



香港信託人公會
Hong Kong Trustees' Association

HKTA seminar:

Navigating the Future: The Rise of Digital Assets in Financial Landscape

HKTA member **Free**

(Each corporate member can nominate up to 3 staff to attend.)

Non-HKTA member: HK\$300



Esteemed Speaker



Mr. King Leung

Global Head of
Financial Services,
Fintech &
Sustainability,
InvestHK

Esteemed Speaker



Ms. Elizabeth Wong

Director and Head of
Fintech unit,
Intermediaries,
Securities and Futures
Commission

Moderator



Mr. Simon Kellaway

Managing Director
Global Head of Sales and
Regional Head of GCNA
Financing & Securities
Services, Standard
Chartered Bank

A landmark development in virtual assets, and Bitcoin in particular, occurred in January 2024 when the U.S. Securities and Exchange Commission (SEC) approved the first-ever batch of spot Bitcoin ETFs. This milestone added more legitimacy to this new asset class. Together with its financial performance and portfolio diversification characteristic, more family offices and HNWI's are also increasingly allocating small % of their portfolios into this new asset class.

Meanwhile, HKMA unveiled Project Ensemble to support of development of Real World Asset (RWA) tokenisation in March 2024. This initiative also accelerated the participation in digital assets by major financial institutions, technology leaders, fintechs, etc

This seminar is intended to showcase a summary of the major industry development taken place to date from both a supply and demand perspective, highlighting key motivations behind why investors are attracted to the new asset class, and key opportunities for financial institutions, corporates, startups, investors in Hong Kong going forward.

28 April 2025 (Monday)

5:00 PM - 7:00 PM
(5:00 PM - 6:30 PM
Sharing Session
6:30 PM- 7:00 PM
Networking)

**VIP Suite, 30/F Standard
Chartered Bank Building,
4-4A Des Voeux Road
Central**

**1.5 HKTA
CPD points**

English

**Limited seats
available on a
first-come first-
served basis**

Check out: **"A-S-P-I-Re" for a brighter future: SFC's regulatory roadmap for Hong Kong's virtual asset market | Securities & Futures Commission of Hong Kong**

Hong Kong Trustees' Association

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Register Now

<https://forms.office.com/r/iSK9cvu5Rb>



4:30 PM	Registration
5:00 PM	Welcome & Opening by Christy Cheng, Co-Chair of Professional Development & Training of HKTA (CEO of Standard Chartered Trustee)
5:05 PM	Market forces behind investment shift to digital assets by King of InvestHK
5:40 PM	SFC's Regulatory Roadmap for Hong Kong's Virtual Asset Market - Fireside Chat with Elizabeth of SFC and Simon of SCB
6:15 PM	Q&A session
6:30 PM	Networking

Speakers and Moderator

• **Mr. King Leung, Global Head of Financial Services, Fintech & Sustainability, InvestHK**

As the Global Head of Financial Services, Fintech & Sustainability at InvestHK, the department of the Hong Kong SAR Government responsible for attracting Foreign Direct Investment, Mr. Leung's mission is to attract investment and boost job creation in the financial services, fintech, and sustainability sectors in Hong Kong. Moreover, Mr. Leung and his teams also help enrich the ecosystem and contribute to raising the long-term competitiveness and innovation of the related sectors in Hong Kong. Mr. Leung achieves this goal through collaboration with a broad range of stakeholders – policy bureaus, regulators, financial institutions, investors, fintech and sustainability companies, associations, etc. in Hong Kong, Mainland China, and other major international financial, fintech, and sustainability hubs.

• **Ms. Elizabeth Wong, Director and Head of Fintech unit, Intermediaries, Securities and Futures Commission**

Ms Elizabeth Wong is a Director and Head of Fintech unit of the Intermediaries Division of the Hong Kong Securities and Futures Commission.

Her work involves the formulation of the Commission's policy on fintech matters and leading and supervising the licensing application approval process for virtual asset trading platforms, robo-advisers, virtual asset fund managers and traditional securities and asset management firms. Prior to taking up this role, Ms Wong worked in the Investment Products Division and the Intermediaries Supervision Department and played a key role in Commission-wide policy initiatives including developing and enhancing Hong Kong as an international asset management centre and introducing guidelines for regulating the sale of investment products through online distribution and advisory platforms.

Ms Wong practised as a banking and finance lawyer in Hong Kong prior to joining the Commission.

• **Mr. Simon Kellaway, Managing Director, Global Head of Sales and Regional Head of GCNA, Financing & Securities Services, Standard Chartered Bank**

Simon Kellaway is Managing Director, Global Head of Sales and Regional Head of Greater China and North Asia, Financing & Securities Services ("FSS") within Standard Chartered's Financial Markets division.

In this role, Simon is responsible for the global business development and client segment teams within FSS and leads the end-to-end delivery of Standard Chartered's Securities Services and Prime Services proposition in the core North Asian markets of China, Hong Kong, Korea, Taiwan and Japan. His broad responsibilities include business development, relationship management, client service, product development and core operational delivery.

