



Financial and Corporate Communications Agency

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About Us

About Trimaran

- Established in 2005 by Michelle Cheng & Pansy Ho, **Trimaran Corporate Communications** is a leading financial and corporate communications firm specialised in providing a comprehensive range of public relations, marketing and communications disciplines in the region. Since inception, Trimaran has successfully organised a diverse range of world-class corporate communications projects, consumer and brand marketing campaigns, financial and investor relations programmes, sponsorships solicitation, and events production and management for leading listed companies and global corporations, renowned financial institutions, real estate companies, hotel operators, consumer brands and public sector bodies.
- Because we effectively communicate our client's messages to its target audiences, maximise the public awareness and exposure of the company, as well as inject energy, passion, and dedication in all our efforts to achieve success, Trimaran has established an enviable reputation amongst its ever-expanding clientele through word-of-mouth referrals and testimonials of its insightful strategies and professionalism across various industries.
- The Trimaran team of dedicated, bright and passionate professionals delivers value-added solutions and measurable results to our clients that exceed expectations, thanks to the support, guidance and strategic advice from our founding partners and directors, Michelle Cheng and Pansy Ho.
- The Trimaran team represents an amalgam of aptitude, industry skill sets, creative flair in various arenas of the corporate communications spectrum.
- The Trimaran team combines strong public relations and strategic business advisory expertise, first-hand industry experience in corporate finance, in-depth investment knowledge on both buy-side and sell-side, and extensive global network of industry and business conglomerates and the media to offer financial and corporate excellence in the region.



Our Mission

- **Versatile and effective public relations and communications strategies.**

We are analytical and resourceful, combining our skills to complement our high-level advisory work with cost effective implementation across the breadth of our services. The end result is establishing a distinguished and reputable image for our clients and assist them in fulfilling their long term business goals.

- **An entrepreneurial spirit. An independent thinking.**

All founding partners share the same dedication, drive and creativity to help our clients achieve their objectives. We are motivated by a desire to become one of the most professional corporate PR consultancies in Hong Kong and China, by delivering excellence to clients, value to shareholders, and assist our clients in building businesses that are synonymous with quality and success.

- **Understanding CLIENT's needs.**

Only through the execution of professional public relations and tailor-made promotional campaigns could our clients remain ahead in the highly competitive market place. Trimaran will analyse our clients' needs and customise unique communications strategies that convey clear and accurate messages to the client's targeted audience at the right timing.

- **Rigorous and analytical.**

We combine uncompromising creativity with our highly disciplined project management standards. We thrive and propel because of our broad vision that embraces intimate local market familiarity. We offer our expertise across the entire spectrum of our client's investor relations, transactions and corporate communications needs. Such crucial elements are keys to success in the highly competitive market arena.



Our Capabilities

- **We achieve our clients' objectives.**

Our approach begins with a careful identification and analysis of the key constituents of the company, the public's perception, the behavior which results from those perceptions as well as the information drivers for improving those perceptions.

- **We effectively communicate our clients' desired messages.**

From strategic counseling, expert guidance to implementation support on all critical communications issues, our team of professionals helps clients understand, enhance and manage the perception of their company in the eyes of their critical audiences:

- Shareholders and investment community
- The company's senior management team and Board of Directors
- The company's current customers and prospects
- The company's employees, at every level
- The media and, by extension, the public
- Opinion leaders who can impact corporate reputations

- **We combine professional expertise with depth and breadth of services.**

Our experience in the field and excellent long term relationships with the business and investment communities are truly unique in the corporate communications industry.

Our Strengths

- **Distinguished corporate leaders and experienced financial, marketing, media and public relations professionals.**

Under the continuing guidance of our founding partners and directors, the Trimaran team comprised of 8 former journalists, luxury brand executives, corporate communications professionals & agency veterans has a chemistry of mixing the best with the best in various sectors to offer **fully integrated services** in different communications disciplines.

- **Sound financial knowledge and excellent relationships with the business and investment community.**

Our team has accumulated extensive experiences and knowledge spanning the fields of securities, research, fund management, corporate finance, marketing and communications, media and branding, to name a few. With the management's vast global connection with industry tycoons and conglomerates, business and social elites, government and social organisations, the Trimaran team is ready to service its clients by providing prudent and effective communications regimes.

