



**May 12, 2009**

**Jersey Finance appoints representative in Greater China**

Jersey Finance has appointed Shanghai born, Zhaoan Li, to help promote Jersey's Financial Services Industry in China and Hong Kong.

Zhaoan Li will promote Jersey to leading intermediaries, investors, regulators and other influential bodies in the finance and business communities in Shanghai, Beijing and Hong Kong.

Her career in financial services spans 13 years and has included sales, marketing and management roles for leading international banks such as UBS Investment Bank, Commerzbank and Bank of Boston in London, Hong Kong and Shanghai. Most recently, she worked for two and half years at BMO Capital Markets in London where she was responsible for fixed income sales working with institutional clients in the Far East, including China and Hong Kong. In her new role as Head of Greater China Business Development for Jersey Finance, she will be based in Hong Kong and travel regularly to other locations in the region. She is fluent in both Mandarin and English.

Geoff Cook, chief executive, Jersey Finance Limited, commented:

'Zhaoan Li's appointment will help spearhead our increasing drive to win business in Asia and I am delighted to welcome her to the team. Zhaoan will help to co-ordinate visits and will alert the Industry to regional developments relevant to business opportunities. She will liaise with government, trade and regulatory bodies in Beijing, Shanghai and Hong Kong and she will progress specific issues which might bring new business to the Island, such as the listing of Jersey companies on the Hong Kong Stock Exchange. Having a representative on the ground is a valuable addition to our business development strategy in the region.'

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**Further information, please contact:**

**Piers Gould**  
**Jersey Finance Limited**  
**Telephone: +44 (0) 1534 836000**  
**Email: [piers.gould@jerseyfinance.je](mailto:piers.gould@jerseyfinance.je)**  
**Website: [www.jerseyfinance.je](http://www.jerseyfinance.je)**

**Or:**

**Mike Sunier**  
**Managing Director**  
**Crystal PR**  
**Telephone: +44 (0) 1534 618613**  
**E mail [mike@crystalpr.co.uk](mailto:mike@crystalpr.co.uk)**