



CAPITOX

OXFORD BANKERS

The capitOx – the Oxford Bankers presents:

# BNP Paribas – Lei Shing Hong's Hong Kong Insight

22<sup>nd</sup> to 28<sup>th</sup> June, 2008

*An Insider's Insight into the Financial and Related Services in Asia's Premier Hub*

Platinum Sponsors:



**BNP PARIBAS**



利星行有限公司  
**LEI SHING HONG LIMITED**

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*Welcome Message*

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**Dear Delegate,**

It is with much excitement that we extend to you our warmest welcome to Hong Kong Insight 2008.

Growing interest among students in the Asia-Pacific region, and especially in the financial hub of Hong Kong, has inspired us to make this Trip happen. Through this Trip, we are committed to bringing together some of the crème de la crème finance-oriented students in the UK and some of the world's leading graduate employers - - a commitment witnessed and supported by our Platinum Sponsors, BNP Paribas and Lei Shing Hong.

**Why Hong Kong?**

Time magazine wrote, 'If the 19<sup>th</sup> century was the age of empire and the 20<sup>th</sup> one of war, the 21<sup>st</sup> century, to date, is an age of finance.' (28 January 2008) This is reflected in the growing interest in the financial and related industries that we observe among students. In fact, this has led to the creation of the organizing society, the capitOx.

Hong Kong is, by far, the most important financial hub in the world's fastest-growing region of Asia-Pacific, a region which houses 60% of the world population as well as some of the fastest growing economies in the world. Asia's rise has led it to become a magnet for some of the world's biggest business institutions. Hong Kong, leveraging on this rise, has managed to attract some of the world's top financial institutions: Citigroup, Deutsche Bank, Goldman Sachs and JP Morgan, to name several, have all made the conscious decision to locate their regional head office in Hong Kong.

In recent years, Hong Kong's prominence as Asia's premier financial hub has grown even more remarkably, undoubtedly linked directly to the miraculous rise of China to the status of an economic superpower. As an open economy with stable government, one of the most business-friendly tax codes in the world, mature legal and corporate-governance systems, and great attractiveness as an IPO destination especially with its close proximity to Asian growth areas, we believe that Hong Kong offers enormous opportunities for business – and thus for graduates seeking career in the financial and related industries.

## Our Tailor-made Programme

Our programme will enable delegates to gain invaluable insights into the financial and related industries and firms and explore the exciting career opportunities in these areas.

Networking starts on day one. Having checked in to their accommodation in Hong Kong University<sup>1</sup> beforehand, our delegation will be meeting up at **Bubba Gump, the Peak**<sup>2</sup> for dinner and drinks at 1830. Drinks will be provided to express our most sincere welcome. The Welcome Evening will be a first-time opportunity for the delegates to meet and network with each other in Hong Kong's 'most classic western restaurant serving international cuisine since 1928'.

Formal firm visits run from Monday to Thursday, 23-26 June. Our partner firms include **BNP Paribas, Lei Shing Hong, Credit Suisse, Deutsche Bank, Macquarie, Morgan Stanley, Hong Kong Monetary Authority** and **Hong Kong Stock Exchange**.

On Friday, there will be a grand Reception Drinks when our delegates will be joined by like-minded finance-oriented students in universities in Hong Kong (Please refer to *Schedule of Hong Kong Insight 2008* for detailed information.)

During the formal visits with talks and networking sessions with HR representatives, delegates will acquire an insight into the company's businesses, cultures, and entry requirements – and seize the opportunity to impress the representatives. The CVs of our delegates will be submitted to our partner firms, who may call up suitable candidates for interviews. An experience of the Hong Kong Monetary Authority and the Stock Exchange opens the eyes of delegates to the speed and excitement in the fast-moving markets. Hopefully it will inspire delegates to pursue a future career in the fast-paced world of trading and finance.

