



# IR Magazine Forum & Awards – South East Asia 2022

Tuesday, December 6, 2022  
Virtual event: 9 am - 2 pm SGT

## Succeeding in a challenging global marketplace

### AGENDA

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

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

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

**9.20 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 from the perspective of an economist from Hong Kong on the wider region – and how IROs can prepare for the year ahead.

- Hear about current market trends in Asia and predictions for the coming 12 months
- Discover impact of global geopolitical challenges on the IR function in the wider Asian region
- Learn about the regulatory outlook in 2023 and how this affects fund flows and investor sentiment

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

**9.50 am** Online or on the road? How to plan your 2023 IR calendar

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 virtual 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: Tim Human, senior reporter, IR Magazine*

*Christine Lau, head of investor relations, Celcom Digi*

*Affryll Teo, head of investor relations, sustainability & mergers and acquisitions, Tune Protect Group*

**10.40 am** Networking break



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**10.55 am Tech-talk: Enhancing your digital IR strategy**

Events from the past two years have increased the importance of a digital presence for investor relations. Opportunities for investor relations officers increase as technology advances, and this session helps you understand how investor relations teams are changing their approach to technology and IR websites.

- Discover how investor expectations of IR websites are changing
- Stay updated on the latest technology trends impacting investor relations
- Learn about how companies are adapting their digital technical toolkit to achieve their goals better

*Moderator: Tim Human, senior reporter, IR Magazine  
Ben Riley, UK business development specialist, Lumi Global*

**11.25 am Best practices and expectations from IR teams: What makes for good IR?**

During this session, we examine the lessons learned this year by IROs and investors alike whilst discussing what best practice looks like in difficult times.

- Discuss what issues are facing the market currently and how these are likely to change in 2023
- Hear how to build strong relationships with your investor base and communicate with them effectively
- Discover the best methods of targeting your desired investor audience

*Moderator: Laurence Taylor, senior conference producer, IR Magazine  
Peter Sandham, portfolio manager, Arcus Investment Asia  
Siew Lu Wong, head of investor relations and sustainability, United Hampshire US REIT*

**12.10 pm Closing remarks and networking**

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

**12.30 pm IR Magazine's South East Asia Awards**

**2.00 pm End of forum and awards**