



# IR Magazine Forum & Awards – Greater China 2022

Thursday, December 8, 2022  
Virtual event: 9 am - 2 pm HKT

## Standing out as IR professionals in an uncertain international landscape

### AGENDA

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

**9.00 am** Opening remarks: Welcome to the forum

*James Beech, editor-in-chief, IR Magazine*

**9.05 am** Capital market and macro-economic trends to prepare for in 2023

In a time of geopolitical turmoil and market uncertainty, this session focuses on the outlook for IR teams in 2023 – and how IROs can prepare for the year ahead.

- Current market trends in Asia and predictions for the coming 12 months
- China's position on the international stage and the political relationship between US and China
- Regulatory outlook in 2023 and how this affects fund flows and investor sentiment
- Specific risks and opportunities in the coming months for certain sectors

*Helen Qiao, chief Greater China economist, head of Asia economic research, Bank of America Merrill Lynch*

**9.35 am** Top IR trends in the current macroeconomic climate

40% of respondents in a recent IR survey by Citigate Dewe Rogerson cited the volatile external environment as a key communications challenge. In this fireside chat, we look at all the key trends IR teams need to be aware of as we prepare for the year ahead.

*Moderator: Tim Human, senior reporter, IR Magazine*

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

**10.00 am** Networking break

**10.15 am** Increasing digital engagement with international investors in a hybrid world

With traditional social media routes inaccessible in China and a return to blanket virtual events and meetings due to COVID, planning a robust digital targeting strategy for 2023 is an IR imperative.

- What are the common challenges IR teams face in Greater China when seeking foreign investment?
- Hear from IR professionals with current, highly successful digital engagement programs
- Discuss innovative solutions to working around the challenges of 'The Great Firewall'
- Increasing your online visibility/impact in an increasingly digital world (cutting through the noise), how do you stand-out



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Jenny Huang, managing director, APAC, Euroland IR  
Calvin Pei, vice president of corporate finance and strategy, PAX Global Technology

**10.45 am Responding to investor needs around ESG: What is expected and how to deliver it?**

With ESG remaining a key issue at the top of the IR agenda, this session will provide insight into what investors are looking for and how to craft an ESG narrative that meets expectations.

- Learn from prominent sell-side analysts about how decisions around ESG investing are made
- Debate the motivations around ESG to learn what investors want in the current climate
- Hear from representatives who are leading the way in the region with their compelling ESG stories

Moderator: James Beech, editor-in-chief, *IR Magazine*  
Kok Siong Ng, executive director and chief financial officer, Link Asset Management

**11.15 am Networking break**

**11.30 am Planning your schedule for 2023: What does an effective hybrid IR program look like?**

Since the COVID-19 pandemic forced businesses to switch in-person events to online, many companies have begun to recognize the myriad benefits of virtual working. This session will consider taking a truly hybrid approach to IR and re-writing the rule book on effectively engaging with current and future investors.

- Discover how other IR professionals have adapted to the challenges and opportunities of the new hybrid landscape
- Learn how to take your virtual engagement to the next level and build strong relationships with your target audience
- Find out how best to utilize your management's time and resources within a virtual framework

Moderator: James Beech, editor-in-chief, *IR Magazine*  
Rui Hua Chang, group head, capital markets and investor relations, ESR Group  
Michelle Shen, director of IR, Yum China Holdings

**12.00 pm Investor and analyst Q&A: Expectations of IR teams during uncertainty in 2023**

During this exclusive session, our panel of investors will address questions about the coming months.

- What sectors and types of companies are investors favoring going into 2023?
- What are their predictions concerning economic trends, and how can IR teams best prepare for them?
- Understand how investors like to be approached by investor relations teams in the current environment
- Understand what international investors are looking for when investing overseas
- What do investors want from IR in a hybrid world and during a global downturn?



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William Tsang, head of research, portfolio manager, Chartwell Capital  
Tony Watson, portfolio manager, Far East Investment Management  
Simon Weston, fund manager, AXA Investment Managers

**12.30 pm**    **Closing remarks and networking**

James Beech, editor-in-chief, *IR Magazine*

**12.45 pm**    **IR Magazine Awards – Greater China**

**2.00 pm**    **End of forum and awards**