

Third Asian Financial Forum Opens Next Month *China Opportunities to Headline Regional Financial Summit*

7 December 2009 – With the world increasingly turning to Asia to lead it out of global recession, the 2010 Asian Financial Forum (AFF), 20-21 January, at the Hong Kong Convention and Exhibition Centre, could not be more timely.

The two-day financial forum has been built around the theme “Asia in the New Economic Order.” And Peter Wong, Executive Director of The Hongkong and Shanghai Banking Corporation Ltd and Chairman of the AFF Steering Committee, says “the shift from west to east has been accelerated by the global economic turmoil, especially in the financial sector. The AFF,” he says, “will help people explore the opportunities now emerging in Asia.”

Organised by the Hong Kong SAR Government and the Hong Kong Trade Development Council (HKTDC), the AFF 2010 is expected to attract more than 1,000 bankers, institutional investors, fund managers, regulators and senior executives from all over the world.

China-centred topics will headline the AFF. Panel discussions will spotlight the mainland’s domestic market and its implications for the global economy, the internationalisation of the renminbi and what it means for the new financial order, and business opportunities arising from the mainland’s massive infrastructure programme.

China Voices

A number of prominent public and private figures from the Chinese mainland will speak at the AFF, including Lou Jiwei, Chairman and CEO of China Investment Corporation; Song Lin, Chairman of China Resources (Holdings) Co Ltd; and Hu Huaibang, Chairman of the Bank of Communications Co Ltd.

Hong Kong Government Chief Executive Donald Tsang will also speak at the Forum, as will a number of regional policymakers, including leading government officials from Australia, India, Indonesia, Japan, Malaysia, South Korea and Thailand.

Notable global players who will address the financial summit include Dominique Strauss-Kahn, International Monetary Fund Managing Director, Nouriel Roubini, celebrated Professor of Economics at the Stern School of Business, New York University, and Stephen Roach, Chairman of Morgan Stanley Asia Ltd.

Making Deals

AFF highlights will include DealSource, jointly organised by the US-based Association for Corporate Growth (ACG), the Hong Kong Venture Capital and Private Equity Association and the HKTDC. An afternoon matchmaking session, DealSource will introduce prospective investors to a variety of projects in such areas as mergers and acquisitions, infrastructure, resources exploration and the environment.

Networking

Networking, including a Networking Lounge and a series of receptions, will be a central AFF feature. "It's the networking that brought us here, pure and simple," said Ho Chi Minh City-based Robert Haag, Managing Director Asia, Hampton Growth Capital, speaking at the previous AFF, in January 2009.

The 2009 AFF attracted more than 1,100 international financial and business leaders, along with nearly 300 journalists. About one-third of the attendees were corporate executives, one-third were from financial institutions and the rest were mostly government officials, regulators and representatives of associations.

Forum Website

www.asianfinancialforum.com

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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 the Chinese mainland, 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 the mainland, while providing information via trade publications, research reports and online. For more information, visit www.hktdc.com