

Navigating ASEAN's Growth Frontier: Culture and Relationship Management

Programme Code: In person THGGB00P26012F
Virtual THGGB00P26012V

26 January 2026 (Monday)
12:00nn – 2:00pm

2 HOURS
HKIB ECF SFC
CPD CPD CPT

Programme Outline

ASEAN has been named as a powerhouse of economic growth, innovation, and diverse opportunities. As Hong Kong banks seek to expand their footprint and capitalise on cross-boundary synergies, understanding the intricacies of these markets is paramount. This session will provide a comprehensive overview, from cultural nuances to regulatory complexities, and outline strategic positioning for sustainable success.

Key Learning Points:

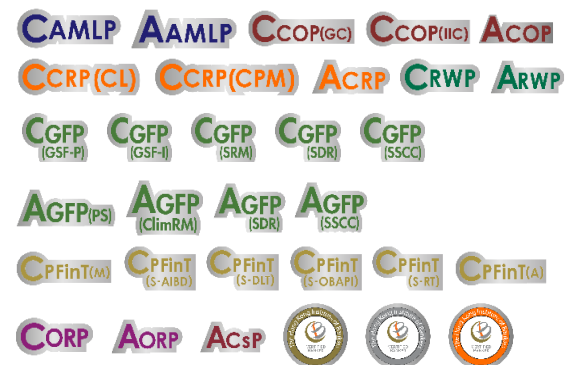
- Navigating the ASEAN Landscape - Cultural and Relationship Management
- Strategic Positioning for Banks in Hong Kong: Soft and Hard Skills for Capturing Opportunities
- Challenges in Cooperation and Collaboration with ASEAN Markets

Speaker Introduction

The speaker held regional leadership roles in various international financial institutions, providing management oversight on compliance, AML/CFT, legal, conduct and governance in relation to private banking, corporate banking, investment banking, global markets and securities businesses. In addition to her diversified exposures in the regulatory framework of different countries, she has a record of fostering sound culture and integrity.

Target Audiences

1. Banking Practitioners Covering Cross Boundary Regional Businesses;
2. Risk Managers, Compliance Officers, and Relationship Management Managers;
3. HKIB Professional Qualification Holders :



Programme Delivery

Virtual Classroom (Zoom)
English

Application DEADLINE

19 January 2026 (Monday)



In person



Virtual

APPLY NOW!

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

**PRICE
LIST**

Price

Individual
Member
HKD

HKD660

Staff of
Corporate
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HKD

HKD800

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HKD

HKD880