



香港投資者關係協會  
Hong Kong Investor Relations Association



2018



ANNIVERSARY  
COMMEMORATIVE BOOK  
十週年紀念特刊



# MISSION 使命

HKIRA is dedicated to advancing the practice of investor relations as well as professional competency and status of its members.

香港投資者關係協會致力促進投資者關係守則，  
與及提升其會員之專業和地位。



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# REFACE 序言

The Hong Kong Investor Relations Association, HKIRA, was set up a decade ago with a clear Mission Statement: "Promote Excellence in the Investor Relations Profession"

Advancing the standard of investor relations is one of the key objectives of the HKIRA, having offered the first investor relations training program in cooperation with the Hong Kong Polytechnic University since 2010, the first of its kind in Hong Kong. In 2013, the HKIRA has partnered with HKU SPACE, offering the IR Executive Certificate Program focused on key concepts and practices in investor relations. The HKIRA also maintains an on-going partnership with its UK counterpart since 2012, the UK Investor Relations Society, offering the internationally recognized CIR® program.

Following the implementation of the Stock Connect between Hong Kong and Mainland China in 2015, investors from Mainland China can now invest in Hong Kong Stock. This greatly extends the shareholder base of listed companies in Hong Kong. As a result, the demand for professional investor relations specialists keeps on increasing, not only in Hong Kong but also in Mainland China.

十年前，香港投資者關係協會（協會）成立，以致力帶領「投資者關係，成就卓越」為使命。

協會旨在提升投資者關係的專業水平，2010年起便與香港理工大學合作，推出首個投資者關係培訓課程，為香港同類型專業課程之先行者。2013年，協會夥拍香港大學專業進修學院，開辦投資者關係證書課程，課程涵蓋投資者關係的主要概念與應用。在國際認證資歷課程方面，2012年協會與英國投資者關係協會合作，提供投資者關係證書CIR®課程。

自2015年中國內地投資者可透過滬深港通，買賣香港股票，從而擴大香港上市公司的股東基礎，專業投資者關係專才不僅在香港乃至在內地，均需求殷切。



The HKIRA launched “The HKIRA Investor Relations Awards” in 2015, receiving widespread support from the investment community and is now a leading award in the industry.

To provide guidance to industry professionals, the HKIRA compiled the first reference publication in Hong Kong in 2017. Co-authored by 10 IR professionals from leading Hong Kong listed companies, the book was specifically written for local practitioners, based on the local regulations and also take reference of best practice in other parts of the world.

The HKIRA has about 800 members covering a wide spectrum of professionals in roles such as accounting, finance, company secretary, corporate communications and investment banking. More than 70% of HKIRA members are senior executives with positions in around 350 listed companies. Over 50% of the Hang Seng Index Constituent Stock Companies are our members.

In our quest to provide our members continuously updated professional knowledge, our seminars and conferences have covered topics such as IR strategies, corporate governance, shareholder activism, ESG issues, industry outlook, big data and digital technology.

With strong links with other industry players such as different professional bodies in the finance industry and academic institutions, the HKIRA co-hosts and supports various events to support the industry growth.

As we enter our next decade, we envision continued growth with the support of our valued members and the community at large. HKIRA is looking forward for your participation as the HKIRA strives to achieve new heights in elevating the IR best practices here in Hong Kong to international standards.

2015年協會首度主辦的「HKIRA投資者關係大獎」，得到投資界廣泛支持，至今獎項備受業界肯定，香港投資者關係協會引以為傲。

2017年，香港投資者關係協會邀請本地上市公司10位投資者關係專才，按照本地法規及參考世界各地最佳守則，合撰一本適用於香港業界的首本實務刊物。

協會現有會員人數約800名，大部分是從事會計，財務，公司秘書，企業傳播和投資銀行等職務金融業界專業人士。其中逾七成的會員在約350家上市企業任職高級管理層。恒生指數成份股上市公司當中，超過一半是本會會員。

協會定期舉辦講座，研討會，主題涵蓋廣泛，從投資者關係策略、企業管治、以至股東維權、環境、社會及管治範疇、行業展望、大數據及數碼媒體科技等，務求為會員提供最新專業知識，從而加強業界的專業水平。

協會與金融界各專業，學術機構和業內相關機構，建立緊密聯繫，合辦或參與各種活動，支持行業發展，不遺餘力。

隨着協會邁向另一個10年，有您們的繼續支持，協會將竭盡所能，促進香港的投資者關係專業的最佳守則，達至國際水平。我們期待您的參與，協力同創新高峰。

1 Providing a platform for investor relations practitioners to exchange views and to share knowledge and experiences;  
為投資者關係專才，提供交流觀點、分享知識和經驗的平台；

2 Offering education and training programs to support high professional and ethical standards in the practice of investor relations;  
提供教育和培訓課程，以提升投資者關係專業守則及道德水平；

3 Organizing professional and social events to advance the awareness and standing of the investor relations community;  
舉辦專業和聯誼活動，以提升投資者關係業界之聲望及地位；

4 Representing views of its members to the investor community, as well as regulatory and government bodies.  
代表其會員向投資界、以至監管和政府機構溝通。

## VISION 願景

The objectives of HKIRA are to promote excellence in the investor relations profession in Hong Kong through:

香港投資者關係協會旨在促進香港投資者關係專業化。

# INTRODUCTION OF THE 創會主席簡介 FOUNDING CHAIRMAN

Dr. Eva Chan is a financial specialist with over 25 years of experience with Hong Kong listed companies through her role as Investor Relations Officer, CFO, Company Secretary.

She is the Head of Investor Relations of C C Land Holdings Limited (Stock Code: 1224) and an Independent Non-Executive Director of Capital Environment Holdings Limited (Stock Code: 3989).

