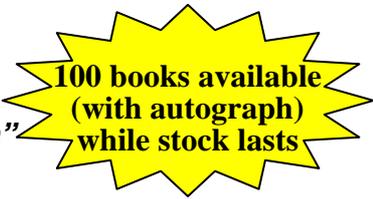




THE HONG KONG MANAGEMENT ASSOCIATION

New publication "Stephen Roach on the Next Asia: Opportunities and Challenges for A New Globalization" by Dr Stephen S Roach



SUSAN YUEN MEMORIAL FOUNDATION

In recognition of the late Mrs Susan Yuen's contribution to the business community of Hong Kong, a series of annual memorial lectures have been organized by the Theme Year Working Party of The Hong Kong Management Association since 1985. This special event will raise funds for the Susan Yuen Memorial Foundation established 33 years ago. Governed by the Board of Trustees, the Foundation provides scholarships for in-service executives to attend short and practical courses.

A new publication, by Dr Stephen S Roach, namely "Stephen Roach on the Next Asia: Opportunities and Challenges for a New Globalization" is on sale. All proceeds of the sale will be contributed to the foundation. Each book will have the autograph of Dr Stephen Roach.

ABOUT THE AUTHOR AND THE BOOK

Written by Stephen S. Roach, Chairman of Morgan Stanley Asia, "The Next Asia: Opportunities and Challenges for a New Globalization" (ISBN: 978-0-470-56422-7; John Wiley & Sons), peers into the future of the world's most dynamic region and will help readers understand the economic imperatives of Asia and how it will shape the world economy.

The Next Asia provides a timely assessment of the region's potential to provide a new source of growth for a post-crisis global economy. Roach points out that many have presumed that the baton of economic leadership has already passed from the West to the East, heralding the onset of the Asian Century. If it were only that easy! The current Asia remains very much an export machine, with auxiliary fuel provided by capital investment. It's a supply-oriented growth model that leaves Asia heavily dependent on external demand from others. Roach argues in this book that the region can lead — if and only if it becomes better balanced, drawing increased support from internal private consumption. Notwithstanding the tensions of the globalization debate and the risks of US-China trade frictions, The Next Asia makes the case for this daunting transition.

Featuring more than 70 of Roach's essays, the book has five critical building blocks: The world after the financial crisis; Asia's critical role in globalization; the upcoming rebalancing of the Chinese economy; a new pan-regional framework for integration and competition; and a frank discussion of the biggest risk to this remarkable transformation in the form of US-China trade tensions.

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