

# Green Finance Powered by Data

Leveraging Hong Kong's position as the regional green finance hub and capturing rising opportunities in the Greater Bay Area.

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**Lavin Yeung**  
**Assistant Head of Business**  
**Development and Marketing**  
**ESG Matters Asia**



More and more companies and investors recognise the growing importance of incorporating environmental, social and governance (ESG) into their investment goals. While businesses are catching up on the latest ESG standards and compliance, they also see challenges to handle the immense volume of data. ESG Matters was set up with an aim to empower businesses to bridge the ESG data gap and achieve relevant Sustainable Development Goals (SDGs), creating positive social and environmental outcomes through green investment.

The company was founded in Denmark by Dr. Glenn Frommer, a sustainability veteran who has worked in the field for over 30 years. With duo headquarters in Copenhagen and Hong Kong, ESG Matters provides advisory services and helps companies make data-driven green investment strategies with its tech-as-a-service.

## Professional advisory for green finance

Lavin Yeung, Assistant Head of Business Development and Marketing at ESG Matters, said, “With a proliferation of family offices setting up in Hong Kong, asset owners are actively looking for opportunities with positive environmental and social impacts. Using a data-driven approach, we are here to help these investors adopt a more ethical, sustainable choice of investment

with prospective returns. While data has a crucial role in reflecting fund performance and potential, our ESG Dashboard can also equip investors to identify and handpick investment opportunities.”

ESG Matters developed its ESG Dashboard to help businesses streamline the collection of relevant data and information, enabling companies to compile professional ESG reports with accurate key performance indicators (KPIs). This subscription-based service helps companies convert raw data into presentable environmental and social data to fulfill regulators' requirements.

In addition, with its core competence in tech and sustainability, it also provides comprehensive business process outsourcing (BPO) services ranging from well-being IoT sensors, sustainability and tech consultancy, to Turnkey Solution implementation.

## Hong Kong - Greater Bay Area's green finance center

Yeung revealed that Hong Kong is a natural choice for ESG Matters' Asia base with its status as international finance center complements with an abundance supply of multilingual talent. She added, “we are also excited about the opportunities brought by the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). Many government initiatives in Hong Kong will facilitate our development in the area. The Green and Sustainable Finance Cross-Agency Steering

Group, formulated by the Hong Kong Monetary Authority and the Securities and Futures Commission of Hong Kong, is a great example of the city's effort in cementing Hong Kong's position as a green finance hub, and facilitating regional connection with the GBA.”

Yeung concluded that InvestHK is an important platform for businesses in Hong Kong. “We are grateful for the opportunity to host a fireside chat in FinTech Week, which is an excellent platform for brand building and idea exchange in the industry. InvestHK's service and advice are also very important in helping new foreign companies to set up in Hong Kong.”

## ESG Matters Asia

- Alumni of Cyberport Incubation Programme
- Its Hong Kong team composes of 20 professionals in business development, product and tech, as well as project management

 [Esgmatters.asia](https://esgmatters.asia)