



维优企业策略顾问有限公司
GBS Axis Advisory

中高端人才招聘与跨境招聘服务

Mid-to-Senior Talent Acquisition &
Cross-Border Hiring

聚焦香港及跨境金融领域，
支持跨境制造企业关键岗位招聘

Focused on Hong Kong and cross-border
financial sectors, while supporting key hires
for manufacturing companies with
cross-border operations.

香港 | 广州
Hong Kong | Guangzhou

 www.gbsaxisadvisory.com

我们是谁

WHO WE ARE



GBS Axis Advisory 是一家专注于中高端人才招聘与跨境招聘服务的人力资源咨询机构。

GBS Axis Advisory is a talent advisory firm specialising in mid-to-senior talent acquisition and cross-border hiring.



我们重点服务香港及跨境金融领域，覆盖证券、财富管理、资产管理、家族办公室及相关专业服务机构；同时为具有香港、内地及东南亚业务或生产布局的制造企业提供关键岗位人才寻访与招聘支持。

We primarily serve Hong Kong and cross-border financial sectors, including securities, wealth management, asset management, family offices and related professional services. We also support manufacturing companies with operations across Hong Kong, Mainland China and Southeast Asia in recruiting for key roles.



我们坚持专业、严谨的招聘交付流程，对候选人进行充分面试与评估后再向客户推荐；同时通过项目数据分析、持续复盘和定期交付报告，不断优化寻访与评估方法，提升交付质量与成功率。

We follow a professional and rigorous recruitment delivery process, conducting thorough consultant interviews and candidate assessments before making recommendations. Through ongoing data analysis, project reviews and regular delivery reports, we continuously refine our search and assessment approach to improve hiring quality and success rates.



专业流程

Professional Process

规范推进需求理解、人才寻访、顾问面试、评估与推荐。

Standardised process from requirements understanding to search, consultant interviews, assessment and recommendation.



严谨评估

Rigorous Assessment

充分评估候选人的经验、能力、求职动机及岗位匹配度。

Thoroughly evaluate candidates' experience, capabilities, motivations and fit with role requirements.



持续复盘

Continuous Improvement

结合项目数据、客户反馈与招聘结果持续优化交付方法。

Continuously improve our delivery approach through project data, client feedback and hiring outcomes.



透明交付

Transparent Delivery

定期提供项目交付报告，同步进展、市场反馈与转化情况。

Provide regular delivery reports to keep clients informed of progress, market insights and conversion results.



我们的服务

OUR SERVICES

专注中高端人才招聘与跨境招聘服务，助力企业人才战略落地

Focused on mid-to-senior talent acquisition and cross-border hiring to support our clients' talent strategy and business growth.

**01**

中高端人才招聘

Mid-to-Senior Talent Acquisition

围绕企业关键岗位与核心职能需求，提供人才寻访、顾问面试、候选人评估、推荐及招聘推进服务，重点关注候选人的专业能力、业务适配度与长期匹配。

We provide targeted search, consultant interviews, candidate assessment, recommendation and hiring coordination for key and business-critical roles, with a strong focus on capability, business fit and long-term suitability.

**02**

跨境招聘支持

Cross-Border Hiring

支持香港、内地及东南亚等跨区域人才招聘需求，结合不同市场的人才供给、薪酬水平、职业偏好及人才流动特点，协助企业提升跨境招聘效率。

We support cross-border hiring across Hong Kong, Mainland China and Southeast Asia, with consideration for local talent supply, compensation benchmarks, career preferences and talent mobility.

**03**

批量招聘 / RPO

Volume Hiring / RPO

针对业务扩张、团队搭建及阶段性集中招聘需求，提供项目制招聘与RPO服务，通过明确的岗位目标、交付节奏与过程管理，提高招聘效率与候选人转化质量。

For business expansion, team build-outs and high-volume hiring needs, we provide project-based recruitment and RPO solutions with defined hiring targets, delivery cadence and process management.

**04**

人才市场评估与招聘咨询

Talent Market Assessment & Hiring Advisory

在正式启动招聘前，可围绕岗位要求、人才供给、薪酬区间、寻访难度及市场可行性进行初步评估，并在项目推进过程中结合市场反馈持续优化招聘策略。

Before a search begins, we can assess role requirements, talent availability, compensation ranges, search complexity and market feasibility, and refine the hiring approach based on ongoing market feedback.



