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IRvoice Forum to be held in Beijing

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IRvoice Forum to be held in Beijing

Global IR experts to explore how Greater China IR works comply with international standards

Hong Kong, 2 March 2010 - IRvoice Forum, the largest and most influential investor relations (IR) annual conference in Greater China, will be held for the first time in Beijing (at Park Hyatt Hotel) on 30 March this year.

The 2010 IRvoice Beijing Forum will bring together investor relations gurus including renowned IR managers and industry experts from all over the world to discuss how corporations in China being the growth engine of the world economy, conduct investors relations works on par with international standards.

With an aim to continually enhance the importance of investor relations, the IRvoice Forum has attracted overwhelming participation from more than 600 listed companies over the past four years. This year, the one-day forum again offers an exclusive platform for corporate IR professionals to share invaluable knowledge and experience through a series of seminars, panel discussions, luncheons, as well as case studies.

A major highlight of the forum is the presentation of the China and Asia-Pacific awards of the 12th edition of IR Global Rankings - the world's most authoritative auditing and ranking system for IR websites, corporate governance, financial disclosure, annual report, best IR program, best IR officer. Outstanding listed companies from Asia Pacific, Mainland China and Hong Kong will be recognized for the great IR works during the conference.

As one of the most important annual global IR events, IRvoice Forum offers not only unique and practical contents, but also an excellent networking opportunity for industry professionals. Registration to IRvoice Beijing Forum 2010 is now open until 11 March. Seats are limited, register now to avoid disappointment.

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IRvoice Forum 2010 Beijing
 Date: March 30, 2010
 Time: 8:30am ~ 16:40pm
 Venue: Park Hyatt Beijing

Theme: Opportunities and challenges of the rising China
 08:30 Registration & Networking

09:30 Opening remarks

09:40 Keynote address

09:45 Panel Discussion: Are you ready for the "Corporate Internal Control Standards"?

China's version of SOX, "Corporate Internal Control Standards" has taken effect on domestic public companies in the beginning of 2010. It concerns not only the quality and sustainability of corporations, but also the interest of investors and healthy development of the capital market. How should corporations get well-prepared for this big challenge?

± The impact of this policy on investor relations?

± How to build an effective mechanism to monitor sustainable internal control?

± Be passive or proactive to execute internal control?

10:20 Panel Discussion: The small cap problem - How to get coverage?

Representatives of small cap companies to share how to find investors when there is hardly any analyst coverage.

- ± The importance of analyst coverage
- ± How to build and sustain your analyst network?
- ± The key to attract analysts and maintain good relationship with them
- ± How to utilize your limited resources to keep analyst's interest on your company?

11:00 Morning Refreshments & Networking

11:30 Panel Discussion: Opportunities and challenges of the rising China

Representatives of heavy-weighted corporations and industry professionals to discuss how to run the IR program in order to grab opportunities of the rising China.

- ± What are the opportunities and challenges for China companies to compete for foreign investors?
- ± How are buying Chinese stocks? What is their investment strategy and portfolio?
- ± The expectation of investors on Chinese companies, and its difference comparing to other Asian regions?
- ± How do investors value Chinese companies? What influences valuation?

12:10 Luncheon & IR Global Rankings 2010 Awards Ceremony

- ± Presentation of IRGR China Awards
- ± Presentation of IRGR Asia Pacific Awards
- ± Award categories include IR website, Financial Disclosure, Corporate Governance, Online Annual Report, Best IR Program, Best IRO

13:40 Keynote Speech: 2010 IR best practices & benchmarks

Rodolfo Zabisky, CEO of IRGR to report the latest IR benchmarks, best practices and trends of year 2010

14:00 IR Case Study

Representative of a China's small-to-medium-cap company to share how to attract foreign investors successfully by distinguishing themselves from their peers.

- ± Get support from the top management
- ± Tell your investment story in a powerful way
- ± Communicate your corporate messages effectively
- ± Do a good IR job with limited resources

14:30 Panel Discussion: CSR Vs. IR

Initiatives of Corporate Social Responsibility (CSR) are getting more and more important in corporate IR program. Outstanding practitioners and professionals will share their experience and views on this current hot topic of the global corporate community.

- ± How CSR is going to influence IR? Understanding the relationship between them
- ± Practical ways for IRO to pick up CSR
- ± How to integrate CSR into your IR program?
- ± What is a good CSR annual report?

15:10 Afternoon Refreshments & Networking

15:30 IR Case Study

Representative of a China's large-cap company to share how to establish a comprehensive and effective IR program.

- ± Define objectives and targets of the IR program
- ± Budget, personnel and resource allocation
- ± Use appropriate management & communication tools
- ± Results and performance measurement

16:00 Panel Discussion: How to become an outstanding IRO

A group of outstanding IROs to share their experience and opinion on how their work can be highly recognized by their company and investors.

- ± Is IRO a job or career?
- ± How to perform your role well as the bridge between your company and investors?
- ± Tailor-make your unique personal style.

16:40 End

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About IR Global Rankings (IRGR)

Founded in 1999, IR Global Rankings (IRGR) is the most comprehensive and authoritative ranking system for investor relations websites, online annual report, corporate governance practices and financial disclosure procedures. Over 1,200 listed companies from 30 countries participated in IRGR in the past 11 years. Corporate Asia Network is the sole representative and co-organizer of IRGR in Greater China and Asia-Pacific.

IRGR is based on extensive proprietary research of publicly traded companies through a clear and transparent methodology. The evaluations are executed by a team of experienced investor relations professionals and are reviewed by independent audit and legal experts. The ranking provides a unique and value-added external review of a company's communication process with analysts and investors worldwide and all participants can choose to receive an individual feedback with the key findings. IR Global Rankings comprises five rankings and awards.

The first four rankings (IR Website, Online Annual Report, Financial Disclosure Procedures and Corporate Governance) are based on a technical evaluation conducted by a team of specialists from MZ and verified by an independent committee comprised of auditors and lawyers. The Investors' Choice ranking recognizes the Best Overall IR Program and Best IR Officer and is based entirely on popular votes given to the participating companies through the IR Global Rankings website (www.irglobalrankings.com) or through each participant's IR website.

Registration for IRGR 2010 breaks the record of all time, with participation of more than 490 listed companies from over 35 countries or regions. Representative corporations worldwide include Adidas, Applied Materials, Bayer, BP, Cisco, Coca-Cola, Colgate-Palmolive, Credit Suisse, FedEx, General Electric, HSBC, IBM, Infosys, Intel, Manulife, Microsoft, Moody's, P&G, Philips Electronics, Thomson Reuters, Time Warner, Trend Micro, VeriSign, Verizon, Volkswagen, WPP, Xerox, etc.

More than 150 participating companies are from the Greater China region, they include Alibaba.com, Bank of China, Bank of Communications, Cheung Kong Holdings, China Railway, China Telecom, China Unicom, CNinsure, CNOOC, Esprit, Hysan, ICBC, Kingsoft, Li Ning, PetroChina, SmarTone, SMIC, Sohu.com, Want Want China, Acer, ASUS, AUO, Cathay Financial, China Airlines, CMO, China Motor, China Steel, Chunghwa Telecom, D-Link, HTC, Taiwan Mobile, TSMC, Transcend, etc.

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This press release is issued on behalf of Corporate Asia Network by Allied Synergy Communications Limited.

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