- **Extensive and exclusive databases.**

Our corporate, financial, trade and media contacts are unrivaled by other firms in Hong Kong.

- **Well established media relations.**

We take pride of our excellent relationships with major press and electronic media which has nurtured an intimate and direct communication with high level editorial executives.

- **Individualized attention.**

We address each client's individual needs with careful consideration and regard our client's business priorities as our own.

- **We deliver measurable results to our clients**

We have delivered world-class PR initiatives and talk-of-the-town events that raise our client's profile, deliver on their business objectives and surpass their expectations.



Professional Affiliations

- Trimaran is a proud supporter and active member of industry and professional organizations that advance the public relations profession and serve the region's communities.
- Trimaran is a member of the Council of Public Relations Firms of Hong Kong (cPRF), International Public Relations Associations (IPRA) and Hong Kong Public Relations Professionals' Association Limited (PRPA).

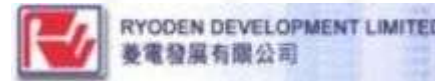


Our Clients

Real Estate (Property Developer & Agents)



NATIONAL PROPERTIES HOLDINGS LIMITED



Real Estate (Residential, Retail & Commercial)



Hospitality & Travel



SOLIS™

万科中心首丽斯酒店
SOLIS VANKE CENTER



美高梅金殿



CAPELLA™
SINGAPORE



CAPELLA™
HOTELS AND RESORTS



Kowloon Shangri-La
HONG KONG

the mira
HONG KONG



SIX
SENSES.
RESORTS & SPAS



Lifestyle & Consumer Brands

zachys[®]
WINE AUCTIONS, INC.


Veuve Clicquot
REIMS FRANCE

MHD
MOËT HENNESSY DIAGEO

 **ALTA YA WINES**


SARMENT

50th Anniversary
Oriental
東方表行
Oriental Watch Company
50週年誌慶
— 歷經過去50年 不斷追求卓越 —

TSL | 謝瑞麟

qeelin

LV

NKEF[®]

SAMSUNG
ELECTRONICS

COCO
COFFEE AND CHOCOLATE

ZAIA

LS
Lifestyle[®]
NEW YORK

MIOGGI

watsons
your personal store

Peegaboo GROUP[®]
百家寶集團

100
100th Anniversary

BOSS
CIGARETTES

YAHOO!

JCDecaux Transport

 **Rentokil Initial**

Art & Design

Sotheby's EST. 1744

Ravenel
MODERN & CONTEMPORARY ART

Seoul Auction
서울옥션



SHIN HWA
GALLERY



SHANGHAI
FINE JEWELLERY AND ART FAIR
上海國際藝術精品展覽會



OPERA GALLERY
HONG KONG

BEN BROWN FINE ARTS

EDOUARD MALINGUE GALLERY

TREASURE-AUCTION.COM
TREASURE-AUCTION.COM
TREASURE-AUCTION.COM
富得拍賣行有限公司



抱遷堂當代藝術館
Modern Art Gallery

GAGOSIAN GALLERY

ASIA INTERNATIONAL ARTS & ANTIQUES FAIR 2006
亞洲國際藝術及古董展 (AIAA2006)



26-29.5.2006

Financial Institutions



Hong Kong Listed Companies

PORTS
1961

 **中国春天百货**
PCD STORES

 **SING TAO**
新聞集團
SING TAO NEWS CORPORATION LIMITED

NuBrands Group
滙保集團 

快意节能
等 2008 


FOREFRONT GROUP LIMITED


FREEMAN CORPORATION


冠軍科技集團
CHAMPION TECHNOLOGY


勤+緣

 **WONG'S**

達藝
DECCA

 **新世界發展有限公司**
New World Development Company Limited

 **WILLIE INTERNATIONAL**






SHUN TAK
Shun Tak Holdings Limited
信德集團有限公司

Public Sector & NGOs



Charities & Associations



Client Testimonials

"Trimaran was **impeccably professional, detail-oriented, and dedicated to delivering results promptly.** Most impressively, they were **highly responsive and proactive...**

Lavina Chan (Head of Communications, North & East Asia, BNP Paribas)

"[We were all] impressed with Trimaran's **professionalism and dedication** in putting together a successful event ... The event also generated **positive media publicity ...**"

Franck Serrano (Director of Pavillon France – External Relationship, Chief Rep of COFRES Shanghai)

"they **showed energetic enthusiasm and commitment** towards the project [and] identified numerous ways to **increase BODW's visibility and to communicate its core strengths** to our target audience."

