



---

“Seeking Opportunities in China’s Financial Information Service Industry”

***TCFA CA Spring Reception***

Featured with Presentation by Mr. Lu Feng, CEO of Shanghai WIND

Dear TCFA members and friends,

The Chinese Finance Association CA Chapter cordially invites you to join a special event on Thursday April 30th, 2009 at Banker’s Club in San Francisco. The event is featured with a presentation by Mr. Lu Feng, President & CEO of Shanghai WIND recognized as China’s #1 resource for financial data and information services (also known as China’s Bloomberg).

Mr. Lu Feng will share the company’s 12-year growth experience and his insight on the future of China’s Financial Data and Information Service Industry. In addition, Mr. Lu will address the WIND’s domestic and global development strategy and the potential opportunities for overseas talents. The presentation followed by Q&A will also provide a very unique angle in the recent development of China’s financial market.

For finance and technology professionals in the Bay Area, we truly believe it would be an excellent opportunity to expand and solidify your connection with the TCFA community and business leadership of China’s Financial Market.

To register for the event, please log on to our website [www.tcfaglobal.org](http://www.tcfaglobal.org) (First-time registrant needs to sign up his/her TCFA membership account).

\* \* \*

- Time: 6:00 PM – 8:00 PM, Thursday, April 30th, 2009
- Venue: Banker’s Club, 555 California Street, San Francisco, 94104, the city’s premium business club with one of the most spectacular view of the city. (See following for direction and parking information <http://www.bankersclub.com/contact.htm> )
- Attire: Business Casual
- Agenda: 6:00 PM – 7:00 PM, Relax/Social/Network (Hors d’oeuvres and drinks provided)  
7:00 PM – 7:10 PM, Welcome Remark by Dr. Zili Zhang (TCFA CA Chairman)  
7:10 PM – 8:00 PM, Speech by Mr. Lu Feng followed by Q&A
- Cost: Early Bird \$15 (Register by 4/24/2009)  
Regular \$20 (Register after 4/24/2009)
- Contact: Huang, Zhuo (email : [alberthz@stanford.edu](mailto:alberthz@stanford.edu))

## **About WIND**

Shanghai WIND Information Co., Ltd. (WIND hereafter) is a leading integrated service provider of financial data and software in Mainland China. Headquartered in Lujiazui Financial Center in Shanghai, it has sales and service subsidiaries in Hong Kong, Beijing, Shenzhen, Chengdu, Shenyang and Wuhan.

In the China domestic market, WIND serves over 1,500 financial institutions including securities firms, fund management firms, insurance companies, commercial banks and investment companies.

In the international market, WIND also enjoys high reputation in the provision of Chinese financial data and service. Tens of famous international financial institutions, including Merrill Lynch, CSFB, CLSA, and Nomura Research Institute, are the loyal customers of WIND.

In the realm of financial and economic data, WIND has built the most complete and accurate first-class large-sized Chinese financial database, including equity, fixed income, foreign exchange, derivatives, commodity, macro economy news.

## **About TCFA**

The Chinese Finance Association (TCFA) is a non-profit organization aimed at facilitating the exchange of ideas, knowledge and information on education, and research and practice in finance and related areas between the US and China. TCFA was founded in California, U.S. in 1994 and currently has over 1,500 members in U.S., Hong Kong and China Mainland. The TCFA members cover professors and students in academic institutions and professionals in major global financial institutions.

TCFA is based in New York City, with local chapters in California, Boston, Chicago, Washington D.C., Hong Kong, Beijing and Shanghai. TCFA organizes and sponsors a broad range of activities. Regular member activities include annual meeting, regular seminar, etc. For more information, please visit [www.tcfaglobal.org](http://www.tcfaglobal.org).

## **About TCFA California Chapter**

Founded in 1994, California Chapter is the first local chapter of TCFA. Currently, it has over 200 local members. Dr. Zili Zhang (American Century Investment) and Dr. Guang Guo (Barclays Global Investors) serve as co-chairs. The executive team includes 3 executive directors, 5 associate executive directors and a program plan committee. Local chapter programs include career development workshop, knowledge development seminar, social network event and China-US financial market bridge program.