

IR Magazine Forum – Greater China 2021

Increasing investor presence in Asia and keeping up with ESG

Thursday, December 9

LIVE VIRTUAL PANELS AND NETWORKING WITH IROS ACROSS ASIA

As capital markets become more connected, there are many opportunities for Asian companies to increase their shareholder base both regionally and internationally.

This event is designed to help IR understand what is expected by new potential shareholders, get the company message across to new investors and stay up to date with developments in the increasingly crucial topic of ESG.

Full agenda

All times are in Hong Kong Standard Time

09.00 am **Platform opens: Meet the attendees**

Welcome to the IR Magazine – Greater China Forum 2021! Head over to networking to meet your fellow attendees ahead of today's sessions.

09.20 am **Opening remarks from the chair**

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

09:30 am **Macroeconomic trends and investor sentiment on Asian stocks**

To open the forum, this big-picture session will assess key capital markets trends in Asia. Attendees will hear updates on:

- Which investors are increasing their presence in Asia in 2021
- What the prospects are for economic activity in 2021 and the current financial environment
- The emerging listing requirements Asian companies need to be aware of.

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

Ajay Kapur, Asia Pacific equity and global emerging markets strategist, **Bank of America**

10.00 am **Maximize management's time: knowing who is right for your company when targeting new investors**

This session explores the challenges of increasing a company's shareholder base and of targeting international investors. As more investors are reaching

out directly to companies, having a robust communication and selection strategy will help IR connect with the right investors. We will discuss:

- Making the most out of management's time when meeting potential investors: how to know who is a good fit for your business
- Best practice approaches for communicating the company's specific story to investors who are new to the region
- How to react to the changing role of the sell side in a digital world.

Tim Human, senior reporter, *IR Magazine*

Gerard Chai, managing director, head of investor relations, **NagaCorp**

Lisa Lai, director, investor relations, **China Telecom**

Jenny Lai, vice president of investor relations, **Lenovo**

10.45 am

Meet attendees from across Asia

Take some time to connect with other IR professionals from across Asia on our virtual conference platform. Learn from other regional teams and meet new peers in our one-on-one chatroom.

11.00am

Zeroing-in on Net Zero: Is the business community walking the talk on decarbonization pledges?

The industry is at a critical juncture on the topic of climate change, where companies are committing to reduce their carbon emissions in line with global regulatory and investor pressures. To help issuers get started and share strategies on succeeding with Net Zero, this session will:

- Identify and mitigate challenges for issuers who have yet to make commitments
- Provide insight on the differences in issuers' approaches
- Share best practice on how issuers can embark on their commitments and how to track progress.

Steve Wade, head of event content, *IR Magazine*

Craig Douglas, vice president, depositary receipts, **BNY Mellon**

11.30 am

A guide to ESG and sustainability reporting across Asia

Global sustainability goals place social & environmental reporting increasingly in the hands of IR, and a lack of standardization creates additional challenges. To help IR keep up, this session will tackle:

- How to practically integrate an ESG reporting framework
- How to deal with new disclosure requirements across Asian stock exchanges, with particular focus on the Hong Kong Exchange's recently revised rules
- What the biggest ESG trends are among international stakeholders.

Steve Wade, head of event content, *IR Magazine*

Philippe Healey, head of government and public affairs, **Hill+Knowlton**

Strategies

Gareth Hewett, head of international PR, **Ping An Insurance**

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

12.30 pm

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12.45 pm

How to leverage China's increasing investor presence in the region

As China encourages more investment in foreign markets, there are increasing opportunities for Asian IROs to expand their outreach and target new pools of investment. This session will consider the domestic and international factors affecting Chinese companies, investors and their funds, and how Asian IROs can keep up with new opportunities. We will cover:

- The current capital markets trends in China affecting IR across Asia
- What digital tools such as WeChat can be used to engage with Chinese investors, and how they can be best used
- Developments in US – China economic relations and potential implications for Asian companies targeting Chinese investors.

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

Rui Hua Chang, group managing director, capital markets, **ESR Cayman**

Jenny Jie Huang, managing director, APAC, **Euroland IR**

Jason Yan, IR director, **Guotai Junan International**

Stanley Zhou, IR director, **Zhongan Online Insurance**

1.45 pm

How has the pandemic changed IR? Keeping up with trends and innovations in IR

As the world emerges from Covid-19, engagement strategies will need to stay agile. The rise of social media and digital tools are also becoming increasingly relevant in telling the company story. This session will give attendees ideas about:

- How companies should design their meetings and engagement calendar in the latter half of 2021 and into 2022
- Which new technologies and digital practices can be applied to increase the effectiveness of a company's strategy
- Through which mediums are investors currently engaging with company stories?

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

Zaf Aziz, head of strategic sales and DR investor relations advisory group,

Deutsche Bank

Benny Liu, managing director and head of China, **Citigate Dewe Rogerson**

Nina Zhan, vice president of investor relations, **361 Degrees International**

- 2.30 pm **Closing remarks and networking**
To close the forum, take some time to connect with other IR professionals from across Asia on our virtual conference platform. Learn from other regional teams and meet new peers in our group table networking.
- 2.45pm **IR Magazine's Greater China Awards**
Join us for a celebration of IR best-in-class for our live awards ceremony!
- 4.15pm **End of ceremony.**