从单一关键岗位到跨区域团队招聘，我们根据客户实际业务需求选择合适的交付模式。

From individual critical hires to cross-border team recruitment, we tailor our delivery model to the client's actual business and hiring needs.

我们服务的行业

SECTORS WE SERVE

聚焦核心行业与关键领域，深刻理解客户业务与人才需求

Focused on core industries and key sectors with deep understanding of our clients' business and talent needs.

A. 金融行业 | Financial Services



香港及跨境金融领域 是我们的核心服务方向

Hong Kong and cross-border financial sectors are our core focus.



证券
Securities



财富管理
Wealth Management



资产管理
Asset Management



家族办公室
Family Offices



保险及相关金融服务
Insurance & Related Financial Services



专业服务机构
Professional Services

围绕香港及跨境金融机构的人才需求，重点支持业务拓展、财富管理、投研、风控、合规、财务、HR及运营等岗位。

We support Hong Kong and cross-border financial institutions across business development, wealth management, investment research, risk, compliance, finance, HR and operations roles.



B. 跨境制造业 | Cross-Border Manufacturing



具有香港、内地及东南亚 业务布局的制造企业

Manufacturing Companies with Operations Across Hong Kong, Mainland China and Southeast Asia



皮具 / 箱包 / 鞋履
Leather Goods / Bags / Footwear



服装及消费品制造
Apparel & Consumer Goods Manufacturing



供应链及生产型企业
Supply Chain & Production Enterprises



先进制造及其他跨境生产企业
Advanced Manufacturing & Other Cross-Border Production Enterprises

重点支持香港总部、内地管理团队及东南亚生产基地的财务、HR、供应链、品质、生产运营及管理岗位。

We support key hires across Hong Kong headquarters, Mainland China management teams and Southeast Asian operations, including finance, HR, supply chain, quality, production and management roles.



深入行业，理解业务，连接人才，助力企业持续成长

Industry Insight. Business Understanding. Talent Connection. Sustainable Growth.



成功案例介绍

SELECTED CASE HIGHLIGHTS

以结果为导向，展示我们在金融及跨境招聘项目中的代表性交付成果。

A results-oriented overview of representative delivery outcomes across financial and cross-border hiring projects.

01



香港证券机构 | 前线业务人才批量招聘

Hong Kong Securities Institution |
Volume Hiring for Front-Line Business Roles

根据客户业务扩张需求，围绕前线业务团队的人才补充，批量推进候选人寻访、面试及 offer 流程。项目中重点关注候选人的行业经验、客户服务能力及牌照资质。

Supported front-line business team expansion with targeted search, interview and offer coordination, focusing on industry experience, client-facing capability and licensing profile.



交付亮点：

2个月内协助客户扩招30名前线业务人才；
所有录用人选均持有香港证券牌照。

Highlights:

30 front-line hires completed within 2 months;
all successful hires held Hong Kong securities licences.

02



跨境金融机构 | 内地团队组建与工作签支持

Cross-Border Financial Institution |
Mainland Team Build-Out with Work Visa Support

根据客户业务发展需求，围绕内地市场拓展目标，针对性寻访内地金融相关领域的专业人才，并协助推进团队组建与工作签安排。

Supported targeted hiring for Mainland market expansion and assisted with team build-out and work visa arrangements for finance-related professionals.



交付亮点：

完成20人工作签团队组建；入职人选均具备行业专业背景，协助客户快速搭建前线业务团队、加快开拓内地市场。

Highlights:

Built a 20-person work-visa-supported team;
all successful hires were experienced industry professionals, enabling rapid front-line team set-up and Mainland market expansion.



成功的招聘不仅在于找到合适的人选，更在于理解客户业务目标，并持续推动结果落地。

Successful hiring is not only about finding the right candidates, but also about understanding business objectives and driving results forward.

成功案例介绍

SELECTED CASE HIGHLIGHTS

以结果为导向，展示我们在金融及跨境招聘项目中的代表性交付成果。

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03

香港财富规划团队 | 跨境人才持续招募

Hong Kong Wealth Planning Team |
Ongoing Cross-Border Talent Recruitment

根据香港财富规划行业的发展战略，持续为客户团队招募具备跨境背景的人才，覆盖香港高才、优才、IANG及受养人等候选人类型。

Delivered ongoing recruitment for cross-border talent entering Hong Kong wealth planning, including Top Talent Pass, Quality Migrant, IANG and dependant visa holders.



