



**FIRST FINANCE ASIA
YOUNG LEADERS DEVELOPMENT PROGRAM**

CAPITAL MARKET TRAINING WORKSHOP

*Co-organised with The Asia-Pacific Institute of Business at
The Chinese University of Hong Kong*

28 January – 3 February 2013

HONG KONG



香港中文大學
The Chinese University of Hong Kong



OVERVIEW OF FIRST FINANCE

FIRST FINANCE is a leading provider of Learning & Development solutions in finance, with offices in Paris, London, New York, Hong Kong and Singapore.

We are proud of our reputation as a market leader in the financial training business.

FIRST FINANCE recently became the first provider to train and certify according to the French regulation authority (*Autorité des Marchés Financiers-AMF*) in France. This AMF regulation applies to employees of investment and retail banks, asset management companies, brokerage companies or any Investment Services Provider (ISP) that markets financial products and processes or advises clients.

In 2012, we celebrate the 16th anniversary of our company. Since 1996, we have trained more than 50,000 professionals around the world in over 20 countries, in all areas of finance including financial markets, real estate finance, asset management and corporate finance. More than 600 banks, investment management groups and corporations have placed their trust in us.

In Asia, FIRST FINANCE's clients include:

- BNP Paribas
- Citigroup
- Bank of America /Merrill Lynch
- Societe Generale
- Morgan Stanley
- Newedge
- AXA Investment Managers
- Barclays Capital & Wealth
- Deutsche Bank
- Credit Suisse
- Invesco
- Credit Agricole
- Air Liquide

FIRST FINANCE's in-house education team:

- Highly recognized, specialized and professional trainers
- Some of our first class trainers have significant experience in designing and conducting training workshops and individual coaching sessions for investment bankers at VP/Director/SVP/MD level
- Over 250 external expert-practitioners and consulting trainers who are highly regarded finance professionals in their areas of expertise
- A strong full-time team of 60 employees at your service ensures completion of projects on a timely-basis

PROGRAM OVERVIEW

The current challenging business environment is placing new demands on leaders of a company. Leadership is more important than ever in giving all organisations a competitive edge, especially in the financial industry.

First Finance Asia Young Leaders Development Program is a training program customized for mainland top students, with an aim to develop their key competencies to be the future leaders in banking industry.

PROGRAM BENEFIT

First Finance Asia Young Leaders Development Program uses interactive and multidimensional approach of interactive lectures, practical case study, role-play activities, a virtual trading room simulation and company visits. This program is an ideal learning platform for participants to experience, to gain new insights and with opportunities to apply skills learned from the training.

First Trading Room™ - The First Finance Virtual Trading Room places participants opportunities to experience a real life-trading environment.

** Capital Market Training Workshop in Hong Kong is a program co-organized by FIRST FINANCE and The Asia-Pacific Institute of Business at The Chinese University of Hong Kong. The workshop will be delivered by scholars at the University and seasoned speakers at FIRST FINANCE.*

All participants who have successfully completed the program would receive certificates by two organisations: The Asia-Pacific Institute of Business and FIRST FINANCE.

The Chinese University of Hong Kong

Founded in 1963, The Chinese University of Hong Kong (CUHK) is a forward looking comprehensive research university with a global vision and a mission to combine tradition with modernity, and to bring together China and the West. CUHK boasts a galaxy of distinguished scholars and excellent researchers. It is the only university in Hong Kong staffed by 4 Nobel laureates, a Fields medalist and a Turing Award winner. CUHK undertakes a wide range of research programmes in many subject areas, and strives to provide scope for all academic staff to undertake consultancy and collaborative projects with industry. The University's insistence on the highest standards of research has won it an enviable research reputation. CUHK ranked 40th in the QS World University Rankings 2012.

CUHK Business School

CUHK Business School is a leading business school and a pioneer in business education in Hong Kong. It was established in 1963 and, the first business school to offer MBA and Executive MBA programs in the region. CUHK Business School begins by nurturing a global vision in its students, helping them to appreciate the intersection of business and culture. Over the years, it has nurtured more than 24,000 business professionals who have formed a major pillar of the local as well as global business community. Its Executive MBA was recognized by the Financial Times as among the Top 17 Executive MBA programs in the world in 2012.

