For Immediate Release

The Bank of East Asia Launches Inaugural BEA Fintech Day

Cultivating a Thriving Fintech Community by Inspiring Dialogue, Sparking New Ideas, and Propelling Collaborations

Hong Kong, 29 October 2024 – The Bank of East Asia, Limited ("BEA" or "the Bank") hosted the first edition of BEA Fintech Day today, bringing together nearly 500 fintech professionals, industry leaders, and academics to the event to discuss the rapidly evolving fintech landscape in Hong Kong and broader region, as well as explore opportunities for fintech co-creation and collaboration.

As an official satellite event of the Hong Kong Fintech Week 2024, BEA Fintech Day is organised by **BEA**ST – the fintech collaboration platform of BEA, dedicated to inspiring innovation and collaboration among the Bank, local startups, and industry partners.

Mr Tong Hon-shing, Deputy Chief Executive & Chief Operating Officer of BEA said, "At BEA, we believe that collaboration is key to driving innovation and shaping the future of finance. **BEA**ST helps connects the Bank with dynamic startups and industry partners, which accelerates the development and deployment of fintech solutions and ultimately benefit our customers as well as the broader financial ecosystem."

Mr Colin Pou, Executive Director (Financial Infrastructure) of the Hong Kong Monetary Authority ("HKMA") said, "It gives me great pleasure to join the first fintech day and witness the remarkable progress **BEA**ST has made on its fintech journey. BEA has consistently served as a powerful catalyst for the fintech community, supporting Hong Kong as a thriving international fintech hub. It is very encouraging to see BEA's work aligning so seamlessly with HKMA's vision to cultivate a fintech ecosystem that is primed for growth and global competitiveness."

Mr Stephen Leung, Group Chief Information Officer, General Manager and Head of Technology and Productivity Division of BEA added, "Technology is reshaping the financial landscape, and we are strategically leveraging modern technologies to enhance customer experiences, optimise operations, and drive future business growth. We are excited to launch BEA Fintech Day, which represent our efforts in further elevating **BEA**ST to forge new partnerships and co-creation."

The half-day event featured nearly 20 distinguished speakers and 10 exhibitors. Under the theme "Cultivating a Thriving Fintech Community", panel discussions explored the GenAI strategies in the East and West, as well as cross-border fintech opportunities amidst varying regulations and customer expectations. The event also introduced the **BEA**ST Talks series, with experts from a range of tech fields sharing their insights and expertise.

In recognition of the importance of talent development, Professor and students from the Department of Electronic Engineering of the Chinese University of Hong Kong were also invited to share their perspectives on AI and innovative ideas that contribute to the vibrant ecosystem.

Attendees experienced emerging technologies first hand through interactive workshops on GenAI and digital asset management, and an engaging Experience Zone showcasing instant content creation powered by GenAI.

BEA Fintech Day successfully established a platform for dialogue and collaboration among the fintech community. The insights shared, connections built, and enthusiasm generated promise to shape the future of finance and pave the way for continued advancements in the industry.

Full agenda of BEA Fintech Day can be found at www.hkbea.com/BEAFintechDay.

About BEAST

BEAST, the fintech innovation centre cum startup collaboration platform of BEA, was introduced in 2022 at the BEA Tower, Kwun Tong, Hong Kong. It stands for "BEA + Startups", namely BEA's fintech platform that inspires innovative co-creations and collaborations of the Bank with startups and industry partners, with the aim of promoting the development of digital transformation and applications.

Since its establishment, **BEA**ST has been collaborating with 11 local and global fintech partners, over 70 startups and tech companies on more than 120 fintech projects, including 30 proof-of-concept (PoC) projects. **BEAS**T has expanded into Qianhai in 2023, serving as a key part of BEA's digital transformation and a cradle for fintech talent.

About The Bank of East Asia, Limited

Incorporated in Hong Kong in 1918, The Bank of East Asia, Limited ("BEA") is a leading Hong Kong-based financial services group listed on The Stock Exchange of Hong Kong, with total consolidated assets of HK$875.2 billion (US$112.1billion) as of 30 June 2024.

BEA provides a comprehensive range of wholesale banking, personal banking, wealth management and investment services to customers through an extensive network of about 130 outlets covering Hong Kong, the Chinese Mainland, Macau, Taiwan, Southeast Asia, the United Kingdom, and the United States. For more information, please visit: www.hkbea.com.

– End –

Media enquiries:

Ms Judy Kwan
Head of Corporate Communications
The Bank of East Asia, Limited
T +852 3608 5830
E kwanjtm@hkbea.com

Ms Kaman Ho
Senior Corporate Communications Manager
The Bank of East Asia, Limited
T +852 3608 0213
E hokkm1@hkbea.com

Photo Captions:

Photo 1: (second left) Mr Colin Pou, Executive Director (Financial Infrastructure) of the Hong Kong Monetary Authority, (second right) Mr Tong Hon-shing, Deputy Chief Executive & Chief Operating Officer of BEA, (first left) Mr Stephen Leung, Group Chief Information Officer, General Manager and Head of Technology and Productivity Division of BEA, and (first right) Mr Mourice Pang, Head of Fintech Development Department of BEA attended the inaugural BEA Fintech Day.

Photo 2: BEA Fintech Day featured panel discussions and **BEA**ST Talks with distinguished speakers from fintech industry and academia.

Photo 3: BEA Fintech Day attracted nearly 500 attendees visiting partner booths and participating in Workshops and Experience Zone.