

## Hong Kong to Host Asian Financial Forum in January 2009

### *World's Business and Government Leaders to Share Insights on Current Global Financial Challenges*

**3 December 2008** – Hong Kong will play host to many of the global financial community's most influential members during the Asian Financial Forum (AFF) to be held from 19 – 20 January 2009.

The AFF will feature government leaders, institutional investors and senior executives of multinational corporations, who will exchange intelligence on the opportunities and challenges facing Asia's economic development amid the turbulent global financial situation.

Scheduled international speakers include: Dominique Strauss-Kahn, Managing Director, International Monetary Fund; Alexei Leonidovich Kudrin, Deputy Chairman of the Government of the Russian Federation and Minister of Finance of the Russian Federation; and James B Rogers, Co-founder of the Quantum Fund, etc. (*See below for the full list of speakers at Annex.*)

The Chief Executive of the Hong Kong Special Administrative Region will make the opening remarks at this important event, which is co-organised by the Hong Kong SAR Government and the Hong Kong Trade Development Council (HKTDC).

Under the theme "The Changing Face of Asia," AFF 2009 will cover a variety of financial issues, including Asia's role in global financial markets, Islamic finance, implications of global volatility for the region, financial reforms and new business models amid the financial turmoil. There will also be a session on issues that includes energy, natural resources and environmental protection, with a focus on how these factors will impact investment strategies.

"Our financial outlook for 2009 is certainly one of caution," said Peter Wong, Executive Director of The Hongkong and Shanghai Banking Corporation Ltd, and Chairman of the AFF Steering Committee. "Yet the AFF should provide an appropriate forum for the participants to look beyond the financial crisis and explore new opportunities in the market, with a special focus on Mainland China and the rest of Asia."

Opportunity is open for financial institutions to meet up with high growth enterprises from the region to explore co-operation, which includes a Deal-Sourcing session serving as a business-matching forum co-organised by the HKTDC, the US-based Association of Corporate Growth and the Hong Kong Venture Capital and Private Equity Association. Approximately 30 private equity firms, intermediaries and transaction support professionals from the two groups will

meet to discuss collaboration possibilities in the afternoon of 20 January.

“As Asia’s financial services hub, Hong Kong is recognised by the global community as the international financial centre of China. Forums such as AFF are timely events that bring the world to our city to exchange ideas and insights,” said Benjamin Chau, Assistant Executive Director, HKTDC.

The AFF was first held in 2007 in Hong Kong in recognition of Asia’s growing economic importance. That last event, which focused on the Asian financial market and drew a total attendance of 800 coming from different parts of the world, reinforced Hong Kong’s status as an international finance centre.

AFF 2009 is positioned to attract bankers, institutional investors, fund managers, business leaders, senior executives of high-growth corporations and other key financial figures. The forum’s objective is to be recognised as Asia’s premier financial event for building new contacts, gathering the latest monetary intelligence, and exploring business opportunities.

The event will be held in the Hong Kong Convention and Exhibition Centre. For more information, please visit the AFF website: [www.asianfinancialforum.com](http://www.asianfinancialforum.com)

## Media Enquiries

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## About the HKTDC

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With more than 40 offices worldwide, including 11 in Mainland China, the HKTDC promotes Hong Kong as a platform for doing business with China and Asia. The HKTDC also organises trade fairs and business missions to connect companies with opportunities in Hong Kong and Mainland China, while providing information via trade publications, research reports and online. For more information, visit [www.hktdc.com](http://www.hktdc.com)