

**For Immediate Release****BEA Holds Annual Forum for Corporate Customers**

*This Year's Event Entitled "BEA Forum 2004 – Helping You Stay Ahead"*

**Hong Kong, 11 June 2004** – The Bank of East Asia ("BEA") today is holding its annual forum for corporate customers. This year's event, "BEA Forum 2004: Helping You Stay Ahead", is being held at the Island Shangri-La Hotel.

BEA's annual forum brings together distinguished experts and business leaders to share their personal insights and real-life experience with forum participants. BEA invites senior executives of its major corporate customers and representatives from trade associations to participate in this informational and interactive annual gathering.

Dr. David K.P. Li, Chairman and Chief Executive of BEA, said: "In this era of global competition, finding ways to put your business out in front is always a challenge. We are pleased to have the opportunity to present our corporate customers with such an impressive group of speakers who can provide key elements of a successful business strategy."

This year, five prominent speakers have been invited to speak to participants in two sessions. The Economic Experts Session, moderated by Mr. Jason Kwok, Chief Executive of TeamOne Economist Limited, is an active exchange of viewpoints on the economic and investment landscapes, both locally and globally. The two experts presenting during this session are Professor Richard Wong, Dean, Faculty of Business & Economics at The University of Hong Kong and Dr. Mark Konyon, Chief Executive Officer of Allianz Dresdner Asset Management Hong Kong Limited.

The Business Leaders Session, moderated by Mr. Adrian M. K. Li, BEA's General Manager and Head of Corporate Banking Division, provides participants with a special opportunity to meet major business leaders with extensive experience in Hong Kong and on the Mainland. Three prominent business leaders are involved in this second session: Mr. Tim T. L. Lui, Partner of PricewaterhouseCoopers, Mr. Samuel Chan, Executive Director of Baleno Holdings Limited, and Dr. David K. P. Li.

This year's event has been well received, with over 250 guests participating. Mr.

Adrian M. K. Li said in his opening remarks, "I am very pleased to see that the interest this year is even greater than last year. I am sure this is due to the excellent team of panelists who have graciously agreed to be with us today."

The BEA Group's subsidiaries, Tricor Services Limited and Blue Cross (Asia-Pacific) Limited, are leading firms in their respective fields of integrated business, corporate and investor services and insurance. As a whole, the BEA Group is fully equipped to offer a wide range of value-added services to corporate customers, from wealth management and Internet banking to payroll services and group medical insurance.

### **About The Bank of East Asia, Limited**

Established in 1918, BEA is the largest independent local bank in Hong Kong with total assets of HK\$198 billion (US\$25 billion) as of 31 December 2003. Over the years, BEA has gained an international reputation as a professionally managed and prudent financial institution that understands customer needs. BEA now operates more than 100 branches and SupremeGold Centres in Hong Kong, 20 outlets in Greater China and maintains a strong presence in the U.S.A., Canada, the U.K., the British Virgin Islands and Southeast Asia.

The BEA Group offers a full range of wholesale and retail banking services covering corporate banking, personal banking, investment banking and China services. In addition, the Group provides comprehensive insurance services through its subsidiary Blue Cross (Asia-Pacific) Insurance Ltd, and business, corporate and investor services via the Tricor Group. For details, please visit BEA's website at <http://www.hkbea.com>.

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