



John Ji



EXECUTIVE SUMMARY

Since arriving in NSW, John and his family have taken advantage of the many lifestyle and business opportunities available here.

He has established a successful business and developed a joint partnership with another Australian fund manager. This has allowed him to expand his business and bring in overseas investors to NSW.

John and his wife are very impressed with their local schools, and their kids enjoy a wide range of sporting and extra-curricular activities.

John Ji migrated with his wife and two children to Sydney from South Korea in 2012. After migrating to New South Wales (NSW), he has been able to set up and grow a successful fund advisory business.

NSW Business & Skilled Migration sat down with John to talk about his family, new business opportunities and the amazing lifestyle benefits of living in Australia's global city, Sydney.

Why did you choose NSW?

Business opportunities and lifestyle

"In my 20s, I moved to the US to complete a bachelor degree in Ohio. While I did enjoy living in the States, I wanted a big city experience but in a country that was much closer to Korea and had a similar time-zone. For my postgraduate studies, I decided on the University of NSW because of its distinguished academic credentials and high quality of education. Living here allowed me to realise the exceptional investment opportunities, and that's why I decided to return to Australia in 2012.

I've found that NSW's open for business approach means it's been very easy to network and make business connections. In Korea, it can be difficult to break through, but in Sydney I've been exposed to a lot of opportunities.

NSW has a very strong international focus and as the heart of business in Australia, Sydney was the natural choice to base my business.

What's been the best thing about living in NSW?

Vibrant and relaxed way of life

Sydney and NSW offer the kind of lifestyle people can only dream about. Operating my business here means I can enjoy a great work-life balance, giving me the opportunity to spend quality time with my wife and children.

My kids have the opportunity to grow and develop their interests – my daughter is learning the flute and my son enjoys playing soccer. Kids in Australia are always playing outdoors and it's great to see my children are fitting in so well to life here. My wife has also been taking English classes and has made so many friends; she has a really outgoing personality and gets on well with the mothers at our children's schools.

“Sydney was the natural choice to base my business.”

What's been your biggest success?

Successful business and a happy family

I have to say my biggest achievement is being a father and I couldn't be prouder of how well my kids have adapted to life in NSW. But something else that I'm proud of is my business. I initially founded my fund advisory company in Korea and was surprised at how easily I was able to open up a Sydney office.

NSW's business landscape is transparent, straightforward and easy, and offers an excellent legal and institutional framework. This quality regulatory environment is complemented by Sydney's global focus. I've managed to maintain strong business links in Korea while my business has also attracted interest from additional Korean, Singaporean and Middle Eastern investors.

What's surprised you about living in NSW?

So easy to do business

The way of doing business in Australia is so easy. People are always eager to help and talk through your business plans, and very welcoming. Business here is done in a very genuine way and now that my business is in a partnership with another Australian firm, I can honestly say that Australians are so nice and easy to get along with.

The Australian market is very transparent: what you see is what you get. This gives me a lot of confidence to run my business here and ultimately means I can spend more time with my family.

What's the best part of living in Sydney?

Excellent educational and lifestyle opportunities

Sydney and NSW offer excellent educational opportunities both for me as a graduate and for my children as they make the most of their schooling. The schools have been of a very high standard and the sporting and extra-curricular opportunities are sensational.

The Australian lifestyle is great – the fresh air, parks and recreational facilities all make life very easy and comfortable. I know I've made the right choice for my family.”

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