

Simon Loong

Founder and CEO, WeLab



Simon Loong is the Founder and CEO of WeLab – Asia’s leading fintech company – which operates WeLend in Hong Kong, Wolaidai (我来贷) in Mainland China and a fintech joint venture AWDA in Indonesia. The company also partners with traditional financial institutions which utilise WeLab’s technology to offer FinTech-enabled solutions to their customers.

WeLab was named in a KPMG-sponsored report as one of the top 100 FinTech companies in the world – #7 in China and #23 globally – and was ranked by Deloitte as the #1 fastest growing tech company by revenue in Hong Kong and #4 in China.

Prior to founding WeLab, Simon spent 15 years in retail banking divisions of leading international banks. Most recently, Simon served as the Head of Standard Chartered’s Unsecured Lending business in North East Asia. Prior to that, he was the Marketing Director for Citibank Taiwan and the Regional Risk Officer for Citibank Asia Pacific.

Simon serves as a board member on the Fintech Association of Hong Kong and an advisor on a number of professional organizations including Shenzhen Consumer Council, Hong Kong Trade Development Council and Hong Kong General Chamber of Commerce. Simon has a Master of Science in Management (MSM) from Stanford Graduate School of Business and is a Certified Public Accountant (CPA).

He was awarded the “InnoStars Award” by Our Hong Kong Foundation in 2018, “Innovation Leadership Achievement in Hong Kong” by The Asian Banker in 2017 and "CEO of the Year" by Capital CEO in 2016. Simon was also named as one of the 20 people shaping Hong Kong’s future in the next 20 years by leading Chinese media outlet, YiCai (第一财经).