

FACING CHANGES AND
CHALLENGES IN THE
GLOBAL MARKETS



April 22-25, 2009
Shangri-La's Mactan Island Resort & Spa
Cebu, Philippines



Client: Philippine Stock Exchange (PSE)
Event: 28th Asian and Oceanian Stock Exchanges Federation (AOSEF) General Assembly

Event Design:

A four-day association event consisting of business meetings (general assembly and a working committee meeting) and social events (welcome cocktails, gala night co-sponsored by the governor of Cebu, an incentive tour to Bohol Island, an arts and crafts tour for companions, and golf game).

Date: April 22-25, 2009

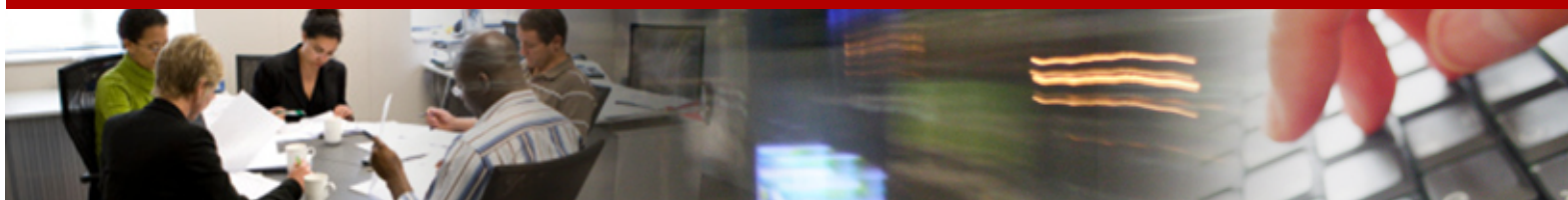
Venue: Shangri-La's Mactan Island Resort & Spa, Cebu

Summary/Overview:

The Philippine Stock Exchange, Inc. (PSE) hosted the 28th Asian and Oceanian Stock Exchanges Federation (AOSEF) General Assembly from April 22 to 25, 2009 at Shangri-La's Mactan Island Resort & Spa, Cebu, Philippines. Carrying the theme "Facing Changes and Challenges in the Global Market," the meeting gathered together members representing the securities industry in Asia and Oceania for an exchange of information, promotion of mutual assistance, and further development of the securities market in the region. The keynote speech was delivered by Philippine President Gloria Macapagal-Arroyo.

Audience and Attendance:

A total of 69 delegates, representing 17 exchanges from Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Mongolia, New Zealand, Philippines, Singapore, Taiwan, Thailand and Vietnam, attended the event.



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TeamAsia's Scope of Work:

TeamAsia provided turnkey event management services, including development, management and execution of event plan and budget; venue and supplier coordination; creative and copy development; delegate invitation; design and production of participant, marketing and onsite collateral; meet and greet services; onsite delegate coordination; security and PMS/PSG coordination; registration services; secretariat services; event staffing and coordination of all social events.

Milestones:

- The international make-up of the event required coordination with 17 exchanges in Asia-Pacific, including provision of meet and greet services in four different airports in Manila and Cebu, housing and ground transfers.
- Each exchange delegation was assigned a dedicated concierge to coordinate requirements on the ground during the conference.
- Last minute revisions to the schedule, such as the invitation by the Cebu governor to host the gala dinner at the Capitol, were responded to quickly and seamlessly by the events team. Delegates were delighted with the local talent that provided entertainment during the festive evening.

Client Testimonials:

PSE President Atty. Francis Lim commended TeamAsia for the successful event: "Thank you for the big help that you and your team have given us. Your organization was undoubtedly part of our success. We will definitely consider you for our big events."

Moreover, one of our international delegates, Mr. Fuzhong Liu from Shenzhen Stock Exchange, praised the team for the job well done: "The whole experience of AOSEF General Assembly has been fantastic. It was a smooth process from beginning to end. It was a perfect flawless flow that enabled us to enjoy every minute of the conference. The sight-seeing process was also fantastic and even breath-taking! We enjoyed the warm hospitality of the host, as well Philippine culture."