William To (Project Director, Hong Kong Design Centre)

"Trimaran was **instrumental** in marketing of our Capella Niseko Residences...they quickly understood our product positioning and who our target market is ... We are **pleased with the media exposure** and would consider engaging them for future initiatives."

Mae Loh (Managing Director, Anupuri Land, Developer of Capella Niseko)

"Trimaran has achieved our objectives and **exceeded our expectations** ... they must be **highly analytical, punctilious, observant and knowledgeable** – and we entrusted Trimaran."

Daisy Ho (Deputy Managing Director, Shun Tak Holdings Limited)

"**fast-acting, quick-thinking and well-connected** PR firm... The team **rose to the challenge and delivered.** They helped secure table sponsorships in a challenging economic context... We are grateful to Michelle and her team and look forward to working with them again in the future."

Hui Kuok (Managing Director & Chief Executive Officer, SCMP Group Limited)

Client Testimonials

*“We were particularly impressed by their **invaluable market intelligence and network**. Trimaran **understood our brand positioning and formulated effective strategies to meet our business objectives**. They have **exceeded our expectations** as evidenced by the remarkable results achieved in the past five auctions ...The successful launch in Asia is the key contributing factor to Zachys’ achievement in becoming the number one wine auction house in the world in 2009 .Trimaran was absolutely vital to Zachys’ ability to gain a leading position in the wine auction market, and to become a household name among our target audience...*

Julia Gilbert (Auction Director, Zachys Wine Auctions Inc.)

*“Working with Trimaran has been both a **happy and creative experience** and we, as an organization, has also been **benefited tremendously PR-wise** in working with Michelle and Trimaran.”*

Dr. Delia Pei, BBS JP (Chief Commissioner, Hong Kong Girl Guides Association)

*“Trimaran handled every aspect with **creativity and enthusiasm** – they understood exactly what we needed and how to achieve this level of success...They **provided valuable marketing intelligence**....The results of the launch was overwhelming, as the **impactful media coverage** generated interests from the right kind of tenants....branding and positioning of the Chinachem Group has been redefined within a short period of time.”*

Molly Kung (Marketing Director, Chinachem Group)

*“(Michelle Cheng) led a team of veteran PR & event professionals who **demonstrated expertise** in tackling an event of this caliber. We forged a **fruitful and efficient working relationship** with Trimaran and its management.”*

Lo Wing-hung (Chief Executive Officer, Sing Tao News Corporation Limited)

Media Testimonials

*“Trimaran demonstrated **smooth execution and professionalism** in its work, may it be corporate event management, recommendation of creative media angles or line-up and supervision of interview opportunities. **Always seeking the best for their clients** and Prestige, Trimaran is **resourceful and efficient**. Their **exclusive social network connection** with the town’s elite has helped to raise the profile of Prestige. Through the close-knit and mutually beneficiary relationship with Prestige, Trimaran helped its clients achieve succinct business results, and have enriched the content and quality for Prestige, **creating a win-win situation for all parties.** “*

-Anne Lim-Chaplain (Publisher, Prestige Hong Kong)

*“We have found Trimaran to be **extremely professional and efficient**. Managing Director Michelle Cheng firmly sets the tone of her company with her **strong work ethic and commitment to high standards.**”*

- Sean Fitzpatrick (Editor-in-Chief, Edipresse Hong Kong)

*“Michelle has demonstrated **professionalism, creativity and innate ability** to lead her team to **effectively and efficiently** plan and coordinate high-calibre events, recommendation of well-conceived media angles or line-up of personal interviews. We are very confident that she has the **intelligence, passion and communications skills** to add value for her clients. Their **exclusive network connection** with the business community and social elites has largely helped to cultivate the editorial content of Next Magazine.”*

Karen Li (Managing Editor-Social & Entertainment, Next Magazine)

*“every staff is **very responsible** and takes care of the needs and requirements of the media at all times in a **professional manner**, and demonstrates **strong team spirit** in solving problems efficiently and delivering results. I am extremely grateful to their staff for being so helpful in the past 6 years with Ming Pao Weekly...and especially Michelle Cheng [who] has always been so nice and friendly to the press and manages the two best PR agencies in Hong Kong.”*