In the Trip you will meet with some of the world's leading graduate employers; gain insights into their businesses, cultures and opportunities; build a networking base with some of the best finance-oriented students in the UK; and look deeper into the financial world through the perspectives of insiders. We hope you will find it a fruitful experience.

With best wishes,

capitOx – the Oxford Bankers

The Hong Kong Insight Committee

**<sup>1</sup>Accommodation:** All delegates will be staying in a *double* room in Hong Kong University. It is a 25-storey building with a beautiful seaview; 30 minutes by bus from the city centre. Hot and cold shower rooms and toilets. Air-conditioning and linen will be provided but towels will not be.

Delegates can feel free to choose who they want to share a room with, but Hong Kong University requires that each room be shared by guests of the same gender. Should a delegate require a double room for him/herself, he or she will pay a premium of about 50GBP for the single occupancy of a double room. We regret that all accommodation in the University is shared.

**Rules and Regulations for Accommodation:**

- Each resident guest will be issued a Guest Card upon the first day of arrival. Resident guests entering the Hall must use the card for log in/out at reception and produce this card for inspection by the entrance staff if necessary.
  - Non-residents must leave the Hall before 11 p.m.
  - **Check out time is before 10 a.m, 28 June. \$100 will be charged for late check out.**
  - Residents should observe University Hall Regulation Rules and Hall Rules.
- For more information about accommodation, please refer to <http://www.hku.hk/starr>

**<sup>2</sup>Bubba Gump – the Peak** is situated in:

Shop 304 & 305, Level 3, The Peak Tower, 128 Peak Road, The Peak, Hong Kong.

Tel: (852) 2849-2867

**Transport:** Our main mode of transport in Hong Kong is taxis. Delegates (3-5 per taxi) will hire a taxi from one destination to another. Please keep a receipt for all travel expenses for *the programme of Hong Kong Insight* – we will reimburse you on Friday, 27 June.

For personal travels, delegates (especially those who frequently ride the MTR, buses and outlying island ferries) will find the Octopus card, a hi-tech transport debit card, extremely useful. Octopus cards are available at MTR Customer Service Centres or Airport Express Customer Service Centres.

From Hong Kong International Airport:

- Take the Airport Express Rail to Hong Kong Station (HK\$100), then take a taxi (approximately HK\$50-70, plus HK\$5 per piece of luggage) – the most convenient option.
- Take a taxi directly from the Airport (approximately HK\$350-370, plus HK\$5 per piece of luggage, plus toll and tunnel fees) – a luxurious but hassle-free option.

**Communication:** All updates of information will be done through email, internal phone and (if the delegate have a mobile number in Hong Kong) SMS. Our main point of contact is John Ho, who you can contact through his email [john.ho@capitox.com](mailto:john.ho@capitox.com) or his mobile (+852) 9607 3613.

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*Introduction to Our Platinum Sponsor: BNP Paribas*

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## **BNP PARIBAS**

### **About BNP Paribas**

BNP Paribas is a European leader in global banking and financial services and is one of the 4 strongest banks in the world according to Standard & Poor's. The group is present in over 85 countries, with almost 163,000 employees. The group holds key positions in three major segments: Corporate and Investment Banking, Asset Management & Services, and Retail Banking. Present throughout Europe in all of its business lines, the bank's two domestic markets in retail banking are France and Italy, BNP Paribas also has a significant presence in the United States and strong positions in Asia and the emerging markets.

### **BNP Paribas North & East Asia**

BNP Paribas' history in the region dates back to 1860, when the Bank first set up an office in Shanghai, China. Hong Kong celebrates its 50th anniversary in 2008.

In North & East Asia, BNP Paribas is organized around the dynamic regional hub of Hong Kong, with its business primarily comprising two core areas:

- **Corporate and Investment Banking**

Corporate and Investment Banking activities are balanced between advisory and capital markets (Corporate Finance, Equities, Fixed Income, Equities and Derivatives), and specialized financing (Structured Finance, Export and Commodities, Project Finance).

