

For Immediate Release

BEA Holds Seminar for Select Corporate and Personal Customers

Hong Kong, 13th January, 2006 - The Bank of East Asia (“BEA”) is today holding a business seminar entitled “Charting Course for 2006: The Outlook & Opportunities”, which provides select corporate and personal customers with the special chance to join major academics, experts, and business figures who will share their expertise and projections for 2006. The seminar brings together distinguished leaders in the fields of economics, real estate, foreign exchange, and investment with about 200 of BEA’s corporate and personal customers.

Dr. David K.P. Li, Chairman and Chief Executive of BEA, said: “The year 2005 was, by all accounts, a very good year for the world economy, not least Hong Kong. But the analysts tell me that we may be in for a much bumpier ride in 2006. This seminar, with the theme Charting Course for 2006: The Outlook and Opportunities is therefore very timely. With such a knowledgeable line-up of speakers, I have no doubt that this seminar will yield many valuable insights.”

Speakers at the seminar include Professor Francis T. Lui, Professor of Economics and Director of the Center for Economic Development at the Hong Kong University of Science and Technology. Professor Lui shared his thoughts on the general economic outlook for the new year.

Mr. Eric K.Y. Chow, Executive Director of Sun Hung Kai Real Estate Agency Limited, gave his views on how Hong Kong’s residential market will perform in 2006, while Mr. Carlos Cheung, BEA’s Chief Dealer, Spot Market Section, Treasury Department, Investment Banking Division, spoke on Foreign Exchange Trends in the new year.

The fourth and final guest speaker, Mr. Arthur Shek, Associate Publisher & Head of Research of Hong Kong Economic Times, gave a presentation on equity market and investment opportunities in 2006.

BEA’s Executive Director and Deputy Chief Executive, Mr. Joseph Y.W. Pang, brought the event to a close with his concluding remarks.

BEA holds events each year for its corporate and personal customers to keep them abreast of the latest market developments. Today’s seminar has been designed to provide them with the market intelligence they require to refine their business and investment strategies for 2006.

About The Bank of East Asia

Since its incorporation in 1918, BEA has dedicated itself to serving the people of Hong Kong, as well as providing business and personal banking services to customers in China and overseas. BEA is the largest independent local bank in Hong Kong, with total assets of HKD212 billion (USD27.3 billion) as of 30th June, 2005. BEA is listed on the Stock Exchange of Hong Kong and is one of the constituent stocks of the Hang Seng Index.

BEA works closely with its clients both locally and overseas, providing a comprehensive range of commercial banking services to meet virtually every need. BEA designs flexible, tailor-made packages based on specific requirements and financial objectives. From trade finance to syndicated loans, from electronic banking to trust and Mandatory Provident Fund services, BEA helps give clients the edge they need to stay ahead.

Currently, BEA operates more than 160 retail outlets worldwide, including over 110 branches and SupremeGold Centres in Hong Kong, 26 outlets in Greater China, and an extensive international network covering the United States, Canada, the United Kingdom, the British Virgin Islands, and Southeast Asia.

For more information about the BEA Group, please visit the Bank's website at www.hkbea.com.

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Caption:

Dr. David Li (far left) and Mr. Adrian Li (far right) flank (left to right) Professor Francis Lui, Mr. Arthur Shek, Mr. Eric Chow and Mr. Carlos Cheung, all of whom spoke at BEA's seminar today.