

For Immediate Release

Metro Finance-organised, BEA-sponsored Event “Cho's Investment Talk” Proves to be a Big Draw

Hong Kong, 20 September, 2003 – Metro Finance held its seminar, “**Cho's Investment Talk**”, earlier today at the Grand Hyatt Hong Kong. Solely sponsored by The Bank of East Asia (BEA), the event was well-attended and received overwhelming response. Keynote speakers, Mr. Cho, columnist for the Hong Kong Economic Journal, and Mr. Samson Li, General Manager & Head of Investment Banking at BEA, shared their experiences and insights of the financial sphere.

Also present at the seminar were BEA's Mr. Adrian Li, General Manager & Head of Corporate Banking and Mr. H.S. Tong, General Manager & Head of Personal Banking, as well as Mr. Kam Kwok Leung, Chief Executive Officer of Metro Broadcast Corporation Limited.

Mr. Samson Li gave a presentation analyzing the economic and investment outlook of the Asian markets. In addition, Mr. Li examined the various key factors and attributes, which would continue contributing to the sustaining growth of the Asian equity markets. He further shared his views with the audience in regard to the investment vehicles to capitalise on the growth of the Asian markets.

Largely regarded as a financial expert in Hong Kong, Mr. Cho's participation in today's event attracted considerable interest, as seen from the strong turnout. Hot topics, including the “Individual Visit Scheme” and CEPA, were covered in details. Mr. Cho also analysed the impact of the CEPA on Hong Kong's future economic outlook. In addition, a macro view of Asia Pacific's future economic forecast was a key issue during the seminar. Mr. Cho has proven himself to be a formidable financial expert over the years, as many of his predictions with regards to economic trends have come true.

At the end of the seminar, Mr. Cho answered a variety of questions from the audience who appeared to be very pleased with the information gained during the day's event.

About Metro Finance

Metro Finance [FM 102.4 - 106.3] is the first 24-hour Cantonese finance radio channel in the world. Its goal is to provide audiences in Hong Kong with accurate, real-time and market-moving news and important information on global financial markets. Metro Finance often organises various value-added investment seminars, held with celebrity speakers giving personal advice and interacting with audiences in a lively manner.

About The Bank of East Asia

Established in 1918, BEA is the largest independent local bank in Hong Kong with total assets of HK\$189 billion (US\$24.3 billion) as of 30 June, 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 a total of 102 branches in Hong Kong, 19 outlets in Greater China and maintains a strong presence in the U.S.A., Canada, the UK, 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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