

For Immediate Release

BEA Holds “Economic and Market Outlook 2010” Seminar
to Project Economic and Financial Development with
Select Corporate and Personal Customers

Hong Kong, 7th January, 2010 – The Bank of East Asia (“BEA”) held a business seminar entitled “Economic and Market Outlook 2010” at the Island Shangri-La Hong Kong. The event brought together experts from the financial, investment, and banking fields who shared their expertise and projections for 2010 with over 450 corporate and personal customers of the Bank.

Speaking at the seminar, Dr. David K.P. Li, Chairman & Chief Executive of BEA, said: “While 2009 was a period of strong recovery worldwide, many investors are unsure about the pace of recovery this year. To help investors gain a clearer picture, we are pleased to present three extremely knowledgeable experts on the economy and the markets who will share their wisdom with us.”

Speakers at the seminar included Mr. Jason Kwok, Chief Executive of TeamOne Economist Ltd. Mr. Kwok shared his views on the general economic outlook for Hong Kong and China in the New Year.

Mr. Carlos Cheung, BEA’s Senior Dealer – Proprietary Trading, Currencies & Interest Rates Trading Department, spoke on foreign exchange trends in 2010 and touched upon a number of important factors including the low interest rate environment, inflation, and the outlook for the US dollar. He also shared his views on the trend of commodities including gold and oil price.

The third and final guest speaker, Mr. David Lui Yin-tat, Vice Chairman & Non-executive Director of Schroders Investment Management (Hong Kong) Ltd., gave a presentation from a macro perspective of the equity market and investment opportunities in 2010.

Mr. T.C. Chan, BEA’s consultant, acted as the moderator of the question-and-answer session between the seminar attendees and the three guest speakers, and also shared his views as a professional and experienced banker in this stimulating session.

BEA’s Deputy Chief Executive, Mr. Adrian M. K. Li, brought the event to a close with his concluding remarks.

BEA holds events each year to keep corporate and personal customers abreast of the latest market developments. The “Economic and Market Outlook 2010” Seminar

has been designed to provide them with the market intelligence they require to refine their business and investment strategies for 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 30th 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 over 250 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.

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



Photo captions:



Pictured at BEA's Economic and Market Outlook 2010 Seminar were: BEA's Chairman & Chief Executive, Dr. David K.P. Li (*third from right*); Mr. T.C. Chan, Consultant (*second from left*); Mr. Adrian Li, Deputy Chief Executive (*far right*); and other guest speakers including Mr. David Lui Yin-tat (*third from left*), Mr. Jason Kwok (*second from right*) and Mr. Carlos Cheung (*far left*).



Mr. T.C. Chan (*first from left*) acts as the moderator of the question-and-answer session with the three guest speakers, discussing various topics and answering questions from the seminar attendees.