



FinTech Association of Hong Kong Appoints New General Manager

FinTech influencer and financial industry veteran, Helene Li, joins as General Manager as FinTech Association of Hong Kong continues its growth

Hong Kong – 9 October 2019 – The FinTech Association of Hong Kong has today announced the appointment of Helene Li as its new General Manager. Helene, a financial services industry veteran, joins as the Association significantly increases its reach and influence both in Hong Kong and globally.

Over a distinguished career, Helene has held leadership positions at some of the world's major financial institutions, including JPMorgan, BNP Paribas and Lombard Odier. She is a leading voice on digital transformation and all aspects of FinTech, and is ranked a top two influencer by both Refinitiv and Onalytica. Helene is also the co-founder of Golmpact, an organisation which aims to promote sustainable investing.

Helene's appointment follows a period of sustained growth for the Association, which now represents over 1,500 members and more than 350 firms, and has become the voice of the industry in Hong Kong. Helene succeeds Mr. Musheer Ahmed, who has held the role since the launch of the Association two years ago and who will remain active as a member of the board.

Henri Arslanian, Chairman of the FinTech Association of Hong Kong, said, "We have ambitious goals for the months ahead and I believe Helene's experience and expertise will be very useful as we continue to drive the Association forward."

Helene Li, General Manager of the FinTech Association of Hong Kong, said, "The ongoing growth of the industry in Hong Kong, rapid development of the Greater Bay Area and increased involvement from governments worldwide all demonstrate the crucial role FinTech plays in economic development. I look forward to bringing my experience to help further develop Hong Kong's reputation as a global FinTech powerhouse."

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About the FinTech Association of Hong Kong

The FinTech Association of Hong Kong (FTAHK) is an independent, not-for-profit, member-driven organisation that is the voice of the FinTech community in Hong Kong. Members range from promising startups and passionate individuals to global financial institutions and service providers. FTAHK is currently led by a volunteer group of board members from the FinTech community who care about the future of FinTech in Hong Kong, greater China and Asia. The Association's three initial goals are to:

- Advocate – create the unified voice for the Hong Kong FinTech ecosystem
- Collaborate – bring together the diverse parts of the community
- Educate – learn from existing leaders and nurture the next generation of talent



FINTECH ASSOCIATION OF HONG KONG

The Association is organised and led by the community for the community through a series of committees which will initially focus on the following areas of FinTech:

- Artificial Intelligence
- Big Data
- Blockchain
- China Greater Bay FinTech
- Cyber Security
- Design & Experience
- Digital Banking
- Financial Literacy & Inclusion
- InsurTech
- Payments
- Policy & Advocacy
- RegTech
- Talent & Diversity
- WealthTech

For more information about the FinTech Association of Hong Kong and how you can join, go to:
<https://ftahk.org/>