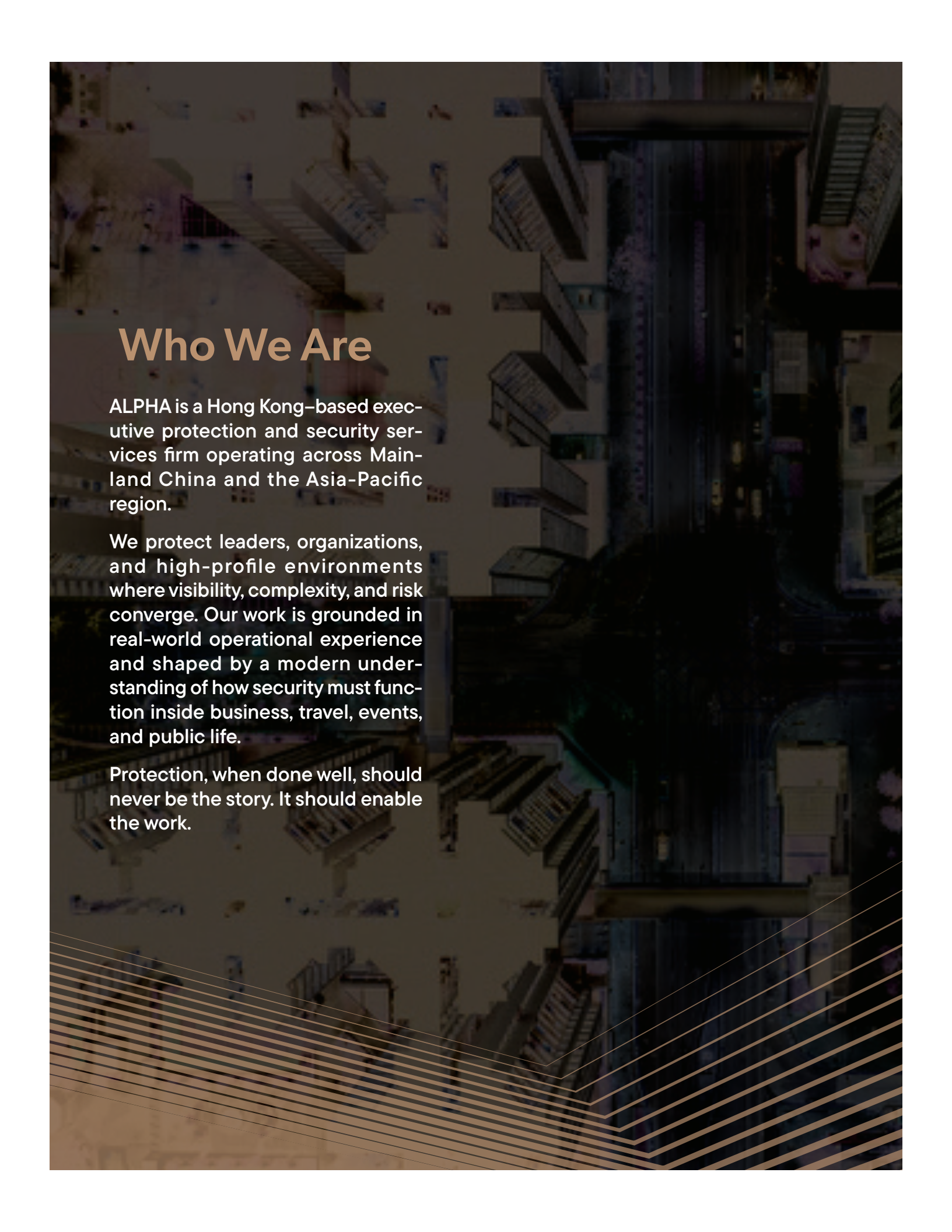


Security that enables movement, decision-making and confidence

ANYWHERE IN THE ASIA-PACIFIC REGION



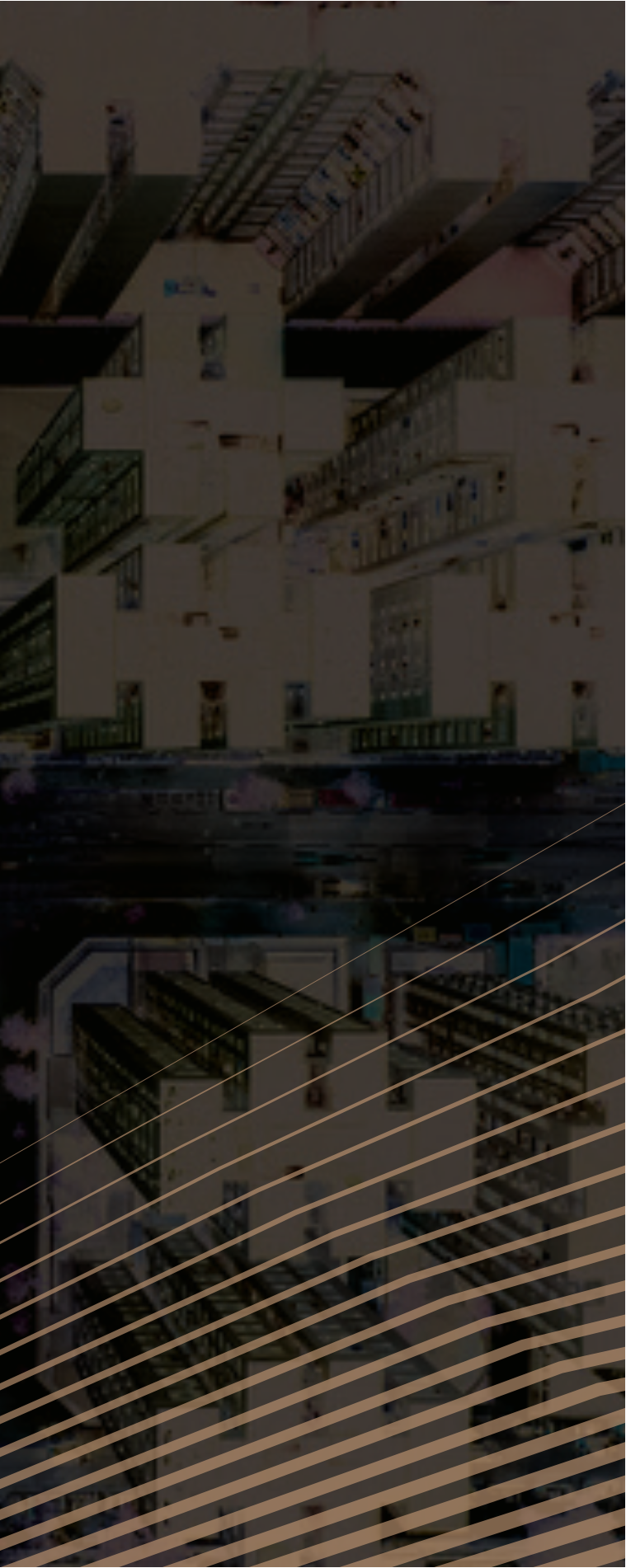


Who We Are

ALPHA is a Hong Kong-based executive protection and security services firm operating across Mainland China and the Asia-Pacific region.

We protect leaders, organizations, and high-profile environments where visibility, complexity, and risk converge. Our work is grounded in real-world operational experience and shaped by a modern understanding of how security must function inside business, travel, events, and public life.

Protection, when done well, should never be the story. It should enable the work.



Message from Our CEO

For most of my career, security meant making decisions in environments where the consequences of getting it wrong were immediate and irreversible. In those moments, success was rarely defined by force or visibility. It was defined by preparation, judgment, and restraint.

That perspective has shaped how we built ALPHA.

After 35 years in the Hong Kong Police Force, including more than a decade in counter-terrorism and operational command, I saw firsthand that the most effective security work is often the least noticeable. The best outcomes occur when risks are identified early, plans are thoughtful, and protection integrates seamlessly into the mission at hand—whether that mission is governance, commerce, diplomacy, or leadership.

When I transitioned into the private sector, I carried that philosophy with me. Executives, organizations, and public figures face a different risk environment today than they did even a few years ago. Visibility is higher. Environments are more complex. Decisions move faster. Security must evolve accordingly.

