

Expanded content!

ASIA • PACIFIC FORUM Magazine in May 2008

Ad commitment due: 3/28/08

Materials due: 4/4/08

Main Theme: Treasury and finance issues for companies doing business or planning to do business in the Asia-Pacific region.

Bonus Distribution:

- AFP Global Corporate Treasurers Forum
- NY Cash Exchange
- Windy City Summit Conference



Here are some of the article themes planned for the May Asia-Pacific Forum Magazine.

1. An interview with a global company on the potential and pitfalls of Asia at a time when the region is an island of growth during an economic downturn.
2. Cash management and banking update focusing on South Asia.
3. Washington Watch, an update on issues concerning the U.S. and its Asian trade partners.
4. Sovereign wealth funds, huge pools of cash belonging to foreign governments, are making their influence felt in the financial world and coming to the rescue of Western firms. What effect are these new players having?
5. Economic overview of region. Can Asia keep growing, or is it vulnerable to the credit crisis?
6. AFP member survey on Asia.
7. A look at Islamic finance options in Indonesia, Malaysia and elsewhere
8. A bank's view of trade finance options in the region

The entire May issue will be available online in an enhanced magazine presentation format. All advertisements will appear in full-color and may include hyper-links.

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