Leveraging her expertise and experience, Dr. Chan set up the Hong Kong Investor Relations Association (HKIRA) in 2008 serving as its Founding Chairman, with the aim of helping to maintain Hong Kong's status as an international financial center. Beyond her work at the HKIRA, she is an Adjunct Professor at The Polytechnic University of Hong Kong.

Dr. Chan received her BA — Accounting Degree from City University of Hong Kong, her MBA from the University of Nottingham, and earned a DBA from The Polytechnic University of Hong Kong.

She is a fellow member of the Hong Kong Investor Relations Association, a fellow member of Hong Kong Institute of Chartered Secretaries, a fellow member of The Institute of Chartered Secretaries and Administrators, a fellow member of Hong Kong Institute of Certified Public Accountants and a fellow member of the Association of Chartered Certified Accountants.

陳綺華博士於金融界擁有超過25年經驗，曾出任多家香港上市公司之投資者關係主管、首席財務官和公司秘書。

現任中渝置地控股有限公司(股份代號：1224)投資者關係主管及首創環境控股有限公司(股份代號：3989)獨立非執行董事。

憑藉專業知識和經驗，陳博士於2008年成立香港投資者關係協會(HKIRA)，並擔任創會主席，致力促進香港作為國際金融中心的地位。除服務香港投資者關係協會，更為香港理工大學兼任教授。

陳博士擁有香港城市大學會計學士學位，英國諾丁漢大學工商管理碩士學位，以及香港理工大學工商管理博士學位。

陳博士同時是香港投資者關係協會資深會員，香港特許秘書公會資深會員，特許秘書及行政人員公會資深會員，香港會計師公會資深會員及特許公認會計師公會資深會員。



# FOUNDING CHAIRMAN'S 創會主席致辭 MESSAGE



As in the blink of an eye, 10 years have passed since the founding of The Hong Kong Investor Relations Association (HKIRA).

The HKIRA was born at the outbreak of the financial crisis in 2008. In the midst of challenging economic times, I teamed up with well experienced professionals to prepare the groundwork for the HKIRA. That moment still feels like yesterday, yet the Institute now celebrates its 10th anniversary. It is a great honor and privilege for me to witness such a meaningful occasion.

Over the years, the HKIRA has grown stronger day by day in size and influence in the service of our professional community, and has played a significant role in the investment industry in Hong Kong. I am especially delighted to see the HKIRA's continued commitment to better support the IR professionals through training, advisory and networking initiatives, enhancing their competitiveness for success in the industry.

Times have changed, and the markets have changed. Compared to a decade ago, the capital markets are much more complex. Following the introduction of the Stock Connect and Weighted Voting Right, the demand for greater transparency and disclosure from listed companies is higher than ever before. In this regard, the role of Investor Relations is now an integral function of listed companies, continuous communication between IR professionals and company's investor is key to success.

風雲10載、砥礪前行。轉眼之間，香港投資者關係協會(HKIRA)自成立至今已邁進了10周年。

協會成立於2008年，適值環球金融危機爆發，經濟環境充滿挑戰，當年毅然組織精英團隊創會的情景，至今仍歷歷在目。本人能見證協會邁進10週年，實在感到非常榮幸。

隨年漸長，協會無論在規模及專業層面的影響力均與日俱增，更在維護香港投資界發揮重要作用。協會透過持續倡導支持培訓、諮詢及建立人際網絡，從而提升業界競爭力，對此我深感欣慰。

時代變遷，市場亦不斷變化，資本市場相對十年前變得更為複雜。自滬深港通及同股不同權推出以後，對於上市公司增強透明度乃至披露程度的需求日益嚴格，與此同時，投資者關係已成為上市公司不可或缺一部份，投資者關係專業人士比以往任何時候更需要與公司投資者進行溝通，以達致良好的企業管治。

## FOUNDING CHAIRMAN'S MESSAGE

### 主席致辭

Looking forward, capitalizing on Hong Kong's unique advantages, and with the dedication and cooperation of all members and partners, I am hopeful and fully confident that the HKIRA will continue to be a leader in the profession, and make the most of the growing opportunities in the industry.

I must thank our Executive Committee, Advisory Board, IR Panel and our members, who remained loyal and kept their faith with the HKIRA. We are grateful to our colleagues for their diligence over the years. I would also like to express my deepest thanks to the SFC, HKEX, academic partners and industry players. Their support of our training programs, events and other activities, was essential to our success.

Serving the HKIRA has been the best and memorable experience in my life. I wish we have more good men and women joining and making HKIRA flourish and grow into the next 10 years...and beyond.

展望未來，憑藉香港獨特的優勢，以及全體會員及夥伴衷誠合作，我深信協會將繼續帶領業界，並為行業創造更多機遇，作出貢獻。

謹此感謝執行委員會、顧問團、IR精英團隊及所有會員，一直對我們的熱心支持和信任，讓協會順利運作。我亦要向我們所有勤奮的同事表示感謝，還有是歷來香港證監會、香港交易所、學界夥伴及同業友好。有賴他們的支持，協會所舉辦的培訓課程及其他活動，才得以圓滿成功。

一路走來，服務協會成為了我一生之中最難忘的美好經歷。我期望會有更多優秀人才加入我們，在未來10年與協會一起茁壯成長，創造更多個豐盛的10年。

**Dr. Eva Chan**  
*Founding Chairman*  
創會主席  
陳綺華博士



# EXECUTIVE COMMITTEE & ADVISORY BOARD

## 執行委員會委員及顧問團成員

### EXECUTIVE COMMITTEE

#### 執行委員會



**Dr. Eva Chan**  
陳綺華博士  
*Chairman of HKIRA*  
*Head of Investor Relations*  
**C C Land Holdings Limited**



**Mr. Randy Hung**  
孔敬權先生  
*Vice-Chairman of HKIRA*  
*Director of Investor Relations*  
**China Shineway Pharmaceutical Group Limited**