- **Asset Management and Services**

This is the asset-gathering arm of the Group which includes Private Banking and BNP Paribas Investment Partners.



# BNP PARIBAS

The Bank enjoys a leading position in Asia, the list of awards speaks for itself:

### Capital Markets - Fixed Income and Equities & Derivatives

- Best Overall Provider of FX services (as voted by Financial Institutions) - Asiamoney 2007 & 2006
- Best Investment Grade Bond of the year - Asiamoney 2007
- Derivatives House of the Year, Asia ex-Japan - AsiaRisk 2007
- Credit Derivatives House of the Year Asia - AsiaRisk 2007
- Deal of the Year - AsiaRisk 2007
- #1 Derivatives Dealer in Asia, Interdealer Poll Survey (as voted by Financial Institutions) - AsiaRisk 2007
- #1 Interest Rate Derivatives (Asia ex-Japan), Interdealer Poll Survey (as voted by Financial Institutions) - AsiaRisk 2007
- #1 Currency Derivatives (Asia ex-Japan), Interdealer Poll Survey (as voted by Financial Institutions) - AsiaRisk 2007
- #1 Credit Derivatives (Asia ex-Japan), Interdealer Poll Survey (as voted by Financial Institutions) - AsiaRisk 2007
- #1 Best Asian Sovereign or Quasi-Sovereign Bond - EuroweekAsia Awards 2007
- #1 Best Asian Financial Institution Bond - EuroweekAsia Awards 2007
- #3 Best Asian Bond as voted by leading investors in Asian international bonds - EuroweekAsia Awards 2007
- Most Impressive Asian Borrower - EuroweekAsia Awards 2007
- Best Credit Derivatives Provider in Asia in 2007 - Global Finance 2007 & 2006
- Best FX and Commodities Structured Product (Dragon Swap) - FinanceAsia 2007

### Corporate Finance

- Rising Star Equity House in Capital Markets Equity - Asset Asian Awards 2007
- Best Mid-Cap IPO, Asia, Nine Dragons Paper - Asset Asian Awards 2006
- Best Mid-Cap Equity House for 4 consecutive years since 2003 to 2006 - Asset Asian Awards
- Best Mid-Cap deals in 5 consecutive years since 2002 - Asset Asian Awards
- Best Mid-Cap Equity House for 3 years between 2003 to 2005 - FinanceAsia Awards

### Financing businesses

- # 1 Top Bookrunner in Asia Shipping financing - Dealogic 2007
- # 1 Top Mandated Lead Arranger in Asia for ECA-Backed Financing - Dealogic 2007
- #1 Deal of the Year - Westfarmers - EuroweekAsia Awards 2007
- #3 Most Popular Bank to Work With - EuroweekAsia Awards 2007
- #3 Best Arranger of Loans for Vietnamese Borrowers - EuroweekAsia Awards 2007

**BNP PARIBAS****Private Banking**

- # 1 Best Global Private Bank in Asia (for clients with USD 1-5mio AUM) - Asiamoney 2007
- # 2 Best Global Private Bank in Asia (for clients with USD 5-25mio AUM) - Asiamoney 2007
- # 3 Best Global Private Bank in Asia (for clients with USD 25mio+ AUM) - Asiamoney 2007
- Outstanding Private Bank for Innovation of Products/Services – Private Banker International 2007

**Strategic Investment & Local Incorporation in China**

In October 2005, BNP Paribas signed an agreement to buy 19.2 per cent of Bank of Nanjing (BON). The partnership with BON includes a range of business activities, building on BON's excellent knowledge and distribution strength of the local market, and BNP Paribas' product skills in areas including retail banking, credit cards, wealth management and corporate banking. BNP Paribas currently owns a 12.6 per cent stake in BON. BNP Paribas' plans with BON include building the consumer-finance business through a partnership with Cetelem. Already present in China, Cetelem has a state-of-the-art platform for consumer-finance products and an operating partnership with BON.