The Asia-Pacific Institute of Business

The Asia-Pacific Institute of Business (APIB) was established in 1990 as the external arm of CUHK Business School. Positioned as the premier provider of executive education, APIB has a mission to empower managers and companies in meeting business challenges in Hong Kong and the rest of the Asia-Pacific region. To better meet these challenges, APIB has embarked on new partnerships with consortia of top business schools overseas to launch innovative graduate programs. APIB has renewed long-term partnerships with leading Hong Kong businesses and ministries and companies in China to train their senior managers in finance, accounting and human resource management.

PROGRAM OBJECTIVES

- Build and develop participants' professional skills to be a future leader in finance industry. To cultivate the leadership capabilities of participants by understanding cross-broader teams across functions in a bank.
- Cultivate participants' intuition in finance market through the sharing and discussions session in the classes, and by visiting Bloomberg or HKEx or a globalized company (To be confirmed) to witness the international securities market scene.
- Gain a general understanding of financial products in terms of counterparty, market and operational risks.
- Learn the mechanics, market conventions, role of various market participants; and to develop the participants' knowledge in capital market through the virtual laboratory simulation role play activity.
- Provide an effective communication platform for participants to meet the financial industry trainers, professors and the master in finance students in Hong Kong. Opportunities for the participants to learn and experience the studying, working and living in the cosmopolitan city - Hong Kong.
- Gain a chance of receiving one-month free trail of FIRST FINANCE e-learning online training. Participants would get a golden opportunity to access one of the world's most advanced financial course online learning platform to communicate with finance professionals globally.
- Offer the outstanding performance participant with an opportunity to attend a global high-end financial training course organized by FIRST FINANCE ASIA LTD., An award of RMB500 to RMB1000 study fund would also be offered to the participants to be their credits to attend the future training workshop, or for them to take part in the certificate courses in FIRST FINANCE.

PROGRAM AGENDA

Date		Time	Activities	Topics
Day 1 Jan 28 2013	Mon	PM	Arrival Date	
			Check in Hotel	
		6:30pm- 8:30pm	Orientation Dinner	Program Introduction Meeting with trainers
Day 2 Jan 29 2013	Tue	9am – 12nn	Financial Training by CUHK	Economics & Finance
		12nn - 1:30 pm	Lunch	
		1:30pm - 4:30pm	Workplace Competency Training	Professional Presence / Networking Skills
Day 3 Jan 30 2013	Wed	9am – 1 pm	Introduction to Capital Markets	Asset classes, OTC and organized markets, cash instruments
		1pm – 2:30pm	Lunch	
		2:30pm – 4:30pm	Company Visit	Bloomberg or HKEX or other company (T.B.C.)
Day 4 Jan 31 2013	Thu	9am - 1pm	Introduction to capital markets	Derivatives and structured products
		1pm - 2:30pm	Lunch	
		2:30pm - 4:30pm	Workplace competency Training	Interview & CV Writing Skills
Day 5 Feb 1 2013	Fri	9am – 12nn	Financial Training by CUHK	Equity Market and products
		12nn - 1:30pm	Lunch	
		1:30pm - 4:30pm	Introduction to Capital Markets	Fixed Income, Foreign exchange: cash instruments, forwards, and options
Day 6 Feb 2 2013	Sat	9am - 1pm	Capital Markets Foundations Review Role Play activities: experiencing a real life Trading Environment	First Trading Room™ - First Finance
		1pm - 2:30pm	Lunch	
		2:30 pm – 4:30pm	Students' final presentation	Specific topics to be defined
Day 7 Feb 3 2013	Sun	12 noon - 2:00pm	Farewell Lunch & Graduation Ceremony	Wrap up of the program

PROGRAM INFORMATION

Date : January 28 2013 (Monday) – February 3 2013 (Sunday)

Duration : 7 days

Location : Hong Kong

Language : English
(Some part of the lecture would arrange a professional interpreter for English to Chinese translation)

Fees : USD2,500/ RMB15,500-

Requirement:

- Students with financial and mathematical background
- School scholarship winner and students with specialty would be an advantage
- Student has achieved TOEFL score (higher than 90) or IELTS score (higher than 6.5) is preferred

This fees package is specially designed for the Future Chinese Financial Elite Young Leaders.

Fees include:

- Training Fees:
 - Lectures by trainers
 - Classroom translation
 - Coaching advice
- Training Materials
- Accommodation during the training:
 - 6 night, 4 stars, Twin bedroom
- Catering:
 - Welcome & Orientation Dinner
 - Lunch on training days
 - Graduation ceremony
- International Tourism Insurance, part of the transportation and communication expenses

* ***Round Trip flight tickets and Visa application fees NOT included***