**Ms. Tiffany Cheung**  
張靜嫻女士  
*Treasurer of HKIRA*



**Ms. Winnie Fan**  
范穎如女士  
*Head of Investor Relations*  
**Television Broadcasts Limited**



**Ms. Nina Zhan**  
詹瀟瀟女士  
*Head of Investor Relations*  
**361 Degrees International Limited**



**Mr. Eric Yau**  
丘兆祺先生  
*Chief Strategy Officer*  
**Link Asset Management Limited**



**Ms. Agnes Chan**  
陳靜薇女士  
*Honorary Secretary of HKIRA*  
*Advisor*  
**Artemis Associates Limited**

### HONORARY SECRETARY

#### 榮譽秘書



# EXECUTIVE COMMITTEE & ADVISORY BOARD

## 執行委員會委員及顧問團成員

### ADVISORY BOARD

#### 顧問團



**Professor Louis Cheng**  
鄭子云教授  
Professor of Finance,  
School of Accounting and  
Finance  
Hong Kong Polytechnic  
University



**Mr. Andrew Weir**  
Regional Senior Partner,  
Hong Kong  
KPMG



**Dr. Guy Look**  
陸楷博士  
CFO and Executive  
Director  
Sa Sa International  
Holdings Limited



**Mr. Osbert Kho**  
許偉剛先生  
CEO  
irasia.com Limited



**Mr. Marcus Sultzer**  
Member of the  
Management Board, CRO  
EQS Group AG



**Dr. Kelvin Wong, JP**  
黃天祐先生 · JP  
Executive Director &  
Deputy Managing  
Director  
COSCO SHIPPING  
Ports Limited

# CONGRATULATORY 嘉賓題辭 MESSAGE

誼聯商彥  
協繪壯園

香港投資者關係協會十周年誌慶

財政司司長陳茂波



香港特別行政區  
Hong Kong  
Special Administrative Region

陳茂波  
Paul Chan Mo-Po

財政司司長  
Secretary for Development



The HKIRA has played a critical role in promoting investor relations best practices and advocating for high standards in investor relations education in Hong Kong. We congratulate the HKIRA and its members for 10 successful years and look forward to its continued contribution to the success of the Hong Kong market.

**HKEX**  
香港交易所

香港交易及結算所有限公司  
Hong Kong Exchanges and  
Clearing Limited

李小加  
**Charles Li**  
集團行政總裁  
Chief Executive





## CONGRATULATORY MESSAGE

嘉賓題辭

竿頭日進  
會務昌榮

運輸及房屋局副局長蘇偉文



香港投資者關係協會十周年誌慶

運輸及房屋局  
Transport and Housing Bureau

蘇偉文

So Wai Man, Raymond

運輸及房屋局副局長  
Under Secretary for  
Transport and Housing



## CONGRATULATORY MESSAGE

嘉賓題辭

特許公認會計師公會香港分會  
ACCA (The Association of Chartered Certified Accountants)

陳和美  
Natalie Chan

ACCA (特許公認會計師公會) 香港分會會長 2018/2019  
Chairman, ACCA Hong Kong 2018/2019



恭賀香港投資者關係協會  
**十週年誌慶！  
祝願鵬程萬里！**

*Congratulations to the  
10th Anniversary of HKIRA!  
Wish you many more successful  
decades to come!*

香港理工大學可持續經濟與創業金融中心  
Center for Economic Sustainability and Entrepreneurial Finance,  
The Hong Kong Polytechnic University

鄭子云教授  
Prof. Louis Cheng  
教授  
Professor



**會務興隆  
惠澤業界**

It is proud to congratulate the  
Hong Kong Investor Relations Association  
(HKIRA) for 10 years of achievement.  
May your organization succeeds  
year after year.  
My sincere support will always  
be with HKIRA.

## CONGRATULATORY MESSAGE

嘉賓題辭

香港上市公司商會  
The Chamber of Hong Kong Listed Companies  
梁伯韜  
Francis Leung  
主席  
Chairman



專才茂識  
卓績宏謨

全國工商聯房地產商會香港及國際分會有限公司  
China Real Estate Chamber of Commerce Hong Kong and  
International Chapter  
林熙齡博士  
Dr. Charles Lam  
主席  
Chairman



全國工商聯房地產商會香港及國際分會有限公司  
China Real Estate Chamber of Commerce Hong Kong and International Chapter Limited

工商團結  
共履宏猷

*I convey my warmest congratulations to  
the Hong Kong Investor Relations Association on  
its 10th Anniversary. I wish HKIRA every success  
in the years to come.*



## CONGRATULATORY MESSAGE

嘉賓題辭

香港大學專業進修學院  
HKU School of Professional and Continuing Education  
陳耀光博士  
Dr. Ringo Chan  
金融商業學院副總監  
Associate Head of College of Business and Finance



I take great pleasure in congratulating Hong Kong Investor Relations Association (HKIRA) on this auspicious 10th anniversary celebration.

HKIRA has become a highly recognized hub of nurturing investor relations professionals for Hong Kong, China and beyond. Both HKIRA and HKU SPACE have admirably committed to triangulate teaching, outreach and community engagement. No doubt HKIRA will continue to play a significant role in the advancement of IR professions not only for Hong Kong but also for the region.