In April 2008, BNP Paribas secured the approval from the China Banking Regulatory Commission for converting the branches of BNP Paribas in Beijing, Tianjin and Guangzhou into branches of its existing subsidiary of BNP Paribas (China) Limited, the locally incorporated unit of BNP Paribas in China. BNP Paribas Shanghai branch will be retained as a foreign currency wholesale branch of BNP Paribas SA.

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*Introduction to our Platinum Sponsor: Lei Shing Hong*

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利星行有限公司  
**LEI SHING HONG LIMITED**

### **Company Overview**

Lei Shing Hong Limited, headquartered in Hong Kong, is one of China's most progressive companies. Our core businesses include distribution of automobiles, heavy machinery and power systems; property development and investment; general trading and financial investment and services. We operate in promising high-growth markets in Asia, generating annual revenues in excess of HK\$20bn with over 6,000 employees.

### **Mission**

- To nurture long-term customer relationships and ensure customer satisfaction by providing quality products backed by consistently excellent after-sales services.
- To provide shareholders with sustained and stable returns on their investments.
- To recruit, motivate and continuously develop the skills of high-caliber employees.
- To be a good corporate citizen that cares for the environment in all the markets in which we operate.

### **Core Businesses**

#### **Automobile**

We operate dealerships for a portfolio of premium brands in Asia, including: Mercedes-Benz in Mainland China; Mercedes-Benz and Porsche in Korea; Mercedes-Benz, Chrysler, Jeep and Smart in Taiwan; and Mercedes-Benz and Porsche in Vietnam. In addition, we are in partnership with Daimler and hold a significant equity stake in Mercedes-Benz distribution companies in Mainland China, Korea and, through our associate company Capital Motors, Inc. in Taiwan.



利星行有限公司  
LEI SHING HONG LIMITED

### **Machinery**

We are the largest Caterpillar hydraulic excavator dealership in the world, distributing the full range of Caterpillar products and services in our assigned territories in Mainland China and Taiwan.

### **Property**

We are engaged in the development of quality property projects, both commercial and residential, in the major cities of Mainland China.

### **Trading**

We specialize in commodity-based products, watch components and fertilizer trading. Our operations are based in Hong Kong, Singapore and Mainland China.

### **Financial Services**

The Capital Division is engaged in portfolio management, shares trading and service, securities brokerage along with LSH Credit Ltd. a money lending company, focusing on property, marine vessels and equipment lending.

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*Partner Firms of Hong Kong Insight (Alphabetical Order)*

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### **BNP Paribas**



## **BNP PARIBAS**

BNP Paribas is a European leader in global banking and financial services and is one of the 4 strongest banks in the world according to Standard & Poor's. The group is present in over 85 countries, with almost 163,000 employees. The group holds key positions in three major segments: Corporate and Investment Banking, Asset Management & Services, and Retail Banking. Present throughout Europe in all of its business lines, the bank's two domestic markets in retail banking are France and Italy, BNP Paribas also has a significant presence in the United States and strong positions in Asia and the emerging markets.

### **Credit Suisse**



Credit Suisse Group (Credit Suisse) is a Switzerland-based global financial services company catering to corporate, institutional and government clients, and high-net-worth individuals worldwide, as well as to retail clients in Switzerland. The Company serves its clients through its three divisions: Private Banking, Investment Banking and Asset Management. In Private Banking, the Company offers advice and a range of wealth management solutions, including pension planning, life insurance products, tax planning and wealth and inheritance advice. In Investment Banking, it offers investment banking and securities products and services to corporate, institutional and government clients worldwide. Its products and services include debt and equity underwriting, sales and trading, mergers and acquisitions advice, divestitures, corporate sales, restructuring and investment research. In Asset Management, it provides access to a range of investment classes, ranging from money market, fixed income, equities and balanced products, to alternative investments, such as real estate, hedge funds, private equity and volatility management. During the year ended December 31, 2007, the Company completed its acquisition of a majority interest in Hedging-Griffo, an asset management and private banking company in Brazil. (Reuters)