At ALPHA, we do not view protection as a static service or a show of presence. We see it as a discipline—one that requires intelligence, adaptability, and an understanding of how people operate under pressure. Our role is to anticipate risk, reduce friction, and enable our clients to move confidently through their responsibilities without distraction.

Our teams bring deep operational experience, regional fluency, and a disciplined approach to prevention. Just as importantly, they understand discretion. Protection should support the objective, not compete with it.

Whether we are safeguarding executives, securing complex events, or advising organizations on risk and preparedness, our focus remains the same: deliver security that is proportionate, thoughtful, and aligned with real-world conditions.

Trust is earned quietly and over time. That is how we work, and that is the standard we hold ourselves to.

Barry John Smith

Barry John Smith (BJ) QGM, PMSM, PLSM, MSc
Chief Executive Officer
ALPHA Executive Protection Specialists



Our Security Philosophy

Our approach is anchored in three principles that guide how we design and deliver protection.

01

Prevention-Focused Strategy

Risk is most effectively managed before it becomes visible. We emphasize advance planning, threat assessment, route and venue analysis, and continuous situational awareness to reduce exposure before intervention is required.

02

Unobtrusive Protection

Security should integrate seamlessly into daily operations. Our teams operate with discipline and restraint, prioritizing privacy, professionalism, and minimal disruption while maintaining readiness at all times.

03

Personalized Approach

No two clients face the same risks. We tailor protection strategies to individual profiles, organizational realities, travel patterns, and operational goals rather than relying on standardized templates.



