

**PRESS RELEASE**

**ASIFMA ANNOUNCES TWO NEW SENIOR HIRES:**

**HEAD OF FX AND MANAGER FOR POLICY AND REGULATORY AFFAIRS**

**Hong Kong, 7 September 2015** - ASIFMA, the financial industry's leading regional trade association, has made two new appointments: John Ball as Managing Director, AsiaPac of GFMA's Global FX Division (ASIFMA is a member of GFMA, the Global Financial Markets Association) and Ashley Lee as Manager for Policy and Regulatory Affairs.

John Ball is based in the ASIFMA Hong Kong office and leads the GFMA's Global FX efforts in the region, taking responsibility for the AsiaPac Committee as well as a number of ongoing projects.

John joins ASIFMA from Barclays where he was part of the FX COO team for the past five years, covering a number of areas including the regulatory agenda in the US, EU and Asia. Prior to this he was with Citigroup as MD, EMEA, for Global Markets Operations and with Standard Chartered in Asia as Global Head of Wholesale Operations.

Ashley Lee is based in Hong Kong and her principal responsibilities are to coordinate with the GFMA alliance partners on global policy initiatives, support the Public Policy Committee and provide coordination, research and analytical support related to global and regional policy and regulatory developments.

Ashley joins ASIFMA from the International Financial Law Review (IFLR) where she was the Asia Editor over the past three years. Prior to that, she was with Euromoney Institutional Investor.

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**About ASIFMA**

[ASIFMA](#) is an independent, regional trade association with over 80 member firms comprising a diverse range of leading financial institutions from both the buy and sell side, including banks, asset managers, law firms and market infrastructure service providers. Together, we harness the shared interests of the

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financial industry to promote the development of liquid, deep and broad capital markets in Asia. ASIFMA advocates stable, innovative and competitive Asian capital markets that are necessary to support the region's economic growth. We drive consensus, advocate solutions and effect change around key issues through the collective strength and clarity of one industry voice. Our many initiatives include consultations with regulators and exchanges, development of uniform industry standards, advocacy for enhanced markets through policy papers, and lowering the cost of doing business in the region. Through the [GFMA](#) alliance with [SIFMA](#) in the United States and [AFME](#) in Europe, ASIFMA also provides insights on global best practices and standards to benefit the region.

More information about ASIFMA can be found at: [www.asifma.org](http://www.asifma.org).