growth.**



**Phei Koid**  
**Founder & Managing Director,**  
**Core by Phei & Co Limited**



I am Phei Koid, a Malaysian permanent resident in Hong Kong and the Founder of Core by Phei & Co Limited (CORE), a training company for professional accountancy examinations under the Hong Kong Institute of Certified Public Accountants (HKICPA). Over the past 10 years, we have served thousands of students including clients from the Big 4 accounting firms.

In 2017, I relocated from London to Hong Kong to explore opportunities to work in Asia and be nearer to my family in Malaysia. Hong Kong is just a 3.5-hour flight away from Malaysia, compared to a 12-hour flight from the UK.

Hong Kong is a world-class financial centre with many opportunities for professionals. Apart from CORE's growing business, I set up a business venue rental company in 2015, serving the needs of the local business community in organising seminars, product launches or other business events.

Taking note of the growing appetite for international cuisines in the city, I set up another business to bring Malaysian food including seafood and fruits to serve the Hong Kong gourmet market.

Hong Kong offers a business-friendly environment with a low tax regime, transparent and clear government policies and procedures in setting up and running a company in Asia.

The people of Hong Kong are hardworking, reliable and have a can-do mindset. They get jobs done effectively and efficiently. Such a top-quality talent pool is crucial for business growth.

We are exploring development opportunities in Mainland China; Hong Kong is definitely a great gateway. Before the pandemic, we received many calls from students in Mainland China interested in joining our courses.

We are looking to expand our reach to this growing market as we believe getting the HKICPA qualification will help many Mainland graduates build their careers in Hong Kong.

I have had such a wonderful 16 years working and living in Hong Kong, with the privilege of knowing some of the kindest people here, which many would not expect in such a bustling city.

There are already many Malaysians here, so definitely reach out and connect – we will be more than happy to show you around!

