

Wealth & Finance - Champion - Mr. Jimmy PUN



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CEO, Adventist Charitable Foundation Limited

Jimmy Pun: Pioneering Trustee Services for Social Impact

As Chief Executive Officer of Adventist Charitable Foundation (ACF), Mr. Jimmy Pun successfully established ACF as a leading trustee service provider in Hong Kong that integrates wealth succession with social care through his profound professional expertise and innovative vision.

Professional Foundation Driving Service Innovation

Jimmy's accomplishments are built upon his extensive professional background. Prior to joining ACF, he accumulated over a decade of experience in family office management and served as Senior Vice President of HSBC's Trustee in Hong Kong. These experiences have instilled with rigorous professional standards and pioneering concepts at ACF.

Innovative Services Addressing Diverse Social Needs

Since becoming CEO in 2021, Jimmy has not only delivered professional and affordable estate planning services but has also prioritized social needs. He emphasizes the importance of making trust services accessible to a wider audience, ensuring families can secure their financial futures and protect loved ones without prohibitive costs. Additionally, Jimmy actively develops innovative solutions to address population aging, fostering smart ageing communities where seniors can thrive in sustainable financial environments. He has also championed charitable trusts, enabling clients to achieve both wealth succession and philanthropic goals simultaneously.

Expanding Social Influence

Jimmy actively cultivates strategic partnerships with social welfare organizations to promote the "Legacy of Care" vision. He emphasizes: "Trusts are not merely wealth management tools, but vehicles for realizing social value". Under Jimmy's leadership, ACF continues to expand its service offerings, empowering more Hong Kong families to achieve financial security while fulfilling their aspirations for social impact through professional trust planning.

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