

# Navigating the Future: 2025 Market Outlook and Strategic Insights for the Greater Bay Area

Programme Code: HGGB00P25011

**9 January 2025 (Thursday)**  
**12:00nn – 2:00pm**



**HKIB ECF SFC  
CPD CPD CPT**

## Programme Outline

- Economic Trends Leading to 2025**
  - Examine the macroeconomic environment of 2025: Participants will analyse key indicators such as GDP growth, employment trends, and consumer behavior to gain a comprehensive understanding of the region's economic health.
  - Explore the impact of government policies and initiatives on economic development, highlighting how regulatory frameworks and trade agreements shape market dynamics.
- Market Opportunities and Challenges**
  - Identify and evaluate the key market opportunities within the GBA, focusing on sectors poised for growth, such as technology, finance, and sustainable industries.
  - Analyse the challenges businesses facing, including competition, regulatory hurdles, and geopolitical factors.
- Strategic Implications for Businesses**
  - Showcase case studies of successful businesses in the region.
- Conclusion and Future Outlook**
  - Equip learners for informed decisions in evolving GBA landscape ahead.

## Speaker Introduction

The speaker, a 2022 PolyU DBA graduate, holds an MA in International Finance and a BE in Telecommunication Engineering from UNSW. Currently an Executive Vice President of Treasury Solution in a leading HK bank's Global Markets department, she boasts 18+ years of frontline experience in banking across HK and Sydney. Specialising in catering to a diverse clientele, ranging from HNW individuals to MNCs with a focus on Greater Bay Area customers, she is adept in strategic planning and executing corporate sales and marketing strategies. With a robust track record, she excels in long and short-term planning, demonstrating expertise in business development. Having extensive experience in public speaking, she is eager to share her insights and welcome participants seeking to enhance their financial market acumen and soft skills for business success.

## Target Audience

- Banking Practitioners Covering Cross Boundary Regional Businesses;**
- Professionals interested in macroeconomic analysis, forecasting for 2025 and the economic impact of government policies;**
- HKIB Professional Qualification Holders :**



## Programme Delivery

Virtual Classroom (Zoom)  
Cantonese

## Application DEADLINE

2 January 2025 (Thursday)



**[APPLY NOW!](#)**

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<https://hkib.org/page/185>

**PRICE  
LIST**

**Price**

Individual  
Member  
HKD

HKD660

Staff of  
Corporate  
Member  
HKD

HKD800

Non-  
Member  
HKD

HKD880