

Keeping Pace with Modern Working Life

The Executive Centre has changed in tandem with new ways of working while remaining dedicated to providing premium flexible workspaces.

The nature of work has changed dramatically in the past decades. The advent of technology and globalisation generated wave after wave that transformed office environments. Throughout the past 27 years, The Executive Centre (TEC) has adapted to those changes with agility while staying true to its core values of providing professionals with high quality workspaces.

Flexibility is the key

“TEC provides high quality enterprise solutions, private, virtual and coworking spaces, each equipped with meeting facilities, video conferencing and a broad range of business concierge services,” explained Nadia Zhu, TEC’s Regional Managing Director for Hong Kong, Macau and Taiwan. “We are dedicated to serving multinational corporations, SMEs and startups locally, regionally and internationally with flexible and dynamic workplace solutions in prestigious buildings within each city’s CBD.”

Paul Salnikow, TEC’s Founder and CEO, chose Hong Kong for the opening of the first centre and subsequent global headquarters thanks to the city’s free flow of capital, multilingual and highly educated work force, and great connectivity. “Hong Kong is in the bull’s eye of Asia’s marketplace and is geographically outstanding as it is only a few hours flight to most Asian markets,” said Zhu.

She acknowledges that while flexible workspaces are not new, conversations about new ways of working have become mainstream discussion. “We have seen a major shift in the way that people think about corporate working environments and what best stimulates productivity and employee satisfaction,” Zhu noted. “Flexibility matches many companies’ way of doing business now: laptops, mobility and technology allow people to work anywhere.”

Fostering business sustainability

With decades of market experience under its belt, TEC understands what its more than 30,000 members’ desire beyond physical real estate. “We are obsessively servicing our clients,” Zhu stated with a smile. “The experience is like business class or an upscale hotel with in-house baristas, plush sofas and elegant meeting rooms, in locations where our clients want to be. We focus on business sustainability for both ourselves and our clients. While other players in the market focus on seizing share in terms of spaces leased, we focus on growing with our members. The average lease period for our members is 36 months, and lease renewals are on average 3.3 times.”

Being a demand-driven business, TEC is growing rapidly in Mainland China’s

first, second and third tier cities. In the past 12 months, it has opened six new centres there, alongside its two in Hong Kong. “Strong connectivity and government initiatives in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) have increased Southern China’s competitiveness,” Zhu said. “It has led to increased opportunities in the GBA. As new organisations set up presence, office space is a core consideration. InvestHK has helped to connect these organisations to us if they seek premium flexible workspaces in Hong Kong. This has been beneficial to our business.”

The Executive Centre

- Established in 1994 with Hong Kong as its global headquarters, The Executive Centre is a premium flexible workspace provider with more than 150 centres in 32 cities in Asia, India, Australia and the Middle East
- It offers 11 centres in grade A buildings in Hong Kong locations such as Central, Admiralty and Quarry Bay

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