

# A synopsis of the 2004 FIX Seminar, Hong Kong

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**This year's Asian FIX Conference, held in March, kicked off the first in a series of road shows the FPL Asia Pacific Regional Committee plans to stage over the next 18 months. The number of attendees for this year's conference was upwards of 135 strong coming from different areas throughout the world.**

The committee this year looked to build on the success of its first conference in 2003, by once again taking a more 'lively' approach to conference presentations. In fact, this year's conference included two game show style presentations.

The "Weakest Link", hosted by Chris Biscoe, kicked off the conference. Participants were asked questions in random order and with varying degrees of difficulty. These questions ranged from the detailed i.e. "describe five tangible benefits of using FIX





today" to the straightforward i.e. "how long has FPL been in existence". Answers needed to be clear and concise, in order to fit within a 30 second time allotment. Participants were eliminated each round by measuring audience satisfaction through a round of applause on each participants answers (it should be noted that there were no wrong answers.) The game show, ultimately won by Grace Lin, was just the beginning of an exciting day.

The next presentation was a roundtable discussion on 'The challenges of bringing electronic trading to smaller participants'. As last year, we were fortunate to have local celebrity, Lorraine Hahn, host of CNN International's 'TALK ASIA' acting as the moderator.

Following a short break, the audience was treated to the highlight of the event, the ever-popular 'Dating Game'. Participants (The Bachelors) were asked a series of questions by the host (The Bachelorette, played by Lorraine Hahn). In the end, the winner was chosen based on his successful and often provocative responses to the questions. Not surprisingly, Bachelor #4, Richard Balarkas, was chosen to escort Lorraine on a fun-filled tour of the Hong Kong Stock Exchange.

Conference organizers then provided the sponsors of this year's conference, Javelin, Radianz, Reuters and SWIFT, with

the opportunity to illustrate some of their respective products in a "Sponsor's Dating Game". In the end, it was decided unanimously that they were all equally winners. It also helped that none of the participants were overly excited about the prospects of his or her date that awaited them.

The conference became more serious once again with the second round-table of the day, hosted by Lorraine Hahn, with the theme being "Changes in the industry and the deeper integration of electronic trading into mainstream business".

The conference concluded with an interview with Peter Randall, Executive Director of FPL, followed by closing remarks from Michael Brady, Co-Chair of the Asia Pacific Regional Committee.

For the second year in a row, the Asia Pacific Regional Committee was able to demonstrate that FIX can be simultaneously fun and informative.

In the coming months and years, we plan to hold similar events in other countries across the region. Our next scheduled conference will be held in Shanghai, China, later this year where we are expecting an even greater turnout and response. **FIX**