

HLB Hong Kong rolls out new branding

HLB Hodgson Impey Cheng Limited, the Hong Kong member firm of HLB International, will roll out new HLB branding by the end of June. The new brand, which HLB International launched in October 2018, includes a new logo, website and tagline “Together we make it happen.” The firm says the new brand supports HLB’s transformation into a modern, full service advisory and accounting mid-tier network. “What remain the same are our commitments to our clients and the quality of our work,” says Raymond Cheng, Chairman of HLB Hodgson Impey Cheng Limited.



Illustration by Harry Harrison