

Company News

Hong Kong Investment Fund Association 6th Annual Conference

29 October 2012, Hong Kong

The Hong Kong Investment Funds Association (HKIFA) held the 6th Annual Conference on 29 October 2012 with the theme of **“Building Synergy - the Next Phase for the Hong Kong Fund Industry,”** as a platform for market participants to share ideas on fund industry and debate critical issues pertinent to the industry.

Mr. Benjamin Rudd, Executive Director and Head of Overseas Investment of Ping An of China Asset Management (Hong Kong) Co. Limited (“PAAMC (HK)”), was invited by HKIFA to be one of the panelists in a panel discussion titled **“How to develop a win-win strategy?”**. Together with Ms. Christina Choi of Securities and Futures Commission, Mr. Mark Konyn of Cathay Conning Asset Management Limited, and Mr. Eugene Lee of E Fund Management (Hong Kong) Limited, Mr. Rudd shared his insights on asset management strategy, and how industry participants can fully utilize Hong Kong’s position as an asset management hub.

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