香港獨立非執行董事協會  
Hong Kong Independent Non-Executive Director Association  
范仁達  
Anthony Fan  
會長  
President



祝 香港投資者關係協會

砥礪前行  
再創懋績

# CONGRATULATORY MESSAGE

## 嘉賓題辭

香港銀行學會  
The Hong Kong Institute of Bankers  
梁嘉麗  
Carrie Leung  
行政總裁  
Chief Executive Officer



耕耘十載，成功絕非偶然。  
衷心祝賀香港投資者關係協會  
成立十週年，期盼彼此能繼續  
共同努力，促進和鞏固香港  
獨特的國際位置和角色。

*We extend our heartiest congratulations to the Hong Kong Investor Relations Association on reaching 10 years of success. Our organisations share a common goal of supporting professional development in our respective industries and we look forward to maintaining the competitiveness of Hong Kong on the global stage together.*

香港會計師公會  
Hong Kong Institute of Certified Public Accountants  
唐業銓  
Eric Tong  
會長  
President



*The Hong Kong Institute of Certified Public Accountants would like to congratulate the Hong Kong Investor Relations Association on its tenth anniversary.*

*The Hong Kong Investor Relations Association's dedication to advancing the practice of investor relations as well as professional competency and status of its members is greatly respected by the Hong Kong Institute of Certified Public Accountants, who share the goal of promoting good corporate governance.*

*In its short history, the events and activities, including awards ceremonies, continuous professional development programmes and publications, all promote the integrity of the profession and contribute towards Hong Kong's status as a leading global financial centre.*

*Your continued diligent promotion of best practice sharing, extensive education and training programmes, activities to support the profession, and professional representation is highly appreciated and commendable.*

*We would like to wish you further success and all the best over the next ten years.*

## CONGRATULATORY MESSAGE

嘉賓題辭

香港特許秘書公會  
Hong Kong Institute of Chartered Secretaries  
傅溢鴻  
David Fu  
會長  
President



CHARTERED  
SECRETARIES  
特許秘書

# 專才薈萃 惠澤社會

*On behalf of The Hong Kong Institute of Chartered Secretaries (HKICS), I have great pleasure in congratulating the Hong Kong Investor Relations Association on its 10th anniversary celebration, let me take this opportunity to wish the Association continued success in the years ahead.*

香港董事學會  
The Hong Kong Institute of Directors  
徐尉玲博士  
Dr. Carlye Tsui BBS MBE JP  
行政總裁  
Chief Executive Officer



香港董事學會  
The Hong Kong Institute of Directors  
FOUNDED 1997

本會衷心祝賀  
香港投資者關係協會  
成立 10 週年  
及  
對投資者關係與  
專業發展貢獻良多。

Warmest congratulations to  
The Hong Kong Investor Relations Association  
on its 10th anniversary.  
HKIRA's efforts in investor relations and  
professional development are exemplary.

# CONGRATULATORY MESSAGE

## 嘉賓題辭

香港股票分析師協會  
Hong Kong Institute of Financial Analysts and Professional  
Commentators Limited  
鄧聲興博士  
Dr. Kenny Tang  
主席  
President



香港股票分析師協會  
The Hong Kong Institute of Financial Analysts  
and Professional Commentators Limited

# 秉持專業 服務社會

*Value protection,  
value preservation,  
and value creation*

香港投資基金公會  
Hong Kong Investment Funds Association  
Graham Turl  
主席  
Chairman



**CONGRATULATIONS  
ON THE 10<sup>TH</sup> ANNIVERSARY  
CELEBRATION OF THE  
HONG KONG INVESTOR  
RELATIONS ASSOCIATION**

## CONGRATULATORY MESSAGE

嘉賓題辭

香港證券及投資學會  
Hong Kong Securities and Investment Institute  
孔慶詩  
Ruth Kung  
行政總裁（秘書處）  
Chief Executive (HKSI Secretariat)



### 個中翹楚 懋績共仰

On behalf of the Hong Kong Securities and Investment Institute, I would like to convey our warmest wishes and congratulations to the Hong Kong Investor Relations Association ("HKIRA") on its 10th Anniversary.

Since its establishment in 2008, the HKIRA has played an instrumental role in advancing the standard of investor relations practices, as well as the professional competency of its members and market practitioners in Hong Kong.

With the growing sophistication of our financial markets and the demand for higher transparency and information disclosure, effective communication between corporate management and the investment community is crucial.

I wish the HKIRA, its members and staff, every success in its future endeavours and its dedication to uplift the professional standard and development of investor relations.

香港證券業協會  
Hong Kong Securities Association  
張為國  
Gary Cheung  
主席  
Chairman



### 輔助功宏 造福社群



## CONGRATULATORY MESSAGE

### 嘉賓題辭

香港財經分析師學會  
The Hong Kong Society of Financial Analysts  
偉聰翎，CFA  
Tony Watson, CFA  
會長  
President



*The HKSFA congratulates the HKIRA on it's 10th Anniversary. Investor communication is critical to the investment process. Ensuring Hong Kong maintains its place as a global financial center requires the transparent provision of complete information from securities issuers to investors on a timely basis. We are grateful to HKIRA for it's ongoing commitment to this worthy endeavor.*

香港創業及私募投資協會  
Hong Kong Venture Capital and Private Equity Association  
周玄沁  
H. Chin Chou  
主席  
Chairman



## 香港創業及私募投資協會 恭賀 香港投資者關係協會 十週年誌慶

HKVCA is pleased to  
congratulate  
The Hong Kong Investor Relations Association  
on its 10th anniversary

## CONGRATULATORY MESSAGE

### 嘉賓題辭

香港財務策劃師學會  
Institute of Financial Planners of Hong Kong  
趙小寶  
Steve Chiu  
主席  
Chairman



