

“Bull & Bear” Investment Strategies

Wong Kon How

Objective:

This course is for both new and experienced investors. Besides discussing the keys in filtering the right stocks for value investing, the emphasis will be on discussing and learning how to deploy the different investment strategies in any given bull or bear market cycle.

In this volatile market condition, having these strategies and knowing how to make your entry and time your investments is an essential tool for long term investors.

This course is for those who needs a better edge in their investment judgement.

Learning outcome:

- The steps and process in making an investment decision
- The keys in filtering great companies
- The bull market investment strategies
- The bear market investment strategies
- Choosing the right investment products that suits you
 - Stocks or Funds or Special Investment Products
- The risks management

Course Highlight:

- With live or static case studies

Duration

3 hours

The trainer:



Kon How has more than 20 years of trading experience in the finance industry. His company, Weipedia Private Limited provides consultancy services in developing the financial market in Asia. He is also a SGX Academy professional trainer with Singapore Exchange.

Apart from managing his own fund, he also conducts training sessions for industry practitioners in Singapore, Malaysia, Thailand, China and Hong Kong. These practitioners include regulators, fund managers, professional traders, brokers and their clients.

He studied Engineering but was passionate about investment and trading. This led him to pursue after the financial market after his graduation. He started off as an apprentice in SiMEX and a floor runner in 1995. Since then he had been a floor trader, financial dealer and an active practitioner in the Securities and Derivatives market. In 1999, he studied and graduated with a Bachelor in Business from La Trobe University.

Market insight:

Year 2008 was the turning point in the financial market. Kon How had accurately forecasted the downturn of STI and Dow Jones during the early 2008. He also presented the continual uptrend in the Gold market from USD900 level. Interestingly, he also spotted the turning trend of the Singapore COE car market during that period.

His company's belief:

Knowledge is not power. Applying what you have learned is. We create the bridge!

We believe that every keen investor and trader should have the opportunity to learn about the financial market in a progressive and manageable manner. Regardless of your background and your starting point, if you have the right learning attitude, you too can be a professional in this field!"

Participated with:



Testimonies:

Attended mainly by bank traders

“...conducting an outstanding presentation...response to the seminar was overwhelming with 130 participants. The content of the presentation carries high degree of practicality. Feedback from our members throughout the seminar is positive and encouraging”

Mr Jack Cheung,

**CEO of Treasury Market Association
(Hong Kong)-12 January 2015**

Attended mainly by securities and futures licence professionals

“...turnout rate of this training was great – about 30 participants (full house) attended” “The participants rated very high of this course and their satisfaction of the course was 4.71 (where 5=very good... The average rating of instructor was 4.88. Well done and thanks for delivery such a great course for us.”

Ms Ruth Kung,

**Executive Director for Education & Development of Hong Kong Securities & Investment Institute
(Hong Kong) - 5th November 2014**

A Business owner and a retail trader

I have enjoyed this course and found it to be most interesting, informative and useful. In the past, I had attended various courses that taught me how to trade, read charts and identify the peaks and troughs and to follow the Trend. However, none of these courses were as detailed and concised as your class. It beats the many hours spent reading up on as many Analysts reports and business news which can be overwhelming and confusing.

Best regards, Sally (Singapore) – 24 Jul 2015

A Remisier from Lim & Tan Securities

我很荣幸能有机会上这四天的 Structured Warrants 课程，让我能学到了很多非常务实与实用的方法和观念。这些技术对我们股票经纪人或做为独立投资人都是長久性受益无穷的技能。最让我印象深刻的莫过于您的诚实与诚恳的态度。您说不能担保一定全对，但您收集的数据和方法肯定能增进我们的勝算，買賣时也更有信心，至于其他方面就只能管控市场的风险了。希望在不久的将来还能有机会上您的课，听您的分享。

李小容 (Singapore) – 13 Oct 2015

Disclaimer (Calibri 7pt Dark Grey)

Singapore Exchange
London ▪ Tokyo ▪ Beijing
▪ Hong Kong ▪ Mumbai

2 Shenton Way
#02-02 SGX Centre 1
Singapore 068804

main: +65 6236 8888
sgx.com