

PRESS RELEASE

ASIFMA APPOINTS DAVID CAMPBELL AS HEAD OF FIXED INCOME

Hong Kong, 19 February 2019 – [ASIFMA](#), the financial industry's leading regional trade association, has appointed David Campbell as Managing Director – Head of Fixed Income.

David brings with him almost 30 years of experience in leadership positions both in the UK and Hong Kong. In his various senior roles, he drove key agendas across a client-facing markets business in Asia and Europe. This included all aspects of markets sales functions, such as product suitability, and client strategy across multiple business areas and jurisdictions.

Among his previous senior positions, David was with Barclays Bank, Hong Kong from 2009 – 2015 where he was Managing Director, Head of Asia Distribution (Asia-Pacific sales teams) and head of Macro Distribution for Asia-Pacific region. Prior to that, he was with Barclays Bank, London, U.K. from 2005 – 2009 as Managing Director, Head of European Interest Rate Distribution (European sales teams). From 1994 – 2004, he was with Salomon Brothers International/Citigroup, London U.K. as Managing Director where his roles included fixed income trading, fixed income sales, and manager of the USD fixed income sales team.

David graduated from Bishop's University, Lennoxville, Quebec, Canada with a Bachelor of Arts in Business and Economics.

ASIFMA's Compliance/Tax and Fixed Income previously operated as one division under Patrick Pang and with David's arrival will now operate as two distinct teams to reflect the importance of both key areas. With David as Head of Fixed Income, Patrick Pang's role is now Head of Compliance and Tax which will allow him to focus on the numerous committees and working groups operating under compliance and tax.

Mark Austen, CEO of ASIFMA, said, "We are very grateful to Patrick for making our Fixed Income division into what it is today and as we embark on the next chapter of development we are delighted to have David join us. David is a true industry veteran and his calibre of expertise will enable us to further strengthen our capabilities and elevate our advocacy work around the region."

David commented, "I am very much looking forward to working with my ASIFMA colleagues and member firms as we promote our agenda for deeper and more efficient markets across the Asia-Pacific region".

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DEVELOPING ASIAN CAPITAL MARKETS

About ASIFMA

[ASIFMA](#) is an independent, regional trade association with over 115 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 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.