



IR Magazine Forum & Awards – Greater China 2023

Friday, December 8, 2023
In-person event: 9 am - 2 pm HKT

Winning in a new market environment

AGENDA

8.30 am **Registration, breakfast and networking**

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

9.00 am **Investor relations in a changing investment landscape**

Inflation, interest rates and geopolitics have caused investors to re-evaluate their investment strategies within the Greater China region.

Our opening session explores how markets are changing, what IR teams can do to adapt, and how best to measure IR success in today's investment landscape.

- Discuss the outlook for the US-China relationship and the impact on fund flows to the Greater China region
- Discuss the impact of a property crisis and liquidity concerns on stocks and investor sentiment
- Learn how IR can have an impact in a stagnating market: managing risk and maximizing opportunity
- Understand how to explore capital raising opportunities in new geographies

9.30 am **How to prepare for mandatory climate-related disclosures**

The Stock Exchange of Hong Kong has proposed to mandate all issuers to make International Sustainability Standards Board (ISSB) aligned climate disclosures in their ESG reports.

This session will share guidance on how companies can comply with the new reporting rules and ways to use ESG to the advantage of investor relations.

- Preparing for scope 3 greenhouse gas emissions reporting: how to collect, measure and disclose your data
- Understand how best to communicate transition plans and links between climate-related considerations and executive remuneration
- Learn how to use your ESG disclosures to attract capital to your organization

10.00 am **Networking break & refreshments**

10.30 am **Artificial Intelligence: How to use generative AI to enhance your IR program**

Globally IR teams have been experimenting with artificial intelligence since the world discovered ChatGPT.

This session will demonstrate how companies are using generative AI to improve the efficiency, quality and output of their IR activities, and discuss the future possibilities for the technology within the IR profession.

- Hear case studies about how IR teams are using AI within their IR programs



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- Opportunity or threat: Understand how to navigate the security concerns, limitations and risks when using artificial intelligence
- Discuss the best applications for generative AI in IR and hear how to implement them

11.00 am Results-focused targeting strategies: New ways to use data to identify high-value targets

In challenging times an IR team needs to be proactive, not only in communicating with current shareholders but in identifying shareholders ready to enter your stock and impact the share price.

A strategic approach is essential and requires approaches that go beyond analyzing who is invested in your peers. This session will demonstrate proven ways to identify portfolio managers that are most likely to have a significant impact on your share price. Allowing you to prioritize management's time and maximize the effect of your IR program.

- Discover how to use alternative data to identify key investor targets
- Increase the percentage of meetings that turn into investments in your stock
- Learn how to strategically adapt your targeting activities in difficult market environments

11.30 am Digital engagement strategies

As communication technologies continue to evolve we explore how best to utilize these tools to expand the reach of your IR program and promote better transparency with your shareholders.

This session will showcase effective techniques award-winning IROs have implemented to improve their communication using different media channels.

- Discuss how to monitor and manage misinformation about your company on social media
- Learn how best to use WeChat and social media to tell your company story
- Understand how best to build your presence in an increasingly digitalized world

12.00 noon Successful hybrid investor engagement

Covid-19 restrictions are a distant memory, however, travel to and from the region is still not back to pre-pandemic levels, and companies have seen the efficiency benefits of virtual investor engagement.

This session explores how companies can best implement a hybrid IR strategy that increases transparency, builds better relationships and creates a meaningful dialogue between management, IR, the analyst community and the buy-side.

- 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

12.30 pm Investor and analyst Q&A: Expectations of companies in 2024



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Ask any question of leading investors as you plan your strategy for the year ahead. In this open format, connect directly with the buy-side to understand investor views on the economy, expectations of companies and requirements for IR teams over the next 12 months.

- What sectors and types of companies are investors favoring going into 2023?
- Understand how a range of investors like to communicate with IR teams
- Understand what international investors are looking for when investing in the greater China region

12.45 pm **Closing remarks and networking**

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

2.00 pm **End of forum and awards**