本人謹代表香港財務策劃師學會，  
恭賀香港投資者關係協會十週年誌慶。

香港投資者關係協會自成立以來，  
致力提升香港優秀投資者關係的基準，成績斐然，  
成就有目共睹，成功帶領行業進入高速增長。

衷心祝願香港投資者關係協會繼往開來，  
再創佳績。

*On behalf of the Institute of Financial Planners of Hong Kong,  
I would like to congratulate Hong Kong Investor Relations  
Association on their 10th Anniversary celebration.*

*Since its establishment, the HKIRA has strived to maintain its  
mission to raise the benchmark of investor relations excellence  
in Hong Kong. The HKIRA has made impressive and remarkable  
achievements and has tremendously led to the  
growing strength of the IR industry.*

*I truly wish the HKIRA every success in the years to come.*

投資者教育中心  
Investor Education Centre  
黃嘉純，SBS，JP  
Lester Huang, SBS, JP  
主席  
Chairman



### 香港投資者關係協會十周年紀念

投資者教育中心祝賀  
香港投資者關係協會成立十周年誌慶。

自成立以來，香港投資者關係協會於  
推動投資者關係發展及提升業界專業水準  
取得輝煌成績。值此，謹祝願  
香港投資者關係協會及其  
會員百尺竿頭，更進一步！

**A Congratulatory Message from the Investor Education Centre for  
The 10th Anniversary of the Hong Kong Investor Relations Association**

On behalf of the Investor Education Centre, I extend my heartiest congratulations to the  
Hong Kong Investor Relations Association (HKIRA) on your 10th Anniversary.

During these years, the HKIRA has made notable achievements in advancing the practice  
of investor relations and promoting professional excellence.

On this special occasion, I wish HKIRA and its members every success in the years ahead.

## CONGRATULATORY MESSAGE

嘉賓題辭

香港中國企業協會上市公司委員會  
The Listed Companies Council, (LCC)  
Hong Kong Chinese Enterprises Association

劉天倪  
Tony Liu  
理事長  
President



The Listed Companies Council,  
Hong Kong Chinese Enterprises Association

環球視野  
精益求精

港股 100 強研究中心



恭賀

香港投資者關係協會十週年誌慶

耕耘十載  
更上層樓

## CONGRATULATORY MESSAGE

嘉賓題辭

National Investor Relations Institute  
Gary A. LaBranche, FASAE, CAE  
President & CEO



*The creation of the Hong Kong Investor Relations Association ten years ago marked an important milestone in the advancement of the investor relations profession.*

*The celebration that you mark in 2018 reveals the success of your vision.*

*With a membership of 800 and an outstanding record of accomplishment, HKIA can be justly proud of what you have achieved. NIRI, and the entire community of IR societies around the world, recognize your achievements and honors HKIA on your anniversary. And we know that even greater things are to come from HKIA!*

*NIRI will mark the 50th anniversary of its founding in 2019. We join you in celebrating the "Power of IR" and the continuing mission to enhance engagement and participation in the capital markets. We wish you many years of prosperity and success.*

The Investor Relations Society  
Gary Davies  
Chief Executive Officer



*The Investor Relations Society would like to congratulate HKIRA on reaching their 10th Anniversary. The association has been a great support to the IR Society for over 5 years and our partnership and programme offering of the Certificate of Investor Relations is something we are very proud of. We hope to continue our ongoing relationship and we look forward to working together in the future.*

## CONGRATULATORY MESSAGE

### 嘉賓題辭

The Australasian Investor Relations Association  
**Ian Matheson**  
Chief Executive Officer



The Australasian Investor Relations Association congratulates the HKIRA on its 10th anniversary. This is a significant milestone in your history. Congratulations also to all those individuals who have contributed to your success so far. You have built an enviable platform for raising the awareness of and best practice in investor relations in Hong Kong and the region. We wish you well for the next ten years and look forward to working with you.

IR Club (Germany)  
**Patrick Kiss**  
Founder & Community Manager



IR Club congratulates HKIRA on its 10th anniversary.

The Hong Kong Investor Relations Association has been the driving force in educating IROs for a decade. It became an important voice in the dialogue with regulatory bodies, the investment community and the government. Most of all, HKIRA established itself as a platform for networking, communication, exchange and transfer of knowledge among investor relations professionals in Hong Kong and beyond.

Keep up the great work!



## CONGRATULATORY MESSAGE

嘉賓題辭

Investor Relations Professionals Association (Singapore)  
**Harold Woo**  
President



*On behalf of the Investor Relations Professionals Association (Singapore) ("IRPAS"), it is my pleasure to congratulate the Hong Kong Investor Relations Association ("HKIRA") as they celebrate their 10th Anniversary. Since 2008, HKIRA has been championing Investor Relations in Hong Kong. We note that to date, you have over 800 members comprising IROs and corporate officers responsible for communications between corporate management and the investment community.*

*IRPAS applauds your achievements in setting international standards in IR education, advocating best IR practices and professional development of IR practitioners in Hong Kong. Like you, IRPAS has been pursuing the same objectives in Singapore since 2008.*

*Best Wishes and Keep Up the Good Work HKIRA!*

Malaysian Investor Relations Association  
**Tan Sai Hup**  
Chairperson



*Congratulations to HKIRA on your 10th year anniversary! Your dedication and commitment in driving the professionalism and standards of investor relations in Hong Kong is highly commendable as it helps strengthen the trust and confidence between the listed companies and the investment community.*

*We wish you continued success and together, we can steer investor relations to the next level for the betterment of the companies and the investment community, both regionally and globally!*

