

# IR Magazine Forum and Awards Greater China

Thursday, December 10, 2020

Live: 9:00 am - 2:30 pm HK Time. Held virtually and available on replay

**8.45 am Virtual platform opens and networking begins**

**9.00 am Welcome to the forum and awards**

*Ben Ashwell, editor, IR Magazine*

**9.05 am Big picture trends: What is the future of capital markets and investor sentiment going into 2021?**

A short and sharp economic briefing will set the scene for the day's discussions. In this session, we look at the upcoming challenges and opportunities for publicly listed companies in Greater China going into 2021. We look at the impact of the pandemic on investor sentiment, fund flows, the global economy, and how it affects your investor outreach. Take stock of where we are right now, where we could be heading and what it means for investor relations.

*Michelle Lam, economist, SGCIB*

**9.30 am ESG best practices: Taking an integrated approach to investor expectations in the current climate**

What is the impact of Covid-19 on ESG? As investors increasingly integrate ESG into decision making, it is crucial for IROs to understand what the investment community want to hear, what they don't and how to prepare senior management to deliver short, value-adding, comprehensive responses to ESG-related demands in 2021. Identify the gaps between what investors are looking for and what your company is communicating – and strengthen your ESG communications.

*Philippe Healey, vice president and head of corporate advisory, Hill+Knowlton Strategies*

*Hendrik Rosenthal, director of group sustainability, CLP Group*

*Moderator: Ben Ashwell, editor, IR Magazine*

**10.15 am Networking break**

**10.30 am Targeting in a virtual world: How to better connect with investors during a pandemic?**

Discuss how IR teams can better access new pools of investment in a new normal. We will explore how the pandemic has changed the investor outreach landscape – what special IR activities are being organized during the pandemic, how to adapt your IR campaign, guidance and marketing strategies to engage investors and communicate long-term value, how to run virtual meetings effectively and much more.

*Jenny Huang, managing director, Asia and Pacific, Euroland IR*

*Shirley Kwok, head of investor relations, ENN Energy*

*Florence Lip, senior director of investor relations, Yum China*

*Moderator: Ben Ashwell, editor, IR Magazine*

**11.15 am Q&A with the buy side: How are investor and analyst expectations evolving in 2021?**

As the pandemic settles in, capital markets become more global, ESG focused and active money continues to flow into passive funds, we ask portfolio managers and analysts how these trends impact them, and how that changes their expectations of investor relations teams. We'll discuss what investors want to see in terms of virtual engagement, ESG reporting, short and long-term business impact of Covid-19, virtual meeting do's and don'ts and direct corporate access requests vs. sell-side analysts.

*Simon Weston, senior fund manager, AXA Investment Managers*

*Gabriel Wilson-Otto, head of stewardship, Asia Pacific, BNP Paribas Asset Management*

*Moderator: Laurie Havelock, editor-at-large, IR Magazine*

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**12.00 pm The evolving role of IR during a pandemic: What are the latest trends and best practices?**

In this session, award-winning heads of IR will discuss key aspects of an IRO's role and how it has evolved in the last 12 months. We discuss strategies to maintain investor confidence, how to demonstrate the value of IR, how to measure and benchmark IR performance, how to prioritize senior management's time with investor meetings, how to manage IR budgets, make the most of the digital tools available and so on.

Ming Chan, director of corporate communications and IR, Sa Sa International

Timothy Ross, head of investor relations, BOC Aviation

Vincent Tse, general manager of IR, China Resources Beer

Moderator: Laurie Havelock, editor-at-large, *IR Magazine*

**12.45 pm Networking break**

**1.00 pm IR Magazine Greater China Awards ceremony**

**2.30 pm Event concludes**