

For Immediate Release

**TWF & Bloomberg Present a Celebration of Women in Finance:
March 19 Panel & Networking Event Focused on Women in Trading and Hedge Funds**

Hong Kong, March 7, 2013 – The Women's Foundation, one of Hong Kong's leading NGOs dedicated to the advancement of women, today announced the second event in their Leading Women Speaker Series: a Celebration of Women in Finance with a Focus on Trading and Hedge Funds on Tuesday, March 19. The Leading Women Speaker Series, launched last November in partnership with Bloomberg, is a series of panel discussions examining the opportunities and challenges women face across traditionally male-dominated industry and professional sectors.

The panel will feature the following distinguished speakers:

- * Xue Lan - Partner, Trivest Advisors
- * Christina Ma - Managing Director, Securities Division, Goldman Sachs
- * Elspeth Renshaw - Director, Asia Pacific Talent Management
- * Shiila Takaoka - Trader, Fidelity
- * Mia Saini, Bloomberg TV Anchor (Moderator)

Topics for discussion include:

- * Why do women make up just 5% of roles in trading and hedge funds?
- * What barriers to entry and on-going challenges do women in trading and hedge funds face?
- * What kind of qualifications, skill sets and on the job experience do you need to become a leader in this field? How accessible are these opportunities to women?
- * Do women bring different qualities to the job compared to men?

Over 150 finance professionals have signed up for the event which will be held at the Bloomberg Auditorium in Central and has the support of B&B Structured Finance, the British Council and Women in Finance Asia (WIFA). A number of seats are reserved for female undergraduates pursuing finance and business degrees and courses at leading local universities.

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Charity Number:91/6962

According to Terri Duhon, a former J.P. Morgan trader and author of, *What Really Happens on the Trading Floor*, "The fact remains that women are the extreme minority on the trading floor, which is a high stress and high energy place. There are few to no women on any given trading desk and the women that are there are still primarily in sales roles."

Following the panel, The Women's Foundation will publish a white paper detailing best practices and recommendations for business, industry associations, educators, parents, and the Government to achieve a more equal playing field for women looking to enter the finance industry or who are already working in the industry.

Su-Mei Thompson, CEO of The Women's Foundation, said "The Women in Finance panel will showcase the experiences of successful local female role models working in trading and hedge funds. We hope the panel will inspire other women in the field to overcome barriers at the ground level all the way through to the glass ceilings preventing them from making it to the very top. The economic future of Hong Kong rests on the strategic use of our human resources. As a leading global financial centre with an abundance of highly educated professional women, Hong Kong has the opportunity to send a powerful message to the world by asserting itself as a modern sophisticated economy that nurtures talent across the workforce."

According to Amanda Fankhauser, Head of Recruiting APAC at Bloomberg, "We are incredibly proud to be partnering and working with The Women's Foundation on the Leading Women Speaker Series. Bloomberg itself has a very diverse culture and women are a key and integral part of our business. We are passionate and excited about working with The Women's Foundation on examining the challenges and furthering opportunities for women in the workplace throughout this inspiring series of panel discussions."



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About The Leading Women Speaker Series

The Women's Foundation's Leading Women Speaker Series in partnership with Bloomberg consists of a series of panel events looking at the opportunities and challenges for women in traditionally male dominated industries and professions. In addition to Technology and Finance, other sectors being considered are Luxury Brands, Logistics and Transport, Oil and Gas, Pharmaceuticals, Private Equity and Hospitality. Under the mantra of Aspire, Grow and Lead, the panels will feature female leaders from each sector, examine the root causes for the institutional and cultural barriers preventing women from advancing, and showcase corporate best practices for the retention and promotion of female talent.

About The Women's Foundation

The Women's Foundation is a Hong Kong registered not-for-profit organisation dedicated to improving the lives of women and girls in Hong Kong. TWF is focused on challenging gender stereotypes, increasing the number of women in decision-making and leadership roles, and empowering women in poverty through ground-breaking research, innovative and impactful community programmes, and education and advocacy. For more information on The Women's Foundation, please visit <http://www.thewomensfoundationhk.org>

About Bloomberg:

Bloomberg, the global business and financial information news leader, gives influential decision makers a critical edge by connecting them to a dynamic network of information, people and ideas. The company's strength—delivering data, news and analytics through innovative technology, quickly and accurately—is at the core of the Bloomberg Professional service, which provides real time financial information to more than 300,000 subscribe globally. Through our philanthropy programme, we help charities and non-profit organisations around the world with education and literacy programmes, health and medical research, social work, arts and culture, public parks and the environment. Bloomberg's support of the Leading Women Speaker Series is part of our broader commitment to gender equality and the advancement of women's rights globally. www.bloomberg.com

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