



**Mr. Jeffrey Ip**

**Finance Director**

**Masyi Consultant and Services Hong Kong Limited  
& WVIP Holdings Group**

Jeffrey Ip serves as the Finance Director of WVIP Holdings Group and Masyi Consultant and Services Hong Kong Limited, where he plays a pivotal role in steering the financial strategy and growth of these organizations. With over 15 years of experience in the banking and insurance sectors, Jeffrey has honed his expertise in financial analysis, risk management, and strategic planning, which he leverages to drive business success and expansion.

### **Professional Journey and Expertise**

Jeffrey's career began with a strong foundation in electronic and electrical engineering, earning an honours degree from the University of Leeds, UK. This technical background provided him with a unique perspective on technology's role in enhancing financial services and business operations.

Transitioning into finance, Jeffrey spent several years in the banking and insurance industries. He developed a deep understanding of market dynamics, client needs, and the intricacies of financial products. His experience includes working with leading global companies, where he provided sales support and drove business growth. Jeffrey's analytical skills and attention to detail have enabled him to excel in sales analysis and planning, ensuring that business targets are consistently met.

### **Role in WVIP Holdings Group and Masyi Consultant and Services**

As the Finance Director, Jeffrey collaborates closely with Sabina Wong, the Co-Founder and CEO of Masyi Consultant and Services Hong Kong Limited. Together, they oversee existing investment projects and actively seek new business opportunities in Pakistan, Hong Kong, and China. His strategic

insights and financial acumen are instrumental in evaluating and pursuing ventures that align with the organizations' goals.

Jeffrey's leadership extends to developing sales management tools and closely monitoring sales activities and market trends. His ability to build and maintain strong relationships with partners has been crucial in expanding the companies' presence and influence in the region.

### **Contribution to Pak China Development PVT Ltd.**

Jeffrey's expertise is also utilized at Pak China Development PVT Ltd., which has signed a memorandum of understanding (MoU) with the Naya Pakistan Housing Development Authority (NAPHDA). This MoU aims to address Pakistan's housing shortage by constructing 500 million housing units using sustainable and innovative construction methods, such as prefabricated housing and 3D printing technology.

In this capacity, Jeffrey applies his technical and financial knowledge to support the development of these housing projects. His involvement underscores his commitment to leveraging cross-border collaborations and innovative solutions to tackle pressing social and economic challenges.

### **Ongoing Impact and Vision**

Jeffrey Ip's diverse background and experience make him an asset to the organizations he serves. His ability to bridge technical, financial, and strategic domains enables him to drive innovation and sustainable growth. As he continues to explore new business opportunities and contribute to large-scale projects, Jeffrey remains dedicated to creating positive impacts through financial excellence and cross-border collaboration.