

# Public Securities Offering

## Cross-Border Listings by China Firms

5 - 6 August 2004 • JW Marriott • Hong Kong

### Featured Speakers Include:

- \* Kathy Xu, *Partner*, **Baring Private Equity Partners**
- \* Raymond Foo, *Chief Regional Strategist*, **BNP Paribas Peregrine**
- \* Chris Kearns, *Director*, **Bank of New York**
- \* Andy Lee, *Head of Investment/Research*, **DigitalChina, Legend Group**
- \* Michael Qi, *Partner*, **Fangda Partners**
- \* Graham Colbourne, *Chairman of Asia Pacific/Director*, **FTSE**
- \* Zhu Shan, *Managing Director*, **FTSE-Xinhua Indices**
- \* Lawrence Fok, *Head of Business Devt & Investor Services/EVP*, **HKEX**
- \* Paula Beroza, *Partner*, **Quintessence LLC**
- \* Shaun Rein, *Principal*, **Inter-Asia Venture Management**
- \* Alison Chow, *CEO*, **IrAsia.com**
- \* Ghanshyam Dass, *Managing Director Asia*, **NASDAQ**
- \* Alison Wong, *Partner*, **PricewaterhouseCoopers**
- \* Peter Choo, *CEO*, **SBI E2-Capital**
- \* Ng Shin Ein, *AVP*, **SGX**
- \* Richard Tsang, *Chairman*, **Strategic Public Relations Group**
- \* Benita Yu, *Partner*, **Slaughter & May**
- \* KO Chia, *Managing Director*, **Walden International**

\*Special discount for APVCA or affiliated members such as HKVCA, CVCA, SVCA, TVCA

“The recent spate of successful initial public offerings signals that public listings are back in vogue. It heralds the advent of vibrant, yet fiercely competitive listing activity, with China playing a central role.”

Asia Private Equity Review

Organised by:

Official Publications:

Official Online Media Partner:

# Public Securities Offering

5 - 6 Aug

With the exponential growth of the Chinese economy, IPO boom is on the rise for China firms. The recent economic upturn has also attracted more investors to the IPO market, particularly cross-border listings in Hong Kong, Singapore and USA. Examine critical issues of the IPO process with industry experts before your company goes public. Get updated with recent listing regulations and capital requirements by key regional and international bourses, and re-assess the risks and pitfalls of listing.

Through an interactive forum and case studies, this conference provides critical information for investment bankers, corporate/financial advisors, as well as investors seeking to list their companies, particularly those exiting their Private Equity or Venture Capital investments. Learn about deal structuring on foreign bourses, due diligence process, and valuation of your business to maximize shareholder-value. Gain valuable insight into the complexities of the IPO process and discover the strategies for a successful listing.

**Engage in this unique opportunity to network with a wide array of industry representatives:**

- Merchant/Investment Bankers (including Corporate Finance & Capital Markets)
- Private Equity Investors & Venture Capitalists
- CEOs/CFOs/Company Directors seeking listing
- Stock Exchange Representatives
- Corporate Advisors/Lawyers
- Consultants & Deal-makers
- Accountants & Tax Specialists
- Government Regulatory Agencies
- Custodian Bankers

## **SPONSORSHIP & PUBLICITY OPPORTUNITIES:**

IBC financial and investment conferences provide the strategic platform for buyers and sellers in the industry not only to receive the latest industry updates, but also the rare opportunity to meet potential business partners in one singular setting. If you are interested to raise your profile and market leadership, please call **Theresa Wong**, at **Tel: +65 68355124 or Fax: +65 67335087 or Email: [theresa.wong@ibcasia.com.sg](mailto:theresa.wong@ibcasia.com.sg)** to discuss tailor-made branding opportunities available for this event

