

FORUM REPORT

- Featured **31** prominent speakers from around the world
- Attended by more than **1,100** financial players and business leaders plus almost 300 journalists from 28 countries and regions
- Over **90%** of participants were very satisfied with the Forum, with the majority establishing useful business contacts
- **98%** of participants indicated interest in attending the next AFF



Photo on the left:
(Centre)

The Hon Donald Tsang, GBM, Chief Executive, Hong Kong Special Administrative Region

(From right to left)

Mr Peter Wong, JP, Executive Director, The Hongkong and Shanghai Banking Corporation Ltd.;

Mr Zhan Yongxin, Deputy Commissioner of China's Ministry of Foreign Affairs in the HKSAR;

Dr Antonio de Lecea, Director for International Economic and Financial Affairs, Directorate General for Economic and Financial Affairs, European Commission;

Professor K C Chan, SBS, JP, Secretary for Financial Services and the Treasury, Hong Kong Special Administrative Region Government;

Mr Shin Je Yoon, Deputy Minister for International Affairs, Ministry of Strategy and Finance, Korea;

Mr Alexei Leonidovich Kudrin, Deputy Prime-Minister, Government of the Russian Federation;

and Finance Minister, the Russian Federation;

Mr John C Tsang, JP, Financial Secretary, Hong Kong Special Administrative Region Government;

Mr Nobumitsu Hayashi, Deputy Vice Minister of Finance for International Affairs, Japan;

Mr Wang Shuilin, Managing Director and Head, Public Relations and International Cooperation Dept., China Investment Corporation;

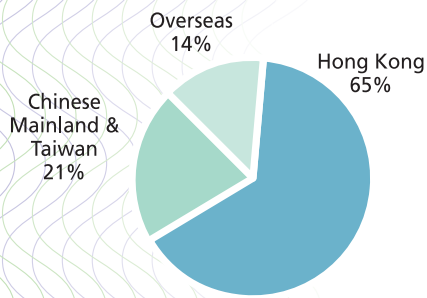
Mr Fred Lam, JP, Executive Director, Hong Kong Trade Development Council

Forum Highlights

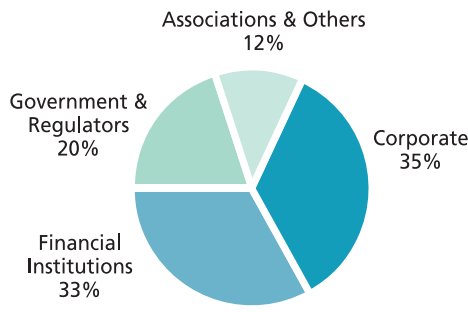
2-Day Forum Programme

Covered a variety of prevailing financial issues amidst the global economic turbulence under the theme "The Changing Face of Asia"

Participant Breakdown



Attendance Breakdown by Geographical Region



Attendance Breakdown by Business Nature



“Everything is put together in a very good way and very well done. The world's finance is moving to Asia. This is where the money is. Hong Kong still continues to improve relative to London and New York and will be the next great financial centre of the world.”

**Jim Rogers, Chairman,
Rogers Holdings, Singapore**



Sponsors



European Union
Business Information Programme,
Hong Kong and Macau

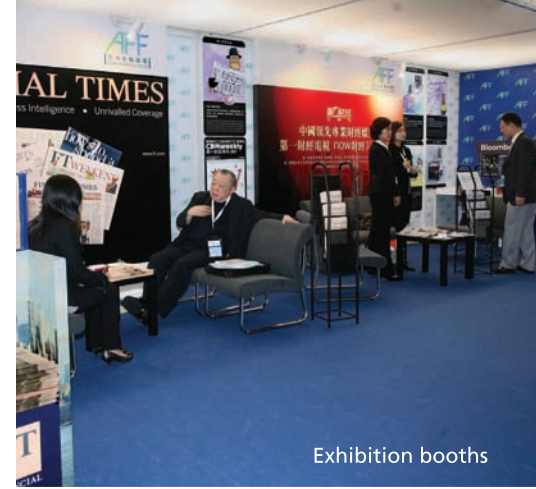


(Precedence is in alphabetical order)