- Adeline Lai (Senior Reporter, Ming Pao Weekly)

Our Services

Our Services

We focus on delivering measurable business results to clients through a wide spectrum of communications disciplines. Our specialist services comprise of:

Corporate & Brand Marketing

- Brand development & positioning
- Research and market intelligence
- Strategic marketing
- Business to business marketing
- Event marketing
- Direct marketing
- Corporate image and product advertising
- Media relations
- Product launches
- Sales promotion
- Influencer seeding
- Product sampling
- Spokesperson management
- Consumer education
- Strategic alliances & co-brand opportunities
- Sponsorship strategies
- Database building initiatives
- Corporate internal communications
- Collateral development

Corporate & Financial Communications

- Strategy planning
- Corporate positioning and repositioning
- CEO and executive positioning
- Investor relations activities
- Media training
- Media relations activities
- Presentations
- Road shows
- Seminars
- Site visits
- Individual meetings
- Production
- Advertising

Our Services (cont'd)

Design, Production & Editorial

- Annual, interim & quarterly reports
- Audio visual production
- Corporate videos
- Exhibitions
- Road shows
- Stage design and production
- Venue decoration
- Video production
- Complete editorial & translation services
- Corporate & product brochures
- Graphic design & production
- Newsletters
- Press articles
- Websites
- Speech & script writing

Events Planning & Management

- AGMS, EGMs & shareholders meetings
- Celebrations & ceremonies
- Charity & fund raising campaigns
- Cocktail receptions
- Conventions, exhibitions & seminars
- Focused groups
- Gala dinners
- Grand openings & inaugurations
- IPO presentations
- Plant visits & media tours
- Press conferences & events
- Private appointments
- Product launches
- Results announcement
- Road shows
- Staff events

Our Services (cont'd)

Media Relations

- Strategy and message development
- Media relationship building
- Audience targeting
- Tracking and analysis
- Audits
- Editorial campaigns
- Media training
- Media tours
- Newspaper supplements
- Press conferences & briefings
- Media material development
- Database development and maintenance

Digital Media

- Interactive reputation management
- Online image shaping
- Social media
- Digital business management

Communications Consultancy

- Community relations
- Crisis and issues management
- Financial & Investor relations
- Employee relations
- Government relations
- Issues representation
- Transaction-related consultancy



Our Team

Management Biographies

Ms. Michelle Cheng, CFA (Founding Partner & Managing Director)

Michelle is a financial and corporate communications consultancy veteran with over 14 years of industry experience in the Greater China region.

After obtaining her BA Honours degree with majors in Economics and History and minor in Psychology from University of Toronto in 1997, Michelle started her career at Value Partners Limited, where she managed investment portfolios for leading global funds Blackstone Group and Charlesbank Capital Partners. She furthered her career in corporate finance at Anglo Chinese Corporate Finance, Limited in 2001 where she gained valuable experiences in mergers and acquisitions, IPOs, financial and strategic advisory and corporate restructurings in HK and China and obtained extensive knowledge of the Listing Rules and Takeovers Code.

In 2005, she left the investment banking industry and became a young entrepreneur in establishing her own company Trimaran with good friend and mentor Ms. Pansy Ho. Also one of the partners and executive director of Occasions PR & Marketing Limited, Michelle possesses a strong network of business and social elites as well as global luxury brand clientele, and maintains personal relationships with publishers and editors across a wide spectrum of media sectors.

Michelle oversees the entire business operation, manages current client relationships and programmes, and generates new businesses at Trimaran. Michelle has particular expertise in strategic positioning, investor and media relations management and brand enhancement having worked with a range of multinational listed and private corporations and financial institutions.

Besides gearing her efforts in business endeavors, Michelle also serves on a host of economic, social and public services, to widen her participation in and contributions to the economic and social fabrics of Hong Kong and China. Michelle is a Director of the Hong Kong United Youth Association and a committee member of Centum Charitas Foundation. She is the Honorary Vice President of the Hong Kong Girl Guides Association and a devoted supporter to local charities. Her devotion and involvement in local charities provide her with a different dimension of organisational skills in big scale fund raising events.