PURSUIING PERSONAL  
DEVELOPMENT  
& LEARNING  
OPPORTUNITIES  
個人發展及學習機會





PROVIDING NEW  
& PROFESSIONAL  
KNOWLEDGE  
提供新專業知識



# KEY 里程碑 MILESTONE

TIMELINE  
大事回顧

hkira  
2008

The Hong Kong Investor  
Relations Association (HKIRA)  
officially established  
香港投資者關係協會正式成立



Started the first training program  
in collaboration with The Hong  
Kong Polytechnic University  
與香港理工大學合作開展首個  
培訓課程

2010



100

Recorded a total  
of 100 members  
會員總數達100人

2011

2012

Started the first certificate  
program CIR® in collaboration  
with IR Society (UK)  
與IR Society (英國)合作開展  
首個CIR®證書計劃





Organized the first IR  
Symposium with HKEX and  
continued annually  
與香港交易所合作舉辦  
首次投資者關係年度研討會

2013



NASDAQ Visit in the  
United States  
到訪美國納斯達克  
股票交易所



2015

Launched the IR Awards to recognize  
the excellence of listed companies and  
IR professionals in Hong Kong  
舉辦「投資者關係大獎」以表揚表現卓越之  
香港上市公司及投資者關係專業人士



500

Reached a total  
of 500 members  
會員總數達500人

2016

Extended footprint to the PRC with 25  
Shanghai-Hong Kong Stock-Connect  
Southbound Stocks joined our first 2-day  
roadshow

足跡遍及中國，邀請25所滬港通股份公  
司，參與為期兩天之首個國內路演



2017

Published the first publication "Investor  
Relations Best Practice Guide"  
出版了首本《投資者關係最佳守則》



2018

Celebrates 10<sup>th</sup> Anniversary  
慶祝成立十週年





## KEY MILESTONE 里程碑

### PURSUING EXCELLENCE, BUILDING TRUST, PREPARING FOR THE FUTURE 成就卓越，建立互信，攜手跨步前行



Symposium on Investor Relations 2013 co-hosted by HKEx and HKIRA (11 July 2013)  
與香港交易所聯合主辦2013年投資者關係研討會(2013年7月11日)

For a decade, the HKIRA has diligently pursued its goal of upholding and advancing the standards of Investor Relations and promoting best IR practices in Hong Kong.

The HKIRA has been offering the first IR training program in Hong Kong since 2010 together with its academic partner, The Hong Kong Polytechnic University. In the area of continuing professional development, the HKIRA has partnered with the School of Professional and Continuing Education (SPACE) at the University of Hong Kong since 2013. Comprehensive programs, offering participants the opportunity to gain greater professional skills applicable to real-world work situations. In cooperation with the UK Investor Society, the HKIRA offers the prestigious internationally recognized "CIR®" program in 2012.

With the increasing integration between Hong Kong and the mainland's capital markets, Hong Kong's capital markets are poised for substantial change. To keep

過去十年以來，香港投資者關係協會一直致力於提升香港投資者關係標準，並以推廣最佳守則為己任。

協會與學界夥伴攜手，2010年起與香港理工大學推出首個投資者關係培訓課程；由2013年至今，與香港大學校外進修部合作，開辦投資者關係全面專業實務技巧課程。2012年起並與英國投資者協會合辦國際認可CIR®計劃，提升會員和學員競爭力，為投資者關係資歷提供認證。隨著香港與內地資本市場一體化，香港市場預期迎來新機遇。為了加深會員對市場全新模式及發展之了解，協會與



Seminar: Dialogue with SFC on PSI (27 September 2012)  
研討會：與證監會對談－股價敏感資料(2012年9月27日)



Executive Certificate in Investor Relations 2013 collaborated with HKU SPACE (June 2013)  
與HKU SPACE合辦2013投資者關係行政人員證書課程(2013年6月)

## KEY MILESTONE 里程碑

members up-to-date with new market models and developments, the HKIRA has hosted and co-organized a variety of seminars and activities with the HKEX and the SFC. Furthermore, the HKIRA regularly organizes talks and luncheons, aimed at sharing knowledge among participants and at enriching their social involvement.

With widespread support from the investment community, and with keen enthusiastic participants, the HKIRA's IR Awards have become an influential event in the IR community. For four consecutive years now, the HKIRA has hosted the IR Awards, marking the culmination of a dedicated initiative by the Association in advancing and promoting best IR practices across a broad range of IR aspects.

The IR Awards have garnered support from Hong Kong listed companies and have become a sound and reputable recognition for the local IR professionals. Winning one of the IR Awards is both an affirmation of the best practices of the IR profession, as well as a significant tool for gaining recognition in the Investment industry.

To provide guidance to industry professionals, the HKIRA compiled the first reference publication in Hong Kong in 2017. Co-authored by 10 IR professionals from leading Hong Kong listed companies, the book was specifically written especially for local practitioners, based on the local regulations and also take reference of best practice in other parts of the world.

Moving forward, the HKIRA is committed to strengthening its role in terms of the scale and standards of the local IR profession, and most importantly, enhancing the success of its members into the future.