## **DAY ONE THURSDAY, 5 AUGUST 2004**

0800 *Registration and Morning Coffee*

0900 **CHAIRMAN'S WELCOME AND OPENING ADDRESS**

0905 **ECONOMIC GROWTH DRIVING FIRMS'S EXPANSION & RECENT TRENDS IN CROSS-BORDER LISTING**

- Impact of WTO on China's businesses
- How China is playing a central role in global listing activity
- Recent trends in cross-border listings & dual-listings

Lee Sands (former Chairman, Mayer Brown Consulting & Chief US Trade Negotiator with China and for WTO)

0915 **POTENTIAL BUSINESSES FOR GROWTH/EXPANSION**  
Andy Lee, Head of Investment/Res., Digital China, Legend Group

0930 **CHALLENGES OF TAKING A COMPANY PUBLIC**

- Key differences between China and regional/western markets
- Role of China Securities Regulatory Commission
- Onshore vs. offshore investment structures for Private Equity/Venture Capital investors
- Redemption of share capital and tax on sales proceeds

Michael Qi, *Partner*, **Fangda Partners**

1000 **CROSS-BORDER LISTING ON HKEX**

- Listing on HKEX and recent developments
- Ensuring better corporate governance in view of recent corporate scandals

Lawrence Fok, *EVP/Head of Business Devt & Investor Services*  
**HKEX**

1030 *Morning Refreshments*

1100 **RAISING EQUITY IN FOREIGN MARKETS & THE USE OF DEPOSITORY RECEIPTS**

- Using different options by issuers to raise equity in international equity markets
- Identifying DR investors
- Secondary market strategies

Chris Kearns, *Director*, **Bank of New York**

1130 **GOING GLOBAL ON NASDAQ**

- Strategic review of raising capital in the US
- IPO process, listing requirements and corporate governance
- What regulators look for in foreign issuers/companies
- Evolution and quest for 'quality' market

Ghanshyam Dass, *Managing Director Asia*, **NASDAQ**

1215 *Open Forum for Q&A followed by Networking Luncheon for Speakers & Delegates*

1400 **CROSS-BORDER IPOs: PE/VC FIRM'S PERSPECTIVE**

Vincent Chan, *Regional Investment Director/Head of North Asia*,  
**JAFCO Asia**

1430 **LISTING ON AN ASIAN BOURSE: SINGAPORE STOCK EXCHANGE**

- Listing in Singapore and IPO process
- IPO: Regulators' perspective

Ng Shin Ein, *Assistant Vice-President of Listings, SGX*

- 1500 **SUCCESSFUL LISTING STRATEGIES ON SGX**
- Pre-IPO opportunities and strategies for a successful listing
  - Factors that contribute to a successful IPO in Singapore
  - Case studies

Peter Choo, *CEO, SBI E2-Capital*

1530 *Afternoon Refreshments*

- 1600 **MANAGING INSTITUTIONAL AND RETAIL CUSTOMER-RELATIONSHIP FOR SUCCESSFUL IPOs**

Richard Tsang, *Chairman, Strategic Public Relations Group*

- 1630 **INVESTOR RELATIONS: IDENTIFYING AND REACHING OUT TO EXISTING AND POTENTIAL INVESTORS**

- Essential steps to gain maximum exposure to investment community
- Leveraging the Internet in enhancing investor relations
- Critical success factors

Alison Chow, *CEO, Irasia.com*

1700 *Open Forum for Q&A Session*

1715 *Close of Day One*

## DAY TWO FRIDAY, 6 AUGUST 2004

0900 *Opening Address by Chairman*

- 0910 **OVERVIEW OF CHINA IPO MARKET AND WHAT FOREIGN INVESTORS LOOK FOR**

- The China market – hard or soft landing?
- Sectors that foreign investors are keen to invest in
- Type of companies that foreign investors look for
- Differences between listing in A-share and Hong Kong stock markets

Mr. Raymond Foo, *Chief Regional Strategist, BNP Paribas Peregrine*

- 0930 **PRESERVING SHAREHOLDERS' WEALTH IN THE EVENT OF IPOs**

- Deal structuring on foreign bourses
- Avoiding pre and post listing pitfalls
- Corporate governance

