



ASIAN FINANCIAL FORUM

Asia in the New Economic Order

20-21 January 2010

Hong Kong Convention and Exhibition Centre
www.asianfinancialforum.com

The Asian Financial Forum (AFF), organised by the Hong Kong Special Administrative Region Government and the Hong Kong Trade Development Council, brings together the most influential members of the global financial community to discuss developments and trends in the dynamic markets of Asia. Renowned speakers will share their views on the opportunities and challenges arising from the region's rapid growth.

AFF is the place for bankers, institutional investors, fund managers, business leaders, senior executives of leading corporations and other key financial players to build new contacts, gather the latest intelligence and explore business opportunities with the focus on China and the rest of Asia.



香港特別行政區政府
The Government of the Hong Kong
Special Administrative Region



ASIAN FINANCIAL FORUM



Speakers



Ahmad Husni Hanadzlah
Minister of Finance II, Malaysia



Ronald Arculli
Chairman, Hong Kong Exchanges and Clearing Limited
Member of the Executive Council,
Hong Kong Special Administrative Region



Chris Bowen
Minister for Financial Services, Australia



Alderman Sir David Brewer
Chairman, China-Britain Business Council
Former Lord Mayor of the City of London



Cao Yuanzheng
Chief Economist, BOC International



K C Chan
Secretary for Financial Services and the Treasury,
Hong Kong Special Administrative Region



Norman T L Chan
Chief Executive, Hong Kong Monetary Authority



Ronnie C Chan
Chairman, Hang Lung Properties Ltd



Korn Chatikavanij
Minister of Finance, Thailand



Louis Cheung
Executive Director and Group President,
Ping An Insurance (Group) Company of China Ltd



E Gerald Corrigan
Managing Director, Goldman Sachs, and
Former President, Federal Reserve Bank of New York



Karin Finkelston
Director, East Asia and Pacific,
International Finance Corporation, World Bank Group



Eddy C Fong
Chairman, The Securities and Futures Commission



Victor K Fung
Chairman, The Li & Fung Group, and
Chairman, International Chamber of Commerce



Huang Haizhou
Managing Director and Head of Sales & Trading Department,
China International Capital Corporation Ltd



Huang Huahua
Guangdong Governor,
People's Government of Guangdong Province



Lee Jong-Wha
Chief Economist of Asian Development Bank



Liu Mingkang
Chairman, China Banking Regulatory Commission



Lou Jiwei
Chairman and Chief Executive Officer,
China Investment Corporation



Mohammad Nahavandian
President, Iran Chamber of Commerce, Industries and Mines



Emil Paulis
Director, Financial Services Policy and Financial Markets, European Commission



Stuart Pearce
Special Advisor to Chairman and non-Executive Director,
Qatar Financial Centre Authority



Qi Bin
Director-General of Research Center, China Securities Regulatory Commission



Stephen Roach
Chairman, Morgan Stanley Asia



Nouriel Roubini
Professor of Economics, NYU's Stern School of Business; and
Co-founder & Chairman, Roubini Global Economics, LLC



Richard Sandor
Chairman and founder, Chicago Climate Exchange



Michael Smith
Chief Executive Officer, Australia and New Zealand Banking Group Ltd



Dominique Strauss-Kahn
Managing Director, International Monetary Fund



Bambang Susantono
Vice Minister for Ministry of Transportation and Deputy Minister for Infrastructure
and Regional Development, Coordinating Ministry for Economic Affairs, Indonesia



Rintaro Tamaki
Vice Minister of Finance for International Affairs, Japan



Donald Tsang
Chief Executive, Hong Kong Special Administrative Region



John C Tsang
Financial Secretary, Hong Kong Special Administrative Region



Tu Guangshao
Vice Mayor of Shanghai



Jing Ulrich
Managing Director and Chairman of China Equities and Commodities, J.P. Morgan



Wang Chunzheng
Executive Vice Chairman, China Centre for International Economic Exchanges



Jong-Goo Yi
Standing Commissioner, Financial Services Commission, Korea



Zhang Yue
Chairman and Chief Executive Officer, Broad Air Conditioning

More speakers from the region and around the world will confirm at a later stage.
Please visit www.asianfinancialforum.com for the latest list.



Programme

AFF 2010 will address questions about financial recovery, Asia's role in a new economic order, the region's response to financial crisis and the impact of financial reform and regulatory change. China-focused discussions will look at the global impact of changes in the nation's domestic market and internationalisation of the renminbi. Topics such as energy, natural resources and carbon finance are also on the agenda. A one-day side programme in Hong Kong and/or Shenzhen, each with a series of briefings by local financial bodies, will also be organised.

