



NICOLAS PULINX INTRODUCED BY PHILIPPE DIRCKX.

When I met Nicolas Pulinx in Hong Kong several weeks ago, I was pleasantly surprised to discover that this charming young man was not only a former University classmate from Belgium but also one of the Directors and co-founders of the highly respected firm Mason LaRoche.

Nicolas and I were contemporaries at University in Belgium but strangely our paths never crossed until a few weeks ago in Hong Kong. He had been completing his Bachelor of Science (Economics) in day classes whilst I was attending the same course in the evening sessions.

After completing his degree, he moved to Osaka, Japan where he happily immersed himself in the local culture and worked on improving his Japanese language skills. Upon returning to Belgium he accepted a position with S.W.I.F.T. where he was responsible for transactions placed in the Asian markets. In order to take advantage of his multi-language skills the company transferred Nicolas to Hong Kong to cover the Japanese Banking clients of S.W.I.F.T.

In 1998, he left S.W.I.F.T and commenced a career in the financial advisory industry with the encouragement of another Belgian expatriate University classmate, Pierre-Alexandre Van de Waelle. Nicolas enjoyed his successful new career so much that he decided to open his own firm. He became an entrepreneur himself and co-founded a boutique financial advisory firm, Mason LaRoche, in late 2000 together

Mason LaRoche:

A Belgian Story in the Independent Financial Planning industry

with Pierre-Alexandre and his mentor from Cameron Butler, Stuart Mason.

Today Mason LaRoche has grown quickly into one of the leading Financial Advisory firms in the region. They have operations in Hong Kong, Malaysia, Vietnam and the United Kingdom with a team of 25 people.

To offer more comprehensive services to their client base, Mason LaRoche established a joint venture with Darrell Sham, called Shen LaRoche, to provide business advisory services. In addition to traditional business advisory services they also provide accounting outsourcing, family office and business process re-engineering. The main focus of Shen LaRoche is to help improve the management decision process of small to medium enterprises by designing processes that provide the right information at the right time.

Nicolas Pulinx is 30 year old and is married to Deirdre Chan, a Hong Kong Chinese.

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