Michelle has been recognised for her professional and personal achievements. She was named “Top 100 Outstanding Female Entrepreneurs in 2009” by the Chinese Female Entrepreneurs Committee. She also received the “Most Promising Young Lady” Award by leading magazine Hong Kong Tatler in 2003.



Management Biographies

Ms. Pansy Ho, Founding Partner & Executive Director

A successful businesswoman and a distinguished social figure in Hong Kong & Macau, Pansy is instrumental to the creation and growth of Trimaran. Pansy is the Managing Director of Shun Tak, a leading Hong Kong-listed conglomerate with a diverse portfolio of investments in the transportation, property and hospitality sectors. Pansy is also a Director of MGM Grand Paradise & partnered with MGM Mirage to develop and operate 5-star luxury hotel resort MGM Macau. With the successful listing of MGM China in June 2011 Pansy is ranked by Forbes as one of Asia's richest businesswomen with a fortune valued at US\$4.2 billion.

Pansy also serves on a host of economic, social and public services to widen her participation in and contributions to the economic and social fabrics of Hong Kong, Macau as well as Mainland China. She is a Standing Committee Member of the Chinese People's Political Consultative Conference of Beijing, a Standing Committee Member of the All-China Federation of Industry and Commerce, a VP of the Chamber of Tourism of All-China Federation of Industry and Commerce, and a Vice Chairperson of the China Society for Promotion of the Guangcai Program. In Macau, Ms. Ho is a Member of the Government of Macau SAR Tourism Development Committee, a VP of the Macau Chamber of Commerce and a VP of Macau Convention & Exhibition Association. Internationally, she is also an Executive Committee Member of World Travel & Tourism Council and a member of Sotheby's International Advisory Board.

Pansy is renowned for her ingenuity in engineering and masterminding unique creative concepts, as well as her resourcefulness in organizing complex and demanding logistics. Under her leadership, Occasions and Trimaran have grown to be a highly reputable PR & marketing firm and has built up an extensive clientele that consists of world-renowned brands and corporations. Pansy has single-handedly orchestrated a number of world class events, introducing the idea of mega-events and the concept of professional celebrity-PR to the Hong Kong scene, adding glamour and creative innovations to the then conventional social milieu. The trend has spread further to Taiwan and now Shanghai. Her vision set our Group on a mission quite different from other PR companies, in that it strives for excellence and value enhancement for both itself and its clients.

The contributions and achievements of Pansy have won her global recognition, including the "Outstanding Business Ladies Award Hong Kong" in 2001, "The Leading Women Entrepreneurs of the World" in 2002, "Fortune 50 Most Powerful Women in Business" in 6 consecutive years from 2002 to 2007, and the "Bauhinia Cup Outstanding Entrepreneurs Award" in 2002. Pansy was being bestowed Commander of the Star of Italian Solidarity in 2006 by the Government of Italy and, Officer of the Order of Arts and Literature in 2004, Officer of the Order of Agricultural Merit in 2007 and Knight of the National Order of Merit in 2008 by the Government of France.



Our Team Profile

Estella Niem **Associate Director**

Qualifications: Specialist degree in Bachelor of Commerce and Finance from University of Toronto, Ontario, Canada

Estella is an experienced marketing communications specialist with over 15 years of industry experience. Estella's in-house experience with world's leading international fashion brands and financial institutions coupled with extensive local and regional media understanding has equipped her with strong skills in strategy, planning and execution. With a career spanning Hong Kong and China and including significant exposure to second tier cities, Estella is in the driving seat for Trimaran's expansion into other Asian markets.

Estella began her career in the finance industry with Credit Suisse, Banco Santander, and Merrill Lynch, before taking up the position of Social Editor in leading English society magazine Hong Kong Tatler. She has also accumulated over 7 years of solid experience in the marketing and communications field of luxury consumer goods as Regional Communications Director of Giorgio Armani, Celine and Lanvin.