20 January 2010 (Wednesday)

- Opening Remarks
By the Chief Executive, Hong Kong Special Administrative Region
- Plenary Session
 - The Global Post-Crisis Financial Landscape
 - Asia's Role in the New Economic Order
- Policy Dialogue
Responding to the Financial Crisis –
Financial Reform Impacts and Regulatory Regime Changes
- Networking Luncheon
Featuring remarks from a keynote speaker
- Panel Discussion on Global Investment Opportunities
 - New Global Investment Strategies
 - Overseas Acquisitions – Who is Leading the Charge?
 - How Real is the Recovery?
- Panel Discussion on China-focused Topics
 - China's Domestic Market – Implications for the Global Economy
 - The RMB Goes International – What it Means for World's Financial Order
- Cocktail Reception
Hosted by the Financial Secretary, Hong Kong Special Administrative Region

21 January 2010 (Thursday)

- Breakfast:
Striking a Balance between Financial Innovation and Regulation
 - How to encourage financial innovation while maintaining a sound financial infrastructure
 - The medium-term outlook from the perspective of the regulators
- Panel Discussion on Environment and Natural Resources
 - How Dwindling Energy and Natural Resources Will Impact Global Investors
 - Latest Trends and Developments in Carbon Finance and Alternative Investments
- Panel Discussion on Infrastructure-related Issues
 - Infrastructure Financing in Asia
 - Key Infrastructure Development in the Region
- Networking Luncheon
Featuring remarks from a keynote speaker
- Workshops on Thematic Topics
 - Greater China Financial Cooperation
 - Investment Opportunities in Russia and the CIS
 - Developments in Bank Capital Instruments
 - Hong Kong, the Islamic Gateway to China
 - European Financial Institutions in Asia - Levelling the Regulatory Maze
- DealSource
Co-organised by :
 - Association for Corporate Growth
 - Hong Kong Venture Capital and Private Equity Association
 - Hong Kong Trade Development Council(By pre-registration only)

Networking Opportunities

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



Exhibition booths



Networking Lounge



Research centre



Keynote Luncheon



Hospitality suites



Meeting facilities

DealSource

DealSource is a three-hour deal-making session to be held in the afternoon of the second day (21 January 2010). Participating companies will be paired up with potential collaborators for one-on-one meetings on projects in mergers and acquisitions, technology, infrastructure, education, healthcare, natural resources exploration, green industries and more.

Sponsorship Opportunities

The Asian Financial Forum offers you unparalleled opportunities to publicise your services and products to senior executives of more than 1,000 corporations and financial institutions in the region. Please contact us for your exhibition space, or a tailor-made sponsorship opportunity to suit your particular needs.

Highlights from Past AFF Events

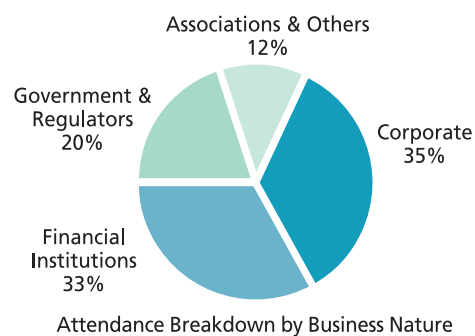
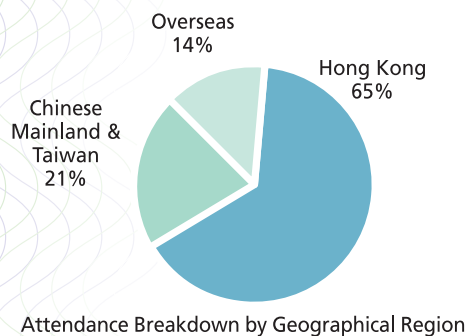
The inaugural AFF, held in September 2007, was the first event of its kind to be hosted in this region, bringing together the most influential and respected members of the global financial community. The Forum discussed developments and trends in Asia's dynamic markets, highlighted opportunities emerging from strong economic growth in the Asian region and the challenges of increasing financial sophistication as a result of globalisation. In 2009, the AFF was extended to a two-day event, featuring 31 prominent speakers from the region.

Heavyweight speakers at the AFF 2007 and 2009 included:

- **Dr Zhou Xiaochuan**, Governor, The People's Bank of China.
- **Mr James D Wolfensohn**, Former President, World Bank Group
- **Mr Jim Rogers**, Chairman, Rogers Holdings
- **Mr Alexei Leonidovich Kudrin**, Deputy Prime-Minister, Government of the Russian Federation; and Finance Minister of the Russian Federation



Participant Breakdown in January 2009



What the participants said

“ 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

“ 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

“ 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

“ 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



Exclusive Hotel Rates

Forum participants can enjoy exclusive offers from selected hotels in Hong Kong during the event. Please visit www.asianfinancialforum.com for more details.

Make sure you are among the 1,000+ distinguished entrepreneurs and senior executives who attend this event!

Please mark your diary and register NOW!

Honorary Advisors

The AFF has received full support from global business leaders and industry experts who act as honorary advisors of the AFF, and have given their invaluable support and advice to the AFF.



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 on 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. Please visit www.hktdc.com for more information.

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