香港交易所及證監會合作舉辦多次研討會及活動；更定期組織講座與午餐會，分享知識之餘同時增進會員聯繫。

香港投資者關係大獎，承蒙投資界的廣泛支持，深受肯定，並已成為業界中盛事。連續第四年舉辦的香港投資者關係大獎，標誌着協會在全力提升及推進投資者關係專業上，不遺餘力，成績驕人。

香港投資者關係大獎得到各香港上市公司支持，備受業界推崇。大獎獎項，既是投資者關係守則的最佳典範，也是投資界對上市公司的一個肯定。

2017年，香港投資者關係協會邀請本地上市公司10位投資者關係專才，按照本地法規及參考世界各地最佳守則，合撰一本適用於香港業界的首本實務刊物。

展望未來，無論在投資者關係專業的影響力及知識水平，協會均繼續致力強化業界的專業角色，並為會員謀求更豐碩的成果。



Launched the 1st Investor Relations Awards (May 2015)  
舉辦首屆香港投資者關係大獎 (2015年5月)

# KEY MILESTONE 里程碑

## AN AMAZING JOURNEY 歲月流金

### 2010/11



New Year's Networking Party (7 January 2011)  
新年派對 (2011年1月7日)



Seminar "Corporate Governance Code and Rule Amendments: How they relate to IROs" (13 February 2012)  
「公司管治準則及規則修正案：與IRO的關係」研討會 (2012年2月13日)



2012 New Year Party (6 January 2012)  
2012新年派對 (2012年1月6日)



Seminar: "Debt Capital Markets" (11 August 2011)  
「債務資本市場」研討會 (2011年8月11日)

### 2011/12



# KEY MILESTONE 里程碑

## 2012/13



2013 New Year Party in Grand Hyatt  
(10 January 2013)  
於香港君悅酒店舉辦之2013新年派對  
(2013年1月10日)



Symposium on Investor Relations 2013 co-hosted by HKEX and HKIRA "Effective Investor Relations — Gateway to Better Corporate Governance" (11 July 2013)  
香港交易所與HKIRA合辦之2013投資者關係研討會「有效的投資者關係——開啟公司管治之門」(2013年7月11日)



Revision Class for the UK Certificate in  
Investor Relations CIR ©  
英國投資者關係協會CIR®課程培訓



Seminar "How to be an Annual Report  
Award Winner" (5 November 2012)  
「如何成為年報大獎得主」研討會  
(2012年11月5日)



Seminar "The Route to the International Bond  
Market" (22 April 2013)  
「如何走進國際債券市場」研討會(2013年  
4月22日)

## KEY MILESTONE 里程碑

### 2013/14



2014 New Year Party and IR Career Talk (7 February 2014)  
2014年新年派對暨投資者關係職業講座 (2014年2月7日)



Measurement of IR Impact (23 October 2013)  
投資者關係效益觀量 (2013年10月23日)



NASDAQ Visit in the United States  
到訪美國納斯達克股票交易所



1st Investor Relations Awards 2015  
2015第一屆香港投資者關係大獎



Members Luncheon cum TVB City Tour (28 November 2014)  
會員午餐聚會及參觀無線電視城 (2014年11月28日)



How to Become an Online Report Award winner (11 September 2014)  
如何成為電子年報大獎得主 (2014年9月11日)



HKEX IR Symposium 2014 (11 November 2014)  
香港交易所投資者關係研討會 2014 (2014年11月11日)

### 2014/15

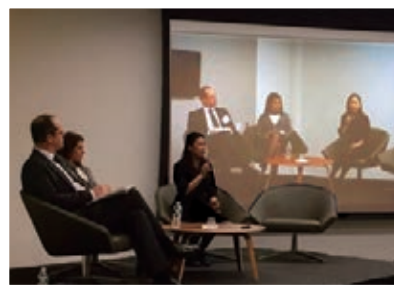


## KEY MILESTONE 里程碑

# 2015/16



Global IR Forum at New York (17 November 2015)  
於紐約舉辦的全球投資者關係論壇  
(2015年11月17日)



MTR Shenzhen "Rail plus Property"  
Project Visit (11 September 2016)  
參觀深圳港鐵「鐵路沿線物業」項目  
(2016年9月11日)



Workshop —  
Professional Make-up  
and Grooming for the  
Workplace (30 July 2016)  
職場專業化妝及美容  
工作坊 (2016年7月30  
日)



HKIRA 2nd Investor Relations Awards 2016  
2016第二屆香港投資者關係大獎



Stock Connect PRC Roadshow (14–15 April 2016)  
滬港通國內路演 (2016年4月14日至15日)



HKIRA 7th Anniversary Celebration &  
Investor Relations Symposium 2015  
(27 October 2015)  
第7週年慶典暨投資者關係研討會  
(2015年10月27日)



## KEY MILESTONE 里程碑

# 2016/17

HKIRA 8th Anniversary Celebration & IR Symposium 2016 (12 December 2016)  
8週年慶典暨投資者關係研討會(2016年12月12日)



Stock Connect Corporate Access Day @ Shenzhen (19 January 2017)  
滬港通之深圳境內企業考察團(2017年1月19日)



Stock Connect Corporate Access Day @ Shanghai (15-16 June 2017)  
滬港通之上海境內企業考察團(2017年6月15日至16日)



2017/18



Stock Connect Onshore Corporate Access Day @ Shanghai (15–16 June 2017)  
滬港通之上海境內企業考察團 (2017年6月15日至16日)



Members Luncheon (7 July 2017)  
會員午餐會 (2017年7月7日)



"The Dynamics of Shareholder Engagement and Shareholder Activism in Hong Kong" Conference (10 November 2017)  
「股東維權及活躍投資者」論壇 (2017年11月10日)



Members Luncheon (7 July 2017)  
會員午餐會 (2017年7月7日)



IR Wisdom Summit 2017 (Beijing) (11 September 2017)  
2017投資者關係睿智峰會 (北京)  
(2017年9月11日)

# SHARING FROM MEMBERS

會員賀辭

“

秉持專業  
服務社會

”



Capital Environment Holdings Limited  
首創環境控股有限公司

“ May this milestone of achievement  
mark the beginning of  
further growth and greater success ”



*Celebrating 10 years of  
Commitment and Looking  
Forward to an Inspiring Future*

周大福

CHOW TAI FOOK



“ Celebrating 10 years of  
Commitment and Looking  
Forward to an Inspiring Future ”

領展  
LINK

“ 知識就是力量  
智慧開創先河 ”



