

# Green Finance Product Development and Sales for Corporate Bankers

Programme Code: HGSU00P23051

**18 May 2023 (Thursday)**  
**2:00pm – 5:00pm**

**3 HOURS**  
HKIB ECF SFC  
CPD CPD CPT

## Programme Outline

### 1. Overview of green finance product landscape

- Market trends of popular green finance products in HK and major Asian markets
- Sale opportunities of ESG and green finance products
- Designs of ESG and green finance products for corporate clients
- Key design elements, process, and considerations
- Product construction and compliance concerns

### 2. Sales Pitches of ESG and green finance products

- Sales strategies of popular products
- Product characteristics in selected industries (real estates, consumables, industrials, public services, healthcare, etc.)
- Carbon neutrality and carbon trading derivatives for corporate clients
- Policy incentives for banks and corporates

### 3. Play a Game: ESG Rating

### 4. Green Finance Product Design & Development Considerations

- Certification of green finance products

### 5. HKMA GSF Grant Scheme

## Speaker Introduction

The speaker has served the senior management and board management of several listed companies in the past 30 years. He is presently a responsible officer of a licensed corporation, an INED of a listed company and a senior advisor of two other listed companies. He formulated ESG and internal control strategies for listed companies. He writes columns in major financial media and authors several book titles in ESG and green finance.

He is a chartered surveyor and received his PhD in Economics from Jiang Xi University of Finance and Economics and an MBA in Economics from the University of South Australia. He is also a visiting professor or a professor in practice in several universities and academic institutions in Hong Kong and in other regions.



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<https://hkib.org/page/119>

## Target Audiences

1. Banking Practitioners
2. Corporate and institutional sales and product development divisions in corporate banking and investment banking
3. PQ holders :

**CRWP ARWP ACsP**

**ACRP CCRP(CL) CCRP(CPM)**



## Programme Delivery

Virtual Classroom (Zoom)

Cantonese

## Early Bird DEADLINE

4 May 2023 (Thursday)

## Application DEADLINE

11 May 2023 (Thursday)

**PRICE  
LIST**

Early Bird

Regular Price

Individual  
Member  
HKD

900

HKD990

Staff of  
Corporate  
Member  
HKD

1,080

HKD1,190

Non-  
Member  
HKD

1,200

HKD1,320