## Deutsche Bank



Deutsche Bank AG is a global investment bank. The Company offers a range of investment, financial and related products and services to private individuals, corporate entities and institutional clients worldwide. It has three divisions. Corporate and Investment Bank comprises Corporate Banking and Securities (CB&S) and Global Transaction Banking (GTB) that serves large and medium-sized corporations, financial institutions, public sector and multinational organizations. Private Clients and Asset Management (PCAM) comprises Asset and Wealth Management and Private and Business Clients and serves retail and small corporate, as well as wealthy clients and provides asset management services to retail and institutional clients. Corporate Investments manages the majority of Deutsche Bank's alternative assets portfolio and other debt and equity positions.

## Hong Kong Monetary Authority



HONG KONG MONETARY AUTHORITY  
香港金融管理局

The Hong Kong Monetary Authority (HKMA) was established on 1 April 1993 by merging the Office of the Exchange Fund with the Office of the Commissioner of Banking. Its main functions and responsibilities are governed by the Exchange Fund Ordinance and the Banking Ordinance and it reports to the Financial Secretary.

The HKMA is the government authority in Hong Kong responsible for maintaining monetary and banking stability. Its main functions are:

- keeping the Hong Kong dollar stable
- managing the Exchange Fund - Hong Kong's official reserves - in a sound and effective way
- promoting the safety of Hong Kong's banking system
- developing Hong Kong's financial infrastructure to enable money to flow smoothly, freely and without obstruction

## Hong Kong Stock Exchange



**Hong Kong Exchanges and Clearing Limited** is the stock exchange of Hong Kong. HKEx is the holding company for The Stock Exchange of Hong Kong Limited (SEHK), Hong Kong Futures Exchange Limited (HKFE) and Hong Kong Securities Clearing Company Limited. With a total market capitalization of over US\$2.124 trillion as of as at July 12 2007, the HKEx ranks fifth in the world by market capitalization of listed companies (see List of stock exchanges for complete rankings).

## Lei Shing Hong



利星行有限公司  
**LEI SHING HONG LIMITED**

Lei Shing Hong Limited, headquartered in Hong Kong, is one of China's most progressive companies. It has five core businesses in promising high-growth markets. It operates dealerships for a portfolio of premium automobile brands in Northeast Asia, including Mercedes-Benz, Porsche, Chrysler, Jeep and Smart. In heavy machinery, it distributes a wide range of Caterpillar products. Lei Shing Hong is a property developer and investor in Beijing and Shanghai, while its trading activities focus on commodity-based products, watch components and fertilizers. The Group also has a range of interests in finance services.

## Macquarie



MACQUARIE

The Macquarie Group is a diversified international provider of banking, financial, advisory and investment services, headquartered in Sydney, Australia. Macquarie's strategy is to expand selectively and enter markets only where its particular skills and expertise deliver real value to clients. This approach provides the strategic flexibility to enter new sectors and regions as opportunities arise and to respond to the specialist requirement of individual markets. As a result, Macquarie has established leading positions in a diverse range of markets.

In Australia and New Zealand, Macquarie is a market leader in investment and financial services. In Asia, Macquarie offers a full range of investment, financial market and advisory products and services, and in Europe, the Middle East, Africa and the Americas, Macquarie focuses on particular business areas in which its expertise delivers value to clients. Macquarie has grown substantially since its beginnings in Australia in 1969 - and more recently has reported successive years of record profits and growth since 1992. Macquarie now employs more than 11,000 people in 25 countries. (Macquarie)

## Morgan Stanley



Morgan Stanley, incorporated in 1981, is a global financial services firm that, through its subsidiaries and affiliates, provides its products and services to a group of clients and customers, including corporations, governments, financial institutions and individuals. Morgan Stanley's business segments include Institutional Securities, Global Wealth Management Group and Asset Management. Morgan Stanley conducts its business from its headquarters in and around New York City, its regional offices and branches throughout the United States and its principal offices in London, Tokyo, Hong Kong and other world financial centers. (Reuters)

