



## Venture Capital – the fine line between success and failure

co-hosted by

HKICPA Corporate Finance Interest Group (CFIG) &  
HK Venture Capital & Private Equity Association (HKVCA)

<b>Speaker</b>	Mr. Roger Marshall Venture Committee member, HKVCA Managing Director, Persimmon Capital Limited
<b>Chairman</b>	Mr. Timothy Shen CFIG Management Committee member, HKICPA Chairman, Camden Rich Group
<b>Date</b>	<b>17 September 2009, Thursday</b>
<b>Venue</b>	Victoria Suite, 1/F, The Hong Kong Club 1 Jackson Road, Central. HK
<b>Dress Code</b>	<b>Smart Casual</b> (Please note: Jeans, denim, T-shirts, tracksuits, shorts and training shoes are <u>NOT</u> permitted at this venue)
<b>Admission Fee</b>	HK\$ 220 per person for CFGI/HKVCA members HK\$ 320 per person for non-CFIG/HKVCA members <i>Not a CFGI member? Click <a href="#">here</a> to join.</i>
<b>Language</b>	English
<b>HKICPA CPD Credit</b>	1.5 hour
<b>CPT Credit</b>	Please check with your compliance officer or other relevant personnel of your firm, as this event may be acceptable for CPT recognition for SFC licensed persons.
<b>Application Deadline</b>	<b>14 September 2009</b>

### Programme

- 6:00pm** Registration  
(Refreshments provided)
- 6:30pm** Presentation by speaker
- 7:30pm** Mix-and-mingle  
(Refreshments provided)
- 7:45pm** Experience sharing by  
chairman
- 8:05pm** Q&A session
- 8:15pm** Closing remarks

## Registration

**Online registration:** For the time being, this facility ([click here](#)) is available only to members who are both Institute and CFGI members. If you are not both, please reply by post or fax.

**By post or by fax:** Complete the attached reply slip and return it to the Institute on or before **14 September 2009**, together with full payment. Cheques should be made payable to the “Hong Kong Institute of Certified Public Accountants”. Fax registration will be accepted only if payment is made by any Visa/Master credit card.

The number of places is limited and in the event of over-subscription, places will be allocated on a first-come-first-served basis and **CFGI/HKVCA members will be given priority for registration**. Confirmation of registration will be sent by e-mail. If confirmation has not been received by 15 September 2009, please contact Ms May Hung at 2287 7009 / Ms Canace Leung at 2287 7089.

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## ABOUT THE TALK

Companies require funds to develop their businesses, and financial support can take the form of loans, equity capital ... etc. Venture capital is a means of providing longer-term funding to companies. In addition to being a source of fund provider, venture capital companies can be value-added partners to businesses and drivers for the growth in enterprises.

The talk, to be illustrated with examples, will cover:

- Venture capital (VC) / private equity (PE) and their advantages
- The macro and recent trends of VC/PE investments
- What do venture capitalists look for when choosing investments and how do they invest their money?
- How to prepare your business to work effectively with venture capital firms?

## ABOUT THE SPEAKER & THE CHAIRMAN

**Mr. Roger Marshall** is managing director of Persimmon Capital Limited, an investment management and advisory firm that he founded in 1999 specialising in private equity and venture capital. Roger has been involved in private equity industry affairs for the last 10 years. He was chairman (2002) and president (2003-2005) of the Hong Kong Venture Capital & Private Equity Association.

Roger is an active investor and is developing a number of businesses – principally asset-based businesses in food processing, leisure and healthcare. He is an executive director of Leisure Capital Group, a developer and manager of leisure and recreation facilities, principally in China, and the China Hospital Group, which is seeking to acquire specialist hospitals in China. He is an independent non-executive director of Shanghai Dajiang Stock (Group) Co. Ltd., a Shanghai-listed meat processing business. He sits on the investment committee of Siam Investment Fund II, a private equity fund invests in Thailand. He is also chairman of Octasoft International, a software and systems provider to financial institutions active in Greater China and South East Asia, the business of which has now been sold. He was chairman of Creative Food Group, a fresh produce business in China, the sale of which was completed in 2008 to Bakkavör Group hf, an Icelandic-listed but UK based fresh food group. He remains on the board of Bakkavör China Limited.

