NEWS RELEASE

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Asia’s Banking CEOs: The Future of Finance in Asia

Singapore – September 2008 – With developing economies emerging and opening their doors to world competition, titans of the global banking industry like Citigroup, Bank of America and the Royal Bank of Scotland are sweeping in to vie for a piece of the Asian pie. In addition, many of these Asian banks also face serious challenges in harnessing this growth internally.

In the new book by John Wiley & Sons (Asia) Pte Ltd, Asia’s Banking CEOs: The Future of Finance in Asia (ISBN: 978-0-470-82359-0), authors Peter Hoflich examines the personalities and leadership qualities of 25 CEOs who have led Asia’s most significant banks and played a key role in making the region’s financial services what it is today.

In this book, Hoflich provides a highly informative perspective of banking in Asia, both of its past and its present. Chronicling the personal journeys of these 25 leaders, it is a treasure trove that unravels not only strategy, management and innovation brilliance of these leaders, but also unfolds important and unexpectedly candid views on the future of banking in Asia – as seen through the eyes of the key players of the industry.

Today, Asia’s banks stand on the edge of a new era. Author Peter Hoflich says, “In these uncertain times, all eyes are on Asia. While conservative banks have been stable throughout the sub-prime crisis, the current credit crunch that has affected banks in the U.S. and Europe - raising their exposure to “toxic” collateralized debt obligations.”

“While it may be possible to say that the global experts running the banks with so many decades of banking experience have already seen it all and are looking ahead with great anticipation, Asia remains a mystery for others.” However, there is no reason its banks should be,” added Hoflich.

The author has skillfully presented an otherwise lethargic topic on Asian banking into a fascinating string of portraits to get into the minds of these inspiring leaders that have forged
their way forward through difficult times, making *Asia’s Banking CEOs: The Future of Finance in Asia* an easy yet inspirational read for the layperson and business professionals alike.

**About the Author: Peter Hoflich** was born in Canada in 1969. He travelled to Asia in 2003 and has lived in Taiwan and Japan, learning the local languages and working as a freelance writer. Developing a freelance writer's portfolio, he moved to Singapore in 2003, and is currently Senior Writer at The Asian Banker. Along with a variety of writing duties, he is also involved in conducting interviews with various senior bankers and CEOs, giving him a vast knowledge of banking across the region.

**About The Asian Banker:** The Asian Banker is a research and intelligence company dedicated to providing incisive and up-to-date information and analysis on strategic developments in the financial services industry. The Company offers a unique combination of the skills of researchers and journalists as well as organises forums to develop a keen perspective on strategic issues and the drivers in the industry.

The Asian Banker was founded by Mr. Emmanuel Daniel in September 1996. Incorporated as T.A.B. International Pte Ltd in Singapore, the Company begun as the publisher of Asian Banker Journal, a regional publication covering the business of commercial banking. The publication has grown from strength to strength to become the flagship product of the company and the leading commentator on developments in the Asia Pacific's financial services industry.

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**Asia’s Banking CEOs:**

*The Future of Finance in Asia*

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