

---

[ For Immediate Release ]

22 October 2010

## **Mr. Cheah Cheng Hye Delivers Keynote Speech at Renowned Graham & Dodd Breakfast in New York**

On 21 October 2010, Value Partners Group's Chairman and Co-Chief Investment Officer, Mr. Cheah Cheng Hye, delivered a keynote speech at the 20th Annual Graham & Dodd Breakfast Seminar in New York, co-hosted by Columbia University's Business School and the Heilbrunn Center for Graham & Dodd Investing. Mr. Cheah's speech, **Value Investing: Making It Work in China and Asia**, was well received by some 400 guests, including investment professionals, academics and Columbia University alumni.



**Mr. Cheah Cheng Hye,  
the Chairman and Co-Chief Investment Officer of  
Value Partners Group Limited**

Mr. Cheah's speech began by introducing how Value Partners has emerged to be "a temple of value investing in Asia." Humbly offering to the audience that he might not have too much to say about the theory of value investing, he affirmed that he had vast experience in and insights into its application. Mr. Cheah explained how his team has been developing the value-investing process, adapted to the economic and investment environments in China and Asia.

Mr. Cheah also detailed some of the key factors leading to Value Partners' solid success, one of which is his team's character and discipline. A firm believer that one's name is his or her brand, he described how his staff were trained to tame the forces of overconfidence, ensuring that they neither overreact nor under-react, and that they maintain a contrarian approach to investing. He summed up his presentation by reaffirming Value Partners' motto of being, "small enough to be effective, but big enough to be strong."

Co-hosted by Columbia University's Business School and the Heilbrunn Center for Graham & Dodd Investing, the annual event remains one of the most highly esteemed events in the world of value investing. The Center builds on Columbia Business School's extraordinary tradition of value investing by promoting the study and practice of the principles developed by Benjamin Graham and David Dodd. The Center serves as the leading global resource on investing. To learn more about the Center, please visit [www.gsb.columbia.edu/valueinvesting](http://www.gsb.columbia.edu/valueinvesting)

Contact for enquiries:

Value Partners Limited  
Investment Services & Sales  
Tel: (852) 2880 9263  
Email: [vpl@vp.com.hk](mailto:vpl@vp.com.hk)