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Jean Michel Moutot, Managing Director  
Julhiet Asia



## French Human Resources Firm Uses Hong Kong to Expand Footprint into Asia

**A multicultural city like Hong Kong is the perfect stepping stone for this human resources and management consultancy**

Established in 1949, Julhiet is a leading European management and human resources consultancy, with 225 employees and nine offices covering 40 countries. It recently set up an office in Hong Kong to expand its footprint into Asia.

“The first thing that attracted us was the safety of doing business in Hong Kong. Every administrative procedure is simple, clear and quick. We can find all our multinational clients here and that helps us start networking and to explore new business opportunities,” Jean Michel Moutot, Managing Director, Julhiet Asia, said.

### Multiculturalism

As a human resources and management consulting firm, Julhiet is particularly interested in the dynamics of people across different cultures. “The multiculturalism of Hong Kong is a great opportunity to learn about Asian cultures in a dynamic and friendly environment. People in Hong Kong come from all parts of the world and hence have developed an important openness to other cultures, which makes doing business together much easier,” Moutot said.

The company is a member of the Institute of Human Resources Management (IHRM) and participates as an exhibitor at the IHRM annual conference. This provides a unique opportunity for Julhiet to market its services and products. Moutot values this kind of support, which may not be readily available in other places.

There are five people working on the Hong Kong expansion project: one based in the Hong Kong office and four from Paris. The company is planning to recruit a Chinese-speaking employee as soon as it has achieved the critical mass of clients. “Our long-term plan is to become a reference in HR management in the city and to assert our expertise in talent management and assessment,” Moutot explained.

During the setting up process, the Business and Professional Services team from InvestHK provided information on Hong Kong’s business environment and practical help in handling administrative procedures and working visa issues. “Our company gains visibility through attendance at InvestHK events and the department continues to provide aftercare support even after we’ve set up,” Moutot said.

Moutot finds Hong Kong a very attractive place to work. Public transport is extremely convenient and as a place for living, Hong Kong allows a mix of dynamism and relaxation. “There are plenty of places to discover so you can never get bored,” he enthused.

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