

## Hong Kong Financial Services Expo, Shanghai & CFO Forum 香港金融服務博覽·上海暨 CFO 論壇

1 – 3 November 2005

### *Exhibit to reach out to thousands of potential clients in a single platform!*

The Hong Kong Financial Services Expo is a distinguished event to promote Hong Kong's wide-ranging financial services to key corporate decision makers in the Yangtze River Delta region. It offers an excellent platform for you to market your company's financial services and establish face-to-face contact with thousands of potential users. The inaugural Hong Kong Financial Services Expo in 2004 played host to 49 Hong Kong financial institutions and organizations, and attracted over 3,000 mainland trade visitors.

### *The Expo will offer you a chance to:*

- showcase your financial services to thousands of potential clients and promote your company image in the Yangtze River Delta market
- network with mainland Chinese corporate leaders and government officials
- explore business alliances with local counterparts and gain first-hand market intelligence

### The Expo consist of:

1. **Two-Day Exhibition (2-3/11)** - to present your portfolio and showcase your products and services
2. **CFO Forum (1/11)** - to network with over 200 CFOs of major Yangtze River Delta corporations
3. **Trade Matching Forum** - to specially promote your products and services to potential clients
4. **Networking Luncheon** - to establish contacts with the CFOs of the CFO Forum
5. **Central Display Area** - to showcase Hong Kong's diversified and internationally-acclaimed financial services

### *Target participants:*

Financial service providers from commercial banking, investment banking/advisory, venture capital, asset management, financial planning, securities, insurance, legal services, accounting, management consulting, marketing, public relations, publications and other financial related services

### *Support from the SME Export Marketing Fund (EMF)*

Participants can apply for funding from the Trade and Industry Department  
For more details: Telephone 2398 5127 Website [www.smefund.tid.gov.hk](http://www.smefund.tid.gov.hk)

#### ■ Participation Packages:

- **9sq.m. Standard Booth** \_\_\_\_\_ **HK\$18,000**  
(Including one FREE Trade Matching Forum session per standard booth and a free admission pass to CFO Forum)\*
- **Raw Space (min. 30sq.m.)** \_\_\_\_\_ **HK\$1,500 per sq.m.**  
(Including two FREE Trade Matching Forum session per standard booth and a free admission pass to CFO Forum)\*

*\*Trade Matching Forum will be allocated on a first-come, first-served basis*

#### ■ Special Discounts:

- 10% off for first time participants to TDC's fairs
- 5% off for applications completed with full cheque payment received by us on or before 31 August 2005

■ **Venue:** 1/F Exhibiton Hall, Shanghai International Convention Centre

■ **Official Website:** <http://www.tdctrade.com/financialexpo/>

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