

## NEWS ANNOUNCEMENT



### ***VIP Club, The Reserve, delivers targeted investment events to Hong Kong's HNWI and UHNWI.***

**Hong Kong, 17 July 2013** – Since its recent re-vamp, Hong Kong's most exclusive VIP club, *The Reserve*, has delivered a trio of investment events directly in-tune with the investment appetite of its 15,000 high net worth and ultra high net worth (HNW and UHNWI) members.

The first event since the club's re-brand earlier this year saw art collector and billionaire entrepreneur, Gert Elfering, introduce his extensive collection of Kate Moss-inspired art to a intimate group of *The Reserve* members over a fireside chat at the Upper House. During the session, Gert spoke of how and why he started his collection and dispelled many of the myths associated with photographic art for the purpose of investment.

Alternative ventures are increasingly popular with investors, and *The Reserve* teamed up with the UK's leading alternative asset provider, Capital Alternatives, to deliver two seminars over one day to talk about opportunities in Australian farmland and African palm oil. 100 serious investors attended a lunch or dinner seminar at Hong Kong's Kee Club, giving representatives from Capital Alternatives the chance to meet potential investors in a relaxed environment.

To round up *The Reserve's* investment events in June, members were invited to the launch of The Chedi Andermatt, a luxurious new development in the heart of the

Swiss Alps. The property exhibition was accompanied by a traditional string quartet and a selection of fine wines from the region.

Managing Director of *The Reserve* Roger Searl said, “At the heart of *The Reserve* are unique experiences built around the exact interests and passions of each member. Reacting to feedback from members hungry for international investment opportunities we select companies with a proven track record in their market and bring them directly to our highly qualified audience of investors.”

*The Reserve* 's sister club and magazine in Mainland China, *Yù Háo Huì*, also hosted the first Property Investment Exhibition and Seminar (PIE+S) in Guangzhou over the weekend of 5 – 7 July. After 4 years of success in Hong Kong, the tried and tested format was taken to South China where property and alternative asset providers introduced opportunities that previously weren't available to the Mainland Chinese market. The concept proved to be extremely popular with over 150 HNW and local business professionals attending the event. Partners reported a huge interest from the lucrative South China market with many securing a number of HNW and UHNW customers driven directly from the inaugural event.

*The Reserve* has an extensive and diverse range of member experiences planned for 2013, from hosting the first mega-yacht party at the Singapore Grand Prix to an intimate round of golf with the legendary England footballer, Michael Owen.

**-ENDS-**

**For media enquiries please contact:**

Ms. Zoe Belhomme / Marketing Manager / [zoe@infonationasia.com](mailto:zoe@infonationasia.com) / +852 3620 3153

Ms. Carrie Wan / Membership Services / [carrie@infonation-asia.com](mailto:carrie@infonation-asia.com) / +852 3620 3157

Ms. Dominique Afacan / Editorial Director / [dominique@infonation-asia.com](mailto:dominique@infonation-asia.com) / +852 3620 3195

Mr. Roger Searl / Managing Director / [roger@infonation-asia.com](mailto:roger@infonation-asia.com) / +852 3620 3152

To find out more about working with us to produce bespoke events and media campaigns tailored around the passions of our elite membership base contact our Partnership Directors:

Musetta Lam: [musetta@infonation-asia.com](mailto:musetta@infonation-asia.com)

Elizabeth Leung: [elizabeth@infonation-asia.com](mailto:elizabeth@infonation-asia.com)

Our media portfolio:

INFO/NATION [www.infonation-asia.com](http://www.infonation-asia.com)

*The Reserve* [www.thereserve-asia.com](http://www.thereserve-asia.com)

Yù Háo Huì [www.yuhaohui-asia.com](http://www.yuhaohui-asia.com)

Other products in the INFO/NATION portfolio:

PIE+S [www.pies-asia.com](http://www.pies-asia.com)

LOFT [www.loft-asia.com](http://www.loft-asia.com)

### **About INFO/NATION:**

Established in 2011 by current Managing Director Roger Searl, INFO/NATION is Hong Kong's leading media and intelligence-led marketing business focusing on Greater China's high net worth individuals and ultra high net worth individuals (HNWI and UHNWI). The INFO/NATION portfolio includes *The Reserve*, *Yù Háo Huì*, PIE+S, LOFT and previously Millionaireasia Hong Kong.

INFO/NATION researches the demographic and psychographic information of the top HNWI and business professionals throughout Greater China to create in-depth profiles on their information needs, preferences, interests and passions. Using this intelligence INFO/NATION handpicks audiences to create integrated marketing campaigns for partners through a range of private events, unique experiences and print and digital media products.