



IR Magazine Forum & Awards – Greater China 2024

Wednesday, December 4
Conrad, Hong Kong

OPTIMIZE Strategies for efficient & impactful IR

AGENDA

8.15 am Registration, breakfast and networking

8.55 am Opening remarks: Welcome to the forum

Laurie Havelock, editor, IR Magazine

9.00 am IR in 2025: Independent directors, increased transparency and international investing

The Stock Exchange of Hong Kong has proposed new rules to increase transparency and corporate governance for listed companies, most notably around the disclosure of dividend policies, an approach that is similar to Shanghai and Shenzhen exchange rules.

These changes, along with less widely supported proposals related to preventing ‘overboarding’ of company directors, seek to enhance corporate governance and align the exchange with international standards. If implemented, they could also lead to an increase in both institutional and retail interest in the region’s companies.

In our opening session, we explore what these structural changes may mean for IR teams and provide advice on how to adapt.

- Hear how to adapt your policies to meet expectations of domestic and international investors
- Understand what disclosures and governance practices may be expected of listed companies
- Discuss how global investor sentiment is changing and the outlook for investment into the region
- Learn what an increase in investor interest would mean for IR teams and how to take advantage

Moderator: Laurie Havelock, editor, IR Magazine

Kevin Leung, company secretary and IR director, China Resources Beer

Clara Liu, senior manager of IR, Xtep International Holdings

Jason Paltrowitz, director and executive vice president, OTC Markets Group

Rene Vanguetaine, managing partner, Christensen Advisory

9.40 am Focusing on high-value IR: time management for investor relations professionals

This session is all about ‘putting the ROI back into IRO’. Using exclusive research from IR Magazine’s global survey on time management, we explore how investor relations professionals are spending their day and examine which IR activities provide the biggest benefit to your company and the C-suite.



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We will also explore the transformative impact artificial intelligence can have on IR workloads and how to create efficiencies so that IR can be more effective, helping to build credibility with management.

- Benchmark how you organize your days and learn what the most impactful IR activities are
- Gain insight into what activities are most time-consuming and provide the lowest value
- Explore where AI and automation can remove monotonous tasks, saving time for higher-value activities
- Learn how to organize your quarterly activities to improve the positive impact IR has on your company

Moderator: Laurie Havelock, editor, IR Magazine

Jessie Jin, chief manager of investor relations and ESG, ATRenew

Melanie Morfill, sales director, APAC, Notified

Suki Wong, senior director, investor relations and ESG, ANTA Sports Products

10.10 am Networking break & refreshments

10.30 am Case studies: Targeting that yields the best results

IR teams often track their performance by measuring the number of investors that they meet with and it is an important metric. However, companies should not overlook the quality of each meeting, because high-quality meetings engage the C-suite, encourage more investment and provide critical information that can be used to shape strategy.

Whether gaining valuable information, learning insightful questions that test your business strategy or converting a prospect into a shareholder, successful meetings require a well-thought-out targeting strategy to identify the investors who will help your company move forward.

This session explores how to be smarter with your targeting practices and identify investors who are most likely to meet with your management team and add value to your company.

- Hear case studies about how IR teams are improving their shareholder-analysis practices
- Learn what top IR teams are doing to build a pipeline of investor prospects and use management's time in the most productive fashion
- Discover how new technologies can not only make investor targeting easier, but also more effective

Moderator: Laurie Havelock, editor, IR Magazine

Doris Chan, head of investor relations, Nameson Holdings

Elaine Wang, senior IR manager, QingCi Games

Fanny Yan, senior manager, IR, Nissin Foods Company

11.00 am WeChat & websites: Best practices in digital investor relations

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.



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

- Understand the latest digital communications trends in the context of investor relations
- Learn how best to use WeChat and other social media to tell your company story
- Understand how best to build your presence in an increasingly digitalized world
- Discuss the 'how' to integrate AI into your digital engagement strategy

Moderator: Laurie Havelock, editor, IR Magazine
Nick Huang, IR manager, Hon Hai Precision Industry
Celia Wang, international digital content manager, Ping An Insurance
Nina Zhan, vice president, IR, 361 Degrees International

11.30 am Maximizing the investor opportunity

Investor relations is the interface between markets and management, and IR professionals who focus their efforts on spending time serving and learning from the investment community can bring a new level of insight and investment into the company.

This session explores what an investor-centric IR approach looks like and explores ways to get closer to the investment community through your approach to IR.

- Learn about different philosophies and directions for your investor relations strategy
- Hear how companies are taking an investor-first approach in their IR activities
- Understand ways to gather useful market intelligence from the investor community
- Discover techniques to conduct investor meetings and learn what questions are most beneficial to ask portfolio managers and analysts

Moderator: Laurie Havelock, editor, IR Magazine
Ellen Tseng, senior director, IR and corporate communications, Primax Electronics
Yi Xiang, head of investor relations, Focus Media
Rui Zhang, chief executive officer, Irostars

11.55 pm Closing remarks

Laurie Havelock, editor, IR Magazine

12.00 pm Networking lunch and awards presentation

2.30 pm End of forum and awards