

FSM Fund Expo 2014

28 June 2014, Hong Kong

FSM Fund Expo 2014 (“Expo”) (FSM 基金薈萃 2014) was successfully held at the Hong Kong Convention and Exhibition Centre on 28 June 2014. This was the first year for Fundsupermart.com to organize a large scale fund expo in Hong Kong with the aim to strengthen retail investors’ understanding towards various fund products and the development trends in the industry. Ping An of China Asset Management (Hong Kong) Co. Limited (“PAAMC HK”) was honored to be one of the exhibitors and joined hands with another 16 financial institutions to deepen public impression towards their investment products.



In the Expo, PAAMC HK hosted a RMB Bond Fund and HK ETF Series focused trade show game and a quiz competition at the booth which have effectively provided the retail investors with more information about the company’s fund and ETF products as well as the “core-satellite” investment strategy . The interactive games have presented an immersive experience for the participants to explore investment opportunities in China and Hong Kong markets by applying investment products intelligently.



The interactive game was well perceived, enhancing the knowledge of retail investors about the PAAMC HK's investment products.



Retail investors were welcomed to take fund product brochures and leaflets for reference.



Winners of the quiz competition received gold horse sculptures from PAAMC HK.

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