At Trimaran, Estella is responsible for developing and executing integrated marketing communication strategies in advertising, PR, marketing, events and celebrities relations for clients in the Greater China region. In addition to managing key accounts in Hong Kong, she is also responsible for spearheading the overall Greater China marketing strategies for international clients, including property launches for Capella Niseko Hotels and Resorts in Hokkaido and Binjai in the Park in Kuala Lumpur, The Pittormie Residences in Scotland; auction houses Zachys Wine Auctions from New York, Ravenal Art Auctions from Taiwan and Seoul Auction from Korea; and MGM Macau, Sarment London and French National Pavilion at Shanghai World Expo 2010. Estella also single-handedly spearheaded the PR & marketing campaign for world-class property development Dubai Pearl in which she managed a 1-month roadshow and VIP events in Shanghai, Beijing & Hong Kong. She was also instrumental in successfully developing the integrated marketing, PR and digital campaigns for the leading design conference in Asia, Business of Design Week for two consecutive years in 2009 and 2010.

Our Team Profile

Esther Chan

Account Manager

Over a decade of experience in the communications and media industry has given Esther a full range of knowledge and expertise in media relations, public affairs strategies, marketing and publicity campaigns and event management. After obtaining her Bachelor of Social Science in Communication degree from HK Baptist University, Esther started her career and worked as a TV reporter and producer for various lifestyle and current affairs programmes at Cable TV for over 9 years. She then joined Hong Kong Design Centre to organize and manage its annual flagship event “Business of Design Week” in 2005 and “Icograda Design Week in Hong Kong” in 2006. She then furthered her career in the public sector by joining the Commerce, Industry and Technology Bureau of the HKSAR Government and was responsible for implementation of Mainland and local sponsorship solicitation, marketing partnership, event management, media liaison and local publicity programmes for the highly prestigious international event “ITU TELECOM WORLD 2006”, dubbed by many as “Olympics in Telecommunications”. Prior to joining Trimaran, Esther was an Account Manager at local PR agencies responsible for corporate responsibility, sponsorship, lobbying, public affairs, media relations, publicity and event management for clients including West End Musicals, Hong Kong Tourism Board, Housing Authority, HK Association of Banks, Standard Chartered, The Link, Wyeth, Watsons Water and Nintendo. She is currently in charge of current client projects and business development at Trimaran and handle projects including the Parents’ Journal Expo, Boao Youth Forum (Hong Kong) and Solis Vanke Center in Shenzhen. Esther received her Masters degree of International and Public Affairs from University of Hong Kong in 2010 and is fluent in English, Cantonese and Mandarin and competent in French and Japanese.

Our Team Profile

Francis Lau

Account Manager

With 10 years of solid experience in the PR & marketing industry, Francis is a specialist in the lifestyle, art and hospitality sectors. Prior to joining Trimaran, Francis has organized successful events at shopping arcades which boosted tremendous traffic for the malls, including the Transformer exhibition at **Hollywood Plaza**, live-size Monopoly at **Maritime Square**, tourism exhibitions and festive promotions at **The Westwood and Shun Tak Centre**, fashion shows at **Pacific Place**, as well as charity and other promotion events at **New Town Plaza** and malls of **Hong Kong Housing Authority (now known as The Link)**. Since she joined Trimaran, Francis has successfully designed and implemented a few integrated marketing campaigns including **Treasure Auctioneer** (the earliest full-service and online auction house in the region) and **Hong Kong Plaza Grand Opening** (a high-end shopping mall located in Shanghai owned by Lai Fung Group). She was also responsible for the 140th anniversary campaign of the Tung Wah Group of Hospitals, Veuve Clicquot QR code campaign, Watson's and Po Leung Kuk charity event, and Boao Youth Forum (Hong Kong) 2010.

Fanny Jor

Account Manager

Fanny has more than 8 years of experience in the corporate and financial communications field from working in a listed company, 5-star hotel group and financial PR agency. Prior to these capacities, she has been a seasoned journalist reporting for the Business, Property and Lifestyle sections of leading local dailies for 6 years. At Trimaran, Fanny has been instrumental in managing key projects and devising strategic PR campaigns with Hong Kong, China, Macau and regional media for local real estate developers, including The Lily by Chinachem Group, Mandarin Oriental Serviced Apartment & Residences by Hongkong Land and Shun Tak, and large-scale charity events such as The Chinese Athletes Educational Foundation's National Badminton Team Charity Show. Fanny was also responsible for supervising the media relations, investor relations, issue and crisis management services for our listed companies clients including QJY Media Services Limited and Wong's International Holdings Limited.



Thank You