

Best Broker



"We are honoured to receive the recognition from InsuranceAsia News for the Best Broker of Hong Kong under the Country Awards for Excellence 2025, in particular for two consecutive years. It has never been easy for a local broker to have this achievement among over 800 licensed insurance brokers in Hong Kong. With the unwavering support of our talented and dedicated team, I am confident that we will continue to strengthen our market presence and deliver quality services to our clients. Thank you for the strong support from our clients, insurers and our parent company, FSE Lifestyle Services Ltd. I look forward to leading Nova Insurance toward greater achievements and brighter future!"



Rebecca Au,
Managing Director, Nova Insurance Group

Nova Insurance Consultants Limited is proud to be recognized as the "Best Broker of Hong Kong" under the InsuranceAsiaNews Country Awards for Excellence 2025—for the second consecutive year. This prestigious accolade reflects our unwavering commitment to excellence, innovation, and client-centric service in the insurance broking industry.

Founded in 1988, Nova Insurance has over 36 years of experience in the Hong Kong market. Our success is driven by a highly professional team that delivers tailored insurance solutions to a diverse clientele. With deep market knowledge and a strong understanding of client needs, our specialists consistently provide responsive and strategic brokerage services.

This year marks a significant milestone with the appointment of Ms Rebecca Au as our new Managing Director. Her leadership ushers in a new chapter for Nova, one filled with promise and opportunity. Supported by a dedicated management team, we are confident in navigating the evolving market landscape and unlocking new growth avenues.

As a member of FSE Lifestyle Services Limited (Stock Code: 0331.HK), Nova benefits from strong corporate backing and synergies across inter-group business units. This strategic alignment enhances our ability to innovate, expand our market presence, and elevate our service offerings.

Another key factor in our recognition is our international broking network, which allows us to serve clients across continents with seamless efficiency. The acquisition of Beijing Nova Insurance Services Limited (北京新域保險經紀有限公司) further strengthens our footprint in the Greater Bay Area, offering clients a one-stop solution for operations in Hong Kong, Macau, and mainland China.

According to the Frost & Sullivan 2024 Report, Nova Insurance was ranked as the largest local general insurance brokerage company in Hong Kong, based on gross brokerage income for the financial year ending June 30. This distinction among over 800 licensed brokers underscores our leadership and dedication to empowering clients through professional consultancy and strategic guidance.

Receiving the "Best Broker" award is more than a milestone—it's a reaffirmation of our mission. We remain committed to enhancing our services, expanding globally, and investing in talent and technology to meet the evolving needs of our clients.