

Ms. Monita Mo's Speech on The Sixteenth China CFO50 Forum “How to attract international investment for the medium and small enterprises”

“China CFO50 Forum” is a monthly forum launched by Beijing CFO Development Center. International and domestic famous experts and scholars were invited to speak on the forum regarding the hot topics among CFOs and to share their successful experiences and achievement. This activity is to provide support and cooperation to CFO or high level financial managers on financial technique, financial management and capital market. At present, China CFO50 Forum has become a high level and famous forum for a lots of CFOs operate in China.

The sixteenth activity of this forum, “2009 Beijing enterprises investment and projects introduction forum” was opened on May 22nd 2009 in Beijing. Ms. Monita Mo was invited to speak in the Forum. This forum focused on capital raise and benefits to company. The event was very successful. It gathered a number of financial elites and attractive projects with total over 10 billions request for investment. Many presenters provided various efficient communication tactics and cooperation method, such as project road show, project preparation and release methods and effective communications skill. These lectures provided CFOs useful and effective ideas in tapping into capital and investors pool.



Ms. Monita Mo gave a brilliant and lively speech on the topic “How to attract international investment for the medium and small enterprises”. Ms. Mo talked about three types of investors in the capital market, what they are looking for; how to choose the right kind of investors; process of the fund raising; how to highlight the attractiveness of the enterprise, as well as how to make a persuasive fund raising plan. In the end, Ms. Mo briefly introduced her recent successful cases of Ascend. The audiences found it very useful. She also invited 3 PE firms, including Fidelity and SAIF, to present their criteria for selecting investments and how to interact with companies and entrepreneurs.