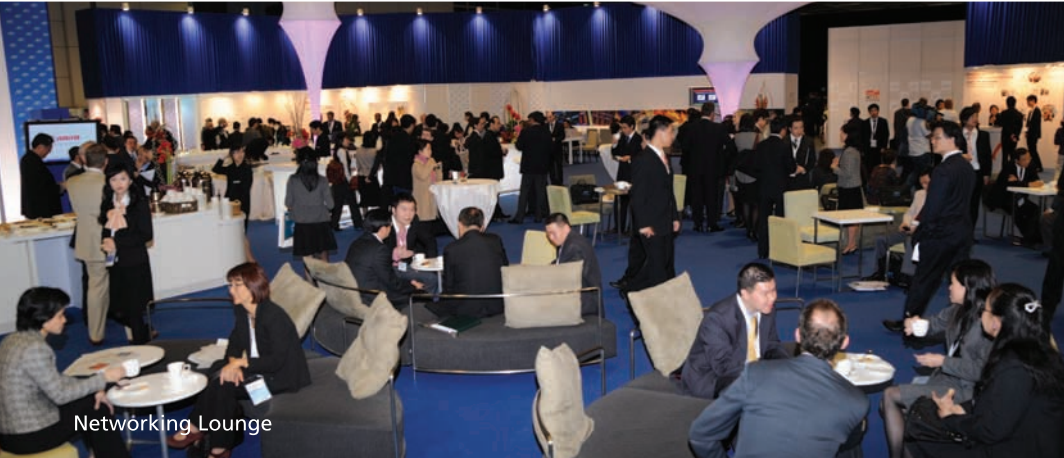


Networking Receptions

Networking is one of the key elements of the AFF besides the main programme. The Networking Lounge and a series of networking receptions facilitated participants to meet new business contacts.



Exhibition booths



Networking Lounge



Research centre



Keynote Luncheon



Hospitality suites



Meeting facilities

Workshop & Matchmaking Sessions

- Workshop on cash management
- Deal-Sourcing session for private equity firms, intermediaries and transaction support professionals



Workshop

“As usual you develop a plan and then life happens, but what we had at the AFF was over 200 individual one-on-one meetings where people were engaged and they were finding each other of interest to them for business. We had a variety of sources of capital, people from Canada and Vietnam and the U.S. and France and of course Mainland China. Because of the AFF it happened here.”

**Patrick Hurley, Managing Director,
MidMarket Capital Advisors LLC, USA**



Deal-Sourcing session

What the participants said

“The angle, depth and extensiveness of the analytical discussions at this forum are more outstanding than those similar events I joined previously. The discussion concerning market regulation and monitoring is inspiring. Sharing the opinions and suggestions of experts from various industries and countries, as well as networking with other delegates, are particularly important in the present business environment.”

**Liu Yi, Chairman of the Board,
Beijing Golden Sea Investment Co., Ltd., Beijing, China**

“We are satisfied that we made the right decision to support this event and are motivated to make it better next year. We think the quality of speakers was impressive and we want to help make it so that Hong Kong lives up to its reputation as the anchor for Asia in terms of finance.”

**Martin Craigs, President,
Pacific Basin Economic Council, Hong Kong**

“I discovered Hong Kong through the HKTDC last year so when the Asian Financial Forum came up I decided to come back, because I believe there's no better way to get a real feel for what's going on in Asia than to come to Hong Kong. The panelists that you have are simply outstanding. The HKTDC is outstanding in setting up these meetings and they really are the eyes and ears for us.”

**Pierre Casgrain, Director,
Casgrain & Company Ltd., Montreal, Canada**

“It's the networking that brought us here, pure and simple.”

**Robert Haag, Managing Director Asia,
Hampton Growth Capital, Ho Chi Minh City, Vietnam**



See you in January 2010!

