

## **CEL's New Shanghai Office Opens**

On 6 September 2011, CEL's new energy fund, mezzanine fund and several other Shanghai-based units settled into their new office at 21st Century Tower, Lujiazhui financial district, Pudong, Shanghai. This is the third major office area of CEL in the mainland, after Shenzhen and Beijing.

The opening of the new office was marked by an inauguration ceremony in the morning. Mr. Zang Qiutao, Vice-Chairman of China Everbright Group, Mr. Chen Shuang, CEO of CEL, Mr. Gao Baoquan, General Manager of Shanghai Everbright Convention & Exhibition Center, Mr. Fang Xinghai, Director General of Shanghai Financial Services Office, Mr. Wang Dehong, Deputy Director of the Shanghai Lujiazhui Finance and Trade Zone Management Committee, Mr. Dai Zhihao, Vice-President of Baosteel Group, Mr. Lu Hongbing, Vice-President of All China Lawyers Association and Chief Executive Partner of Grandall Law Firm, and Mr. Li Shan, Vice-Chairman of UBS Asia Investment Banking hosted the ribbon-cutting ceremony. More than 50 guests from CEL's Shanghai-based units, the Shanghai Municipal Government and business partners attended the event.

CEL's asset management-focused businesses have achieved exciting progress in recent years. CEL has established 12 investment funds including private equity fund, venture capital fund, industry investment fund and hedge fund, with a combined AUM of about HK\$20 billion.

Mr. Zang Qiutao, Vice-Chairman of China Everbright Group, said in his address, "As a professional investment manager with many years of experience in offshore business, CEL has an asset management platform that not only helps domestic investors source and invest in Chinese enterprises with significant potential, but also channels funding to support the growth of Chinese companies, generating profound returns for investors in the process. On the other hand, with the rapid economic growth of China, CEL is eagerly seeking synergy with the banking, securities, insurance and asset management arms of China Everbright Group. The aim is to build a more diversified cross-border financial platform to help mainland companies and individuals invest offshore and achieve asset appreciation." He attributed CEL's achievements to the support from all sectors, and wished to receive further guidance



and opinion on the China Everbright Group and CEL in the future.

Designed in the same style as CEL's Hong Kong office, the new Shanghai office continues to embody CEL's brand philosophy but shows a brand new corporate image. It is a display of CEL's confidence in its future.