

**For Immediate Release**

**BEA Explores Markets “One Year after the Financial Tsunami”**  
*Experts Share Their Views on the Financial & Property Markets at Bank Seminar*

**Hong Kong, 30<sup>th</sup> November, 2009** – The Bank of East Asia (“BEA”) held a seminar on 28<sup>th</sup> November, 2009 for select corporate and retail customers, exploring the theme “One Year after the Financial Tsunami”.

Hosted at the Island Shangri-la Hong Kong, the seminar attracted over 450 attendees who came to hear from seasoned experts who shared their views on the outlook for Hong Kong’s financial and property markets in 2010.

In his opening remarks, Dr. David K.P. Li, Chairman & Chief Executive of BEA, said: “Many investors remain concerned about the health of the United States economy and the future direction of global markets. However, major economies are reporting strong growth, and China’s GDP is expanding at more than 8%. Asia, in particular, is held up as the bright spot in the world economy, though traditional markets remain weak.”

To help investors make sense of the conflicting market data, Dr. Li said that the Bank was privileged to have invited three guest speakers to share their views at the seminar. They included Mr. Andrew Look, Director of Look’s Capital Limited, who shared his views on the outlook for Hong Kong and its business sectors in 2010; Mr. Shih Wing-ching, Chairman of Centaline Group, who spoke specifically about the outlook for Hong Kong’s property market in the coming year; and Mr. Johnny Yu, Executive Director, Head of Warrants - Asia, Equity Risk Management Products, UBS, who gave a presentation on derivative products, namely warrants and callable bull/bear contracts. All three speakers are very experienced and knowledgeable experts on the financial and property markets.

Mr. Samson Li, BEA’s Deputy Chief Executive & Chief Investment Officer, acted as the moderator of the stimulating question-and-answer session between the seminar attendees and the three guest speakers. Mr. Adrian Li, also Deputy Chief Executive of the Bank, brought the event to close with his concluding remarks.

BEA holds seminars each year for its corporate and personal customers to keep them abreast of the latest market developments. This seminar was designed to provide investors with a deeper understanding of current economic conditions, and the possible challenges and opportunities that may lie ahead in 2010.

## About The Bank of East Asia

Incorporated in Hong Kong in 1918, BEA is dedicated to providing comprehensive retail and commercial banking services to its customers in Hong Kong and other major markets around the world. BEA is the largest independent local bank in Hong Kong, with total consolidated assets of HK\$411.9 billion (US\$53.14 billion) as of 30<sup>th</sup> June, 2009. The Bank is listed on the Stock Exchange of Hong Kong and is one of the constituent stocks of the Hang Seng Index.

With more than 240 outlets worldwide, BEA operates an extensive international network covering Hong Kong and the rest of Greater China, the United States, Canada, the United Kingdom, the British Virgin Islands, and Southeast Asia. For more information on BEA, please visit any BEA branch or the Bank's homepage at [www.hkbea.com](http://www.hkbea.com).

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***BEA – Serving customers through one of Hong Kong's largest banking networks, with 140 branches and SupremeGold Centres around town***





Pictured at the BEA Investment Seminar were: (from left to right) Mr. Samson Li, Deputy Chief Executive & Chief Investment Officer, BEA; Mr. Johnny Yu, Executive Director, Head of Warrants - Asia, Equity Risk Management Products, UBS; Mr. Shih Wing-ching, Chairman, Centaline Group; Dr. David K.P. Li, Chairman & Chief Executive, BEA; Mr. Andrew Look, Director, Look's Capital Limited; and Mr. Adrian Li, Deputy Chief Executive, BEA.



Present at the panel discussion session were: (from left to right) Mr. Samson Li (as moderator), Mr. Shih Wing-ching, Mr. Andrew Look and Mr. Johnny Yu.