“ Congratulations to  
the Hong Kong  
Investor Relations  
Association on its  
10th Anniversary ”



“  
Leadership  
with  
Passion  
and Vision  
”



“  
With the Compliments  
of...  
”



## SHARING FROM MEMBERS

會員賀辭

*Celebrating 10 years  
of Commitment and  
Looking Forward to  
an Inspiring Future*



*Value protection,  
value preservation,  
and value creation*



*Congratulations to the Hong Kong  
Investor Relations Association  
on its 10th Anniversary*



華潤啤酒(控股)有限公司  
China Resources Beer (Holdings) Company Limited

*Valuable insights and  
knowledge sharing*



*與時並進  
繼往開來*



*Congratulations on the 10 years  
of Accomplishments  
of Hong Kong Investor  
Relations Association*





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# 專業創新

## 十位一體全球化財經傳訊集團

### 成為全球唯一一家上市的財經公關集團

皓天財經集團(1260.HK)是全球領先的財經傳訊集團，2012年在香港主板上市，成為全球唯一一家上市的財經公關集團。集團現有員工超過500人，以香港為基地，網路覆蓋全球包括紐約、倫敦、巴黎、法蘭克福、迪拜、波士頓等等各大金融中心，在北京、上海、深圳、新加坡都設有分公司。集團為上市公司和擬上市公司提供一站式金融服務，包括：財經傳訊、國際路演、財經印刷、投資者關係、資產管理、股權投資、品牌推廣、ESG報告、法定及商業保險及企業獵頭「十位一體」。成立至今已經助力500多家公司成功IPO，連續多年港股IPO市場份額超過80%，名列第一。為中國客戶提供新的海外諮詢服務，致力於帶領中國內地企業「走出去」；並且協助國際企業建立他們在亞洲的卓越優勢，促成在中國地區的跨領域合作。



# Congratulations to HKIRA on the 10th Anniversary

## Euroland IR

wish you and all members  
continued success in the years to come



**EUROLAND IR**

♥ Contact Us: [China@euroland.com](mailto:China@euroland.com)





## Your Trusted Investor Relations Partner

☎ Phone : +852 2831-9792

✉ Email : [info@irasia.com](mailto:info@irasia.com)

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- TARGET INVESTORS
- MANAGE CONTACTS
- DISTRIBUTE NEWS
- COMPLY WITH REGULATIONS



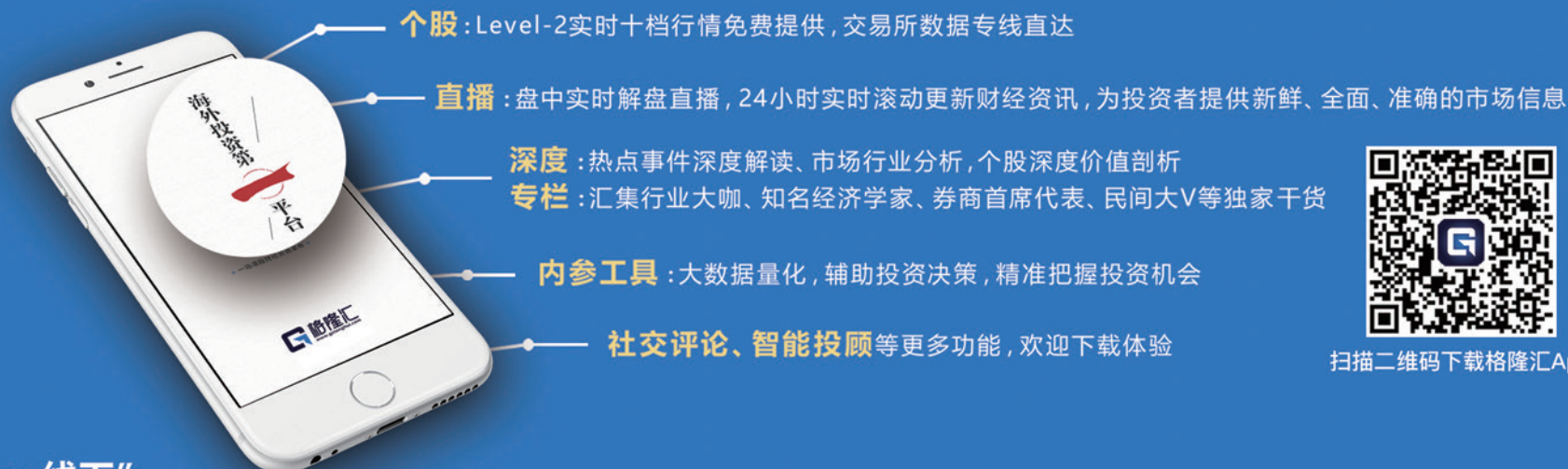
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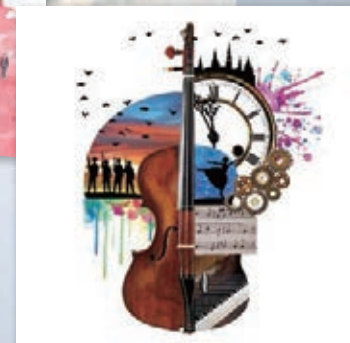
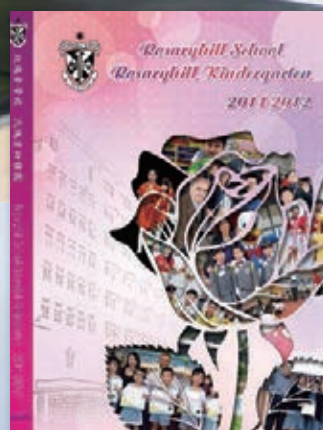
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