



# Become a GBA Champion in Corporate and Commercial Banking



Apply now

20 Jul 2022 (Wed) | 7:00pm – 10:00pm



## Objective

The recent Greater Bay Area formation has created tremendous opportunities for bank practitioners in grabbing new businesses to grow. The dynamic and changing market environment in Greater Bay Area has led to a variety of new innovations, industries, competitions and technologies. These can provide both opportunities and challenges for bankers to cope with for career advancement and sustainability.

This course will not only focus on the latest Greater Bay Area characteristics, industry and technology developments, as well as receptive eco-systems, but also highly emphasizing on the relevant techniques, approaches, banking products and hot industry knowledge that bankers essentially need to acquire nowadays in order to solicit new businesses in Greater Bay Area sectors.

## Target Audience

**01 BANK EXECUTIVES**  
Credit Risk Managers who wish Create a risk management strategy to nurture your organisation's resilience and ensure long-term sustainability.

**02 KEY FINANCE MEMBERS**  
Banking practitioner who is seeking to build and enhance your organisation's resilience to respond to new challenges in the GBA area.

## SPEAKER Key Description

The trainer has gained substantial Greater Bay Area experiences since 2017/18, who is one of the foundation members of his employing financial institution's Greater Bay Area strategy nominated to contribute the bank's growths. Over years, he has frequently travelled and stationed in Greater Bay Area to gain new business opportunities, explore New Economy / Industry exposures, as well as broadening his managerial experience in the PRC regions.

His more than 15 years' work experiences in Corporate / Commercial Banking from leading banks have been reinforced by his enriched academic and professional qualifications including MFin (HKU), MAcc (CUHK), Certified Banker, FRM, Fellow of CPA, Fellow of CMA, GCMA, CFP, CFC, etc.

## Programme Outline

Overview of the latest GBA characteristics and development for banking and finance

Introduction of GBA hot and new industries for solicitations of banking businesses

Highlighting the hot business topics and banking solutions in the perspective of cross-selling and strategic angles for winning GBA businesses

Introduction of the GBA banking approaches in gaining new business opportunities

### Apply NOW

Scan the QR code at the upper right-hand corner or [click here](#) to apply via e-form

Programme Delivery Early Bird DEADLINE

Virtual Classroom (Zoom) 6 Jul 2022 (Wed)  
Cantonese

Enquiries Application DEADLINE

(852) 2153 7800 13 Jul 2022 (Wed)  
programme@hkib.org

### PRICE LIST

Early Bird  
Regular Price

Individual member

HKD 900

HKD 990

Staff Corporate Member

HKD 1,080

HKD1,190

Non-member

HKD 1,200

HKD1,320

Programme Code: HDCPDCBGP220702