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IR Magazine Conference – Greater China

Agenda

December 5, 2013

8.30 am	Registration and morning coffee
9.00 am	Welcome from Neil Stewart, editorial & research director, <i>IR Magazine</i> Welcome from Eva Chan, chairman of Hong Kong Investor Relations Association and head of investor relations, CC Land Holdings
9.10 am- 9.40 am	Keynote address: IR challenges in a soft landing or sharp slowdown As China’s growth has been slowing, what have IROs done to help mitigate risks and maximize shareholder value in their companies? What are the hurdles and milestones facing Greater China companies in various sectors as China looks for a soft landing? In this session, an expert market watcher will apply an IR lens to macroeconomic issues, providing a broad context for IR strategy in the coming years. Tim Craighead , director of Asia research, Bloomberg Industries
9.40 am- 10.25 am	Flagship panel: Managing market expectations How do you monitor market expectations? How can you ensure the market has realistic expectations? What should you do when you notice gaps between external and internal expectations? Should you make adjustments to your message? And how can you convince sell-side analysts their expectations may be wrong? This session will particularly address how issuers are persuading investors to focus on long-term fundamentals in what can be a short-term market. Gary Ng , vice president of investor relations, Lenovo Paul Smith , managing director for Asia-Pacific, CFA Institute Carol Wu , head of Hong Kong/China research, DBS Vickers
10.25 am- 10.50 am	Tea break



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10.50 am- 11.15 am	<p>IR Insight: The case for and against more use of technology</p> <p>What information do investors want to see on companies' IR websites? How should the web be used for disclosure? How are apps and the use of social media growing in the US and European IR world? This session will be based on feedback from the hundreds of investors and analysts who voted for the IR Magazine Awards – Greater China 2013.</p> <p>Neil Stewart, editorial & research director, <i>IR Magazine</i></p>
11.15 am- 12.15 pm	<p>Case studies & interactive workshop: Building an effective IR program on the right budget</p> <p>Trimming and maximizing the IR budget is now de rigueur. How can you execute your IR strategy in the most cost-effective way? How do you conduct roadshows with limited budget? Where is the value in one-on-one meetings versus investor conferences, and how do you handle each? Which technologies save you money – and which ones aren't worth the cost?</p> <p>Marcus Sultzer, managing director, <i>EQS Asia</i> Elizabeth Sun, director of corporate communications, <i>TSMC</i> Dan Ye, vice president of Asia-Pacific commercial operations, <i>PR Newswire</i></p>
12.15 pm- 12.45 pm	<p>Fireside chat: Debt IR vs equity IR</p> <p>What are the differences between IR for equity investors and IR for fixed-income (ie, bond) investors? How do these audiences' questions and concerns differ? How, when and where can you engage with fixed-income investors? This session will include a look at the IRO's role in debt financing, working with treasury and maintaining relationships with secondary market bond investors.</p> <p>Justin Reynolds, managing director for Asia-Pacific, <i>Ipreo</i> Catherine Szeto, director and head of investor relations, <i>Shun Tak</i></p>
12.45 pm- 1.00 pm	<p>Wrap-up: Takeaway summary and audience comments led by leading IROs</p> <p>CP Cheng, head of investor relations, <i>Franshion Properties</i> Randy Hung, executive director & CFO, <i>China Fiber Optic Network System</i></p>
1.00 pm- 3.30 pm	<p>IR Magazine Awards – Greater China 2013 presentation luncheon</p>