

Ms. Alice LAW

Chief Executive Officer, Asia Securities Industry & Financial Markets Association (ASIFMA)

Alice Law is the Chief Executive Officer of the Asia Securities Industry & Financial Markets Association (ASIFMA). Ms Law oversees the association of over 165 members firms with divisions focusing on Equities and Post-Trade, Compliance and Tax, Fixed Income, Public Policy and Sustainable Finance, Technology and Operations, Asset Management and Education & Training.



Prior to joining ASIFMA, for 23 years Ms. Law served in the public sector and held various senior positions in the Mandatory Provident Fund Schemes Authority (MPFA) and the Securities and Futures Commission (SFC) in the Hong Kong SAR. Ms. Law spent 9 years in the MPFA with the first 6 years from 2012 to 2018 as the Chief Operating Officer completing significant reforms to the market structure including the implementation of mandatory default investment strategy and a new supervisory regime for MPF intermediaries. During her tenure as the Deputy Chairman and Managing Director of the Mandatory Provident Fund Schemes Authority (MPFA) from 2018 to 2021, Ms. Law spearheaded the commencement of the eMPF Project, a multi-billion dollar digital transformation programme that will reshape the Hong Kong MPF ecosystem of over HK\$1 trillion dollar worth of assets. During her service at the MPFA, she was MPFA's ex-officio member to the Exco of IOPS (The International Organisation of Pension Supervisors).

Prior to her roles at the MPFA, Ms. Law was an experienced financial regulator having served 14 years in the SFC and participated in a number of market reforms following the respective Asian and global financial crises. Ms. Law made significant contributions to explore other frontiers for the Hong Kong market by setting up new rules for exchange traded products, real estate investment funds and structured products. As the Senior Director of Policy, China and Investment Products between 2008 to 2012, Ms. Law initiated high level dialogues with Mainland Chinese regulators to explore cross border cooperation relating to RMB internationalization, RQFII and widened market access under the CEPA (Closer

Economic Partnership Arrangement) framework. Ms. Law also worked on secondment in overseas regulatory bodies including the Australian Securities and Investment Commission (ASIC) and the China Securities Regulatory Commission (CSRC).

Ms. Alice Law has been a Council member of the World Economic Forum since 2014. She was the Co-chair of Global Future Council on Responsive Financial Systems of the World Economic Forum between 2020-2022 (June), the focus of which is on digital led economic recovery, Green Finance and climate change issues. She is the first Hong Kong Chinese to assume this leadership role.

Ms. Alice Law was appointed as an Adjunct Professor in the Faculty of Law of the University of Hong Kong in 2022. Ms. Law is a solicitor admitted in Hong Kong and in England and Wales. She obtained her Master of Laws degree from the University College of London and is a law graduate of the University of Hong Kong. She had years of private legal practice in Hong Kong before joining the public sector.

Ms. Law was born in Hong Kong and is proficient in Chinese (Putonghua and Cantonese) and English.