交付亮点：
Highlights:

2年内成功招募超过**100**名候选人进入香港财富规划行业；
入职人选累计为所在团队创收超过**5亿**港币。

Recruited more than 100 candidates over 2 years; hired candidates collectively generated over HKD 500 million in team revenue.

04

跨境企业 | 财务、融资及资本相关岗位招聘

Cross-Border Enterprise |
Finance, Fundraising & Capital-Related Hiring

根据客户业务发展及跨境经营需求，围绕财务管理、融资及资本相关关键岗位开展针对性人才寻访，重点评估候选人的专业背景、行业经验、跨境业务理解及综合管理能力。

Supported targeted search for finance, fundraising and capital-related roles, with emphasis on professional expertise, industry experience, cross-border understanding and management capability.



交付亮点：
Highlights:

成功推进财务负责人、融资及相关关键岗位招聘，协助客户补充核心职能人才，为业务扩张、资金规划及跨境运营提供支持。

Supported recruitment for senior finance, fundraising and critical capital-related roles, strengthening the client's core functional team and supporting business expansion, capital planning and cross-border operations.



成功的招聘不仅在于找到合适的人选，更在于理解客户业务目标，并持续推动结果落地。

Successful hiring is not only about finding the right candidates, but also about understanding business objectives and driving results forward.

为什么选择我们

WHY GBS AXIS ADVISORY

我们以专业、专注与责任，帮助客户更有效地找到关键人才，并提升招聘的成功率与长期价值。

We combine expertise, focus and responsibility to help our clients hire the right talent and achieve long-term impact.



01

行业聚焦与业务理解

Sector Focus &
Business Understanding

我们持续深耕香港及跨境金融领域，并逐步积累跨境制造企业招聘经验。启动项目时，我们不仅理解岗位JD，更会结合客户业务模式、团队结构及发展阶段判断真正的人才需求。

We focus on Hong Kong and cross-border financial sectors, while building experience in cross-border manufacturing. Our search begins with understanding not only the job description, but also the client's business model, team structure and stage of development.



02

跨境人才寻访能力

Cross-Border Search
Capability

围绕香港、内地及东南亚等不同人才市场开展定向寻访，理解不同地区的人才供给、薪酬水平、职业选择及人才流动特点，支持客户跨区域配置关键人才。

We conduct targeted searches across Hong Kong, Mainland China and Southeast Asia, with an understanding of local talent supply, compensation levels, career preferences and mobility considerations.



03

严格的人选质量控制

Rigorous Candidate
Quality Control

所有正式推荐人选均经过顾问面试与评估，重点核实候选人的专业经验、能力、求职动机、薪酬预期及岗位匹配度。我们重视推荐质量，而不是单纯追求推荐数量。

Every formally recommended candidate goes through consultant interviews and assessment, covering professional experience, capability, career motivation, compensation expectations and role fit. We prioritise recommendation quality over volume.



04

数据复盘与透明交付

Data-Driven Review &
Transparent Delivery

项目推进过程中，我们持续记录推荐、面试、offer及转化情况，并定期向客户提供交付报告。结合客户反馈与人才市场信息进行复盘，持续调整寻访策略，提高项目成功率。

Throughout each engagement, we track recommendations, interviews, offers and conversion outcomes, and provide regular delivery reports. Client feedback and market insights are reviewed continuously to refine the search strategy and improve hiring outcomes.



我们不只是提供候选人，更通过专业流程、持续复盘与稳定执行，帮助客户提高招聘成功率。

Beyond candidate introductions, we help clients improve hiring outcomes through disciplined processes, continuous review and consistent execution.



专业
Professional



专注
Focused



可靠
Reliable



高效
Effective



**GBS**Axis
Advisory

维优企业策略顾问有限公司

GBS AXIS ADVISORY

08

联系我们

CONTACT US

期待与您合作，携手寻找并成就关键人才，
共同推动业务增长与组织发展。

We look forward to partnering with you to identify
and secure key talent, driving business growth and
organisational success together.

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collaboration opportunities.

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专业团队

Professional Team



精准高效

Precise & Efficient



诚信可靠

Integrity & Reliable



共创价值

Value Creation

专业连接人才 · 策略驱动未来

Connecting Talent. Driving Strategy. Creating Future.

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