Roger qualified as a chartered accountant with KPMG, London in 1977 and worked in senior financial management positions in the hospitality, transport and oil services industries before coming to Hong Kong in 1992. He has been managing director of ABN AMRO Capital in Asia, the private equity investment management affiliate of ABN AMRO Bank, since 1999. Previously, he was an executive director of the Crosby group, where he managed private equity funds in China and Thailand.

**Mr. Timothy Shen** is the founder and managing director of Camden Rich Group, which is a private equity focusing on investments in finance, media, manufacturing, retail operations & energy (conventional and renewable) in China. He has over 20 years of extensive experience in the business strategies, accounting and legal, corporate finance, investments and governmental relationship building with companies including Merrill Lynch, Coopers & Lybrand, China Merchants Holdings International, and as the CEO & CFO of Universal Holdings Limited.

Tim also established the China Enterprises Economic Research Study Centre, which is an elite business leaders group comprising senior management from more than 100 Hong Kong and China listed companies, providing regular “think-tank” services to various entities and policy makers in Hong Kong and China, covering macro-micro economic strategies.



**CFIG/HKVCA Joint Seminar on  
Venture Capital – the fine line between success and failure  
Enrolment Form**

**Operation & Finance Department,  
Hong Kong Institute of CPAs**

37th Floor, Wu Chung House,  
213 Queen's Road East, Hong Kong.

**Fax no: 2893 9853**

**\*Click here for online enrolment (only if you are both Institute and CFGI member)**

**17 September 2009**

*(Please reply on or before 14 September 2009)*

**FOR OFFICE USE**

Seq. no.: .....

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Please allow 4 days to process your application. In order not to delay the process, please do NOT make any unnecessary enquiries. You can check your enrolment status at "My CPA" at <http://www.hkicpa.org.hk>. Unsuccessful enrolment will be notified 2 days before the event with full refund.

**Please type or print:-**

Name: (\*Mr./ Mrs. /Ms.) \_\_\_\_\_ Institute Membership No.: \_\_\_\_\_

Company name: \_\_\_\_\_

Position held: \_\_\_\_\_ Email: \_\_\_\_\_

Telephone No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_

**Additional Participant(s):**

	Name	HKICPA No. (if applicable)	Position
1.	_____	_____	_____
2.	_____	_____	_____

Please "✓" as appropriate

**Admission Fee:**     HK\$ 220 per person (CFGI/HKVCA members) X \_\_\_\_\_ person(s) = HK\$ \_\_\_\_\_  
 HK\$ 320 per person (Non-CFGI/HKVCA members) X \_\_\_\_\_ person(s) = HK\$ \_\_\_\_\_

**Payment by:**     Cheque no.: \_\_\_\_\_ (Bank: \_\_\_\_\_ )  
 Visa / Master credit card

*\*Cheques should be made payable to "Hong Kong Institute of Certified Public Accountants"*

For payment by credit card, please fill in the following:	Card no.:																		
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Please put a "✓" if you require a receipt and indicate your choice of delivery:  
 by email     by post (to the address as shown below)

Name:	Name:
Address:	Address:

**Notes:**

- Enrolments are accepted on a first-come-first-served basis. Telephone reservations will not be accepted.
- Full payment must be made before applications will be processed.
- The closing date for enrolment is **14 September 2009**.
- Confirmation will be sent by e-mail, unless your application for registration is unsuccessful. If you have not received any confirmation by 15 September 2009, please contact Ms May Hung, on 2287 7009, or Ms Canace Leung, on 2287 7089.
- Unless the seminar is cancelled due to unforeseen circumstances, no refunds will be given after applications have been processed.
- Bad weather arrangement: The seminar will be cancelled if typhoon signal no. 8 or above / black rainstorm warning is hoisted, as announced by the Hong Kong Observatory, at or after 2:30 p.m. on the date of seminar. In the event of bad weather, the admission fee will be refunded.

**Payment & Enrolment Status Enquiry: 2287 7381**  
e-mail: [finance@hkicpa.org.hk](mailto:finance@hkicpa.org.hk)

**Event Information Enquiry: 2287 7009 / 2287 7089**  
e-mail: [mcs.msce@hkicpa.org.hk](mailto:mcs.msce@hkicpa.org.hk)