Paula Beroza, *Partner, Quintessence LLC*

- 1000 **IPO PROCESS AND DUE DILLIGENCE**
- Preparation for listing & evaluating the business

Benita Yu, *Partner, Slaughter & May*

1030 *Morning refreshments*

- 1100 **HOW TO ADD VALUE FROM AN ACCOUNTING PERSPECTIVE**

Alison Wong, *Partner, PricewaterhouseCoopers*

- 1130 **COUNTRY CLASSIFICATION: CREATING TRANSPARENT AND OBJECTIVE GLOBAL STANDARDS**

Graham Colbourne, *Director/Chairman of Asia Pacific FTSE*

- 1200 **OPPORTUNITIES OF FTSE-XINHUA JOINT VENTURE**

- Recent developments in China & HK capital markets
- An introduction to FTSE-Xinhua index
- Benefits of using index to attract foreign investors
- Opportunities & challenges of ETFs

Zhu Shan, *Managing Director, FTSE-Xinhua Indices*

1230 *Open Forum for Q&A followed by Networking Luncheon for Speakers & Delegates*

- 1400 **PANEL DISCUSSION: CROSS-BORDER LISTING BY A VENTURE FIRM - AN EXIT STRATEGY**

### Panelists

Caroline Wee, *Partner, Crest Capital Partners – ING Barings*  
Shaun Rein, *Principal, Inter-Asia Venture Management*

Moderator (to be advised)

1445 *Open Forum for Q&A Session*

- 1500 **OVERVIEW OF POST-IPO EQUITY FINANCING**

- Purpose, nature & size of share issues
- Regulatory requirements
- Market participants and global custody

Speaker to be advised

1530 *Afternoon Refreshments*

- 1600 **OUTLOOK FOR CHINA'S ECONOMY & UPCOMING SECTORS FOR INVESTORS**

Evaluate opportunities with industry updates and growth forecasts in various sectors

Kathy Xu, *Partner, Baring Private Equity Partners*

KO Chia, *Managing Director, Walden International (invited)*

1630 *Open Forum for Q&A Session*

1645 *Closing Remarks & Close of Conference*

If undelivered, please return to:

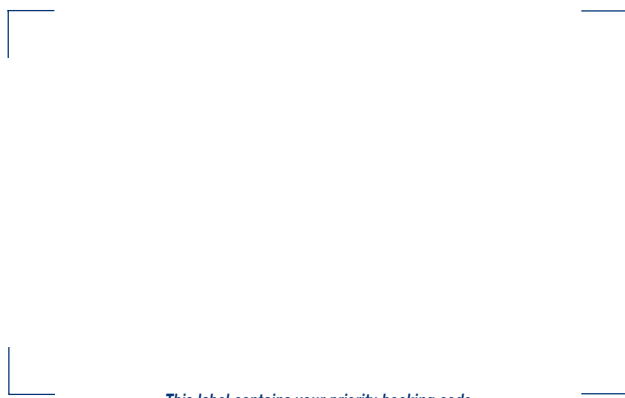


**IBC ASIA (S) Pte Ltd**  
Company No: 200108203N  
No.1 Grange Road  
#08-02 Orchard Building, Singapore 239693  
Tel: (65) 6732-1970  
Fax: (65) 6733-5087 or 6736-4312

**PRINTED MATTER**



# PUBLIC SECURITIES OFFERING



*This label contains your priority booking code.  
To expedite registration, please do not remove label.*

*If you have already received a copy of this brochure, we apologise. For reasons of confidentiality, your full particulars were not available to IBC Asia (S) Pte Ltd for deduplication prior to mail drop.*

**RESERVE YOUR PLACE TODAY!**

Yes! I/We will attend the **PUBLIC SECURITIES OFFERING**  
5 - 6 August 2004 • JW Marriott, Hong Kong