Our Point of View

Security today is not about presence alone. It is about **anticipation, judgment, and integration.**

We believe effective executive protection must:

- Anticipate risk before it escalates
- Operate discreetly without disrupting purpose or productivity
- Adapt continuously to environment, culture, and context

This mindset informs every deployment, every plan, and every decision we make.



What We Do

Based in Hong Kong, ALPHA operates across the Asia-Pacific region with the ability to scale deployments to match itinerary complexity, threat profile, and client preference. A dedicated operations capability provides 24/7 oversight and support during all assignments.



Executive Protection

Discreet, intelligence-led close protection for executives, public figures, and high-net-worth individuals operating in complex or high-visibility environments.

Our deployments are scalable, adaptable, and designed around real-world conditions rather than fixed models.



Event Security

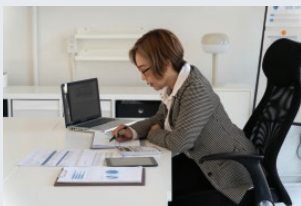
End-to-end security planning and delivery for private, corporate, and public events. We secure environments without interrupting the experience, coordinating closely with venues, organizers, and local authorities.



Training

Custom training programs designed for real-world application.

Our courses develop capable, confident professionals who understand decision-making under pressure, situational awareness, and operational discipline.



Specialized Services

Risk assessments, investigations, audits, and advisory support to help organizations understand exposure, maintain compliance, and respond decisively when incidents occur.



Where We Deploy

Based in Hong Kong, ALPHA operates across the Asia-Pacific region with the ability to scale deployments to match itinerary complexity, threat profile, and client preference. A dedicated operations capability provides 24/7 oversight and support during all assignments.



How We Work

Our prevention-based methodology delivers outcomes that extend beyond the immediate assignment.

Clients benefit from:

- **Early threat detection and mitigation**
- **Reduced incident response costs**
- **Stronger overall risk management**
- **Faster, clearer decision-making in crises**
- **Improved alignment with international standards**
- **Increased confidence among executives and stakeholders**

Security becomes a stabilizing function, not a constraint.



What Clients Say



“We have been extremely happy with the services provided by Alpha during our time in Hong Kong. Their team has consistently demonstrated professionalism, reliability, and a proactive approach, ensuring that our security needs are met to the highest standard. Their staff are courteous, well-trained, and attentive, giving us complete confidence in the safety of our people and property. Alpha has proven to be a trusted partner, and we highly value the peace of mind they provide..”

Dan D.



“Thank you ‘Alpha’ for your years of excellent Executive Protection service to our senior management. We particularly appreciate your comprehensive approach to risk mitigation, encompassing physical security awareness on the ground, thorough threat assessments, and emergency response planning. Your professionalism allows our executives to go about their professional activities with minimal disruption and maximum safety.”

Tony P.



Regional Expertise: Asia-Pacific

ALPHA operates throughout the Asia-Pacific region, with deep experience across Mainland China and key regional markets. Our teams bring:

In-depth understanding of local laws, regulations, and customs

Experience operating in high-risk and high-visibility environments

Strong coordination with regional authorities

Rapid emergency response aligned to local protocols

Multilingual capabilities for seamless communication

This regional fluency allows us to manage risk effectively while respecting cultural and operational realities.



Our People

ALPHA is led and staffed by seasoned professionals with backgrounds in public service and private security.

The majority of our team are former officers of the Hong Kong Police Force, many from specialist units covering VIP protection, airport security, and counter-terrorism.

ALPHA operatives are selected for their experience, discipline, and judgment in complex environments. Beyond technical capability, they are trained to make calm, proportionate decisions when conditions change and clarity is limited.

They integrate closely with executive schedules, operational priorities, and organizational protocols, ensuring protection enables movement, productivity, and leadership effectiveness rather than disrupting it.

Supported by structured command and communications frameworks, our teams maintain continuous situational awareness and coordinated response throughout each deployment.

Risk assessment is treated as a living process, continuously refined as environments, itineraries, and threat conditions evolve, allowing protection to remain adaptive and intelligence-led.

Language Fluency

They are fluent in English and at least one additional Asian language, enabling clear communication with clients, local authorities, and stakeholders across diverse cultural and regulatory settings. This linguistic and cultural fluency reduces friction, improves coordination, and supports informed decision-making on the ground.

Exceptionally Trained

All operatives are First Aid certified and undergo continuous, scenario-based training designed to reflect real-world conditions rather than theoretical models. Training emphasizes situational awareness, medical response, risk assessment, and calm execution under pressure.

Global Operational Perspective

Our teams have completed overseas attachments with police and military units across Asia, Europe, North America, and Australasia. These experiences expose operatives to a wide range of operational doctrines, threat environments, and command structures—strengthening adaptability, interoperability, and professional judgment in dynamic situations.

ALPHA

**Delivering protection that is
proportionate, informed, and trusted.**



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