



Forum on effective investor relations for listed companies

co-hosted by

Corporate Finance Interest Group (CFIG) &
Professional Accountants in Business Committee (PAIBC)

- Speakers/Panellists** Mr. Christopher Justice, Managing Director of Quam (H.K.) Limited
Ms. Estella Ng Yi Kum, Chief Financial Officer of Country Garden Holdings
Company Limited
Ms. Wendy Yung, Executive Director and Company Secretary of Hysan
Development Company Limited
- Date and Time** **16 February 2009, Monday, 6:30 p.m. – 8:00 p.m.**
(Drinks and light refreshments will be served at 6:00 p.m.)
- Venue** Harcourt Suite,
1/F, The Hong Kong Club,
1 Jackson Road, Central.
- Dress Code** **Smart Casual**
(Please note: Jeans, denim, T-shirts, tracksuits, shorts and training shoes are not permitted at this venue)
- Admission Fee** HKD220 per person for HKICPA or CFGI members
HKD320 per person for Non-HKICPA and non-CFIG members
- Language** English
- HKICPA CPD Credit** 1.5 hours
- CPT Credit** Please check with your compliance officer or other relevant personnel of your firm, as this event may well be acceptable for CPT recognition for SFC licensed persons.
- Application Deadline** **12 February 2009**

Registration

To register:

- Online registration (for HKICPA members only): [click here](#) or visit www.hkicpa.org.hk
- By post or by fax: Complete the attached reply slip and return it to the Institute on or before **12 February 2009**, together with full payment. Cheques should be made payable to “Hong Kong Institute of Certified Public Accountants”. Fax registration will be accepted only if payment is made by Visa/Master credit card.

CFIG members and PAIBs will be given priority for registration. You may consider your registration successful unless you receive notification from us to the contrary.

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ABOUT THE FORUM

The opening presentation will cover the following areas:

1. What is effective investor relations (“IR”)?
2. Best IR practice - prepare for the worst
3. Definition of crisis and objectives of crisis communication management
4. Crisis communication - “do’s” and “don’ts”
5. Preparation of crisis communication plan
6. Types of challenges faced by HK listed companies & case studies, e.g., rumours, product recall, corporate governance, disclosure of price sensitive information.

Panellists from the senior management of listed companies will also share their experience from a company perspective and, specifically, on preparing an organisation for possible crisis communications.

ABOUT THE SPEAKERS / PANELISTS

Mr. Christopher Justice was appointed as managing director of Quam (H.K.) Limited, a subsidiary of HK-based financial services group, Quam Limited, and owner of the website www.quamnet.com, on 10 April 2007. He took over responsibilities for Quamnet, a HK financial portal, and Quam IR, which provides traditional and online IR services to listed companies in HK and China. Christopher graduated from the University of North Carolina with a BA in Public Policy Analysis. He has a wealth of experience in finance, venture capital, strategy and business development. He is also experienced in Internet media in Asia. In 1996, he started scmp.com, an award-winning Internet site of the SCMP Publishers Group, and subsequently co-founded Asiacontent.com, an Internet media and advertising company listed on NASDAQ in early 2000.

Ms. Estella Ng Yi Kum is the chief financial officer of Country Garden Holdings Company Limited, a company listed in HK. She is also an independent non-executive director of Hong Kong Resources Holdings Company Limited, and holds various public service appointments, including co-opted member of the audit committee of the Hospital Authority and corporate advisor to the Business School of the HK University of Science and Technology (“HKUST”). From September 2005 to November 2007, Estella was an executive director of Hang Lung Properties and, prior to joining Hang Lung Properties in 2003, she was employed by the Stock Exchange in a number of senior positions, most recently as senior vice president of the Listing Division. Prior to that she gained valuable auditing experience with Deloitte. Estella holds an MBA degree from the HKUST. She is an associate of ICAEW and ICOSA, a fellow of ACCA and HKICPA and a member of AICPA.

Ms. Wendy Yung is the executive director and company secretary of Hysan Development Company Limited, a property investment, management and development company listed in HK. As a member of the group’s senior management team, Wendy oversees all the group’s non-finance corporate services including legal, company secretarial, human resources/administration and corporate communications. A solicitor by training, Wendy practised with major law firms in Hong Kong, City of London and Canada. She holds a Master of Arts Degree from Oxford University. Wendy is also a member of the HKICPA. She sits on the Hong Kong Selection Committee of the Rhodes Scholarships and a number of committees of the HKICPA and HKICS.