Ist delegate _____	2nd delegate _____
Name: Dr/Mr/Ms _____	Name: Dr/Mr/Ms _____
E-Mail _____	E-Mail _____
Job Title _____	Job Title _____
Department _____	Department _____
Company _____	
Address _____	
Post Code _____	Country _____
Tel _____	Fax _____
Name & Title of Approving Manager _____	E-Mail _____
Main Business/Activity _____	

Please tick  I enclose my Cheque/Draft payable to **IBC Asia (S) Pte Ltd**  
 I am paying by bank transfer (copy attached)  
 Payment by Credit Card:  Amex  Visa  Mastercard

Card Holder: \_\_\_\_\_ Signature: \_\_\_\_\_  
Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

*(Please provide photocopy of front & back of your Credit Card)*

I cannot attend this event but  I would like to purchase the documentation @ US\$500 / S\$840  
 please put me on your mailing list.

41308 PDF

## HOTEL INFORMATION

**JW Marriott Hong Kong**  
Pacific Place, 88 Queensway  
Hong Kong

Tel : 852-28108366  
Fax : 852-28450737

Contact Person : **Zoe Yeung**

## 5 EASY WAYS TO REGISTER

- Mail the attached registration form with your cheque to **IBC Asia (S) Pte Ltd**, No. 1 Grange Road, #08-02, Orchard Building, Singapore 239693.
- TEL: (65) 6732 1970 (65) 6835 5137
- FAX: (65) 6733 5087 (65) 6736 4312

**E-MAIL:**  
[Audrey.chen@ibcasia.com.sg](mailto:Audrey.chen@ibcasia.com.sg)  
**WEB:**  
[www.ibc-asia.com/registryform.htm](http://www.ibc-asia.com/registryform.htm)

## PAYMENT

- All payments should be made in US or Singapore dollars
- Payments by US\$ / S\$ bank draft or cheque should be made in favour of "IBC Asia (S) Pte Ltd" payable in Singapore.
- Payment by telegraphic transfer in US\$ or S\$ must be made to:  
**IBC Asia (S) Pte Ltd**  
A/C No: 129-900-273-5 (US\$)  
A/C No: 129-308-147-1 (S\$)  
United Overseas Bank Ltd  
Mt Elizabeth #01-03  
Mt Elizabeth Medical Centre  
Singapore 228510

## IMPORTANT NOTE:

Please quote the name of the delegate and event title on the advice when remitting payment. Bank charges are to be deducted from participating organisations own accounts. Attendance will only be permitted upon receipt of full payment. Participants wishing to register at the door are responsible to ensure all details are as published. IBC Asia will not be responsible for any event re-scheduled or cancelled.

## DATA PROTECTION

The personal information shown on this brochure, and / or provided by you, will be held on a database and may be shared with companies in the Informa Group in the UK and internationally. Sometimes your details may be obtained from, or made available to, external companies for marketing purposes. If you do not wish your details to be used for marketing purposes, please write to our Database Manager, IBC Asia (S) Pte Ltd.

## FEE Per Delegate

<b>EARLY BIRD FEE</b> <small>(if registrations with payments are received before 9 July 2004)</small>	US\$1295 / S\$ 2176
<b>REGULAR FEE</b>	US\$1495 / S\$2512

Fee is nett and exclusive of all taxes. Fee includes luncheons, refreshments and complete set of documentation. It does not include the cost of accommodation and travel.

## GROUP BONUS:

**Second and subsequent delegates from the same company and billing address will receive a 20% DISCOUNT OFF REGISTRATION FEES**

## CANCELLATIONS/SUBSTITUTION

Cancellations received in writing before 9 July 2004, will be refunded less **US\$210/S\$350** administration fee. Thereafter, cancellations are not refundable. Participants may be substituted at any time.

**REGISTER NOW! FAX BACK TO (65) 6733 5087 / 6736 4312**

Please photocopy for additional delegates