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*Schedule of Hong Kong Insight, 22 – 28 June 2008*

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**Sunday, 22 June**

**Before 1800:** Check-in to accommodation in **Hong Kong University**

For more information about accommodation, please refer <http://www.hku.hk/starr>

**From 1830:** Welcome Evening: Dinner and drinks at **Bubba Gump, the Peak**

Networking is key to the financial and related industries and, therefore, to Hong Kong Insight. The welcome evening will be a first-time opportunity for the delegates to dine, meet and network with each other.

**Monday, 23 June**

**1130-1430:** Lunch and Networking Session with our Platinum Sponsor, BNP Paribas

**1530-1630:** Visit to Hong Kong Monetary Authority

**Tuesday, 24 June**

**1000-1200:** Visit to and Networking Session with Macquarie

**1400-1600:** Visit to and Networking Session with Morgan Stanley

**Wednesday, 25 June**

**1030- 1130:** Visit to Hong Kong Stock Exchange

**1630: 1830:** Visit to and networking with Deutsche Bank

**Thursday, 26 June**

**1030-1200:** Visit to and Networking Session with our Platinum Sponsor, Lei Shing Hong

**1200-1430:** Visit to and Networking Session with Credit Suisse

**Friday, 27 June**

**1830-20:30:** Grand Reception Drinks with Chinese University of Hong Kong (CUHK)

In this celebratory evening, our delegation will be joined by like-minded professors and selected finance-oriented students from CUHK.

**Saturday, 28 June**

**0900-1100:** Breakfast (**Venue tbc**)

The End

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### *Our Executive Team*

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The capitOx of Oxford University has formed a special 'Insight committee', gathering some of the most experienced and dedicated finance-oriented students in Oxford to make the Trip successful and productive. Our committee members have held important positions in Oxford University societies, gaining insights into the financial and related industries through organizing careers, speakers and social events.

#### **Managing Director:**

John Ho is a Scholar of St Edmund Hall, Oxford University, studying Engineering, Economics and Management. He is the founder of the capitOx – the Oxford Banker, Chief Executive of the AsiaChance Global Networking and Oxford Blue Foundation Hong Kong Association. He also served as the Chairman and Director of the OXTUTE Project, a social enterprise business model that serviced more than 300 underprivileged children in summer 2007. He has widespread experience in organizing large scale public events and good connection to conglomerates and universities in Hong Kong and Vietnam. He has interned with a Barrister chamber in Hong Kong and is looking forward to an internship in a London Hedge Fund, CQS Management. He is the Managing Director of the capitOx of Oxford University.

#### **Executive Directors:**

Mong Thien SHIM is a Scholar of St Hugh's College, Oxford University, studying Philosophy, Politics and Economics. He serves as the Chief Secretary of Oxford University Asia-Pacific Society (OUAPS), Oxford's largest Asian society with over 700 members. Having also served in the Social Events Committee of the OUAPS and led St Hugh's Christian Union, he has widespread experience in organizing social and speaker events. Building on his interest in investment banking, Mong Thien has interned with CIMB Malaysia and is looking forward to an internship in the Country Team of the IBD of UBS Singapore. Mong Thien is the Internal Executive Director of the capitOx of Oxford University.

Yi Hua CHIM is a Scholar of St Hugh's College, Oxford University, studying Philosophy, Politics and Economics (PPE). He is also a Scholar under the Singapore Public Service Commission. He has served as the President of the Oxford University Malaysian and Singaporean Students' Association (OUMSSA), and as Treasurer of his college PPE Society and Secretary of his college Basketball club. He has widespread experience in organizing large scale events, and even helped to pioneer the inaugural Oxford University Malaysia-Singapore Night 2008.

#### **Associates:**

Victor Chan  
Cheryl Chau  
Hanbit Cho